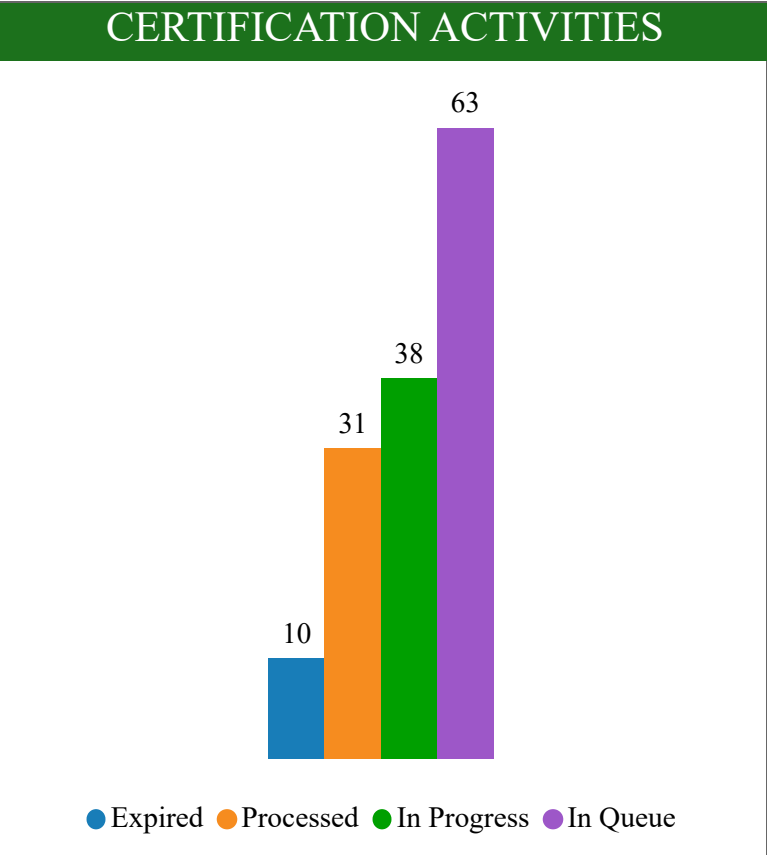


SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: APRIL 6 - JUNE 6, 2023

The Economic Development & Diversity Compliance Department (EDDC) oversees the District’s Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to remedy the ongoing effects of identified marketplace discrimination that continue to adversely affect the participation of Emerging/Small/Minority/Women Business Enterprises (E/S/M/WBE) in District procurement opportunities. As EDDC continues to serve as a conduit to ensure inclusive procurement activity, we are implementing additional activities to fortify the target market.

The summaries and illustrations below provide an update on the continual progress of SDOP for the April 6 - June 6, 2023 reporting period.

CERTIFICATION SECTION

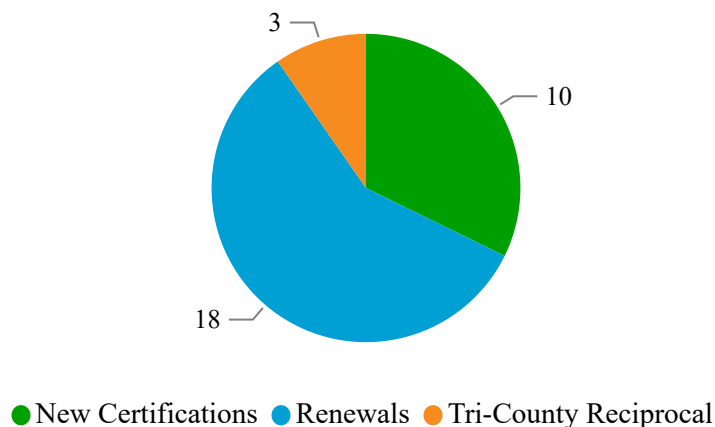


The "Files in Progress" consist of new certifications and renewal activity.



Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS



This is a breakdown of the thirty-one (31) approved certification applications.

