



EDDC



ANNUAL REPORT

JULY 2019 – JUNE 2020

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MESSAGE FROM THE OFFICER



At the heart of The School Board of Broward County, Florida's (SBBC) commitment to Diversity and Inclusion is the Economic Development & Diversity Compliance (EDDC) Department. The EDDC became an independent unit on July 1, 2019, and is a subdivision of Strategy and Operations. The department's establishment gives Broward County Public Schools (BCPS) a strong position to correct the disparities identified in its supplier base and guarantee its promise to work with diverse small businesses.

EDDC is responsible for administering the Policy 3330 Supplier Diversity Outreach Program (SDOP) to help small, minority, and women-owned business enterprises (SMWBE) participate in the District's procurement and contract activities. As the incoming Officer, establishing an organizational paradigm with strategic workflow alignment was the initial action course; An emphasis shift from measuring success solely based on certification approvals and minimal small business wins to steering our combined efforts in the direction of heightened economic impact. This includes integrating our services, community partner relationships, and available resources to accomplish our goal.

As a new department, having undergone tremendous first times and news in the Fiscal Year 2019-2020, the COVID-19 pandemic was nothing short of a challenging experience. We safely completed quarter four of the fiscal year remotely. Staff committed to providing a supportive environment that promoted sustainability for the District's suppliers; spending countless hours allocating usable resources and making them readily available to our certified suppliers. The team also provided one-on-one technical assistance, as requested by the firms, in addition to delivering our core services.

The EDDC team works to identify maximum opportunities for small businesses and to provide equal opportunity for all segments of the contracting community. Through the EDDC, Broward County Public Schools (BCPS) reflects the diversity of the students we educate, strengthening our services and increasing our community's economic vitality.

This report encapsulates our **PURPOSE, PROGRESS, and PLAN** for the Fiscal Year 2020-2021. We are also pleased to report on the success and evolution of the program.

ROBERT M. BALLOU

Officer, Economic Development & Diversity Compliance

OVERVIEW

MISSION

To grow the economic base for the benefit of students and the business community.

ORGANIZATIONAL CHART

In Fiscal Year 2019-2020, Robert M. Ballou was identified as the Officer for the Economic Development & Diversity Compliance department. The EDDC team comprises supplier diversity professionals with immensely diverse educational backgrounds and experiences from the private and public sectors. The department is supported by the SMART Inclusion team, which consists of four consultants.

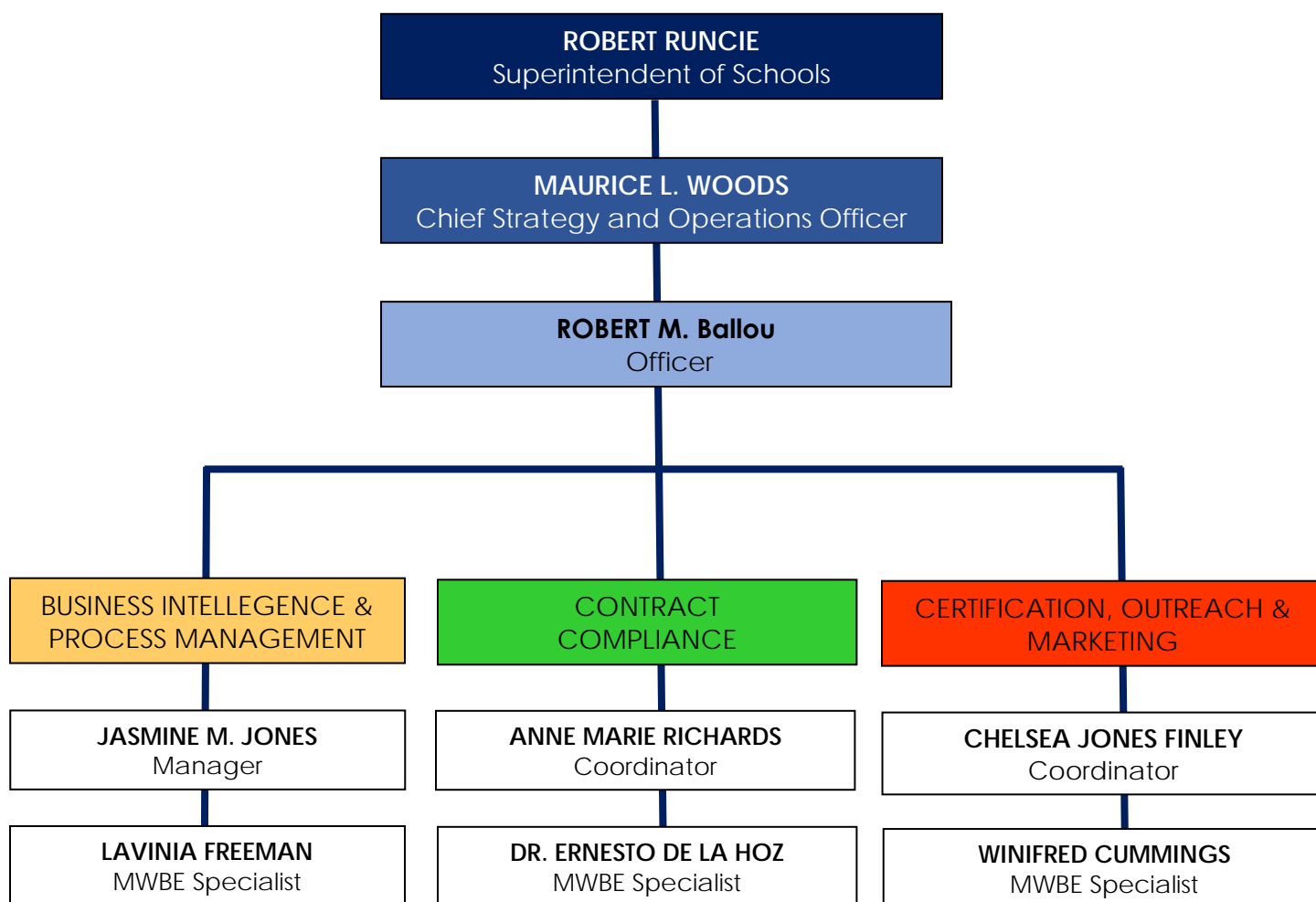


Diagram 1: EDDC Organizational Chart

OPERATIONAL PARADIGM

EDDC syndicates Outreach, Certification/Vendor Management, and Contract Compliance to successfully execute its mission and strategically advance toward its goals. The department works in collaboration with sub-divisions within the District and key organizations throughout the Tri-County region.

