

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: OCTOBER 7, 2022 - NOVEMBER 2, 2022

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.

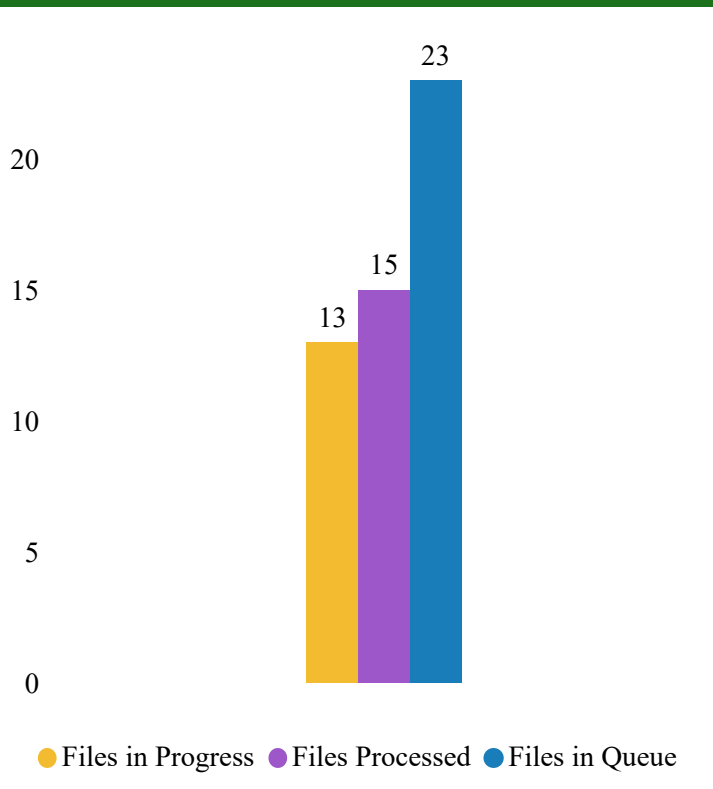
The summaries and illustrations below provide an update on the continual progress of SDOP for the October 7, 2022 - November 2, 2022 reporting period.

CERTIFICATION SECTION

482

Total Certified Firms

CERTIFICATION ACTIVITIES



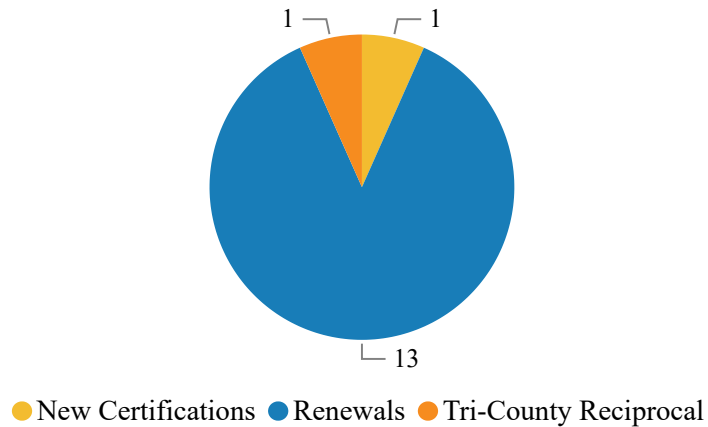
The "Files in Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED

15
Approved

Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS



This is a breakdown of the fifteen (15) approved certification applications.

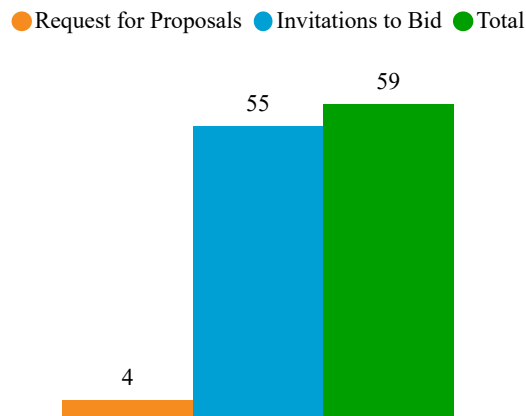
COMPLIANCE SECTION

Under this reporting period, there was a total of twenty-six (26) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED