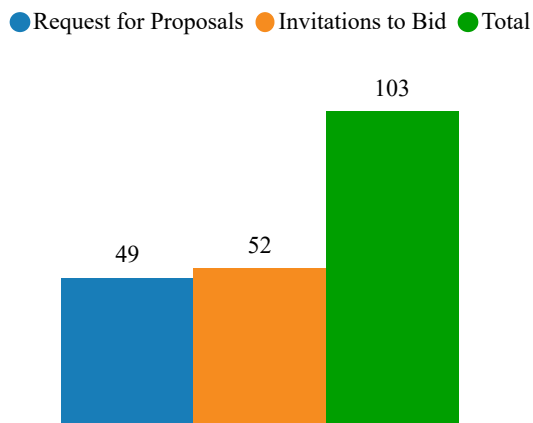
COMPLIANCE SECTION

Under this reporting period, there was a total of forty-four (44) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED



TOTAL SUBMITTALS REVIEWED

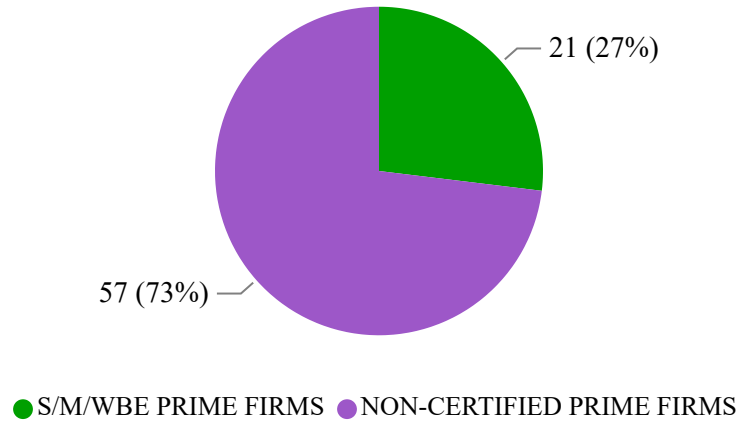


Of the forty-four (44) solicitations advertised, compliance evaluated one hundred and three (103) solicitation submittals to assess the outcome and effectiveness of each assigned API.

Analysis of Solicitation Submittals Reviewed

The analysis captures the prime bidders by certification status and the S/M/WBE prime and sub participation included within the proposals evaluated.