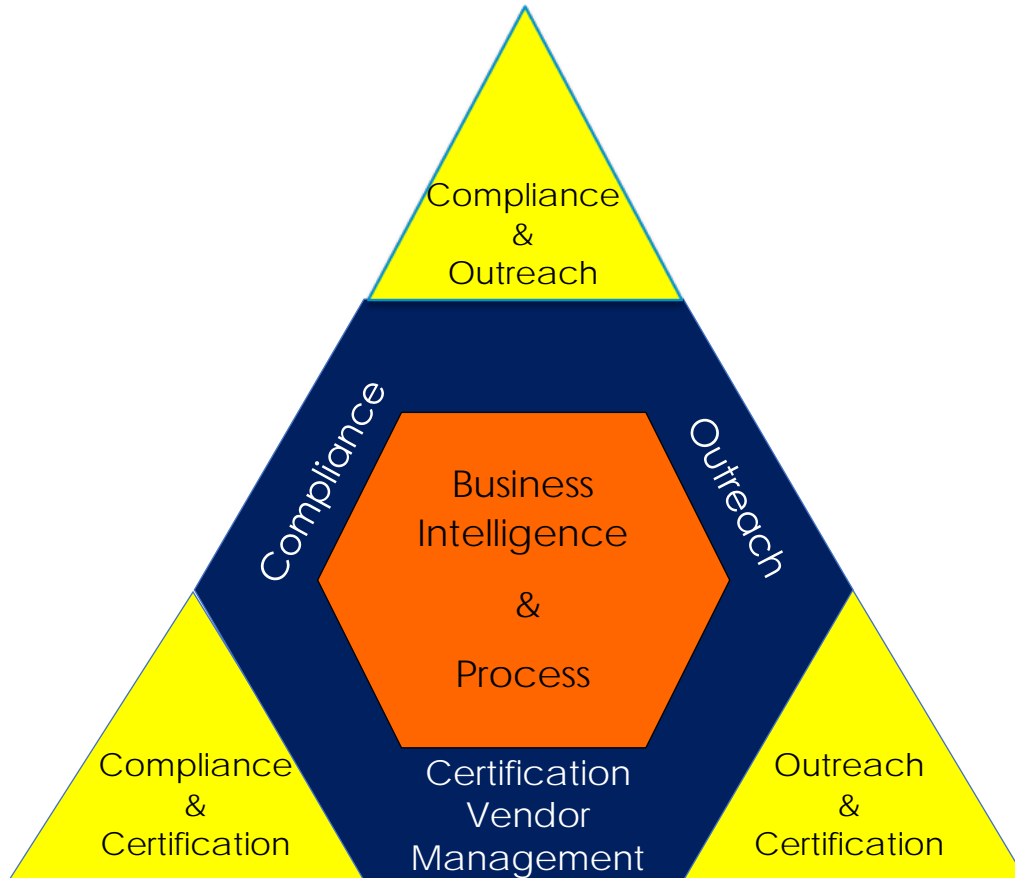


Diagram 2: EDDC Operational Paradigm



BUILT TO EFFECT CHANGE

Our Diversity gives us great strength.

EDDC is steadily advancing the cause for Small/Minority/Women Business Enterprises as a critical component in the BCPS supply chain and South Florida's economic infrastructure.

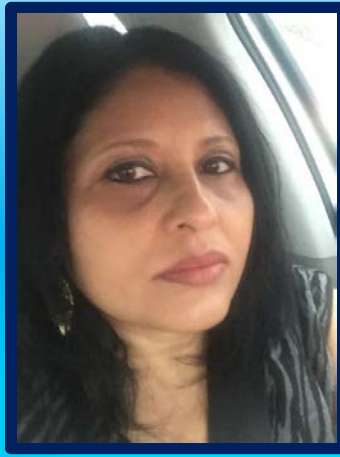
MEET THE *Team*



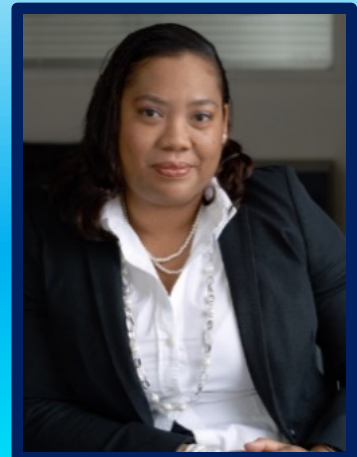
Robert M. Ballou
Officer



Jasmine M. Jones
Manager, Supplier Diversity
Outreach Program



Anne Marie Richards
Coordinator
Advocacy & Contract Compliance



Chelsea Jones Finley
Coordinator
Certification & Outreach/Marketing



Lavinia Freeman
MWBE Specialist



Dr. Ernesto De La Hoz
MWBE Specialist



Winie Cummings
MWBE Specialist

ECONOMIC DEVELOPMENT & DIVERSITY COMPLAINTS

PAST ● PRESENT ● *Future*

In 2015, the District initiated a Disparity Study to review the impact of its procurement activities. The study considered five years of data, from July 2008 to June 2013. From the study, statistical evidence revealed the significant underutilization of available and qualified local small, minority, and women-owned businesses in School Board contracts and the overall marketplace.

[Policy 3330](#) was adopted on January 18, 2017, to establish the Supplier Diversity Outreach Program (SDOP) to remedy the ongoing effects of identified marketplace discrimination that adversely affected the participation of Small/Minority/Women Business Enterprises (SMWBE) in School Board contracts. Policy 3330 - Supplier Diversity Outreach Program was implemented in July 2017 and employs Affirmative Procurement Initiatives (APIs) based on race and gender-conscious remedies throughout all procurement activities. EDDC utilizes the results of the 2015 Disparity Study to benchmark success and to direct its mission.



This section highlights the results of the District's efforts, over the last three years, to increase small business participation. EDDC data analysis revealed a consistent increase in Emerging/Small/Minority/Women Business Enterprises (ESMWBE) prime vendors' utilization from July 2017 through June 2020.

The following illustrations compare the 2015 Disparity Study finding and the District's progress through the end of the Fiscal Year 2019-2020.

