

**SUMMARY OF PROGRESS**  
**ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT**  
**SUPPLIER DIVERSITY OUTREACH PROGRAM**  
**REPORTING PERIOD: FEBRUARY 4 - 28, 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 February 4 - 28, 2023 reporting period.

**CERTIFICATION SECTION**

**513**

Total Certified Firms

**CERTIFICATION ACTIVITIES**



● Expired ● In Progress ● In Queue ● Processed

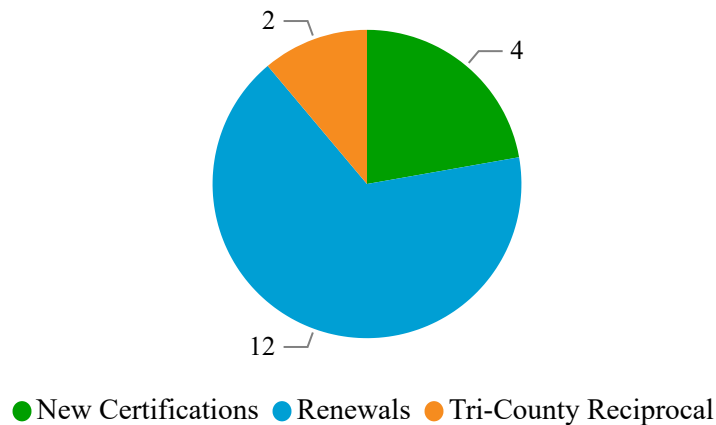
*The "Files in Progress" consist of new certifications and renewal activity.*

**CERTIFICATION FILES PROCESSED**

**18**  
Approved

*Each application reviewed during the reporting period was approved.*

## APPROVED APPLICATIONS



*This is a breakdown of the eighteen (18) approved certification applications.*

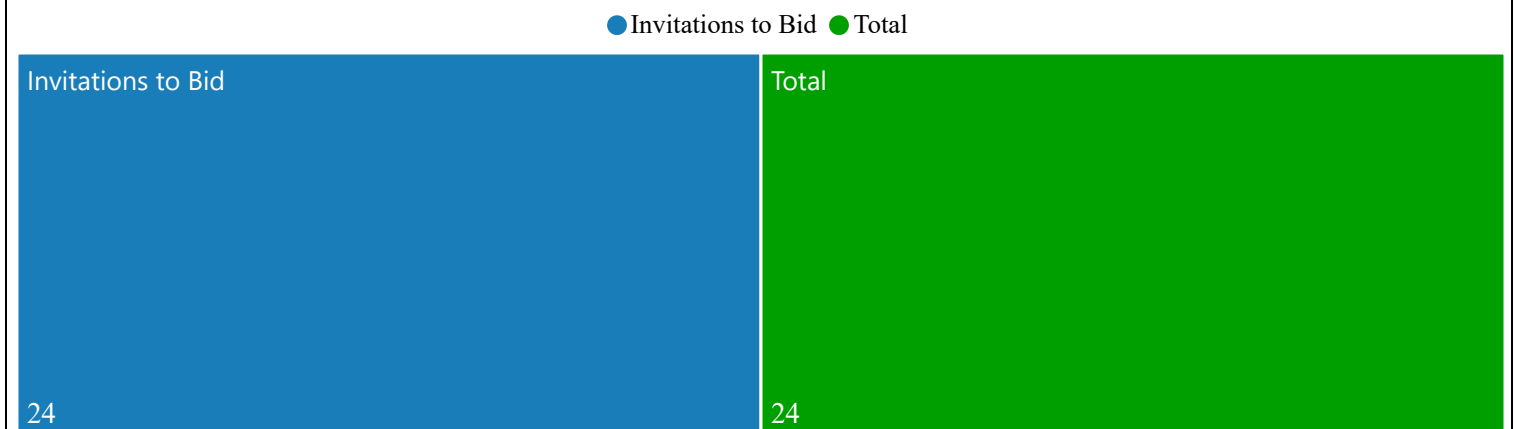
## COMPLIANCE SECTION

Under this reporting period, there was a total of eight (8) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