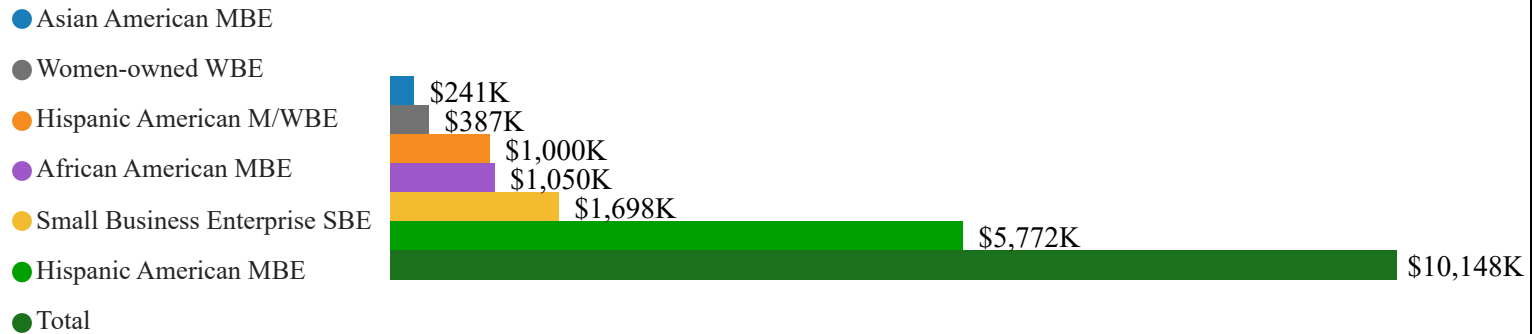
ANALYSIS OF PRIME BIDDERS



S/M/WBE PRIME AWARDS & SUB COMMITMENTS

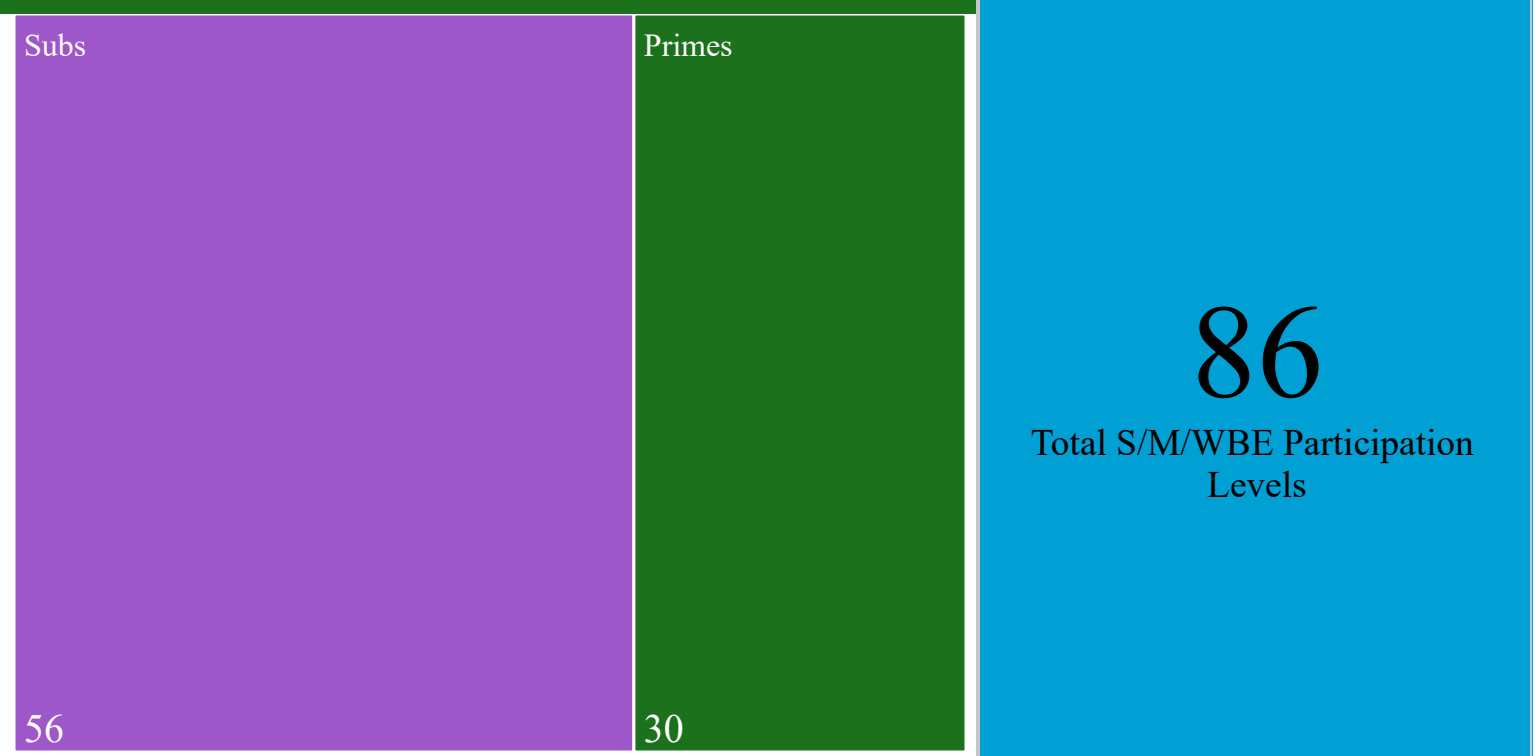
Ethnicity & Gender	# of Primes Awarded	# of Subs Based on Award
African American M/WBE	0	0
African American MBE	13	4
Asian American M/WBE	0	0
Asian American MBE	2	2
Hispanic American M/WBE	1	3
Hispanic American MBE	1	5
Small Business Enterprise SBE	2	7
Women-owned WBE	3	1
Total	22	22

S/M/WBE SUB COMMITMENT AMOUNTS BASED ON PRIME AWARDS



A total of twenty-two (22) S/M/WBE sub firms were included on awarded contracts in the reporting period.

