



EMILY CLOUGH - STRATEGY & MANAGEMENT CONSULTING

SUPPLIER DIVERSITY PROGRAM

As a Diverse Supplier herself, Emily Clough firmly believes in providing opportunities, accessibility, support, and visibility to other diverse businesses. Serving the underserved and prioritizing giving generously and openly to others have been lifelong fundamentals for Emily. Additionally, supporting businesses that are owned by groups traditionally underrepresented or underserved positively impacts society, enhances employee wellness, deepens community roots, and promotes competitiveness and innovation. Many diverse suppliers and businesses provide unique backgrounds, educations, experiences, ideas, products, and relationships, enhancing the work of others they work with, and broadening the impact to their clients. With this in mind, Emily has established a Supplier Diversity Program that:

- Prioritizes utilization of diverse suppliers for her business products,
- Prioritizes utilization of diverse suppliers of businesses that service her business, and
- Seeks opportunities to support other diverse suppliers and their communities, with her business offerings and skills, through outreach programs and activities.

Annually, Emily will evaluate her business and report on the measurable ways she has supported diverse, "minority-owned small businesses and entrepreneurs from underserved communities" as defined by the Small Business Administration:

<https://www.sba.gov/business-guide/grow-your-business>

Copies of the Annual Supplier Diversity Program Report will be attached and maintained as a part of this document, starting at the end of FY24.



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Supplier Diversity Program Annual Report

June 1, 2024 - May 31, 2025

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Executive Summary	In her first year of business, the majority of Emily's hours worked were focused on establishing her consultancy and clientele.
Key Diversity Highlights	<ul style="list-style-type: none">• Became SBA WOSB Certified in August, 2024.• Actively supported SBA Beta Group Tester program in launch of new Certification Website, including identification and prompt mitigation of a critical data leak and user testing in July, 2024.• In fall, 2024, Emily guided another woman owned business on how to apply for WOSB certification, including developing a process flow to improve efficiency and anticipate choke points.• Established a relationship with a local WOSB consultancy who provides ongoing mentorship.• Emily's first client in January, 2025 was a woman owned IT business.
2024/2025 Diversity Challenges	<ul style="list-style-type: none">• In Fall 2024, Emily sought certification as a diverse business in both her home-state of Pennsylvania, as well as in Virginia. (State certification is a valuable qualification in state government contracts.) Unfortunately at that time, PA required an active paid membership to a third-party certification organization to qualify as a Small Diverse Business, which was limiting for Emily's start-up business. And, as the VA SWaM Certification required home-state certification to proceed, Emily was excluded from that certification as well.• Emily will revisit both state certifications as her business grows.
Diverse Spend Analysis	During the period of June 1, 2024 - May 31, 2025: <ul style="list-style-type: none">• 35% of Emily's Total Procurement was Diverse Spend.
Looking Ahead	As her business grows, Emily is committed to continuing relationships with other diverse businesses, and prioritizing diverse vendors for business expenses in the upcoming year. Emily will also revisit the PA and VA diverse business certifications this upcoming year.