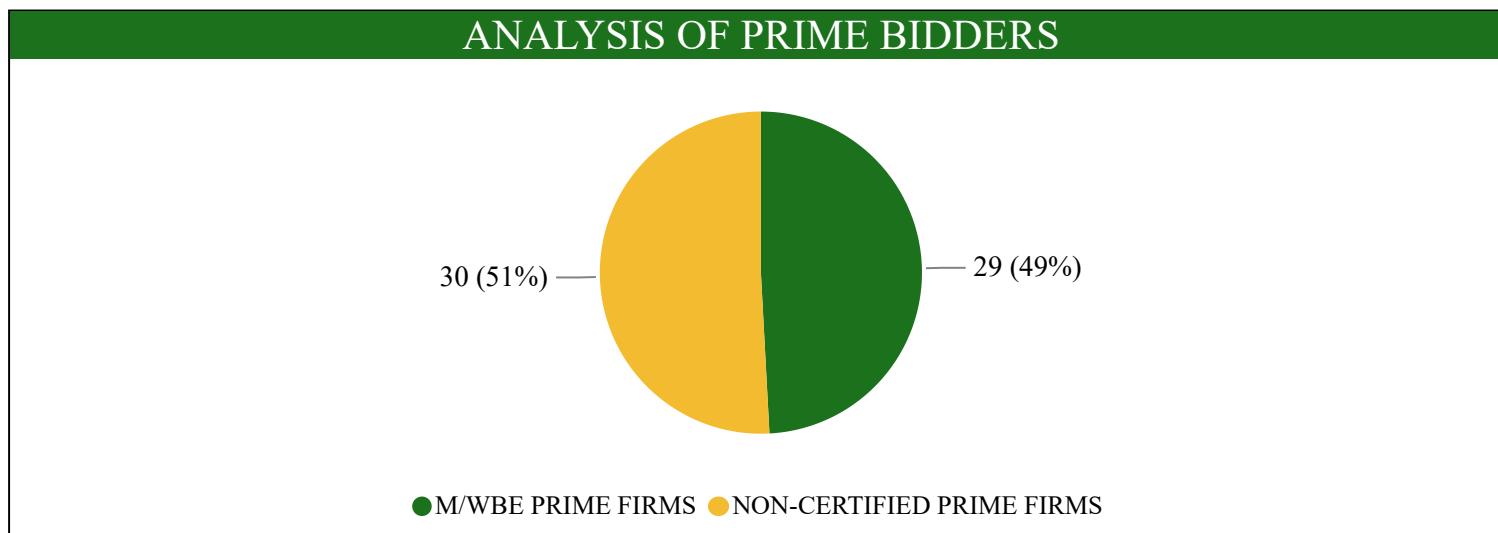
TOTAL SUBMITTALS REVIEWED



Of the twenty-six (26) solicitations advertised, compliance evaluated fifty-nine (59) solicitation submittals to assess the outcome and effectiveness of each assigned API.

Analysis of Solicitation Submittals Reviewed

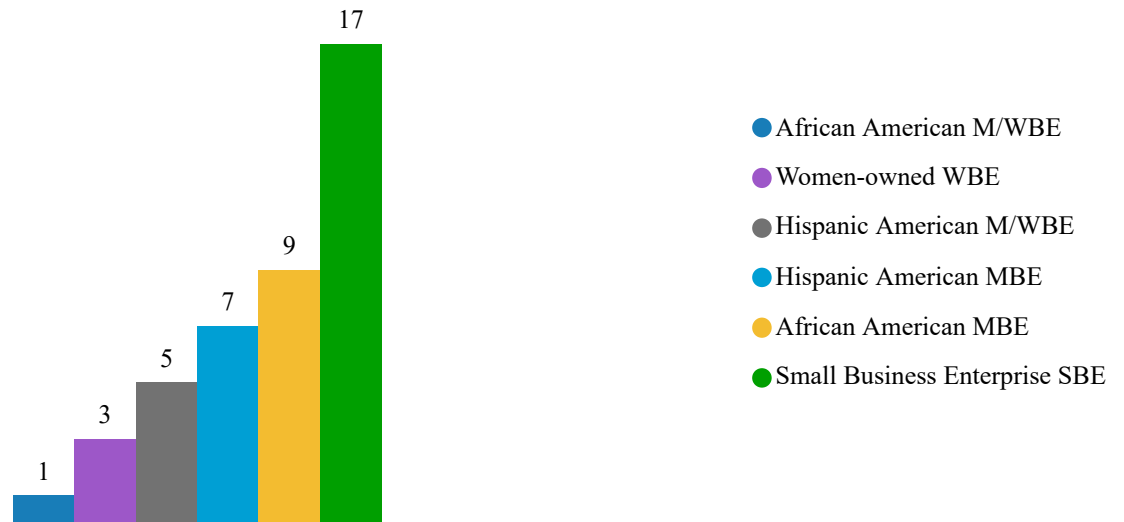
The analysis captures the prime bidders by certification status and the M/WBE prime and sub participation included within the proposals evaluated.