2015 DISPARITY STUDY FINDINGS

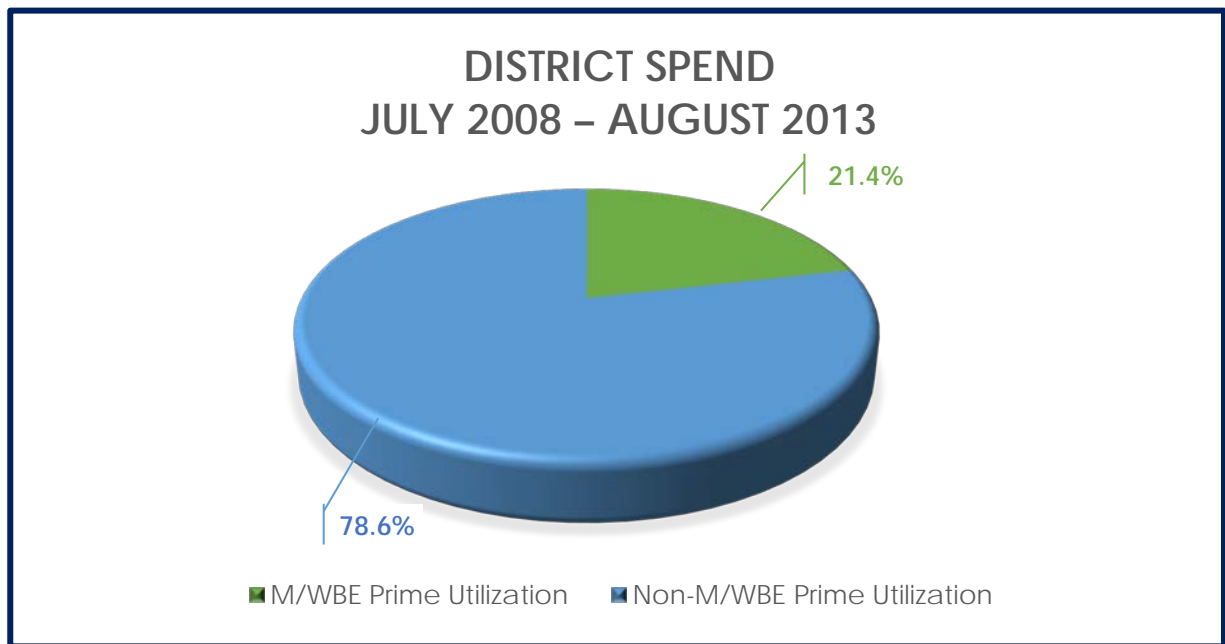


Diagram 3-1: MWBE Spend vs. Non-MWBE Spend

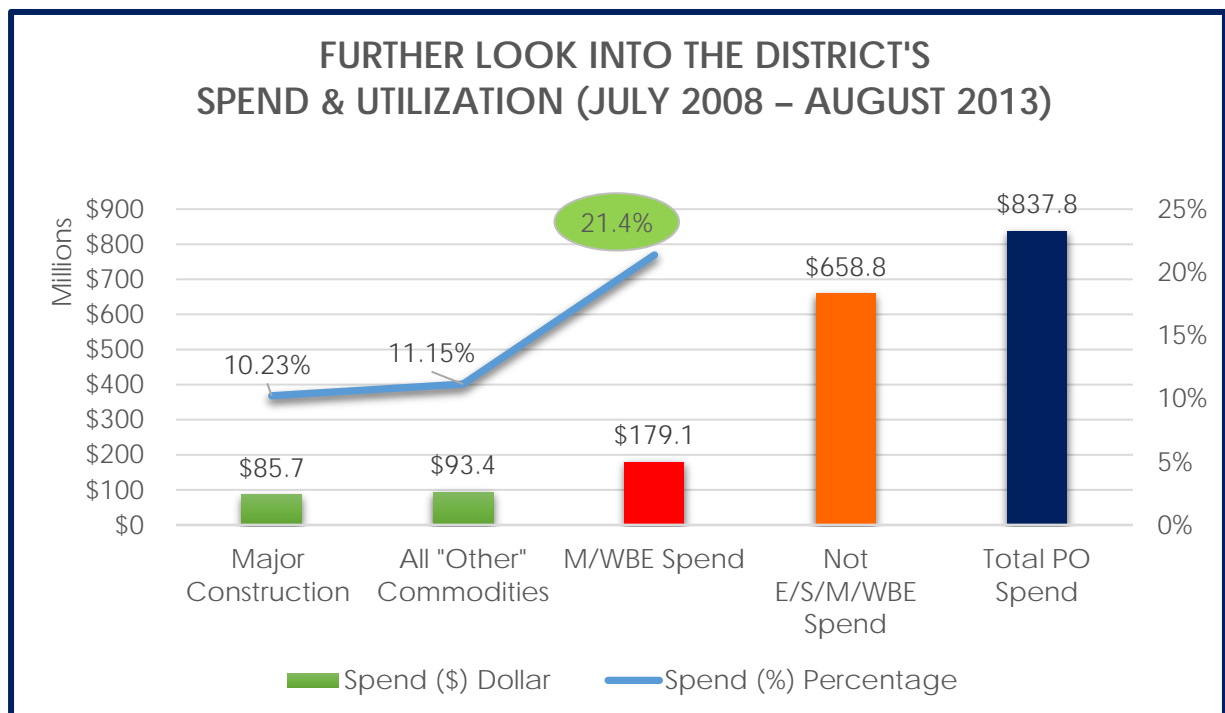


Diagram 3-2: Overview of District Spend & Utilization

THREE YEARS *Later*



Impact

OUR CONSTITUENTS

590

CERTIFIED ESMWBE FIRMS

247

MINORITY BUSINESS
ENTERPRISES (MBE)

89

MINORITY/WOMEN BUSINESS
ENTERPRISES (MWBE)

72

SMALL BUSINESS
ENTERPRISES (SBE)

182

WOMEN BUSINESS
ENTERPRISES (WBE)

ESMWBE: *Ethnicity & Gender*

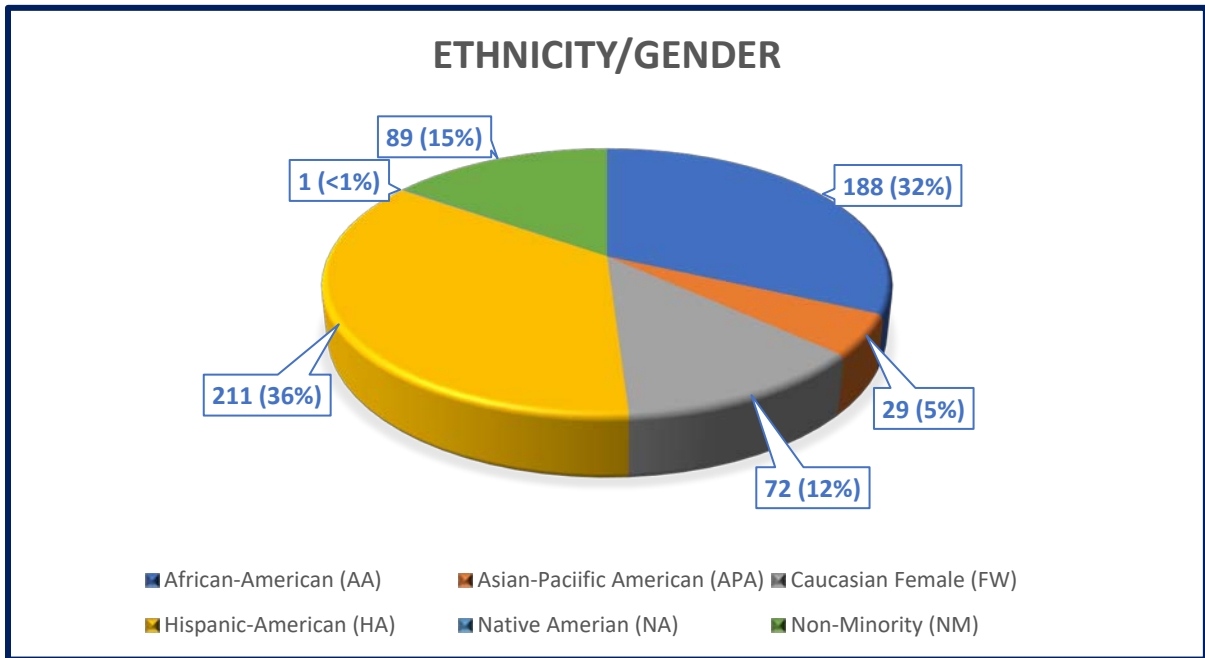
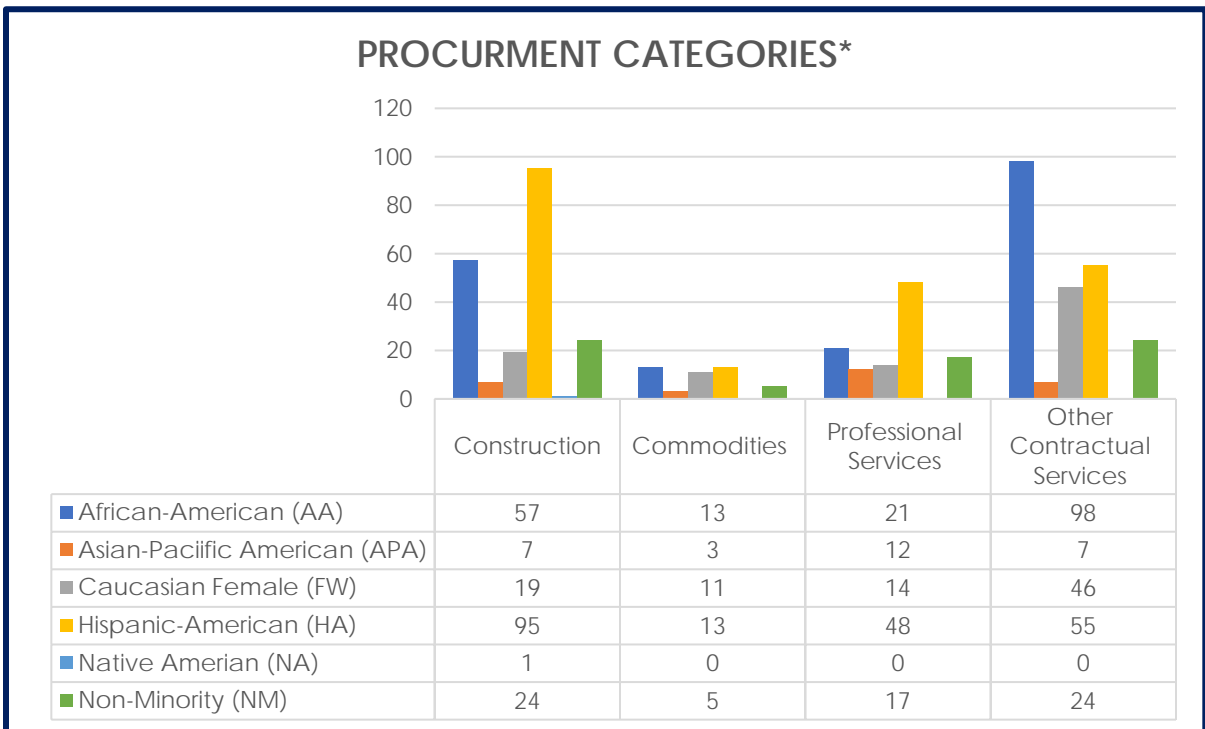


Diagram 4: ESMWBE Firms by Ethnicity & Gender



*Some firms provide multiple services and are categorized under more than one industry category.

