



# SBTW★23

CONNECT.MENTOR.COLLABORATE

**Driving Small Business Performance**

JUNE 20-23, 2023 | BALTIMORE MD

# The SBP Credential (CSBP 001) Update and Small Business Training Initiatives



Ken Carkhuff

Small Business Learning Director, DAU

[kenneth.carkhuff@dau.edu](mailto:kenneth.carkhuff@dau.edu)



June 22, 2023



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Agenda

---

- DAU Information
- Small Business Professional Experience
- Small Business Professional Credential overview
- DoD OSBP Credential Memorandum
- Current SBP Credential Statistics
- Additional DAU SBP Training and Other Recommended Training
- DAU Small Business Initiatives
- Upcoming DAU Small Business Events
- Other DAU Learning



# To Help You Succeed

## Vision

An accomplished and adaptive workforce, giving the warfighter a decisive edge.

## Mission

Provide a global learning environment to develop qualified acquisition, requirements and contingency professionals who deliver and sustain effective and affordable warfighting capabilities.



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Get Up To Speed With Credentials

## Curated Pathways for **Empowered** Performance

### Benefits:

- Enhance Job Performance by Acquiring Specific Skills
- Highly-Focused Training
- Ownership of Learning Path
- Show Mastery of Specific Topics
- Included on DAU transcript



[www.dau.edu/training/pages/credentials.aspx](http://www.dau.edu/training/pages/credentials.aspx)



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance



# DAU Quick Links



## Updated DAWIA requirements, certification training and elective learning options

- **DAWIA Certification:** Streamlined certification framework and functional area-based training
- **Defense Acquisition Credentials:** Training programs tailored to job functions and skills
- **DAU Courses:** Training courses designed specifically for Defense acquisition professionals and available in-person and online
- **Commercial Training:** Access to online training resources from leading providers such as Coursera, LinkedIn Learning and more



## Acquisition tools and resources to improve job performance and build skills

- **Tools:** Resources and job aids help complete tasks
- **Library:** Research and information resources from DoD and commercial sources
- **Events:** Opportunities to hear directly from leaders, experts and practitioners while earning CLPs. Watch live or on-demand
- **DAU Media:** Access videos and podcasts on a wide variety of topics and interest areas, including the TEDxDAU video collection
- **Community Hub:** Knowledge sharing and collaboration around specific interests



## Acquisition consulting, tailored training and workshops for individuals and teams

- **Acquisition Consulting:** Customized services to help overcome specific challenges and solve complex problems
- **Executive Coaching:** One-on-one support to help leaders effectively manage high-performing teams
- **Workshops:** Sessions designed around specific issues, requirements, or program objectives



# Small Business Professional Credential (CSBP 001)



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Small Business Professional Experience

- The following are functional areas of Small Business Professional experience (DoDI 4205.01)
  - **Acquisition Functional Area:** Program manager, Deputy program manager, or assistant program manager for federal acquisition programs
  - **Engineering Functional Area:** Chief engineer, systems engineer, assistant engineer, or product support manager for federal acquisition programs
  - **Contracting Functional Area:** Federal contracting officer; small business technical advisor; contracts administrator for Federal Government contracts
  - **Other areas of experience:** Business attorney specializing in federal procurement law; small business liaison officer; officer or employee who managed Federal Government contracts for a small business; or individual whose primary responsibilities were for the functions and duties of the Small Business Act





# Small Business Professional Credential (CSBP 001) Overview

- DoD Contracting Certification Taskforce recommendation of a SB/Socioeconomic Programs credential approved by the Service Procurement Executives on 3 Apr 2020
- SBP credential, based on DAU collaboration with DoD OSBP:
  - SBP 1010: Introductory small business course covers the small business vision, goals, culture, and values from the view of the Functional Leader, A&S, and the SECDEF. **Recommended** prerequisite for SBP 102V.
  - SBP 102V: SBPs apply basic knowledge of the legislation, policies, acquisition process, and market research techniques required to advise stakeholders effectively, and to advocate for small business participation in defense acquisitions, and to educate small businesses on doing business with DoD. Prerequisite for SBP 210V.

**Listen to podcasts about the courses and the credential at:**

<https://media.dau.edu/channel/Small%2BBusiness/62965391>



**SBTW★23**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Small Business Professional Credential (CSBP 001) Overview (cont.)

