

# Closing the GAP Forum

*hosted by*  
Economic Development & Diversity Compliance

*January 13, 2023*

*In partnership with*



Urban League of  
Broward County



# DISTRICT OVERVIEW

## BROWARD COUNTY PUBLIC SCHOOLS SUPERINTENDENT



[Superintendent's Spotlight](#)

**Dr. Vickie Cartwright,**  
Superintendent

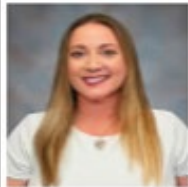


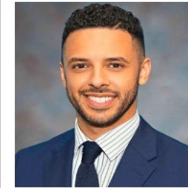





**Broward County Public Schools**  
600 SE Third Ave  
Ft. Lauderdale, FL 33301

P 754-321-2600  
F 754-321-2701



# MEET THE SCHOOL BOARD

School Board of Broward County, Florida (SBBC)

		
<b>Chair</b> <u>Lori Alhadeff</u> District 4 Phone: 754-321-2004	<b>Vice-Chair</b> <u>Debra Hixon</u> Countywide At-Large Seat 9 Phone: 754-321-2009	<u>Dr. Allen Zeman</u> Countywide At-Large Seat 8 Phone: 754-321-2008
		
<u>Daniel P. Foganholi</u> District 1 Phone: 754-321-2001	<u>Torey Alston</u> District 2 Phone: 754-321-2002	<u>Sarah Leonardi</u> District 3 Phone: 754-321-2003
		
<u>Dr. Jeff Holness</u> District 5 Phone: 754-321-2005	<u>Brenda Fam, Esq</u> District 6 Phone: 754-321-2006	<u>Nora Rupert</u> District 7 Phone: 754-321-2007



**ECONOMIC DEVELOPMENT & DIVERSITY (EDDC)**

# BCPS VISION AND MISSION

## MISSION

*Educating all students to reach their highest potential.*

## VISION

*Educating today's students to succeed in tomorrow's world.*



# ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE

The Economic Development & Diversity Compliance Department (EDDC) serves to exercise the spending powers of the District in a manner that promotes economic inclusion of all segments of the business population, regardless of race or gender, to maximize the economic vitality and actively monitor the related distribution of SBBC's spending activities.



# ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE

## VISION

To spur economic development and support small, minority and women-owned businesses to successfully expand in the marketplace.