## TYPES OF SOLICITATIONS ADVERTISED

8  
Invitations to Bid

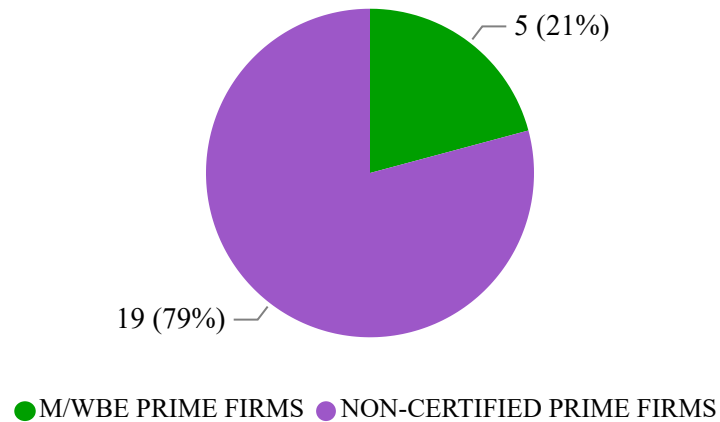
## TOTAL SUBMITTALS REVIEWED



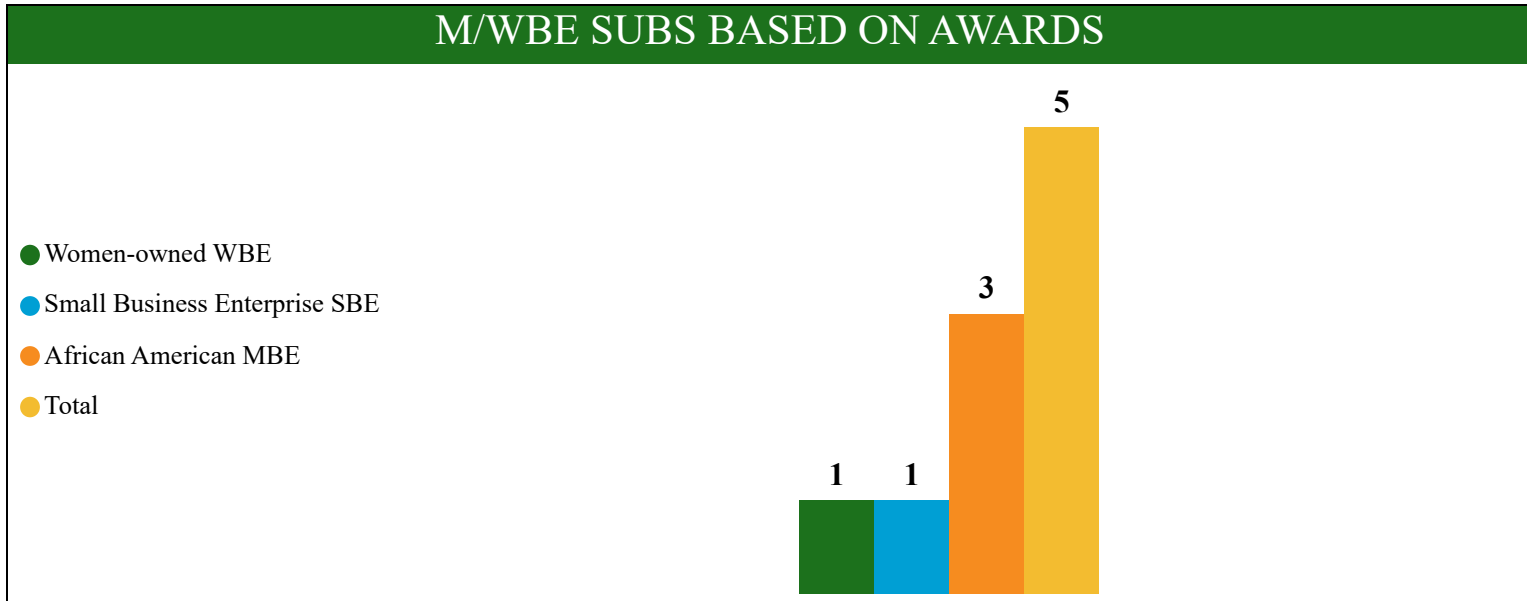
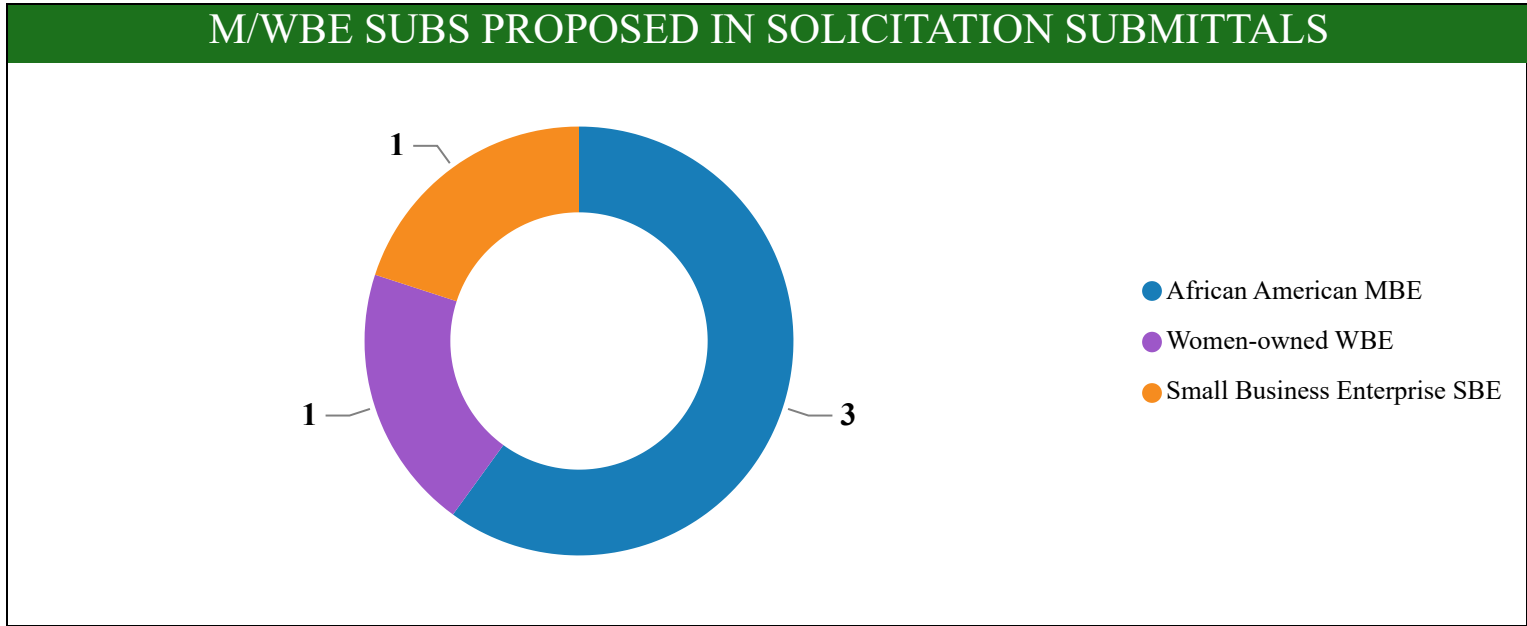
*Of the eight (8) solicitations advertised, compliance evaluated twenty-four (24) solicitation submittals to assess the outcome and effectiveness of each assigned API.*