- SBP 2010: Provides an overview of the small business decision-making process, contributions of the Small Business Professional, the Small Business Administration, small business outreach strategies, special programs, the source selection evaluation process, and post-award issues. It is designed for mid-level Small Business professionals with two or more years of acquisition experience to work as integral parts of the acquisition team. **Recommended** prerequisite for SBP 202V.
- SBP 202V: Prepares mid-level SBPs to work effectively with acquisition teams throughout the acquisition lifecycle. Students demonstrate their comprehension of concepts introduced in Part A.
- SBP 210V: Provides an overview of subcontracting as a means of maximizing small business opportunities, and the SBP's role in advising on subcontracting requirements. After learning key concepts, students apply them to job-relevant situations and get feedback.
- Assessment: Online, scenario-based, multiple-choice exam. Requires 80% to pass.

**Listen to podcasts about the courses and the credential at:**

<https://media.dau.edu/channel/Small%2BBusiness/62965391>



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Small Business Professional Credential (CSBP 001) – Deployed 30 April 2021

## Small Business Professional Credential (CSBP 001)

### **SBP 101**

Introduction to Small Business Programs, Part A  
(8 hrs. Online)

### **SBP 201**

Intermediate Small Business Programs, Part A  
(7 hrs. Online)

### **SBP 102V**

Introduction to Small Business Programs, Part B  
(25 hrs. VILT)

### **SBP 202V**

Intermediate Small Business Programs, Part B  
(25 hrs. VILT)

### **SBP 210**

Subcontracting  
(36 hrs. VILT/Classroom)



# Small Business Professional Credential (CSBP 001) Overview (cont.)

- Deployed by DAU on 30 Apr 2021
- Specifics:
  - Required courses: SBP 101, SBP 102/V, SBP 201, SBP 202/V, SBP 210/V
  - On-line assessment after all five courses completed
  - Two years to complete requirements from date of enrollment
  - Credential expires five years from date earned
  - Credential renewal period is six months
    - Starts at the end of the five years
    - Requirement(s) are TBD
  - Available to DoD employees only
  - You must voluntarily enroll in the credential, it is not automatic



# Small Business Professional Credential (CSBP 001) – May 2023

## Small Business Professional Credential (CSBP 001)

### **SBP 1010**

Introduction to Small Business Programs, Part A  
(7 hrs. Online)

### **SBP 2010**

Intermediate Small Business Programs, Part A  
(TBD hrs. Online)

### **SBP 102V**

Introduction to Small Business Programs, Part B  
(25 hrs. VILT)

### **SBP 202V**

Intermediate Small Business Programs, Part B  
(25 hrs. VILT)

### **SBP 210**

Subcontracting  
(36 hrs. VILT)



# DoD OSBP Credential Memorandum



ACQUISITION  
AND SUSTAINMENT

OFFICE OF THE UNDER SECRETARY OF DEFENSE  
3000 DEFENSE PENTAGON  
WASHINGTON, DC 20301-3000

MEMORANDUM FOR DOD SMALL BUSINESS PROFESSIONALS

SUBJECT: Small Business Professional Credential

Reference:

- (a) Secretary of Defense Memorandum "DoD Small Business Contracting" of 27 October 2021
- (b) Under Secretary of Defense for Acquisition and Sustainment Memorandum "Back-to-Basics for the Defense Acquisition Workforce" of 2 September 2020
- (c) Under Secretary of Defense for Acquisition and Sustainment Memorandum "Back to Basics Implementation for the Defense Acquisition Workforce" of 4 February 2021

In reference (a), Secretary of Defense Lloyd Austin highlighted the importance of small businesses in the Defense Industrial Base and broader economy. He also directed Department leadership to ensure that components are leveraging their small business professionals to ensure that small businesses have maximum opportunities to participate in DoD acquisitions.

In support of that effort, it is imperative that our small business professionals are properly trained. As part of the Back to Basics effort, six Acquisition Workforce Functional Areas were established with an Office of the Secretary of Defense Leader. Attachment 1 of reference (b) established Small Business as an Acquisition Knowledge Area under Program Management and established my position as the Functional Area Lead.