Diagram 5: ESMWBE Firms by Procurement Categories

THE ECONOMIC IMPACT JULY 2017 – JUNE 2020

POLICY 3330 IMPLEMENTATION

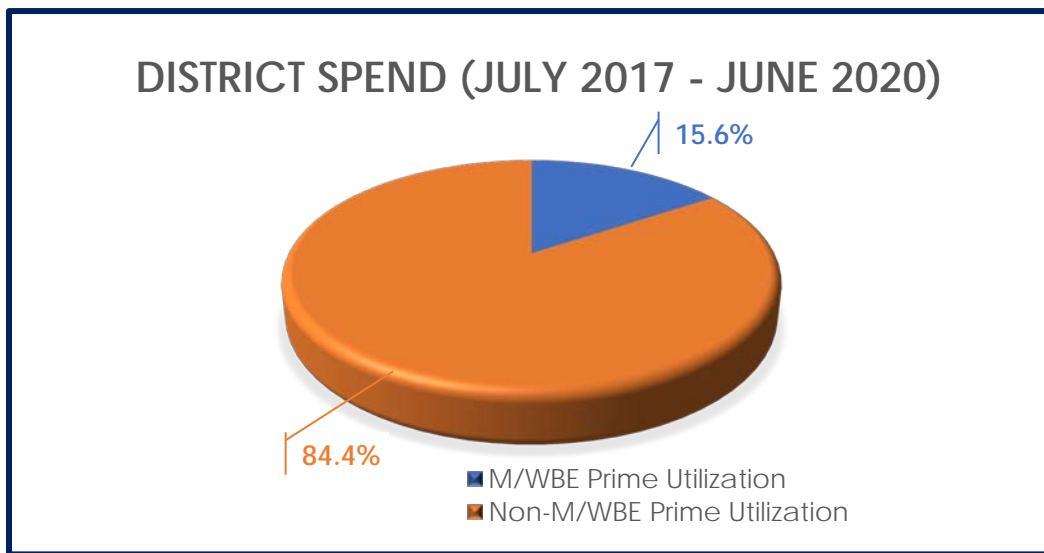


Diagram 6-1: MWBE Spend vs. Non-MWBE Spend *post* Policy 3330

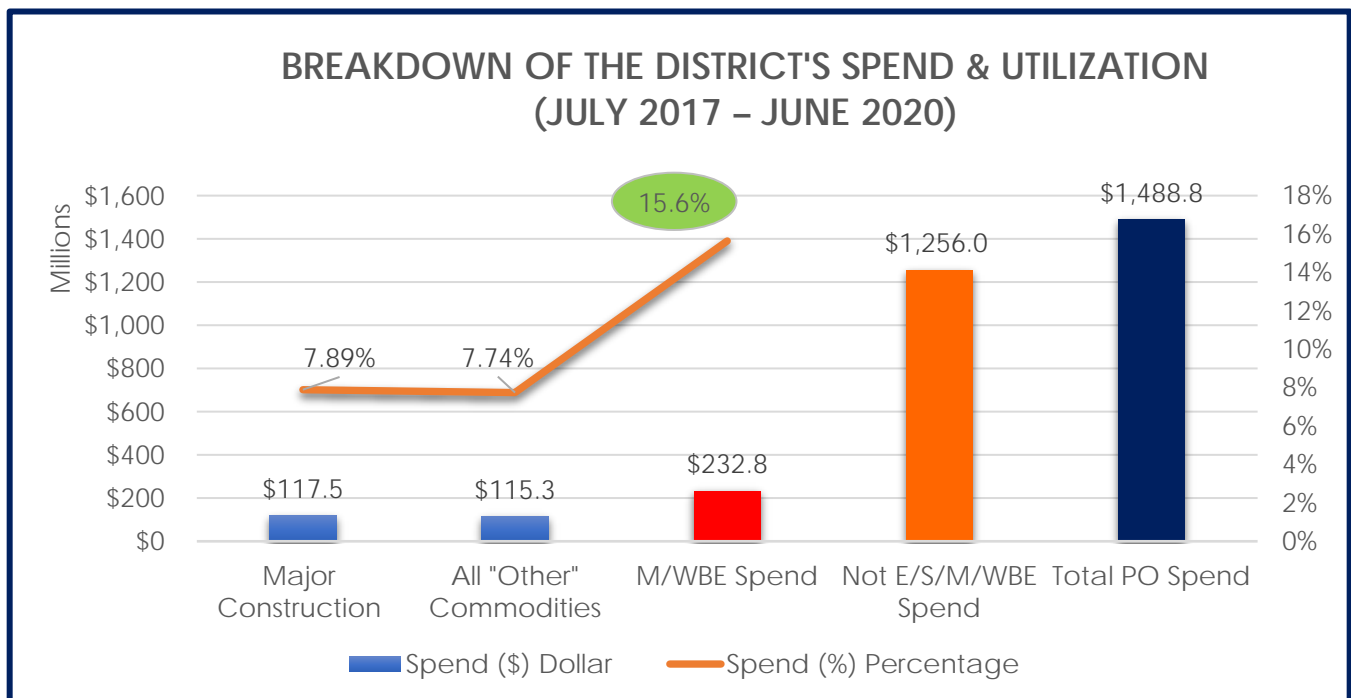


Diagram 6-2: Overview of Spend & Utilization *post* Policy 3330

ANALYSIS: ESMWBE *Utilization*

ESMWBEs Vs. Non-ESMWBEs

The graph compares the total number of ESMWBE and Non-ESMWBE firms that participated in District contracts for each of the three school years.

