



ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE

ANNUAL REPORT

FISCAL YEAR

20²⁰/₂₁





ABOUT THIS REPORT

The Fiscal Year 2020-2021¹ Annual Report provides an overview of the Economic Development & Diversity Compliance Supplier Diversity Outreach Program progress. The report also shares the department's strategic priorities and initiatives.

¹ Unless otherwise noted, all references to FY20-21 in this report refers to the Fiscal Year July 2020 - June 2021.

TO OUR STAKEHOLDERS

// *As I reflect on Fiscal Year 2020 -2021, the words of Peter Drucker resonate; "The ultimate resource in economic development is people. It is people, not capital or raw materials that develop an economy."*



Fiscal Year 2020 - 2021 was a year of challenges that profoundly impacted how we work and live. The pandemic upended the world, but it has not shaken the Economic Development & Diversity Compliance (EDDC) department. We have successfully weathered the pandemic thus far because of the strengths of our business model with three innovation-driven business sectors, which became particularly evident during the crisis. The pandemic has broadened the department's strategic thinking around the dimensions of mission continuity and resiliency in our planning.

EDDC is built upon the pillars of four C.O.R.E services; Certification, Opportunities (Contracts & Compliance), Resources, and Education (Executive). Peter Drucker taught that to achieve results, we must use all our available strengths, where genuine opportunities lie. We appreciate the fine work of our Small Business Advisory Committee (SBAC), the Superintendent's Goal Setting Committee (GSC), and our advocacy partners in helping us be an integral part of South Florida's business community and the growth of small business inclusion.

Our team envisions a bright and exciting future. This annual report details the year in its entirety, informed by a full suite of quantitative and qualitative information. The goal is to identify and build upon what's working and correct what's not working; understanding that while there is purpose in passion, the current economic and health climate tasks us with embracing the unanticipated. Finally, the report outlines EDDC's priorities for the Fiscal Year 2021-2022.

We are pleased to report on the Supplier Diversity Outreach Program (SDOP) progress and look forward to your continued support and engagement.

Robert M. Ballou

Robert M. Ballou

Officer, Economic Development & Diversity Compliance

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ABOUT EDDC

The Economic Development & Diversity Compliance (EDDC) department administers Policy 3330 Supplier Diversity Outreach Program (SDOP) to help Emerging, Small, Minority, and Women-owned Business Enterprises (E/S/M/WBE) participate in Broward County Public Schools (BCPS) procurement and contract activities. The department is steadily advancing the cause for E/S/M/WBE suppliers, a principal component in the District's supply chain and South Florida's economic infrastructure.

MISSION

To **GROW** the Economic Base of Broward County for the **BENEFIT** of our **Students, Families, and the Business Community.**

PILLARS



CERTIFICATION

The EDDC department provides E/S/M/WBE certifications to local small businesses. Certification positions suppliers for success through access to a vast network of support, business opportunities, increased visibility in the District's supply chains, education and development programs, capacity building, networking and mentorship opportunities.



OPPORTUNITIES (Contracts & Compliance)

EDDC utilizes the SDOP tools and solicitation incentives to safeguard the maximum opportunities for S/M/WBEs to do business with BCPS and provide equal opportunity for all segments of the contracting community. The Superintendent's Goal Setting Committee (GSC) establishes the S/M/WBE program goals based upon industry categories, vendor availability, project-specific characteristics, and S/M/WBE utilization.



RESOURCES

To address the challenges suppliers encounter in business growth and sustainability, EDDC combined a comprehensive slate of resources that can be used through the lifecycle of entrepreneurship. Suppliers have first-hand access to the education, support, and tools needed to grow and succeed.



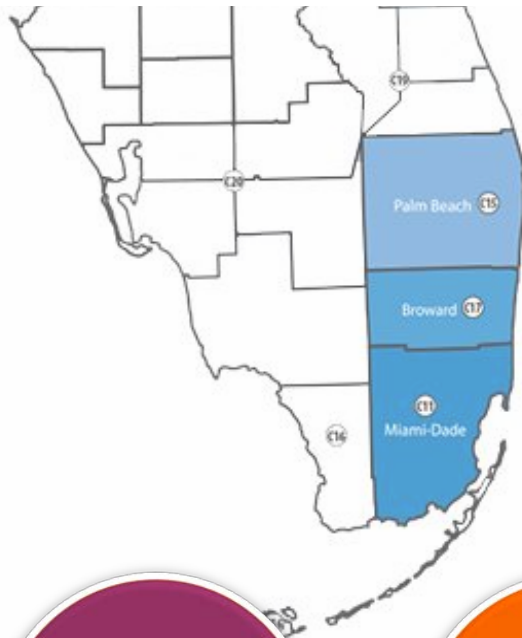
EDUCATION (Executive)

EDDC enhances the readiness of certified suppliers through its executive educational program in the form of workshops, webinars, and trainings. Our business development program offers a specialized curriculum designed to develop the capacity and increase the competitiveness of small businesses and its leaders.

We are Listening, Learning & Taking Action.



OUR CONSTITUENTS

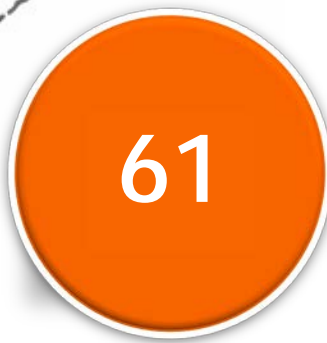


533

CERTIFIED S/M/WBES



MINORITY BUSINESS
ENTERPRISES (MBE)



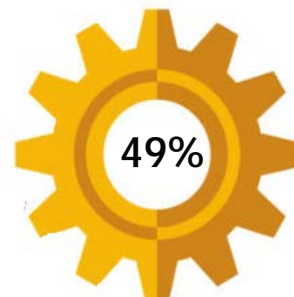
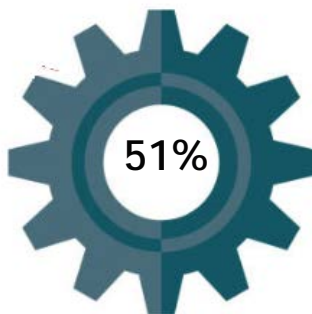
SMALL BUSINESS
ENTERPRISES (SBE)