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	1	0
African American MBE	17	15	9	0
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Hispanic American M/WBE	3	0	5	0
Hispanic American MBE	6	0	7	0
Small Business Enterprise SBE	0	0	17	14
Women-owned WBE	3	0	3	0
Total	29	15	42	14

M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS



TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

42
Total

M/WBE SUBS BASED ON AWARDS

14

Small Business Enterprise (SBE)

M/WBE SUB COMMITMENT AMOUNTS BASED ON PRIME AWARDS



A total of fourteen (14) M/WBE sub firms were included on awarded contracts in the reporting period.

M/WBE PRIME & SUB PARTICIPATION LEVELS

Subs

42

Primes

29

71

Total M/WBE Participation
Levels

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. Of the fifteen (15) unique firms attending SMART Pre-Bid meetings, nine (9) or sixty percent (60%) were S/M/WBE certified.

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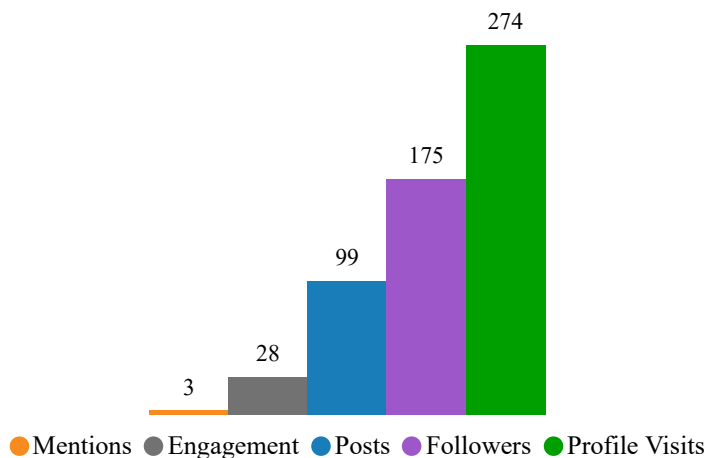
of SMART Pre-Bid Meetings

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* social media platform. Tweet impressions amount to the number times users saw a tweet, and during the reporting period, a total of 2,819 impressions occurred. The EDDC engagement rate was .78% 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

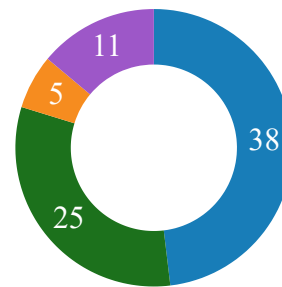


o **Targeted Outreach**

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



SDOP MANAGEMENT SYSTEM IMPLEMENTATION

EDDC successfully implemented the Vendor Management, Contract Compliance, Outreach, and Event Management modules. We have full reporting capability of contract data with assigned Affirmative Procurement Initiatives (APIs) as we continue to acquire sub-vendors data in the system. Currently, EDDC is entering the final phase of the SDOP Management System (SMS) which includes the Certification Management and Online Application modules. Suppliers currently certified, in the B2GNow platform, by the Miami-Dade and Palm Beach School Districts, will use this feature for Reciprocal Certification with BCPS. The target completion date for implementation of the Certification and Online Application management component is FY'23 Q2. The Soft Launch is scheduled for the week of November 14, 2022.

Tri-County Reciprocal Certification Management and Online Application Modules Implementation Timeframe: FY'23 Q2

Total Project Completion Status	93%
• Certification Management	90%
• Online Application	90%
• Data Migration/Tracking Records	100%