## MISSION

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



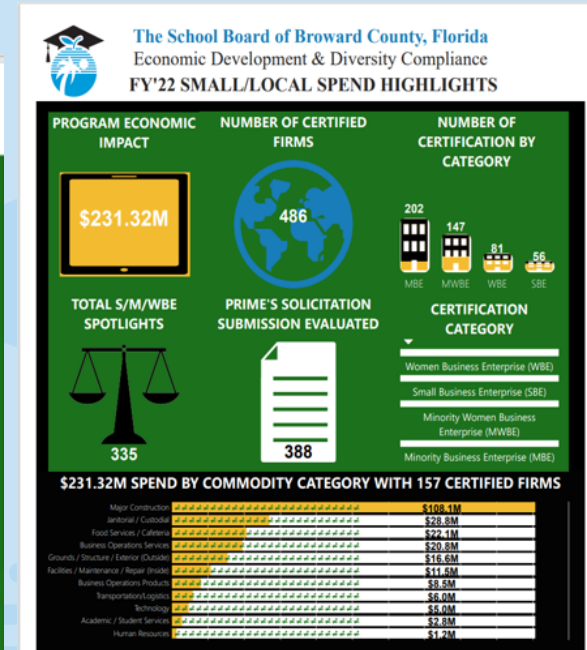
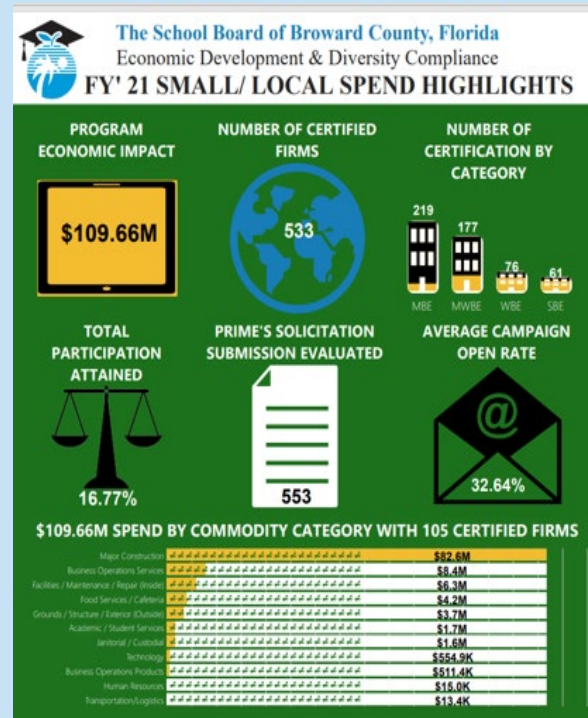
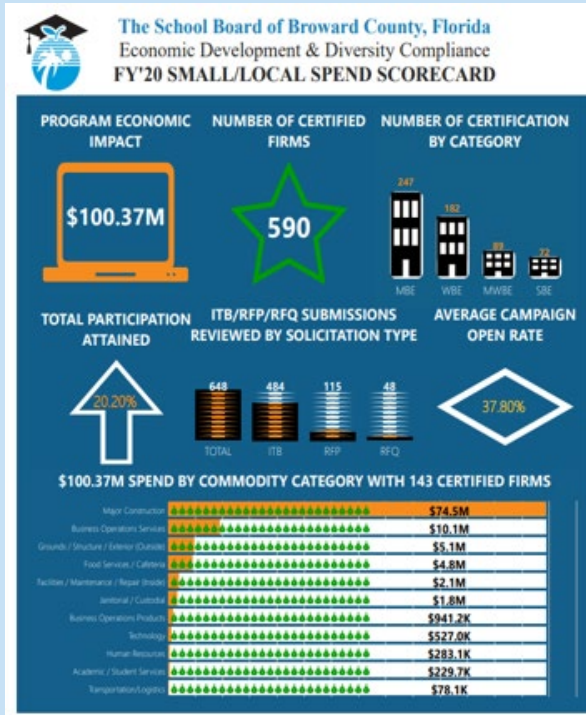
# EDDC ORGANIZATIONAL STRUCTURE

<b>DR. VICKIE CARTWRIGHT, SUPERINTENDENT OF SCHOOLS</b>		
<b>JUDITH MARTE, DEPUTY SUPERINTENDENT, Operations</b>		
<b>Erum Motiwala, Chief Financial Officer (CFO)</b>		
<b>Robert Ballou, Officer, Economic Development &amp; Diversity Compliance (EDDC)</b>		
<b>BUSINESS INTELLIGENCE</b>		
Jasmine Jones	Manager	Business Intelligence & Process Management
Lavinia Freeman	M/WBE Specialist III	Business Intelligence & Process Management
<b>CONTRACT COMPLIANCE</b>		
AnneMarie Richards	Coordinator	Advocacy & Compliance
Ernesto De la Hoz	M/WBE Specialist III	Advocacy & Compliance
<b>CERTIFICATION, OUTREACH &amp; MARKETING</b>		
Chelsea Jones Finley	Coordinator	Certification, Outreach & Marketing
Winifred Cummings	M/WBE Specialist II	Certification, Outreach & Marketing





# SMALL/LOCAL SPEND GROWTH: \$75.1M GREW TO \$231.3M FROM 2019 TO 2022

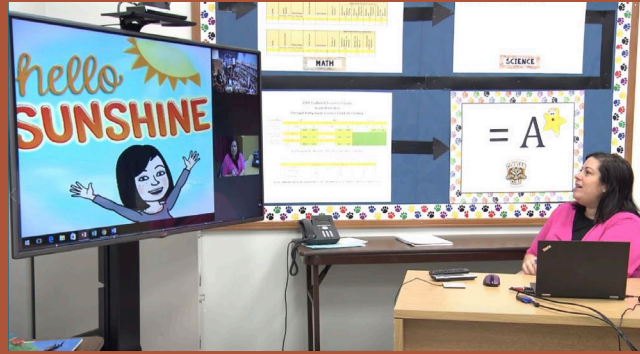


FY'19 SMALL/LOCAL SPEND:  
\$75.1M

[Economic Development & Diversity Compliance \(EDDC\) / EDDC By Numbers \(browardschools.com\)](#)







# Closing the GAP Forum

WHAT IS THE ISSUE?