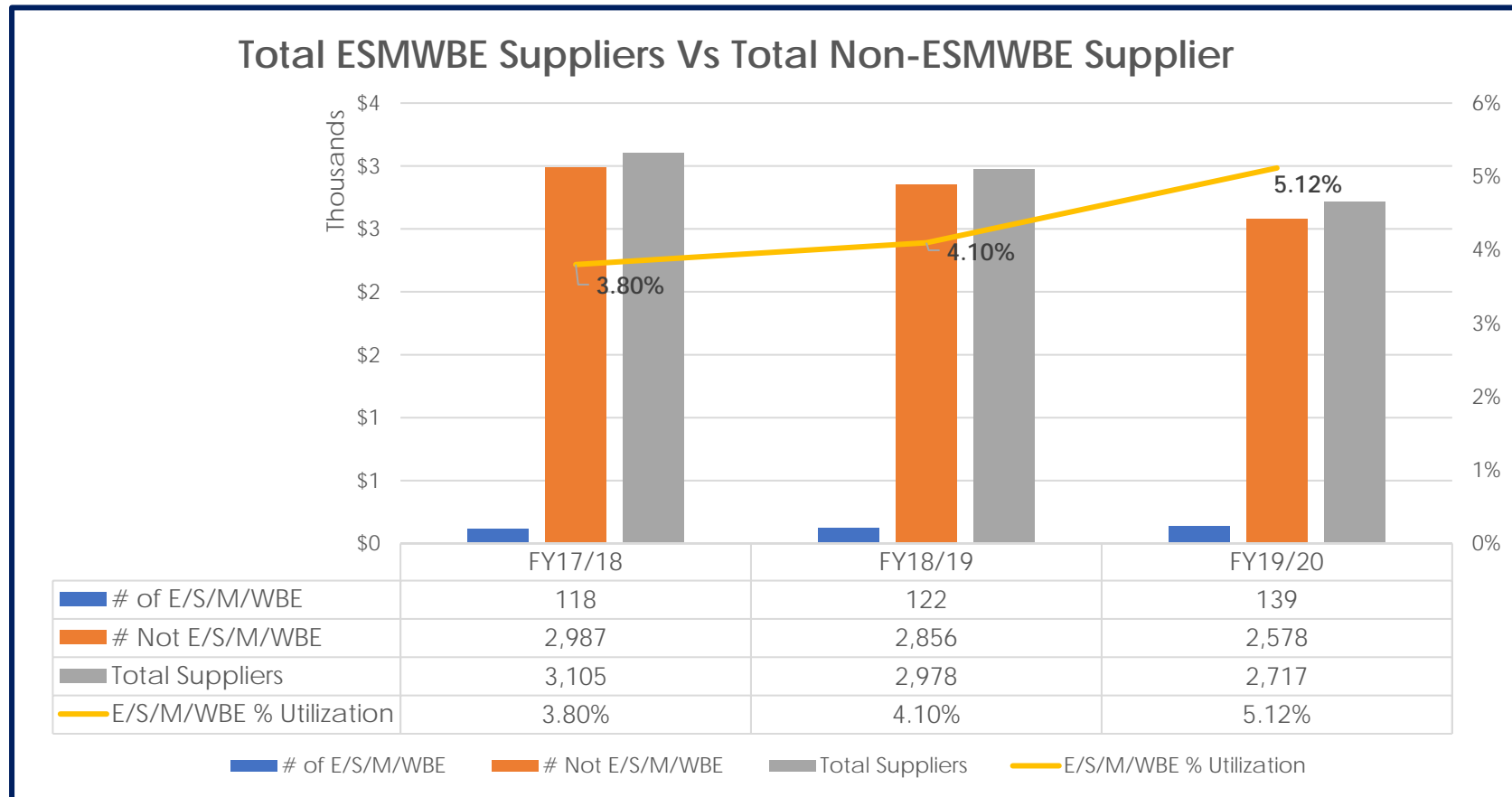


Diagram 7: ESMWBE Utilization vs. Non-ESMWBE Utilization | July 2017 – June 2020

ANALYSIS: ESMWBE *Utilization*

Procurement Categories

The diagram below provides a breakdown of the number of ESMWBE firms, in each procurement category, that participated in District contracts. Since the inception of Policy 3330, District spend shows progression in six of eleven commodities. The overall utilization percentage in the categories Major Construction, Grounds/Structure/Exterior (Outside), and Janitorial/Custodial categories are significantly higher on average. The cumulative ESMWBE utilization is approximately 16% of the total cumulative spend. EDDC expects to see a continued positive trend as we focus on APIs for non-construction commodities.

Diagram 7: ESMWBE Utilization vs. Non-ESMWEB Utilization | July 2017 – June 2020

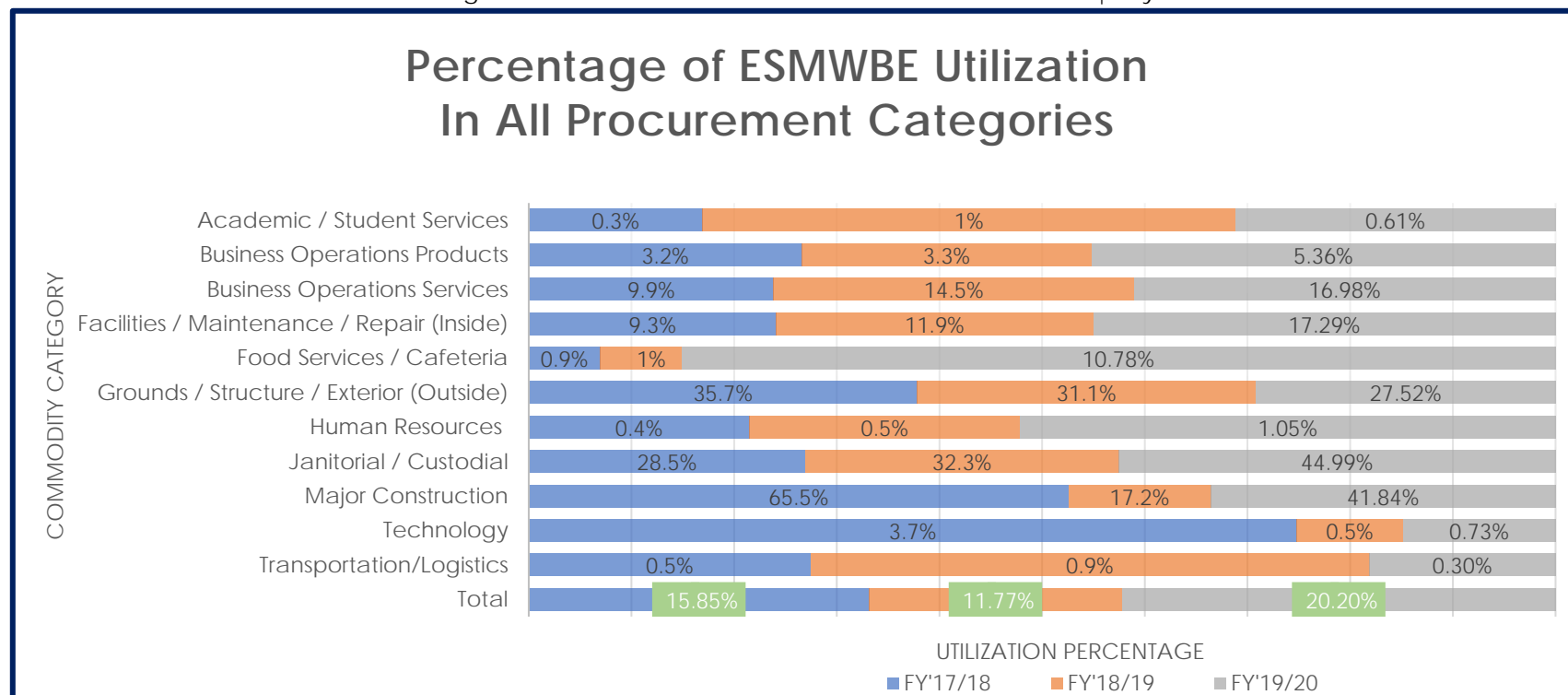


Diagram 8: ESMWBE Utilization per Procurement Category | July 2017 – June 2020

ANALYSIS: ESMWBE *Spend*

Major Construction Vs. All Other Commodities

The majority of ESMWBE firms participated in Major Construction contracts than the "All 'Other' Commodities" contracts. A breakdown of the firm (E/S/M/WBE certified and non-certified firms) can be seen below.