MINORITY/WOMEN
BUSINESS ENTERPRISES
(M/WBE)



WOMEN BUSINESS
ENTERPRISES (WBE)



533 CERTIFIED S/M/WBES

ETHNICITY/GENDER

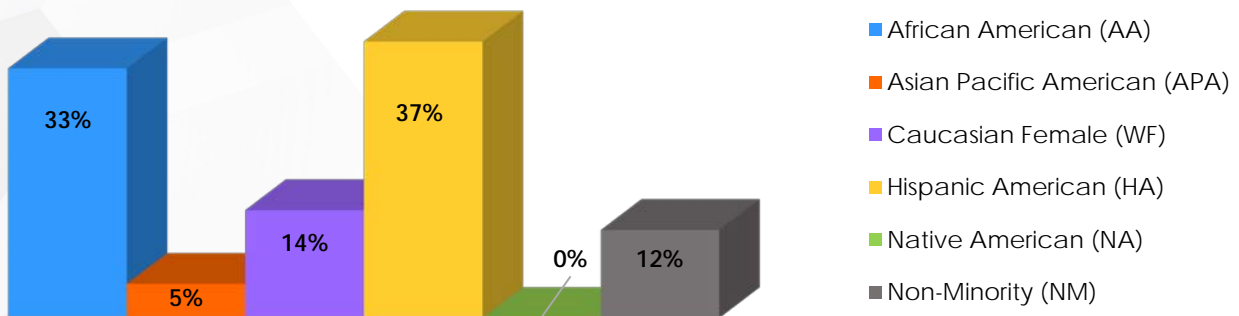


Diagram 1: S/M/WBE Firms by Ethnicity & Gender

PROCUREMENT CATEGORIES

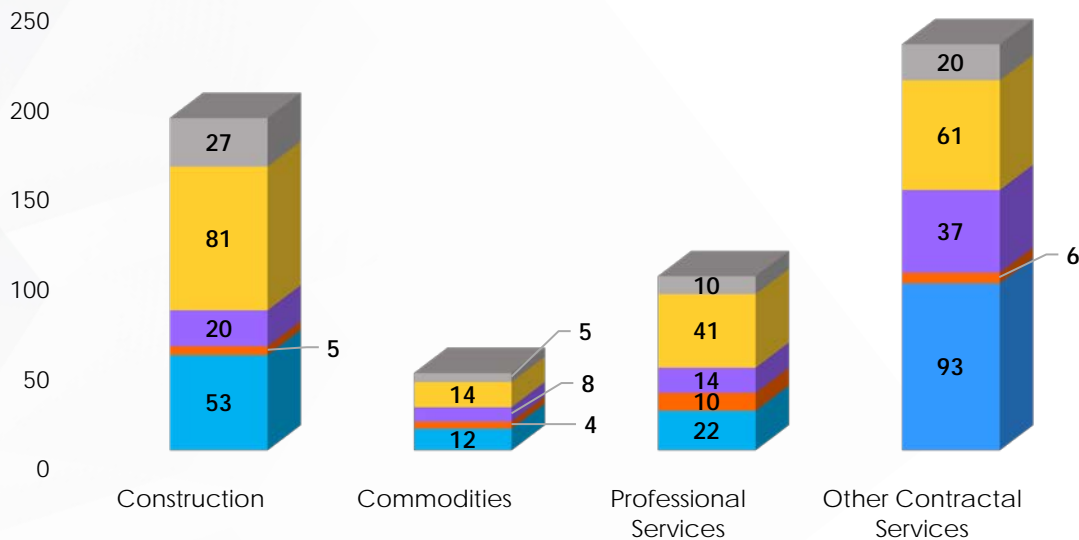


Diagram 2: S/M/WBE Firms by Procurement Categories²

AVERAGE GROSS RECEIPTS

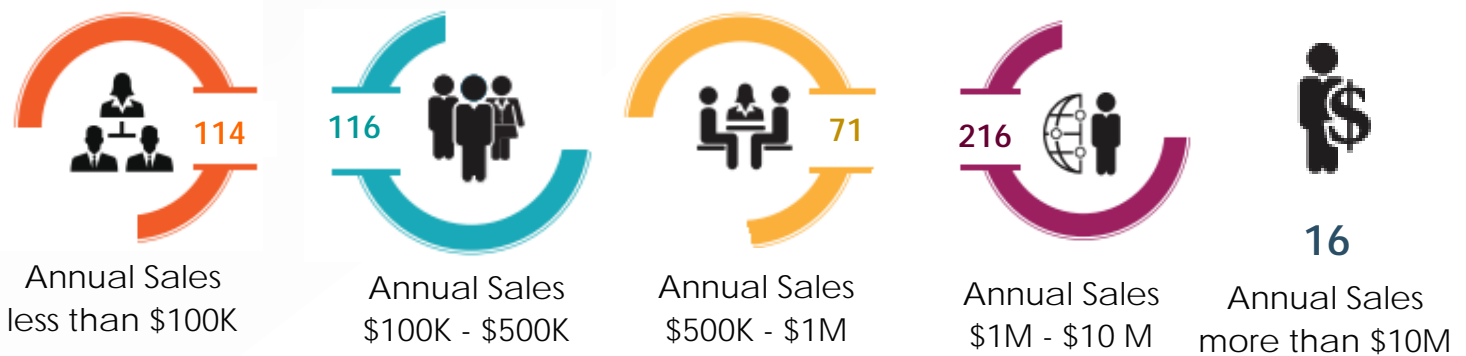


Diagram 3: S/M/WBE Firms by Average Gross Receipts

²Some firms provide multiple services and are categorized under more than one industry category.

ECONOMIC IMPACT

JULY 2017 – JUNE 2021



DISPARITY STUDY RECAP

In 2015, The School Board of Broward County, Florida (SBBC) initiated a Disparity Study to review the impact of the District's procurement activities. The study considered five years of data; July 2008 to June 2013. 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 to remedy the ongoing effects of identified marketplace discrimination that adversely affected the participation S/M/WBEs in School Board contracts. The SDOP was implemented in July 2017 and employed Affirmative Procurement Initiatives (APIs) based on race and gender-conscious remedies throughout all procurement activities.