To support this requirement, Defense Acquisition University developed the CSBP 001 Small Business Professional Credential. This new small business-focused credential is intended for not only small business professionals, but for other defense acquisition professionals as well. It provides key baseline business processes, tools, legislation/policies, and procedures, including small business and socioeconomic programs.

Small Business Professionals are a critical part of the acquisition workforce and are encouraged to obtain and maintain knowledge required to perform their duties. To receive the credential, the candidate must complete a number of distance learning, virtual and resident courses as well as successfully pass an exam. To learn more about the Credential and key course requirements, you can visit the DAU website <https://www.dau.edu/training/pages/credentials.aspx> and search the catalog for "CSBP 001 Small Business Professional Credential."

I strongly encourage all Small Business Professionals apply for and complete all of the requirements necessary to obtain the Credential. In addition, I request all Component Office of Small Business Program Leadership include working towards the credential as part of employee development and training plans.

- Issued 28 Mar 2022 by Mr. Mitha, Director, DoD OSBP
- SBPs are critical part of the acquisition workforce and are strongly encouraged to obtain and maintain the credential
- Component Office of Small Business Program Leadership working towards the credential included in employee development and training plans



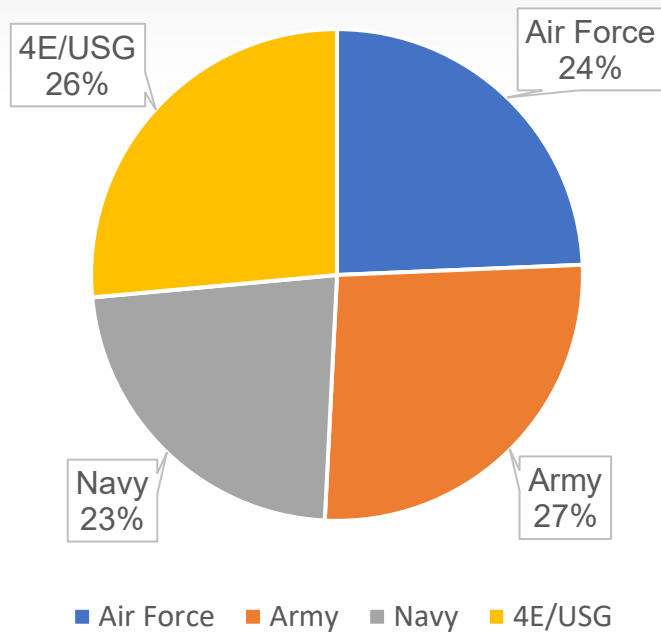
**SBTW★23**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance



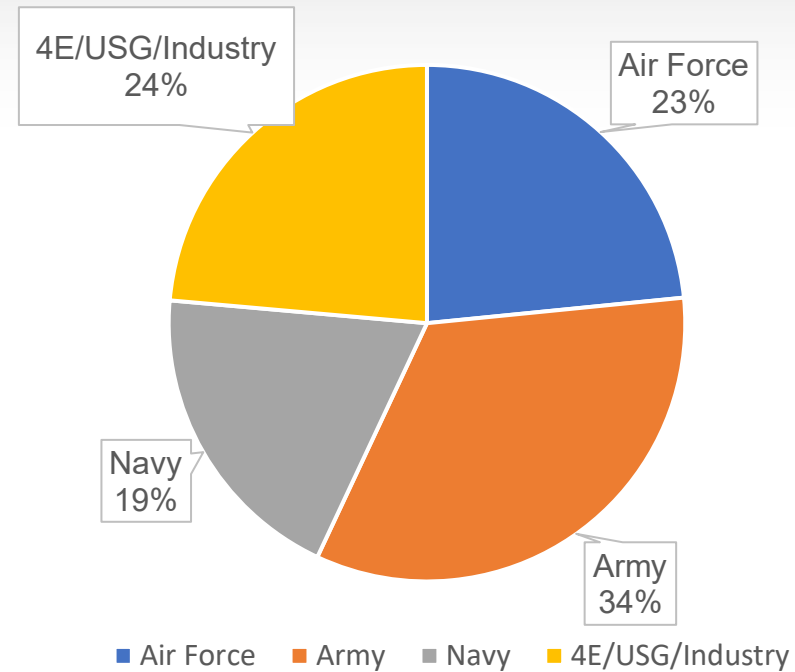
# Current SBP Credential Statistics

(As of 15 June 2023)