S/M/WBE PRIME & SUB PARTICIPATION LEVELS



S/M/WBE participation levels capture prime bid submittals, including proposed sub participation, as well as prime and sub participation levels based on awarded contracts during the reporting period.

SMART PROGRAM UPDATES

SMART bond program construction projects are competitively solicited using the Invitation to Bid (ITB) procurement method. Attendance at scheduled Pre-Bid meetings is mandatory to be deemed eligible to bid on the respective project. The EDDC M/WBE Inclusion Team attends each SMART pre-bid meeting to facilitate engagement between Certified suppliers and Pre-qualified potential primes. In addition, the team promotes maximum awareness and utilization to meet sub-contracting goals. Of the twenty-five (25) unique firms attending SMART Pre-Bid meetings during the reporting period, eleven (11) or forty-four percent (44%) were S/M/WBE certified.

2

of SMART Pre-Bid Meetings

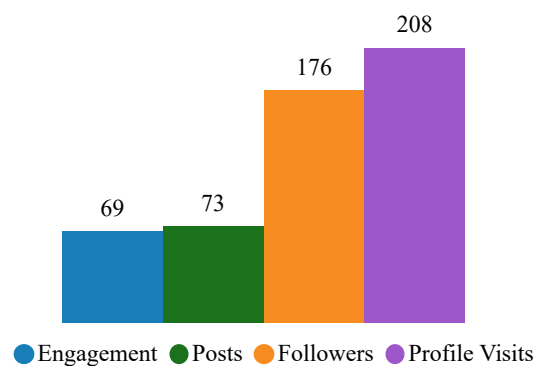
OUTREACH/MARKETING SECTION

o Social Media Communication

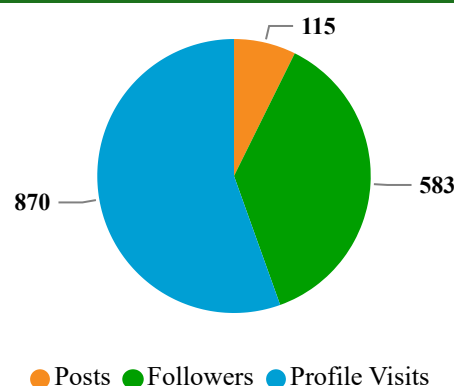
The implementation of social media communication to the EDDC marketing channels has broadened connectivity with the business community and economic development partners. EDDC has a growing following and frequency of engagement on the *Twitter* and *Instagram* social media platforms.

During the reporting period, a total of 5,000 impressions occurred, reflecting the number of times users saw EDDC tweets. Also, the EDDC engagement rate was 2.94% and includes user clicks, retweets, replies, follows, and likes. The cross-industry benchmark for engagement rate is .05% on Twitter. Collectively on Instagram, 8,800 impressions occurred and the Post Engagement Rate was 5.38%. Follow us on *Twitter* and Instagram at @BCPSEDDC.

TWITTER



INSTAGRAM



OUTREACH/MARKETING SECTION

o Bid Communication Process

Communication is fundamental to EDDC's objective to increase small business participation in District opportunities. Each thought component of the department's outreach strategy is intended to increase utilization and engagement across all commodities. Outlined below is the communication process deployed by the EDDC for the District's solicitations:



STEP 1: PWS to EDDC

Solicitations are prepared by Procurement & Warehousing Services (PWS) and given to EDDC to make recommendations to include SMWBE participation in contracts.



STEP 2: Certified Firms Identified

EDDC Certification identifies firms from the District's [Certified Supplier Directory](#) based on the scope and NAICS outlined in the solicitation¹.