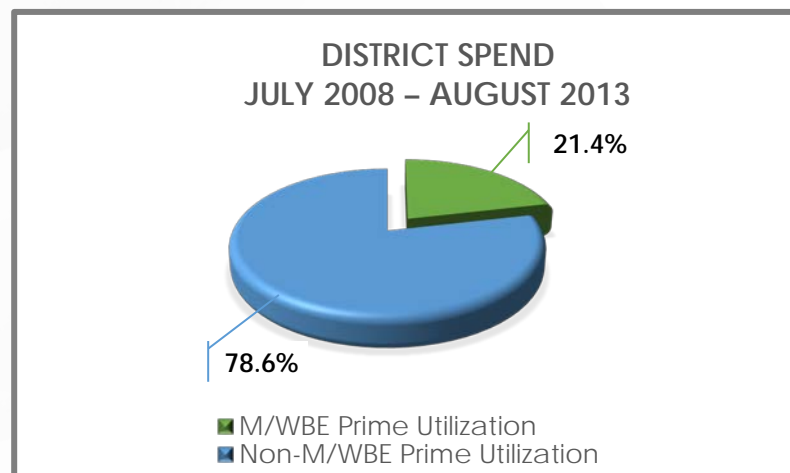


Diagram 4-1: M/WBE Spend vs. Non-MWBE Spend

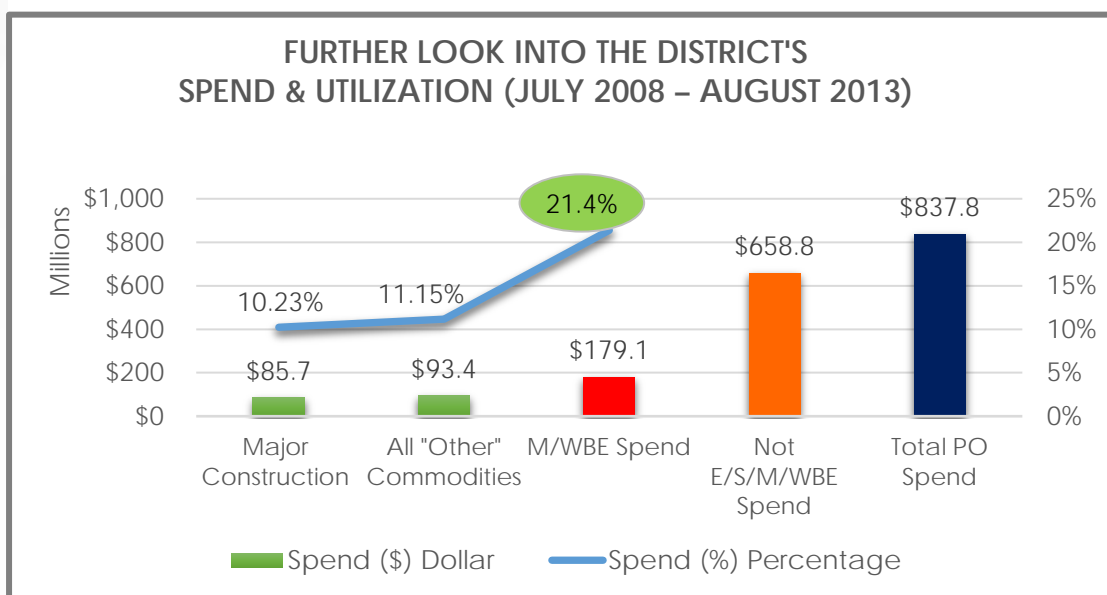


Diagram 4-2: Overview of District Spend & Utilization

POLICY 3330 IMPLEMENTATION

The following diagrams provide an overview of the District's progress after Policy 3330 implementation. The overview incorporates four years.