Credentials - 189



In Progress - 602



# How to Enroll in DAU Training

- New DAU CSOD log in guidance/ short video:  
[https://dau.csod.com/catalog/CustomPage.aspx?id=221000319&tab\\_page\\_id=221000319&tab\\_id=221000321](https://dau.csod.com/catalog/CustomPage.aspx?id=221000319&tab_page_id=221000319&tab_id=221000321)
- To register for classes:  
[https://dau.csod.com/catalog/CustomPage.aspx?id=221000349&tab\\_page\\_id=221000349](https://dau.csod.com/catalog/CustomPage.aspx?id=221000349&tab_page_id=221000349)
- To find information on CSBP 001, go to:  
<https://dau.csod.com/LMS/Certification/CertificationDetails.aspx?certid=414&query=%23q%3Dcredential%26s%3D7%26a%3D>
- To enroll in CSBP 001 go to: <https://www.dau.edu/training/pages/credentials.aspx>; or  
[https://icatalog.dau.edu/onlinecatalog/CredentialConceptCard.aspx?crs\\_id=12](https://icatalog.dau.edu/onlinecatalog/CredentialConceptCard.aspx?crs_id=12)



# DAU Courses

- Other recommended courses:
  - CON 0040 - Market Research deployed 10 Jan 2023 and replaced CLC 004
  - CON 0090 - Strategies for Contracting with Service-Disabled Veteran-Owned Small Businesses (SDVOSBs) was deployed on 20 Mar 2023 and replaced CLC 009
  - CLM 059 Fundamentals of Small Business for the Acquisition Workforce
  - CLC 045 Partnering
  - CLC 059 Management of Subcontracting Compliance
  - CON 0690 PTAC Awareness for Government Employees (**Will be archived by the end of FY2023**)
- To access DAU course information: <https://icatalog.dau.edu/>



# DAU Courses (cont.)

- CAC or DAU account required (<https://www.dau.edu/faq/p/New-DAU-Account>)
- All SBP classes are now available for self-registration in Cornerstone on Demand (CSOD)
  - Students enroll and disenroll themselves
  - Registration closes 10 days prior to the start of the class
  - DAU 90/90 metric with DACMs/DATM
  - <https://dau.csod.com>



# FY2023 Q3/Q4 Schedule

Attention: FY2024 Q1 DAU class schedule goes live on 11 Jul 2023 for student registration

Course Number	Scheduled	Status
SBP 102V	2	
SBP 202V	3	Completed two
SBP 210V	2	
SBP 301V	1	

14 students minimum / 24 students maximum for SBP 102V & 202V / 20 maximum for SBP 210V and 301V



# DAU Small Business Initiatives



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance



# Webinar Registration Is Open!

<https://www.dau.edu/event/Summer-Small-Business-Series-Wide-Area-Workflow-28-Jun-2023>

Summer Small Business Series – Wide Area Workflow (WAWF)

Date: 28 Jun 2023

Time: 1:00 p.m. – 3:00 p.m. (Eastern)

CLPs: 2.0

**Others dates in the series:**

26 Jul 2023, 23 Aug 2023 & 20 Sep 2023

Keep an eye on the event page for the  
future events!

<https://www.dau.edu/event/>



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Thank you for attending the Spring Small Business Series!



Visit previous event pages for videos and other participant resources.

17 May 2023– <https://www.dau.edu/event/Spring-Small-Business-Series-Finding-SB-through-CM-BI-17-May-2023>

19 Apr 2023 - <https://www.dau.edu/event/Spring-Small-Business-Series-The-2023-DoD-Small-Business-Strategy-19-Apr-2023>

8 Mar 2023 - <https://www.dau.edu/event/Spring-Small-Business-Series-Innovating-Using-SBIR-OTs-8-Mar-2023>

15 Feb 2023 - <https://www.dau.edu/event/Spring-Small-Business-Series-SBIR-STTR-Programs-15-Feb-2023>



**SBTW<sup>23</sup>**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# DAU Small Business Media Page



13:30  
CONTRACTING CONVERSATIONS  
CSBP 001 - Small Business Professional Credential  
JIM WILLIAMS JIM VALLEY



05:10  
All Things Small Business: SBP 202V (2020V)...