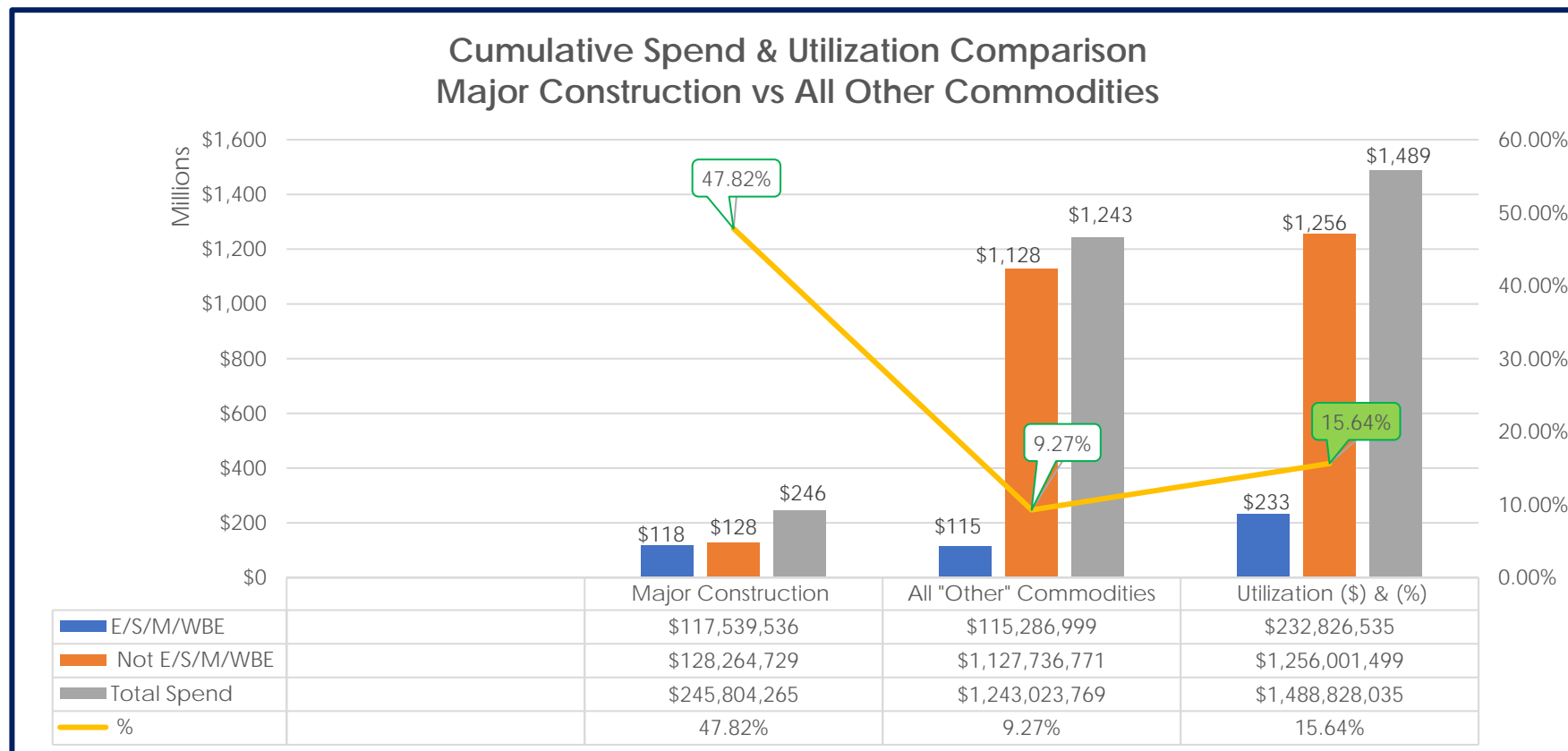


Diagram 9: Construction Spend vs. All Other Commodities Spend | July 2017 – June 2020

ANALYSIS: ESMWBE *Spend*

Commodity Spend by Fiscal Year

The next three graphs outline the ESMWBE spend for each commodity category.

