



Missile Defense Agency



Positioning Hispanic Serving Institutions (HSIs) for Research

Pravat K. Choudhury, Ph.D
Program Manager
HBCU/MI and Mentor-Protégé Programs

April 23, 2007



Positioning



- Refers to developing and utilizing a specific strategy to persuade, influence, and create potential customers overall strong positive perception of your organization.
- Is a strategy to distinguish yourself from your competitors.



Positioning Strategy



Develop Positioning Strategy

Define your goal: (Research)

- You Aspire to be the Leader
- Operationally Excellent
- Just the Ordinary/Client Intimate

You Cannot Be The Best In Everything



Execute Positioning Strategy



How to Execute Positioning Strategy

- Carefully evaluate your capabilities - core competencies in research abilities - to produce and deliver.
- Select your target market - Federal Government Market
 - There are different Branches and within each Branch there are different Agencies, Bureaus, and so on.
- Study the mission, goals, and objectives
 - Where do we fit in? Are we capable of offering values which will contribute towards the mission of these customers?



Different Positioning Possibilities



- Organizational Attributes
 - Well-qualified faculty
 - Availability of resources - libraries, laboratories, building facilities
- Faculty resources, commitment of the administration for resources - funds for research support, reduced teaching load, credit towards promotion/tenure, endowed Chairs etc.
- Other resources: availability of quality students, location of the university; near Army/Air Force/Navy bases, or other federal installations, border areas, location of industries, special population being served.



MDA's Strategic Goals & Objectives

1. Recruit, retain, and develop a high-performing and accountable missile defense workforce.
2. Complete fielding, verification, and transition of the initial Ballistic Missile Defense Systems (BMDS) capability.
3. Support the operations and sustainment of capabilities fielded to the warfighter.
4. Develop an integrated future capability based on a comprehensive and collaborative systems engineering process.



Strategic Goals & Objectives

(continued)



5. Execute an increasingly integrated and complex test program to build confidence in systems performance.
6. Maintain a strong research and advanced development program focused on continual improvement of the BMDS.
7. Implement the international strategy for the BMDS to expand our allied collaboration.



MDA's HBCU/MI Program



- Assist HBCUs/MIs to eventually compete for awards from MDA mainstream university research programs.
- Award \$300K Or Less For Two Years
 - Firm-Fixed-Price (FFP) or Cost-Plus-Fixed-Fee (CPFF) level-of-effort type contracts



Objective of the Program



- The MDA Program will assist HBCUs/MIIs to eventually compete for funds under the Advanced Technology (DV) Main Basic Research Program.
- Findings and results from these research projects will be used in MDA's technologies that will yield improved capabilities across the selected range of the Ballistic Missile Defense System and Innovative Science and Technology objectives.



Objective of the Program

(continued)



- Program provides incentives for HBCUs/MIs' scientists, researchers and students to actively become involved in basic research and encourages participation in science and technology.



Other DoD Opportunities for HBCU/MIs



- MDA Missile Defense Science, Technology, And Research (MSTAR) Program Solicitation
- DURIP: Defense University Research Instrumentation Program
- DEPSCoR: Department Of Defense Experimental Program To Stimulate Competitive Research
- MURI: Multidisciplinary Research Program of the University Research Institute
- SBIR: Small Business Innovation Research Program
- STTR: Small Business Technology Transfer Program



MDA'S SBIR/STTR Program



- MDA's SBIR/STTR Program is second largest in the DoD.
- HBCU/MI's should join hands with small businesses to take this opportunity.
- **SBIR/STTR Contact:**
 - Mr. Michael Zammit
703-553-3400
 - Ms. Jangela Shumkas
703-553-3400

SBIRSTTR@mda.mil



Fact



SINCE 1993

- **MDA HAS AWARDED NEARLY 90 RESEARCH CONTRACTS TO VARIOUS HBCU/MI's TOTALING NEARLY \$22 MILLION.**



Findings

1. Quality of HBCU/MI Research Is Good
2. All Teams Could Use More Exposure to Their Respective Scientific Communities
3. Mutual Benefits to Government and HBCUs/MIs
4. Promotes Participation of HBCUs/MIs in Technical Endeavors
5. Improves Competitiveness in Winning Other MDA Research Work
6. Contributes Toward Economic Well-being and Security of the Nation



New Opportunities



THE BAA 07-01

- **A NEW BAA HAS BEEN POSTED IN FEDBIZ OPPS.**

<http://www.fedbizopps.gov/>



MDA Point of Contacts for HBCU/MI Awards



Office Of Small Business Programs (OSBP)

Mr. Lee Rosenberg
(703) 553-3400

Lee.rosenberg@mda.mil

Dr. Pravat Choudhury
(703) 553-3400

Pravat.choudhury@mda.mil

Advanced Technology (DV) Deputate

Mr. Paul Koskey (DV)

Paul.koskey@mda.mil