AbilityOne PROGRAM  
01:26:30  
AbilityOne: Development and Determination of the Fair Market Price - AbilityOne Series - AbilityOne Development and...



DAU  
Welcome to the Small Business Series Adversarial Foreign Investments  
Access speaker slides and other information - <https://www.dau.edu/event/Small-Business-Series-Adversarial-Foreign-Investments-15-Dec-2022>  
Mics: Audio will be muted throughout the session  
Recording: This session will be recorded and posted on the event page  
01:54:52  
Questions: Please submit questions via chat.  
Small Business Series Adversarial Foreign Investments  
CLP: This session qualifies for up to 2.0 CLPs with supervisor approval. Complete the survey to receive the CLP Certificate.  
Dial in (Audio only) 1-571-403-9146 Phone Conference ID: 669 862 5729



01:54:15  
Summer Small Business Pricing Series  
Public Vouchers and Real-time Labor Evaluations - ...



DAU  
Welcome to the Spring Small Business Series The 2023 DoD Small Business Strategy  
Access speaker slides and other information - <https://www.dau.edu/event/Spring-Small-Business-Series-The-2023-DoD-Small-Business-Strategy>  
Mics: Audio will be muted throughout the session  
Recording: This session will be recorded and posted on the event page  
01:50:25  
Questions: Please submit questions via chat.  
Small Business Series - The 2023 DoD Small Business Strategy  
CLP: This session qualifies for up to 2.0 CLPs with supervisor approval. Complete the survey to receive the CLP Certificate.

<https://media.dau.edu/channel/Small%2BBusiness/62965391>



**SBTW★23**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance



# Doing Business with the Department of Defense





### Developing a Business Relationship with Department of Defense

It typically takes at least 24 months of planning before a government contractor wins their first contract. Plan to invest significant time and resources identifying potential opportunities, marketing to potential clients, developing proposals, winning and performing your first DoD contract while complying with DoD rules.



Small Business                      Other than Small Business

### Did You Know?

-  People Employed by Small Business (Source: Census Bureau)
-  Small Businesses Represent 96% of Employer Firms in High-Patenting Manufacturing Industries (Source: SBA Office of Advocacy)
-  24% of All Patents in the Top 100 Emerging Clusters Belong to Small Business Firms (Source: SBA Office of Advocacy)
-  46.8% of Private Sector Firms Employ Less than 50 Employees (Source: Census Bureau)

[Download the SBA Office of Advocacy FAQs](#)

### All Things Small Business Podcast

Mindfully designed 30 minute conversations that connect our listeners to real-life issues impacting our small business community. Interview topics range from:

- Industry marketing strategies
- Business development & growth strategies
- True grit of being a small business owner
- Influence of socioeconomic programs

### Industry Resources

Learn more about Small Business Programs, Government Procurements, Collaboration and more by using the resource links below.

Business                      Using Resources from the Department of Defense                      Making it Easier

<https://www.dau.edu/industry-support/p/doing-business-with-the-department-of-defense>



**SBTW23**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance

# Future DAU Business Acumen Webinar(s)



Look for these resources in the coming months from DAU.

DAU is conducting a **90-day sprint** to create a Business Acumen baseline and framework, find and create learning content for BA skills, and make that content available to the DAWF. BA is part of the **lifelong learning** that is essential to be a fully contributing member of the DAWF.

The learning content can be used to enhance **certification skills** and develop **new skills** to improve individual and organizational performance.

Business acumen touches **every aspect** of the Defense Acquisition Workforce and the mission of DAU. The goal is to help create a **world-class** government **workforce** to collaboratively solve problems with **innovative solutions** that enable US economic and military superiority, resulting in **dominant** warfighting **capabilities**.



**SBTW★23**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance



Please help DAU improve our next generation website!

**DAU**



**WE WANT  
YOUR  
FEEDBACK**

**CLICK  
HERE**

go to: <https://www.uat.dau.edu>  
click the “Preview Feedback” icon





**Thank you.**



**SBTW<sup>★</sup>23**  
CONNECT.MENTOR.COLLABORATE  
Driving Small Business Performance