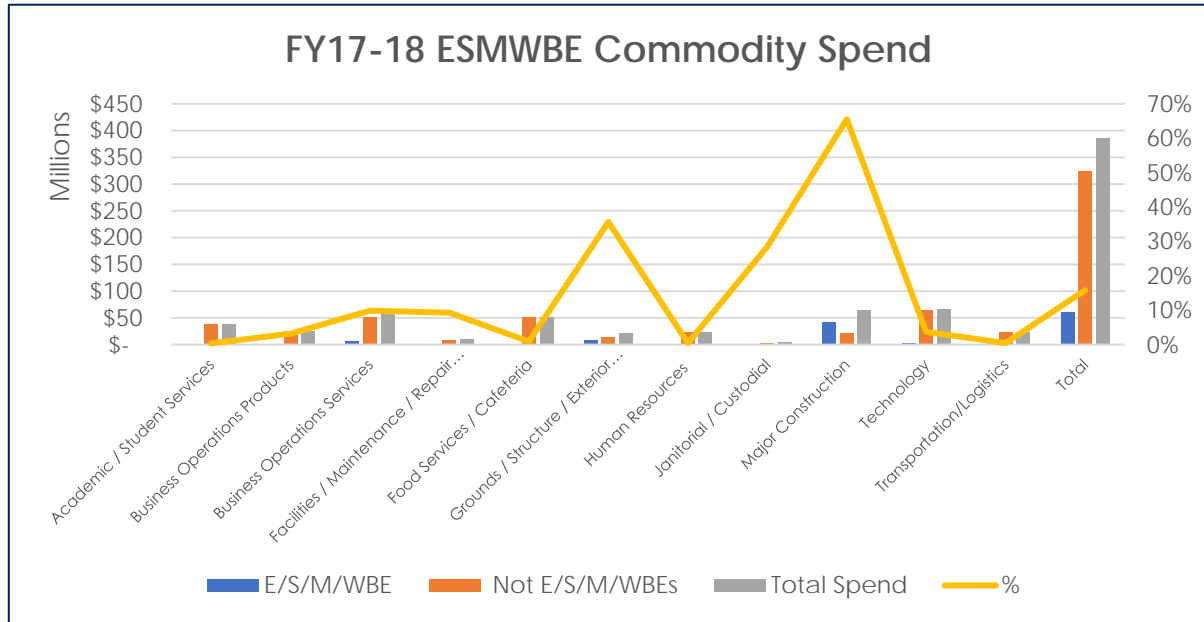


Diagram 10-1: District Commodities Spend in FY2017-2018

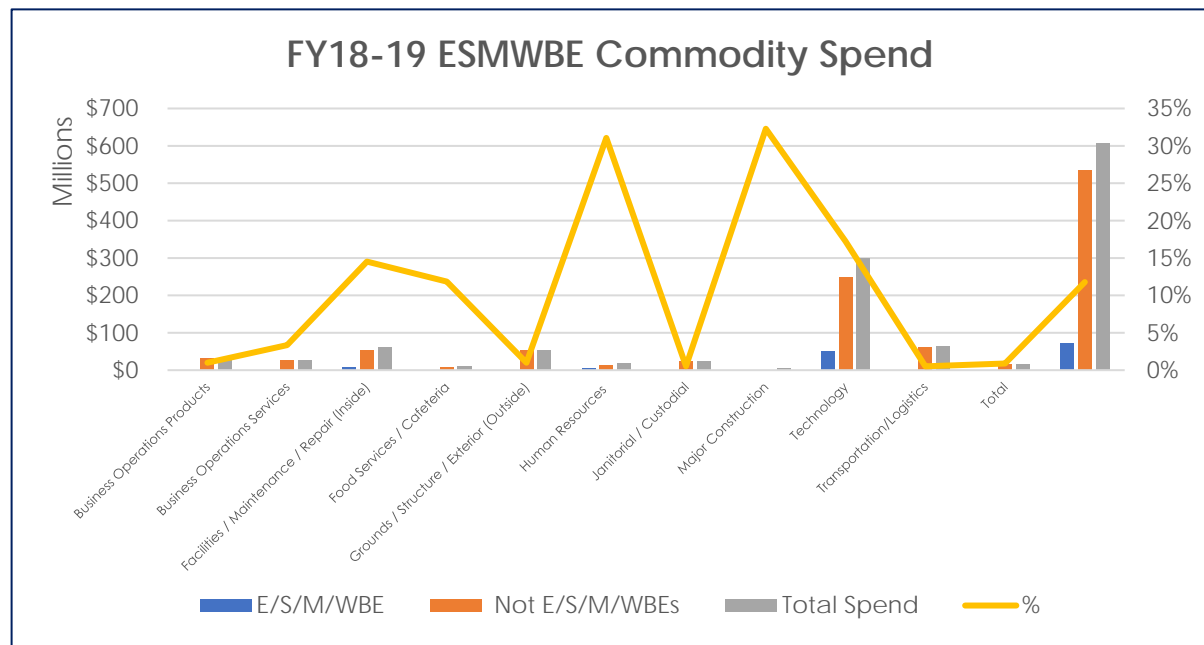


Diagram 10-2: District Commodities Spend in FY2018-2019

ANALYSIS: ESMWBE *Spend*

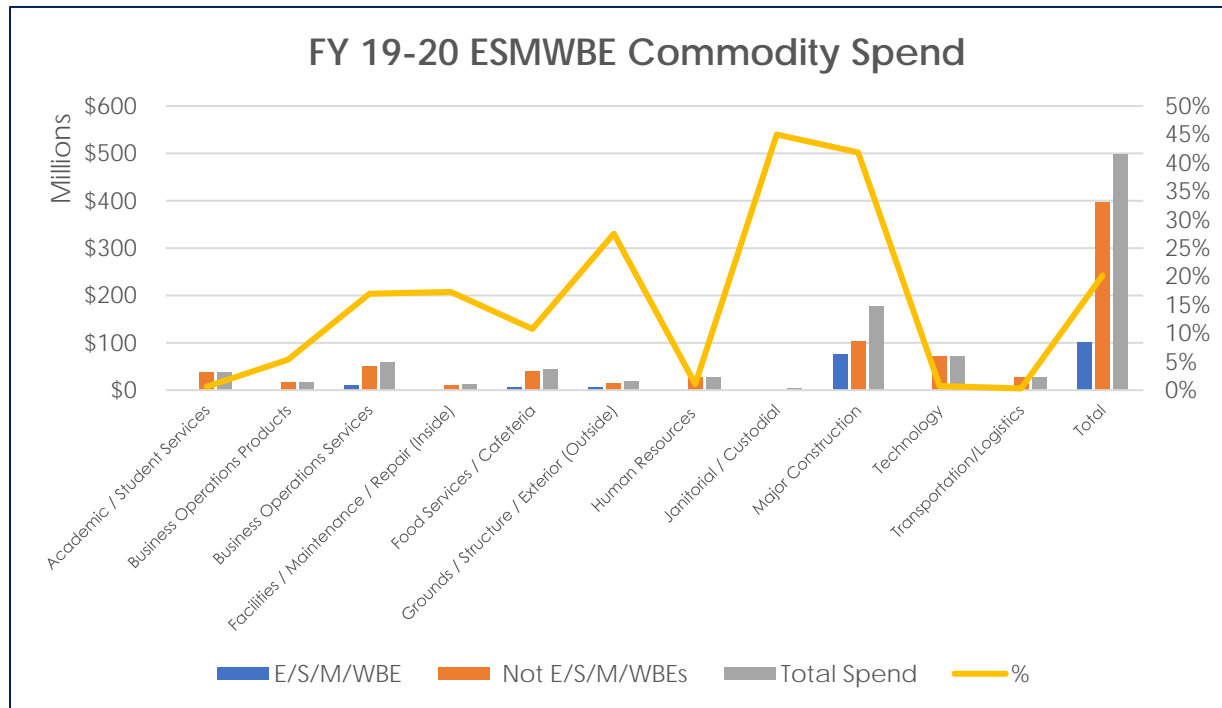


Diagram 10-3: District Commodities Spend in FY2019-2020

SUPPLIER *Engagement*

EDDC 2nd Annual Business Engagement Survey

The Business Engagement Survey is a customer service tool utilized by EDDC to assess the suppliers' overall experience with the different aspects of BCPS supplier services annually. In FY 2018-2019, EDDC conducted its 1st Annual Business Engagement Survey. Our inaugural survey identified trends, challenges, recommendations, and positive feedback from ESMWBE firms engaged with the Supplier Diversity Outreach Program.

Similarly, the 2nd Annual Business Engagement Survey provides a candid view overview of the suppliers' satisfaction with the District's and EDDC services. Suppliers responded to ten questions, choosing from a range of Strongly Disagree to Strongly Agree. The rates of change from 2019 are statistically low across most categories.

This year's survey drew 31% more respondents than in 2019; ninety (90) responses in 2019 and one hundred and eighteen (118) in 2020. Fewer firms agreed that the bid process is complicated (40% in 2019 to 37% in 2020), payment timelines were lengthy (35% to 29%), and access to capital was an issue (25% to 17%). Alternatively, more firms indicated that the upfront supplier/vendor requirements to do business with BCPS (pre-qualification, bonding, licensing, and more.) were unclear (14% to 23%), 45% believe that bundling and contracting consolidation prevents opportunities for small businesses (up from 35% in 2019) and 36% agree that they do not have access to a forecast of upcoming contracting opportunities (an increase from 29%). Despite the challenging climate, suppliers continue to be hopeful by pursuing opportunities with the District.

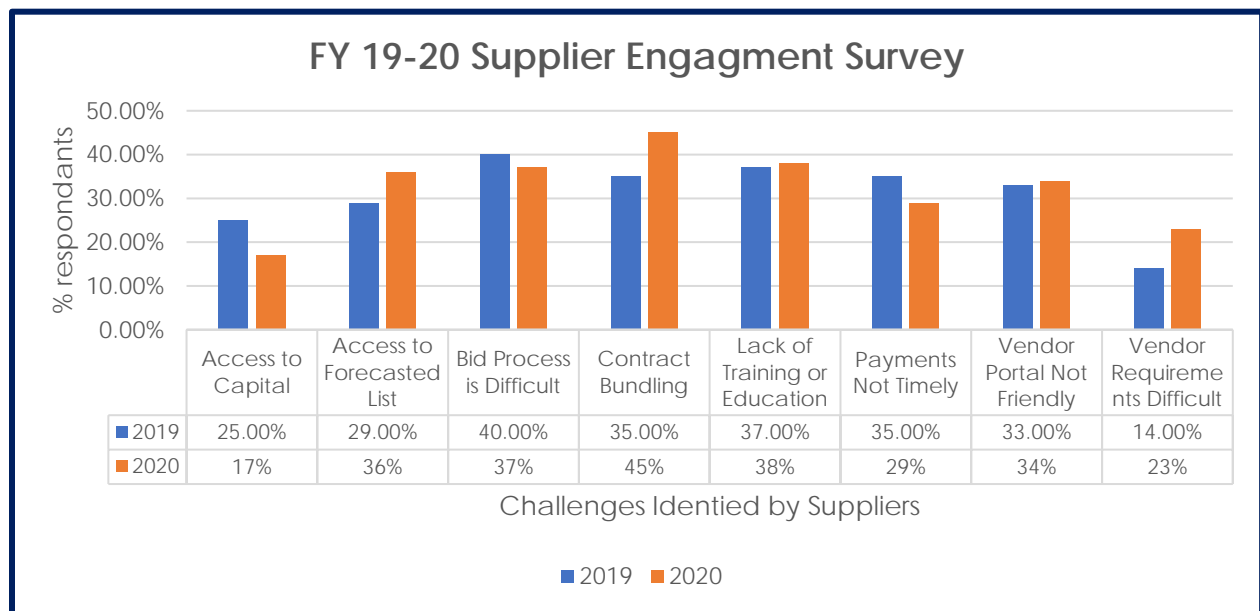


Diagram 11: 2nd Annual Business Engagement Survey Results for 2019 & 2020

FISCAL YEAR 2019-2020

Accomplishments

PIVOT WITH PURPOSE

The Economic Development & Diversity Compliance Department aims to elevate the business community to impact our students positively. Many small businesses were devastated by the pandemic; however, optimism is a trait that runs through our relentless team to help suppliers survive the challenging months. EDDC reached more than two thousand (2000) small businesses through weekly informational email updates on available funding sources, small business resources, procurement opportunities, professional development training, entrepreneurial workshops, outreach calls, and business support services. Community partnerships and leveraging relationships were both vital in our execution.

The team also focused on delivering its core services remotely to include ESMWBE certifications with reduced processing time, internal and external bids notifications, one-on-one technical assistance, contract compliance activities, targeted outreach for all segments of our business population, and assisting buying agencies with identifying certified suppliers. The department's staff effectively worked remotely. This section presents the highlights for FY2019-2020.

CONTRACT COMPLIANCE ACTIVITIES

Type of Solicitation	Number of Solicitations	Proposals Evaluated	*MWBE Primes	Non-Certified Prime Firms	MWBE Subs
ITB	127	484	179	143	278
RFP	28	115	14	4	32
RFQ	24	49	24	9	90
	179	648	217	156	400

*M/WBE may be participating in multiple projects. The total number of MWBEs does not reflect unique companies.

ESMWBE CERTIFICATION ACTIVITIES

CERTIFICATION APPLICATIONS PROCESSED

There were three hundred and eighty (380) applications processed in the fiscal year, of which two hundred and sixty-four (264) were approved. Eighty-three (83) firms were denied ESMWBE certification; seventy-three (73) firms are not headquartered nor have an established business place in the Tri-county region, eight (8) companies exceeded the size standard requirement, one firm had less than 50% of its employees domiciled in the region. The last company is a not-for-profit entity.