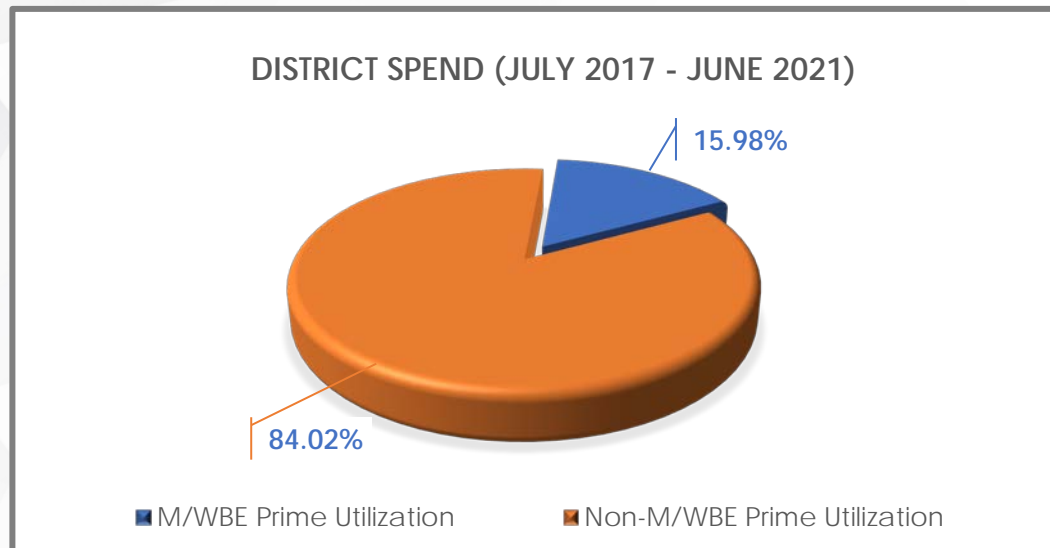


Diagram 5-1: M/WBE. Spend vs. Non-M/WBE Spend | July 2017 – June 2021

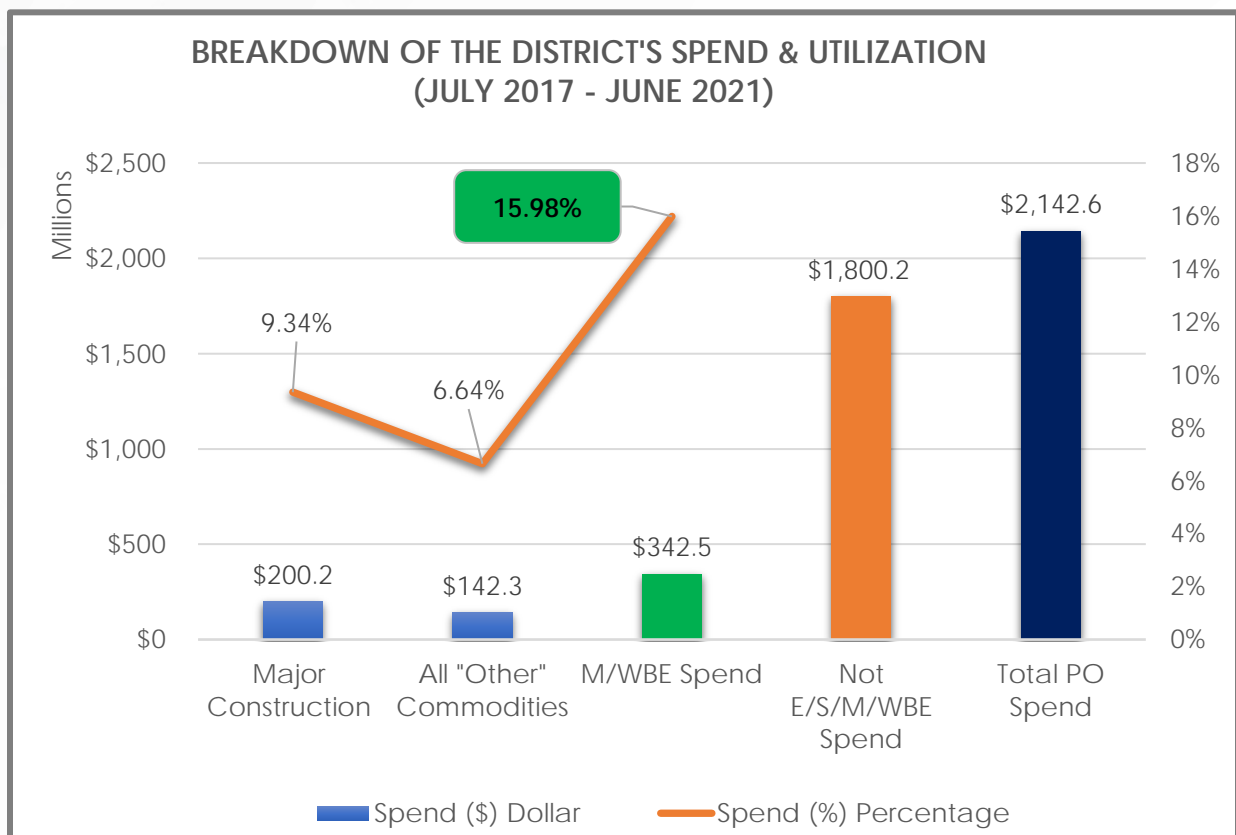


Diagram 5-2: Overview of Spend & Utilization | July 2017 – June 2021

ANALYSIS: E/S/M/WBE Utilization

E/S/M/WBEs Vs. Non-E/S/M/WBEs

Diagram 6 compares the total number of E/S/M/WBE and Non-E/S/M/WBE firms that participated in District contracts.

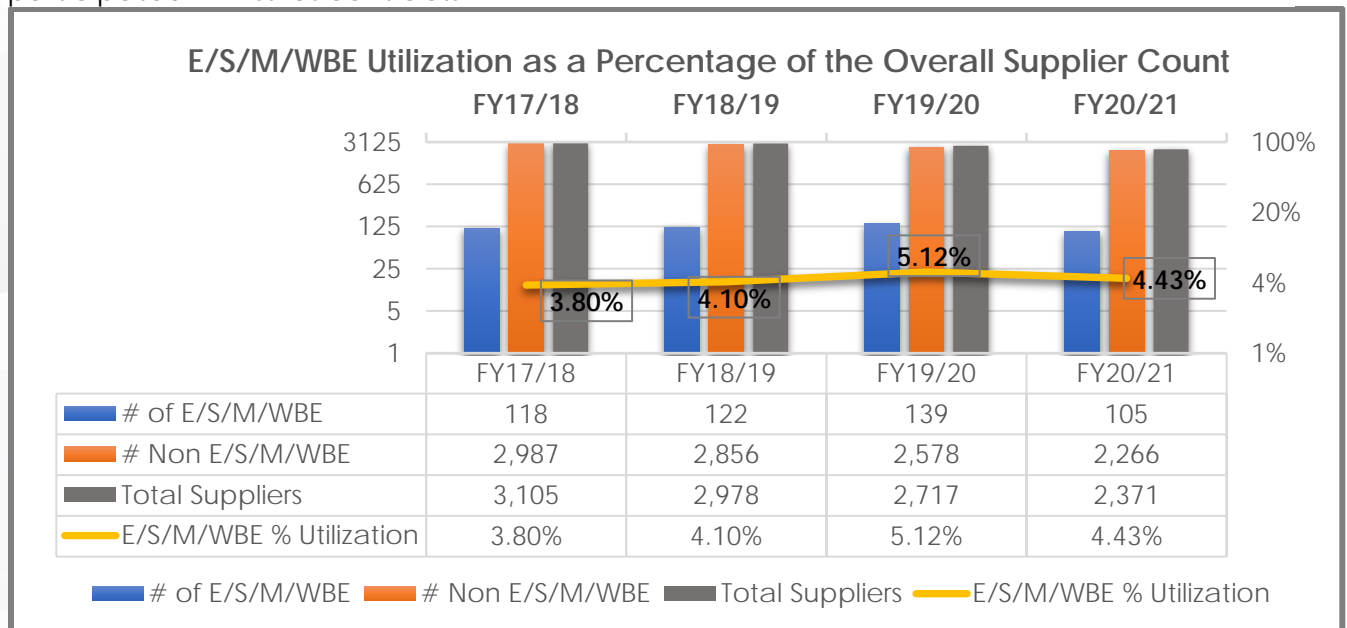


Diagram 6: E/S/M/WBE Utilization vs. Non-E/S/M/WBE Utilization | July 2017 – June 2021

Procurement Categories

Diagram 7 breaks down the percentage of E/S/M/WBE firms in each procurement category that participated in District contracts