STEP 3: Survey

EDDC Contact Compliance emails a potential opportunity survey to the firms to acquire their availability and willingness to provide the services/products requested. The relevant [Affirmative Procurement Initiative \(per Goal Setting Committee\)](#) is implemented based on the responses received by the firms. Note: EDDC does not answer any specific questions regarding the potential opportunity from the suppliers.



STEP 4: DemandStar Notification

The solicitation is posted in [Demandstar](#) by PWS. Firms with a membership receive an email notification from the system for the active bid opportunity, but all companies can view the [District Bid Opportunities](#) webpage for updates.



STEP 5: EDDC Bid Notifications

EDDC Marketing sends bid notifications within two business days of a bid posting using the following:

- **EMAILS**
 1. Certified Firms – Companies identified in our directory in the specified commodity area
 2. All Other Firms – Companies with an expired certification or have not been certified (these are generally the firms from our partner agencies); still, they can potentially provide the service/products requested. The email also includes certification information.
- **SOCIAL MEDIA**

EDDC also uses [Twitter](#), [Instagram](#), [LinkedIn](#), and [Facebook](#) to notify the community of bid opportunities. Each post includes the bid title and the link to BCPS solicitations. Community Partners assist by reposting the notifications to their respective pages.



STEP 5: Pre-Bid Meetings (and Site Visits)

When applicable, EDDC Marketing will include the specifics of the pre-bid meeting in the initial bid notification. A separate notice detailing the specifics of the pre-bid meetings is sent a few days prior and on the morning of the meeting via all social media platforms.



STEP 6: Reminder

Bid notification reminders are sent via email within the last week of the due date via email and social media.

¹ If less than two certified firms can provide the requested service/product, the team sources certified vendors from the following partner agencies' directories: Broward County, Miami Dade County, Miami Dade County Public Schools, Palm Beach County, and School District of Palm Beach County to allocate potential suppliers. EDDC provides a tri-county reciprocal certification for these agencies' SBE, MBE, and WBE certifications. The certification team expedites applications for the firms working to submit a bid.

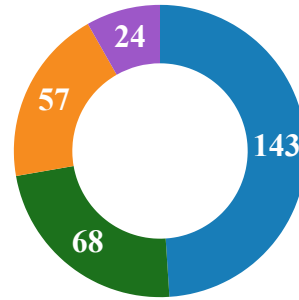
OUTREACH/MARKETING SECTION

o Targeted Outreach

EDDC continued to market District and local opportunities to S/M/WBE firms in the tri-county market and assist firms in seeking to engage in local economic development opportunities. The constant objective of EDDC is to increase the participation of certified firms as primes and subs across all industry categories: Construction, Professional Services, Contractual Services and Commodities.

TARGETED MARKETING ACTIVITIES

- Solicitation Notification Campaigns
- INT-EX Community Meetings
- Targeted Email Marketing
- One-on-One Technical Assistance



o South Florida Anchor Alliance

As a participating member of the South Florida Anchor Alliance (SFAA), EDDC participated in two launch events - in Miami-Dade County and Broward County - designed to acclimate certified suppliers to the Regional Marketplace on the AVISARE platform. EDDC will implement a promotion campaign, in coordination with the BCPS Public Information Office, upon full integration of Avisare and DemandStar.

In preparation for the launch, the EDDC Business Intelligence & Process Management staff trained on AVISARE and are ready to provide ongoing assistance to BCPS local certified suppliers using the centralized system to access procurement opportunities across the ten (10) anchors. Suppliers are able to access contracting opportunities and the institutions can easily find small businesses and learn about their products, services, and capabilities.

REGIONAL MARKETPLACE
SMALL BUSINESS Launch Event

...
Looking to grow your business?
 Meet the 11 institutions that are participating in the Regional Marketplace, their procurement leaders, and how you can better access and be matched to contracting opportunities.