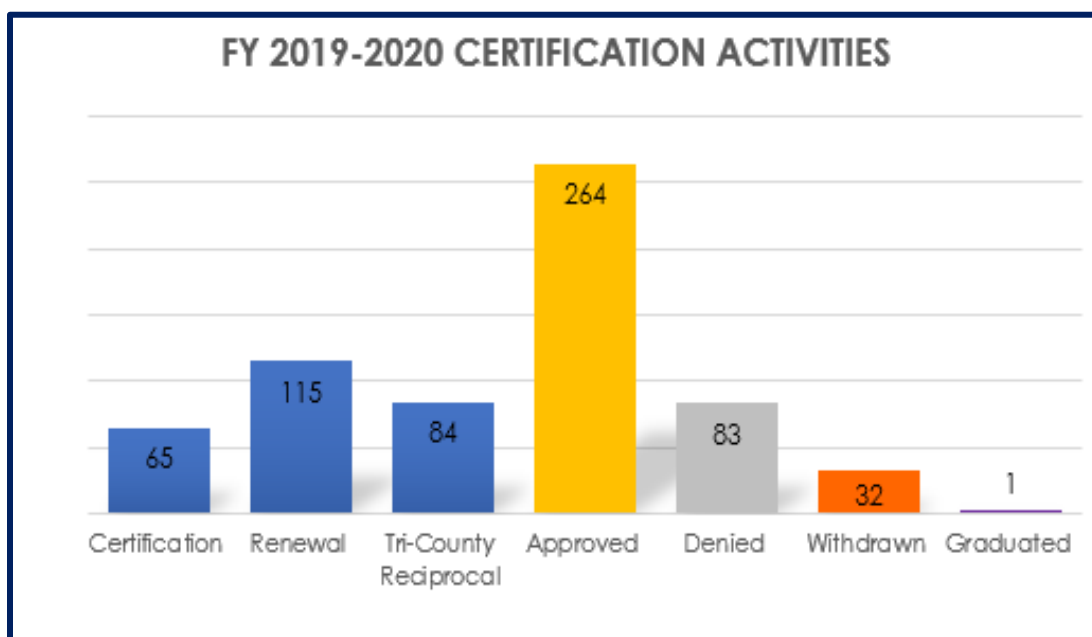


Diagram 12: Certification Activities for Fiscal Year 2019-2020

SAP ARIBA CLEAN-UP PROJECT

The Certification, Outreach & Marketing team began the SAP Ariba (Ariba) cleanup on February 18, 2020. The goal of the project was to enhance the EDDC's data management. The data cleansing process was used to identify erroneous, incomplete, and extraneous records (or parts) for correction and updates. The team conducted quality reviews and worked to ensure that all ESMWBE certified supplier records were correct, consistent, and usable in Ariba. The project scope counted nine hundred and sixty-four (964) Supplier Profiles Questionnaire, including new certification, renewals, Tri-County reciprocal applications, and the currently certified firms. The SAP Ariba Cleanup (Phase 1) was completed on August 31, 2020.

MARKETING & OUTREACH ACTIVITIES

BUSINESS CONNECT NEWSLETTER

Launched in May 2020, the [EDDC Business Connect](#) is a monthly newsletter shared with the business community that highlights business trends and the department's activities.

MARKETING CAMPAIGNS

The team utilized marketing campaigns and calls to inform certified suppliers of current procurement opportunities. Below is a breakdown of the campaigns. At the start of Quarter 4, staff launched the COVID-19 campaigns to keep suppliers abreast of new and useful information.

37.8%

Average Campaign
Open Rate

31

Active Solicitation
Campaigns

84

Targeted Outreach
Campaigns

37.8%

COVID-19 Support
Campaigns

TECHNICAL ASSISTANCE

Staff provided One-on-One Technical Assistance to certified suppliers in the form of education and guidance; Access to Capital, Marketing, Technology Assistance, Capacity Building, Business Resources, Training and Development, and more.

>200

One-on-One Technical
Assistance

SOCIAL MEDIA

EDDC has established a social media presence via Twitter and LinkedIn

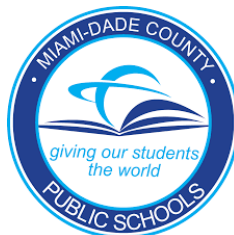


@BCPSEDDC | #BCPSEDDC | BCPS EDDC

Community *Partners*

Thank you to our collaborative partners. The School Board of Broward County, Florida (SBBC) issued a proclamation recognizing the Health Foundation of South Florida, in partnership with Citi Community Development, for leading the South Florida Anchor Alliance (SFAA). Similarly, the SBBC recognized the Urban League of Broward County (ULBC), a convening partner in the SFAA, for its impact on small and diverse businesses through the Entrepreneurship Center and collaborations with partner institutions.

The EDDC will continue to work closely with these organizations in its mission to grow the economic base for the benefit of BCPS students and the business community.





LOOK AHEAD

Two-Year Initiative

CERTIFICATION & VENDOR MANAGEMENT

■ SAP ARIBA PROJECT- PHASE 2

Staff is actively working with the Procurement & Warehousing Services, Operations & Compliance team to launch Phase 2 of the SAP Ariba Project. Phase 2 will focus on system functionality to enhance the user experience. The District migrated to the eProcure Online Supplier Portal in 2018.

■ PROCESS IMPROVEMENT

The certification and compliance process will be evaluated for improvement. This includes the review process, document requirements, and staff training.

■ TRI-COUNTY RECIPROCAL CERTIFICATION

Collaborate with partner agencies to promote the reciprocal certification offered by BCPS to their newly certified vendors. Increase the number of agencies (certifying and non-certifying) across the region that accepts BCPS small business certification.

■ B2GNOW IMPLEMENTATION

EDDC acquired and is implementing a web-based SDOP Management System (SMS), a diversity management solutions, powered by B2Gnow for Vendor Management, Contract Compliance, Spend Analysis, and Outreach and Event Management. SMS features process automation, data collection, tracking, reporting, and analytics while providing a one-stop solution for the vendor/supplier community. SMS will reduce some of the manual processes of data gathering to increase operational efficiency. The system's soft launch occurred on June 22, 2020, with full reporting capabilities accessible in December 2020.

SUPPLIER TRAINING & DEVELOPMENT

■ WORKSHOPS/WEBINARS

EDDC will host and facilitate a stream of Business Growth and Development trainings in collaboration with community partners. This initiative is intended to fulfill the suppliers' educational needs to increase their participation in District contracts. Outlined below is an initial list of trainings identified by staff based on the feedback received from certified suppliers.

- Responding to Solicitations
- Responding to Subcontracting opportunities
- You Have Won the Bid: What's Next?
- How to Become Pre-Qualified to Do Business with BCPS Construction Sourcing
- Understanding Accounting Related Topics
- Workers Compensation & Risk Management
- Effective Marketing and Sales Tips
- Effective Elevator Pitch
- Access to Capital - Loan Programs, Financial Institutions, Grants, Scholarships, and other agencies providing access to capital
- FDOT Construction Management
- Bond Guarantee Bid Estimating

■ JOB READY TRAINING PROGRAM

The Job Ready Training Program is a pilot program that will target the participation and growth of firms in the Construction and Professional Services categories. EDDC's is to build the overall capacity of the local small minority and women-owned businesses through targeted and strategic technical assistance, leading to increased employment and local investment.

MARKETING & OUTREACH

■ LAUNCH SHOP BROWARD INITIATIVE

EDDC's intends to positively impact the economic base of Broward County and grow small businesses by leading efforts to shop local and shop small businesses. #ShopBroward.

■ OUTREACH REALIGNMENT

EDDC has realigned its outreach efforts, evolving from counting certifications to focusing on economic impact. While the team will continue to engage in ESMWBE recruitment and retention activities, targeted outreach is at the forefront of execution to correct the diversity and inclusion discrepancies. The department will expand outreach and utilization across all commodities.

■ OPPORTUNITIES & BEYOND

To secure opportunities for small businesses, EDDC will advocate for and identify bid opportunities in the Tri-county region suitable for our certified suppliers.

■ **COMMUNITY PARTNERSHIPS:** The team will continue to formalize regional partnerships with supplier inclusion organizations. Our goal is to leverage and build relationships that will increase access to crucial resources supporting small business growth and development. The Small Business Advisory Committee will identify two local organizations to serve as a committee member in its work with EDDC.

■ **EVENTS:** Participate, partner, and host events (in-person will consider safety first) to facilitate networking and matchmaking opportunities for suppliers.

■ WEBSITE

Staff is set to complete the required website management training to begin creating EDDC's website by the end of FY 20-21- Quarter 2. The department will also be listed on the District's Department Directory.



The School Board of Broward County, FL

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Lori Alhadeff
Robin Bartleman
Heather P. Brinkworth
Patricia Good
Laurie Rich Levinson
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Nora Rupert

Robert W. Runcie
Superintendent of Schools

Small Business Advisory Committee

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Carolyn D. Jones, M. Ed
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Christopher Thomas

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, genetic information, marital status, national origin, race, religion, sex or sexual orientation. The School Board also provides equal access to the Boy Scouts and other designated youth groups. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department & District's Equity Coordinator/Title IX Coordinator at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008 (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158.

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