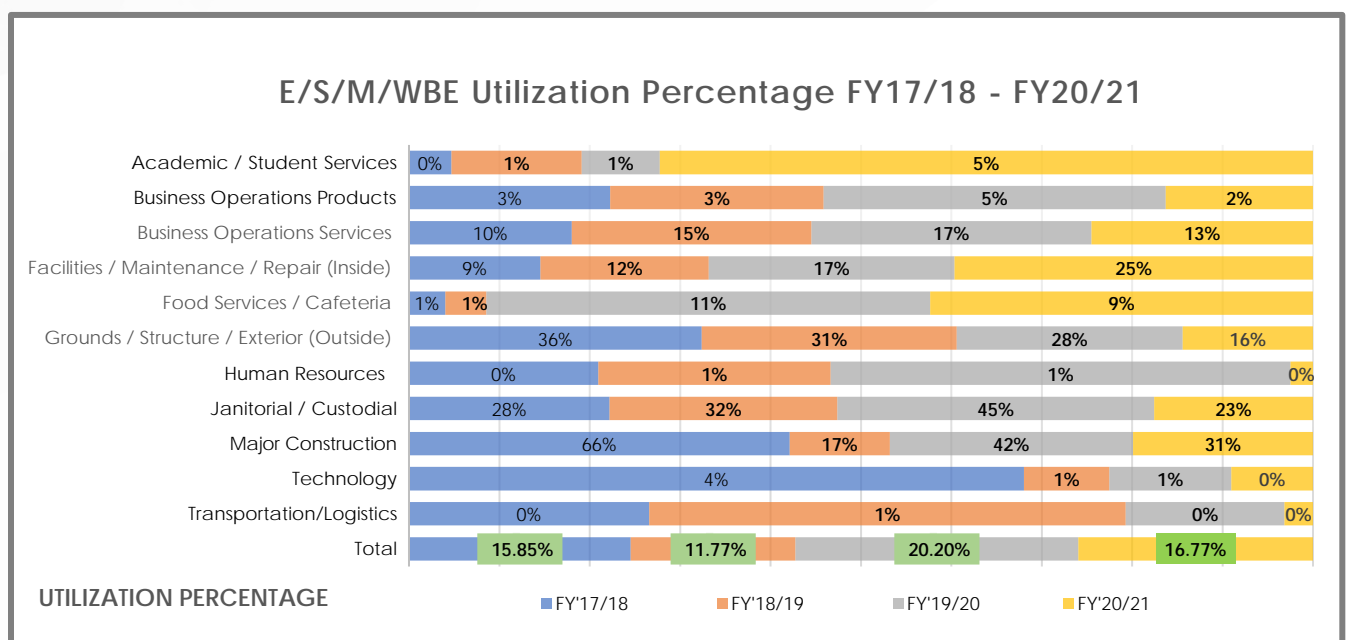


Diagram 7: E/S/M/WBE Utilization per Procurement Category | July 2017 – June 2021

ANALYSIS: E/S/M/WBE Spend

Major Construction Vs. All Other Commodities

Diagram 8 provides a comparison of the cumulative spend (E/S/M/WBEs and Non-E/S/M/WBEs) for major construction contracts and all other commodities.

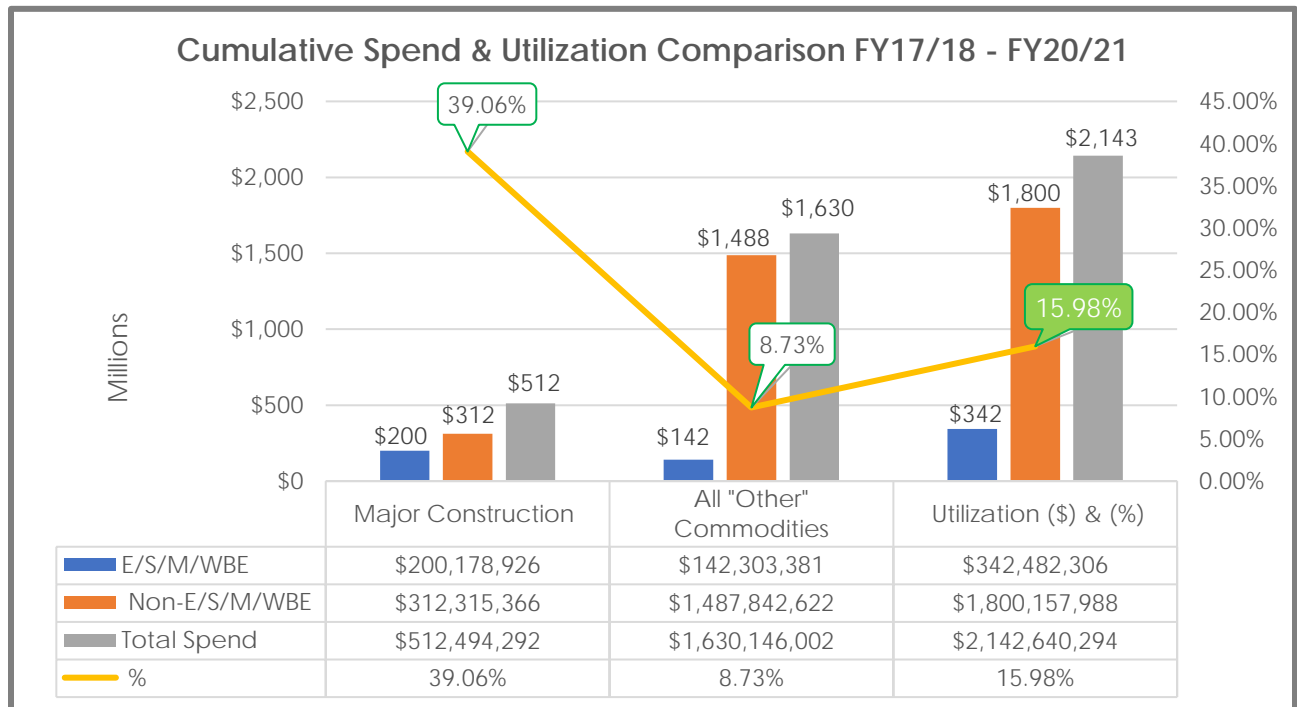
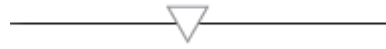


Diagram 8: Construction Spend vs. All Other Commodities Spend | July 2017 – June 2021

YEAR IN REVIEW



CONTRACT COMPLIANCE



144

SOLICITATIONS

Invitation to Bid (ITB) accounted for 82% (118) of the total solicitations posted in FY20-21. There were 21(15%) Request for Proposals and five (3%) Request for Quotes (RFQ).