**Analysis of Solicitation Submittals Reviewed**

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

**ANALYSIS OF PRIME BIDDERS****S/M/WBE PRIME SOLICITATION SUBMITTALS & AWARDS & SUB COMMITMENTS**

| Ethnicity & Gender            | # of Prime Submittals | # of Primes Awarded | # of Subs Proposed | # of Subs Based on Award |
|-------------------------------|-----------------------|---------------------|--------------------|--------------------------|
| African American M/WBE        | 0                     | 0                   | 0                  | 0                        |
| African American MBE          | 2                     | 1                   | 3                  | 3                        |
| Asian American M/WBE          | 0                     | 0                   | 0                  | 0                        |
| Asian American MBE            | 0                     | 0                   | 0                  | 0                        |
| Hispanic American M/WBE       | 1                     | 0                   | 0                  | 0                        |
| Hispanic American MBE         | 0                     | 0                   | 0                  | 0                        |
| Small Business Enterprise SBE | 1                     | 0                   | 1                  | 1                        |
| Women-owned WBE               | 1                     | 1                   | 1                  | 1                        |
| <b>Total</b>                  | <b>5</b>              | <b>2</b>            | <b>5</b>           | <b>5</b>                 |



## BCPS SMALL/LOCAL SPEND GROWTH

This scorecard reflects District spend with Certified small/local suppliers at the mid-year point of FY 2022 - 2023 (July - December 2022).