Urban League of  
Broward County



# SMART Bond Spending for FY22Q4 as reported Sep 2022

## Economic Impact

### Cumulative Spend Based on Prime Certification Status

Ethnicity/Gender	Disparity Study Construction Industry		FY'15 Q2 - FY'22 Q4	% <sup>1</sup>
	Prime \$	Prime %		
African-American	\$6,462,648	2.6%	\$ 27,460,441	1.9%
Hispanic-American	\$51,316,165	20.7%	\$303,062,642	21.5%
Asian-American	\$2,056,259	.8%	\$ 12,766,578	.9%
Women Business Enterprise	\$25,852,138	10.4%	\$ 30,923,980	2.2%
Small Business Enterprise	N/A	N/A	\$ 7,698,344	.5%
<b>S/M/WBE Certified Firms Subtotal</b>	<b>\$85,687,210</b>	<b>34.5%</b>	<b>\$ 381,911,985</b>	<b>27.1%</b>
Non-Certified Firms Subtotal	\$162,489,493	65.5%	\$1,026,998,506	72.9%
<b>Grand Total</b>	<b>\$248,176,703</b>	<b>100%</b>	<b>\$1,408,705,718</b>	<b>100%</b>

<sup>1</sup>The percentages are based on the total cumulative spend with S/M/WBE Certified and Non-Certified firms for the SMART Bond Program.



# SMART Bond Spending for FY22Q4 as reported Sep 2022

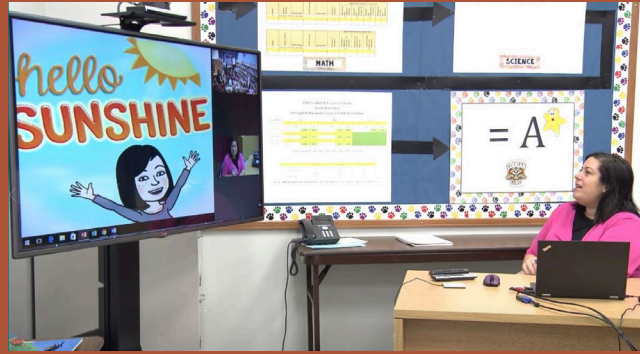
## Economic Impact Cumulative Spend Based on Prime Certification Status

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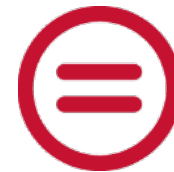
Remaining SMART Bond Project: ~\$100M





# Closing the GAP Forum

## Open Discussion and Community Recommendations



Urban League of  
Broward County





# EDDC ON SOCIAL MEDIA

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[BROWARD SCHOOLS EDDC](#)



[@BROWARDSCHOOLSEED8642](#)



[BCPSEDDC](#)



[EDDC NEWS & EVENTS](#)



# EDDC Fiscal Year 22-23 Plan

## FY2022-2023 ACTION PLAN

01

### **DISPARITY STUDY**

Initiate and conduct an eight milestone comprehensive, legally-defensible disparity study, for SBBC of its procurement practices, through statistical analysis, of all contracting expenditures and evaluation of economic and sociological studies of the marketplace to determine whether a disparity exists in the award of procurement contracts to minority and women-owned business enterprises. Complete Milestones 1-4 this year.

02

### **SOUTH FLORIDA ANCHOR ALLIANCE MARKETPLACE PILOT- Grant Recipient**

This alliance consists of governmental procurement organizations, in Broward and Dade, working together under a grant from the Health Foundation to simplify our procurements; local supplier outreach and bid notifications onto one common platform.

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 spending with small, minority, and women business enterprises.





# EDDC Fiscal Year 22-23 Plan continued



## **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.



## **SYSTEM ENHANCEMENTS**

B2Gnow enhancement: Enable reciprocal certification functionality with the system to streamline the reciprocal certification process and eliminate paper processing.  
SAP Ariba enhancement: Staff is working with the Procurement & Warehousing Services, Operations & Compliance team to continually improve and enhance the user experience.



## **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.



## **EVENTS**

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