553

PROPOSALS EVALUATED

The Contract Compliance team evaluated 419 ITB (75%), 108 RFP (20%) and 26 RFQ (5%) proposals in the fiscal year.



225

M/WBE³ PRIME VENDORS

M/WBE primes accounted for 39% of all firms that responded to District's solicitations; ITBs – 192, RFPs – 19 and RFQs – 14. However, non-certified primes vendors were largely more responsive; ITBs – 236, RFPs – 100 and RFQs – 12.



466

M/WBE SUBCONTRACTORS/SUBCONSULTANTS

A total of 377 (81%) M/WBE subs primarily participated on ITBs. Sixty-five M/WBEs (14%) participated on RFPs and 24 (5%) on RFQs.

³M/WBE may have participated in multiple projects. The total number of M/WBEs does not reflect unique companies.

E/S/M/WBE CERTIFICATION



337

CERTIFICATION APPLICATIONS PROCESSED



259

APPROVED
APPLICATIONS



72

NEW
CERTIFICATION



112

RECERTIFICATION



75

TRI-COUNTY
RECIPROCAL



78

DENIED
APPLICATIONS



70

NO SIGNIFICANT
BUSINESS PRESENCE⁴



5

EXCEEDED
SIZE STANDARD⁵



3

NON-PROFIT



3

GRADUATED FIRMS⁶

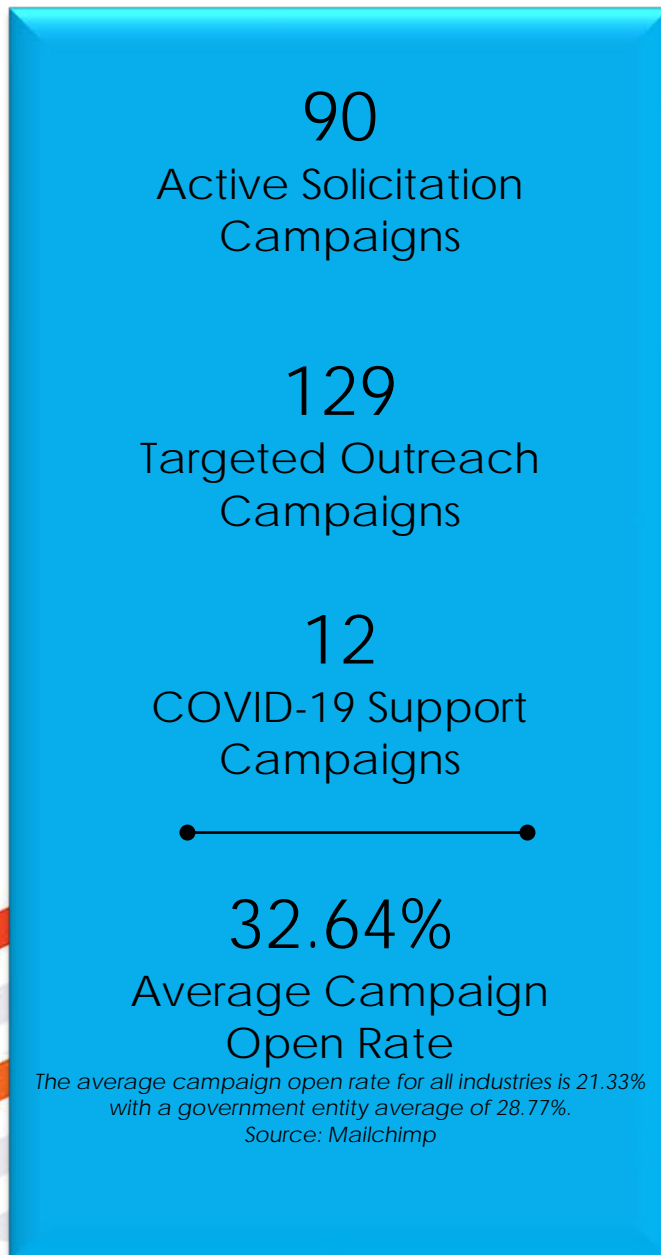
⁴ Significant Business Presence means a firm is headquartered or has an established place of business in the Tri-county region for more than one year and at least 50% of all its employees are domiciled in the region.

⁵ Size Standard – An applicant firm's average gross sales (or number of employees if applicable) for the last two consecutive years must not exceed 50% of the U.S. Small Business Administration (SBA) small business size limits based on its industry categories.

⁶ Graduate firms refer to certified suppliers whose gross sales have exceeded the 50% U.S. SBA size standard requirements. Policy 3330 update in April 2020 allows the firms to remain in the SDOP once the average gross sales (or number of employees) remains within its industry limit.

OUTREACH & ENGAGEMENT

The EDDC team has realigned its outreach and engagement efforts to focus on economic impact. Targeted outreach to small businesses across all commodity categories is at the forefront of economic development and diversity and inclusion.



651
One-on-One
Technical Assistance

129
Internal/External
Community Meetings

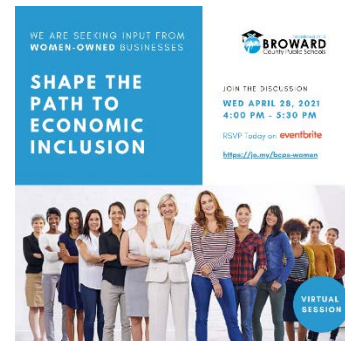
6
Workshops/Webinars
Hosted

3
Community Focus
Group Meetings

1
Supplier Engagement
Survey

COMMUNITY & SUPPLIER ENGAGEMENT

In April 2021, the department hosted three virtual Focus Group Meetings to communicate the changes and new efforts to actualize the District's commitment to the small business community. The people's voice is crucial in the works of EDDC. Staff shared the vision for support, scalable impact, and small businesses' resilient future in the BCPS procurement activities. Meeting groups included African American, Women, and Hispanic American-Owned firms.



3rd 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. Unlike prior years, the 3rd Annual Business Engagement Survey also provides a candid overview of the state of E/S/M/WBEs as they whether the COVID-19 pandemic. Suppliers responded to ten questions.