### The School Board of Broward County, Florida Economic Development & Diversity Compliance

#### FY'23 MID-YEAR (Q1/Q2) SMALL/LOCAL SPEND SCORECARD

##### PROGRAM ECONOMIC IMPACT



##### PARTICIPATION ATTAINED



##### NUMBER OF CERTIFIED FIRMS



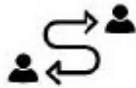
##### TOTAL CERTIFIED FIRMS



## 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 solicitation<sup>1</sup>.



#### 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.

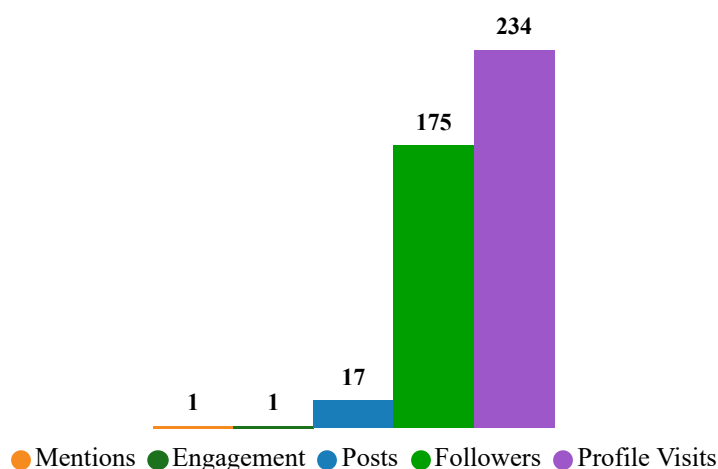
<sup>1</sup> If less than two certified firms can provide the requested service/product, the team sources certified vendors from the following partner agencies' directories: Broward County, Miami Dade County, Miami Dade County Public Schools, Palm Beach County, and School District of Palm Beach County 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 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* social media platform. Tweet impressions amount to the number times users saw a tweet, and during the reporting period, a total of 1,178 impressions occurred. The EDDC engagement rate was .02% which includes user clicks, retweets, replies, follows, and likes. The cross-industry benchmark for engagement rate is .05% on Twitter. Follow us on *Twitter* at @BCPSEDDC.

### TWITTER ACTIVITY

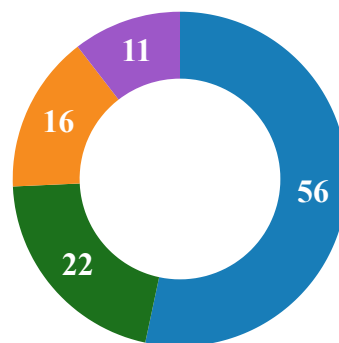


### o Targeted Outreach

EDDC continued to market District and local opportunities to E/S/M/WBEs 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 Internal/External Community Meetings & Events

- o South Florida Anchor Alliance (SFAA) Regional Marketplace Pilot Team – Weekly
- o AECOM & D. Stephenson Meeting
- o Cooper City and Village ES Payments
- o Miami-Dade County Construction Committee Webinar Planning
- o Prime Contractors Onboarding Planning Meeting: Garth Solutions & AECOM
- o EDDC Marketing Brainstorming
- o Technology Advisory Committee
- o SFAA Regional Marketplace Pilot Team – Weekly Check-In
- o SFAA Workforce Development Regional Standing Meeting
- o QSEC Pre-Qualification of Contractors
- o Miami-Dade County Construction Committee Meeting – Speaker (Virtual)
- o SFAA Regional Marketplace Next Steps
- o SFAA Regional Marketplace Pilot Team – Weekly Check-In
- o Policy 1164 Meeting
- o BCPS Small Business Advisory Committee
- o Prime Contractors Onboarding planning meeting: Garth Solutions & AECOM
- o SFAA Regional Marketplace Pilot Team – Weekly Check-In

- Internal Meetings
- External Meetings

## EDDC UPCOMING EVENTS

For more than 50 years, the *U.S. Small Business Administration (SBA)* has celebrated *National Small Business Week (NSBW)* to recognize the critical contributions of entrepreneurs and small business owners.

Leading up to the 2023 NSBW (April 30 - May 6), EDDC has designated the week of April 24 - 28 as *Small Business Certification Week*. The team will focus on in-person and virtual sessions to increase the number of certified suppliers through the following: Certification Workshop, Recertification Webinar, One-on-One Appointments, Reclamation, and Reciprocal Outreach.

The Economic Development & Diversity Compliance Department will culminate the series with a *Small Business Power Summit* on Tuesday, May 2, 2023. This summit is designed to drive small business resiliency and celebrate their economic impact. Business owners will gain insight into accessing the resources needed to reach new limits, learn best practices from peers who have achieved tremendous success within the network, discover funding opportunities, and more as they continue to power the nation's economy.

when  
YOU SUPPORT A  
small business  
YOU'RE SUPPORTING  
a dream!



## EDDC UPCOMING EVENTS



# Small BUSINESS POWER SUMMIT

**REGISTER**

**MAY 02, 2023**

**1:00 PM - 6:00 PM**

 **ULBC - 560 NW 27th Avenue  
Fort Lauderdale, FL 33311**

### DISCUSSION & INSIGHT

Join us for the inaugural Small Business Power Summit. Engage in a dynamic program curated to focus on the pillars of business resilience; Learn best practices from peers, discover new opportunities, and engage in invaluable conversations.



**Economic Development &  
Diversity Compliance**

*in partnership with*



**Urban League of  
Broward County**

## EDDC FISCAL YEAR 2022-2023 ACTION 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.

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#### **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.

05

#### **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.

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#### **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.

07

#### **EVENTS**

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