Join Us
 Thursday May 25th, 2023
 10:30am to 12:30pm | 10am Registration

HOSTED BY **BROWARD COUNTY**

West Regional Library
 8601 W Broward Blvd,
 Plantation, FL 33324

FREE ADMISSION
Register Today!
southfloridaanchoralliance.org/marketplace

Don't miss out, register by May 22nd, 2023

✓ Learn how to become an active member of the Regional Marketplace, a free, easy to navigate platform for procurement opportunities

✓ Increase your visibility and exposure to all 11 participating institutions who collectively spend billions annually in South Florida

✓ Find out how to best position your business to succeed!

Logos: MANHATTAN, FIU, UHealth, UNIVERSITY OF MIAMI, BROWARD COLLEGE, BROWARD HEALTH, BROWARD COUNTY, JACKSON

REGIONAL MARKETPLACE
SMALL BUSINESS Launch Event

...
Looking to grow your business?
 Meet the 11 institutions that are participating in the Regional Marketplace, their procurement leaders, and how you can better access and be matched to contracting opportunities.

Join Us
 Monday May 22nd, 2023
 9:30am to 11:30am | 9am Registration

HOSTED BY **UNIVERSITY OF MIAMI**

Robert and Judi Prokop
 Newman Alumni Center
 6200 San Amaro Dr,
 Coral Gables, FL 33146

FREE ADMISSION
Register Today!
southfloridaanchoralliance.org/marketplace

Don't miss out, register by May 17th, 2023

✓ Learn how to become an active member of the Regional Marketplace, a free, easy to navigate platform for procurement opportunities

✓ Increase your visibility and exposure to all 11 participating institutions who collectively spend billions annually in South Florida

✓ Find out how to best position your business to succeed!

Logos: MANHATTAN, FIU, UHealth, UNIVERSITY OF MIAMI, BROWARD COLLEGE, BROWARD HEALTH, BROWARD COUNTY, JACKSON

INTERNAL/EXTERNAL MEETINGS & EVENTS

- **May 11**
 - Non-Mandatory Pre-Bid Meeting: Geotechnical Services
 - Certification One-on-One Appointments
 - EDDC/Urban League of Broward County Small Business Power Summit Debrief
- **May 12**
 - International Career and Business Alliance (ICABA) Business Connect @ NSU
 - Keen Independent Meeting
- **May 15**
 - Principal's Meeting @ Arthur Ashe
- **May 16**
 - Managed Print Services - Evaluation Committee Meeting
 - South Florida Anchor Alliance (SFAA) Regional Marketplace Pilot Team Weekly Check-In Meeting
 - Lake Lytal Aquatic Center Construction Outreach Meeting
 - Palm Beach Contractor Event
- **May 17**
 - SFAA Regional Marketplace Launch Events Meeting
 - Johnson Laux Waiver Request
- **May 18**
 - Miami Dade Construction Committee
 - Certification One-on-One Appointments
 - QSEC Meeting – Pre-Qualification of Contractors
- **May 22**
 - EDDC Tri-County Reciprocal Certification Webinar for School District of Palm Beach County Certified Firms
 - SFAA Regional Marketplace Launch Event – Broward County
 - Pre-Bid Meeting: Plantation High School
- **May 23**
 - SFAA Pilot Team Weekly Check-In Meeting
- **May 25**
 - SFAA Regional Marketplace Launch Event – Dade County
 - EDDC Small Business Advisory Committee Meeting
 - Pre-Bid Meeting: Child Care Services, Before and After school, Summer and Non-School Day Programs
 - Certification One-on-One Appointments
- **May 30**
 - Follow up GMP Negotiations for James S. Rickards MS
- **May 31**
 - Facilitator – Miami-Dade County Strategic Procurement Department Leadership & Transformation in Supply Management Workshop
- **June 1**
 - Urban League of Broward County Meeting on Future Collaborations
 - Bid Opening: Geotechnical Services
 - Certification One-on-One Appointments
- **June 2**
 - Speaker & Exhibitor: Broward County 2023 Broward and Beyond Business Conference

- Internal Meetings
- External Meetings