This year's survey revealed that the Coronavirus pandemic negatively impacted sixty-four (64) percent of the firms, seventeen (17) percent reported little to no effect, and seventeen (17) percent were positively impacted. Thirty-nine (39) percent of the companies saw little to no changes in their operating capacity; however, fourteen (14) percent have not done business in the last year. Firms secured business in both the private (50%) and public (36%) sectors.

Suppliers continued to communicate their challenges with winning District contracts. Survey results disclosed that forty-two (42) percent of the firms submitted bids but did not win, forty-three (43) percent were awarded contracts or participated as a sub-vendor (21% are currently primes, 11% are participating as subs), and eleven (11) percent were awarded contracts in the past.

Finally, the results of the 3rd Annual Engagement Survey showed that the EDDC website, newsletters, and bid notification emails were ranked the top three resources (85%), and seventy-five (75) percent of the companies revealed some level of confidence in EDDC's efforts to increase small business opportunities with the District.

EDDC

B R A N D



MARKETING & COMMUNICATIONS

DIGITAL REACH

EDDC continues to provide the tools and support small businesses need to grow and succeed with resources and opportunities to form meaningful connections. Our digital platform is in its *infancy* and is an engaging resource for timely updates, business news, success stories, leads, and inspiration.

>600

Combined Posts

@BCPSEDDC

BCPS EDDC



714

Engagement

96,462

Impressions

148

Followers on Twitter
and LinkedIn

8,359

Webpage Views | Launched 2020
[Browardschools.com/EDDC](https://browardschools.com/EDDC)



36 EDDC Weekly Newsletters



4 EDDC Business Connect Newsletters



PROGRAMS & INITIATIVES

SDOP MANAGEMENT SYSTEMS (SMS)

Implementation of the SMS powered by the B2Gnow system is at eighty-four percent completion, including full reporting capability of nearly 1,200 awarded contract records with assigned Affirmative Procurement Initiatives. As we advance into FY 21-22, the prime contractors and consultants will enter sub-vendors payment data in the system while developing the spend analysis and custom reporting modules are underway.

84%
COMPLETION

AMAZON BUSINESS "SHOP BROWARD" INITIATIVE

As a collaborative effort, EDDC and Amazon Business (AB) are working together to provide small businesses within the Tri-County region an avenue to do business with the District and more than 300 million customers globally. In October 2020, the team hosted a webinar on becoming a seller with Amazon Business, launching the *#ShopBroward* initiative. EDDC continues to work with AB and Procurement & Warehousing Services (PWS) to complete the program implementation.

70
WEBINAR
PARTICIPANTS

PRE-BID MEETINGS

The SMART Inclusion team has actively engaged in the District's Pre-bid meetings for all SMART projects. The purpose is to discuss the M/WBE goals and reporting, capture the small business suppliers in the program that have attended the meetings, and utilize the Cone of Silence break to encourage E/S/M/WBE suppliers to submit a bid.

35
PRE-BID
MEETINGS
ATTENDED

BROWARD ENTERPRISING "JOB READY" TRAINING PROGRAM

The Broward Enterprises Contractor Job Ready Training Program, known as the "Job Ready Training Program," supports SBBC's goal to remedy the ongoing effects of identified marketplace discrimination. The program is modeled to increase E/S/M/WBEs involvement in District contracts through capacity building based on firms' specific needs. EDDC has teamed up with the South Florida Anchor Alliance, the technical assistance provider, to facilitate the program.

25
E/S/M/WBE
PARTICIPANTS

DEMANDSTAR SPONSORSHIP

In partnership with DemandStar, EDDC sponsored 20 one-time, annual subscriptions for certified suppliers, which provides access to bids posted by more than 30 government agencies in Broward County. Additionally, sponsorship recipients also received training hosted by the DemandStar team.

12
SPONSORSHIP
RECIPIENTS

SMALL BUSINESS ADVISORY COMMITTEE

The SBAC demonstrated strong engagement in FY20-21. Of the ten meetings scheduled, eighty (80) percent met or exceeded quorum requirements. EDDC is leveraging the committee's expertise to expand its reach in the community through partnerships with various professional organizations.

10
SBAC
MEETINGS

E/S/M/WBE GRADUATED FIRMS | POLICY 3330 UPDATE

Graduated firms can now continue to participate in the Supplier Diversity Outreach Program. Per Policy 3330, an E/S/M/WBE applicant firm must fulfill the size standard requirements to be considered for certification. This policy update in April 2020 has relaxed this condition, permitting certified suppliers that exceed the BCPS eligibility requirements but remain within the U.S. Small Business Administration parameters to continue in the program.

3
GRADUATED
FIRM

CERTIFICATION WEBINAR

This working session provides new and recertifying applicants with the opportunity to meet with a member of the certification team via a live webinar for guidelines on completing the application, reviewing the required documents, and answering questions about the process. The certification webinars are hosted monthly.

1
WEBINARS
HOSTED

MEET-THE-BUYER PILOT PROGRAM

EDDC launched the Meet-the-Buyer Pilot Program and will facilitate virtual meetings between certified suppliers and District buyers (departments). This trial is intended to position E/S/M/WBEs before BCPS decision-makers for the chance to learn about opportunities with the District. At the launch of this pilot program, five firms volunteered, of which one is a registered and certified supplier.

1
PARTICIPATING
FIRM

BCPS SMART ROOFING PROJECTS MENTOR-PROTÉGÉ PROGRAM

The BCPS SMART Roofing Projects Mentor-Protégé Program (Smart Roofing MPP) was designed to enhance underutilized and certified small business firms' capability, emphasizing African American and Women-owned businesses to compete for procurement opportunities. The program is administered by AECOM and overseen by EDDC.

3
MENTORS
5
PROTÉGÉS

API IMPLEMENTATION & GOAL SETTING

The Superintendent's GSC has authorized the EDDC Contract Compliance team to implement API and set Goals on a contract-by-contract basis. Staff continues to work with department heads within the District to set Goals in commodities, which has historically reported less than one percent of M/WBE utilization, and the Owner's Representative Manager's Team on all SMART projects, to allocate the best remedial APIs.

POWERBI

EDDC implemented PowerBi software for robust interactive visualizations, analytics, reporting, and business intelligence capabilities. The output provides a comprehensive analysis of District spend data and fuels a targeted approach to increase utilization of the local business community in the underperforming commodity category.

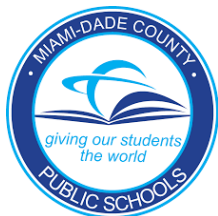
BUSINESS DEVELOPMENT SUMMER SERIES: BIDS 101

EDDC partnered with Procurement & Warehousing Services to launch the Summer Series BIDS 101. The course was designed to help small businesses acquire a comprehensive understanding of the District's bids documents and processes to submit a proposal successfully. Purchasing agents are scheduled to facilitate three courses: Invitation to Bid for Construction, Invitation to Bid for Commodities, and Request for Proposals. BIDS 101 courses will run from July 2021 through August 5.



Thank You to Our COLLABORATIVE PARTNERS

Our achievements have been made possible thanks to your continued support and partnership. We must also recognize the SBBC, District's department heads, and community leaders who have provided mentorship and trust in our work.



STRATEGIC DIRECTION



FY2021-2022 ACTION PLAN

01

INCREASE CONTRACT PARTICIPATION OF CURRENT M/WBES

After a positive increase in SBBC certified M/WBES participation as Primes and Subcontractors/Subconsultants, the EDDC focuses on research, analyze and design strategies for contract engagement at the prime level. The plan centers on SBBC M/WBES that have not yet been awarded as the Prime on District procurement opportunities.

02

EXPAND MWBES SELF-PERFORMANCE ON CURRENT AND UPCOMING CSMPs AND CMARs.

Upon the increment of SBBC M/WBE Primes on Construction Services Management Projects (CSMP) and Construction Management at Risk (CMAR) opportunities, EDDC advocates assigning contracts to current M/WBES awarded. In addition, the department continues to increase the library of qualified M/WBES able to participate as Primes on CSPM and CMAR contracts.

03

3-QUOTES INITIATIVE

The 3-Quotes Initiatives is an alternative effort to position certified suppliers to do business with the District. It is an avenue for success, with consideration for the comparatively smaller firms. EDDC hopes to gain District-wide commitment from the individual department heads to considerably increase spend with small, minority, and women business enterprises. The initiative will assist in broadening District opportunities in commodities beginning with Academics, Transportation, Information Technology, and Human Resources.

04

SYNERGY SUMMIT

EDDC will host a matchmaker that places our certified suppliers before school principals and bookkeepers. The goal is to promote small business utilization, thereby increasing their opportunity to do business with BCPS and strengthening the economic base of Broward county.

05

ENGAGE INTERNAL DEPARTMENTS IN THE API PROCESS FOR COMMODITIES SOLICITATIONS

As per Policy 3330, the SDOP unfolds the Industry-Specific Remedial APIs throughout construction and commodities contract opportunities. EDDC's strategy aims to advance the inclusion and involvement of Departments coordinating commodities contracts, including Information & Technology, Academics, Transportation, and more.

06

BUSINESS DEVELOPMENT PROGRAM

The business development program will utilize the business health check to assess our suppliers' capabilities and capacity to fulfill contractual obligations. The assessment will provide EDDC with a clear understanding of the resources, strategies, best practices, training, workshops, and initiatives each business owner and management need to expand in the marketplace successfully. This initiative is intended to fulfill the suppliers' educational needs to increase their participation in District contracts.



SAP ARIBA PROJECT- PHASE 2

07

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.

SDOP MANAGEMENT SYSTEMS (SMS)

08

The SMS system powered by the B2Gnow system is at eighty-four percent completion. As we advance into FY 21-22, the prime contractors and consultants will enter sub-vendors payment data in the system while developing the spend analysis and custom reporting modules are underway.

OPPORTUNITIES & BEYOND

09

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

10

COMMUNITY PARTNERSHIPS: The team will continue to formalize regional partnerships with supplier inclusion organizations. Our goal is to leverage and build relationships to increase access to central resources supporting small business growth and development.

11

EVENTS: Participate, partner, and host events to facilitate network building and matchmaking opportunities for suppliers.

ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE

EDDC Team

The EDDC department is a component of the Division of Strategy & Operations and is supported by the SMART Inclusion team, consisting of four consultants.



ROBERT M. BALLOU
Officer

BUSINESS INTELLIGENCE & PROCESS MANAGEMENT



JASMINE M. JONES
Manager



LAVINIA FREEMAN
MWBE Specialist

CONTRACT COMPLIANCE



ANNE MARIE RICHARDS
Coordinator



DR. ERNESTO DE LA HOZ
MWBE Specialist

CERTIFICATION, OUTREACH & MARKETING



CHELSEA JONES FINLEY
Coordinator



WINIFRED CUMMINGS
MWBE Specialist

SMALL BUSINESS ADVISORY COMMITTEE



Carlton Crawl, Chair
Appointed by Board Member
Patricia Good, District 2



Dr. Reggie R. Lewis, Ed.D.
Vice-Chair
Appointed by Board Member
Laurie Rich Levinson, District 6



Dodie Keith-Lazowick, PLS
Past Chair
Appointed by Board Chair
Donna P. Korn, Countywide At-
Large, Seat 8



Jimmy Witherspoon
Appointed by Board Member
Debra Hixon, Countywide At-Large,
Seat 9



Hebertny Perez
Appointed by Board Member
Sarah Leonardi, District 3



Carolyn D. Jones, M.Ed., CMCS.
Appointed by Board Member
Lori Alhadeff, District 4



Eric Munoz, P.E, S.I, B.N, P.X, M.S.
Appointed by Board Member
Nora Rupert, District 7



Shaheewa Jarrett Gelin, Esq.
Appointed by
SBAC Committee



Carolina Prada
Appointed by
SBAC Committee

At the close of FY 20-21, Districts 1 and 5 seats on the EDDC Small Business Advisory Committee were vacant.

The School Board of Broward County, Florida

Dr. Rosalind Osgood, *Chair*

Laurie Rich Levinson, *Vice Chair*

Lori Alhadeff

Patricia Good

Debra Hixon

Donna P. Korn

Sarah Leonardi

Ann Murray

Nora Rupert

Dr. Vickie L. Cartwright

Interim Superintendent of Broward County Public Schools

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/A.D.A. 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.

ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE

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Sunrise, FL 33351

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Outreach
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LinkedIn: [BCPS EDDC](https://www.linkedin.com/company/bcps-eddc)