Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2023-11-08	Regular School Board Meeting
CATEGORY:	O. Strategy & Operations
DEPARTMENT:	Economic Development & Diversity Compliance

Agenda Item Number:	O-1.
Consent or Open Item:	Consent
Special Order:	NO
Time for Special Order:	

TITLE:

SDOP Summary of Progress_August 1, 2023 - September 30, 2023

REQUESTED ACTION:

Receive SDOP Summary of Progress for the August 1, 2023 - September 30, 2023 Reporting Period. District-wide.

RATIONALE:

For the Requested Actions, Background/History, Alignment to the 2027 Goals and Guardrails, Measurable Outcome(s)/Return on Investment, and Financial Impact, please see the Executive Summary.

EXHIBITS:

Executive Summary
Summary of Progress
Disparity Study Update

FINANCIAL IMPACT:

There is no financial impact to the District.

STRATEGIC PLAN ALIGNMENT:

Student Focus Outcomes

OR • **Business Operations**

BOARD ACTION:

(For Official School Board Records Only)

RECEIVED

SOURCE OF ADDITIONAL INFORMATION

Name:	Judith M. Marte	Phone:	754-321-2611
Name:		Phone:	

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Senior Leader & Title

Judith M. Marte, Deputy Superintendent, Finance & Operations

Signature

Judith M. Marte, Deputy Superintendent, Finance & Operations

Electronic Signature
Form $4189 Revised 7/23
PBL/VSW

Approved in Open Board Meeting On: November 8, 2023

By: Lori Wadell

School Board Chair

For more information, please contact:

Name: Judith M. Marte
Title: Deputy Superintendent, Finance & Operations
Phone: (754) 321-2611

EXECUTIVE SUMMARY
Supplier Diversity Outreach Program Summary of Progress
August 1, 2023 – September 30, 2023

Requested Action

Receive an update on the *Supplier Diversity Outreach Program (SDOP) Summary of Progress* for August 1, 2023 – September 30, 2023 reporting period.

Impact if the Board Voted Yes or No

If the Board votes "Yes": The Board's request to receive monthly updates and an annual report on the progress of SDOP will be achieved.

If the Board votes "No": *The Economic Development & Diversity Compliance Department (*EDDC) will continue program implementation to advance District goals for diversity spend in procurement opportunities across all industry categories.

Background/History

The local business community is a critical component of the District's supply chain, and South Florida's economic infrastructure, benefiting our students, families, and the business community. This item tracks activities undertaken by the *Economic Development & Diversity Compliance Department* to increase the utilization of local small, minority, and women-owned firms.

Alignment to 2027 Goals and Guardrails

This item is categorized as Business Operations.

Measurable Outcome(s)/Return on Investment

The measurable outcome is increased District spend with local small, minority, and women-owned suppliers.

Financial Impact

There is no existing, nor additional funding necessary for this item.

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: AUGUST 1 - SEPTEMBER 30, 2023

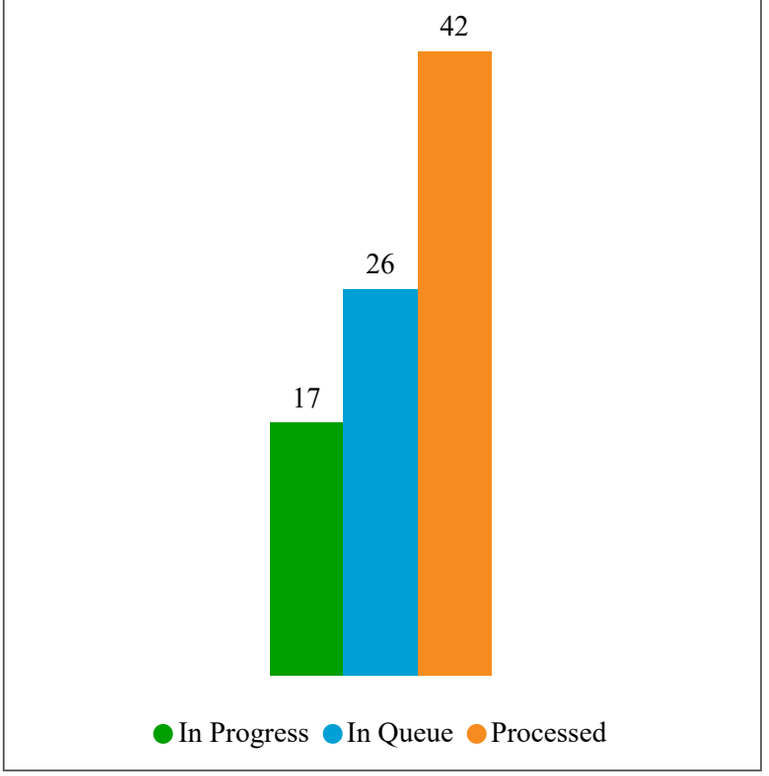
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 August 1 - September 30, 2023 reporting period.

CERTIFICATION SECTION

528
Total Certified Firms

CERTIFICATION ACTIVITIES



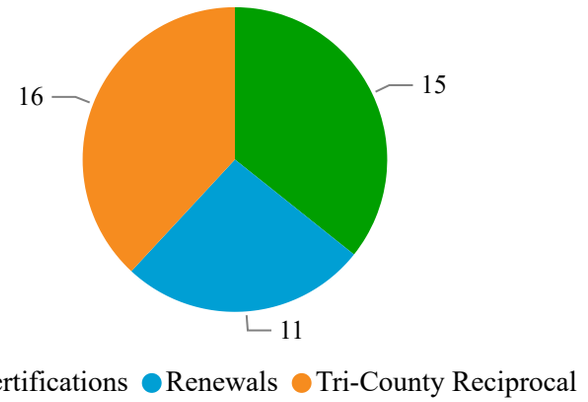
The "Files in Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED

42
Approved

Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS



This is a breakdown of the forty-two (42) approved certification applications.

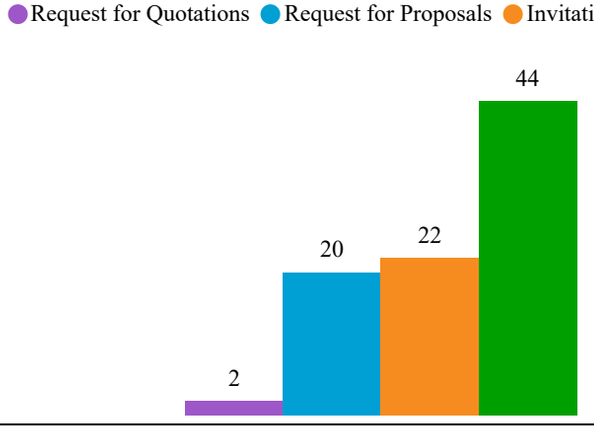
COMPLIANCE SECTION

Under this reporting period, there was a total of twelve (12) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED



TOTAL SUBMITTALS REVIEWED



Of the twelve (12) solicitations advertised, compliance evaluated forty-four (44) 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 within the proposals evaluated and the S/M/WBE prime awards and sub contractor commitment levels.

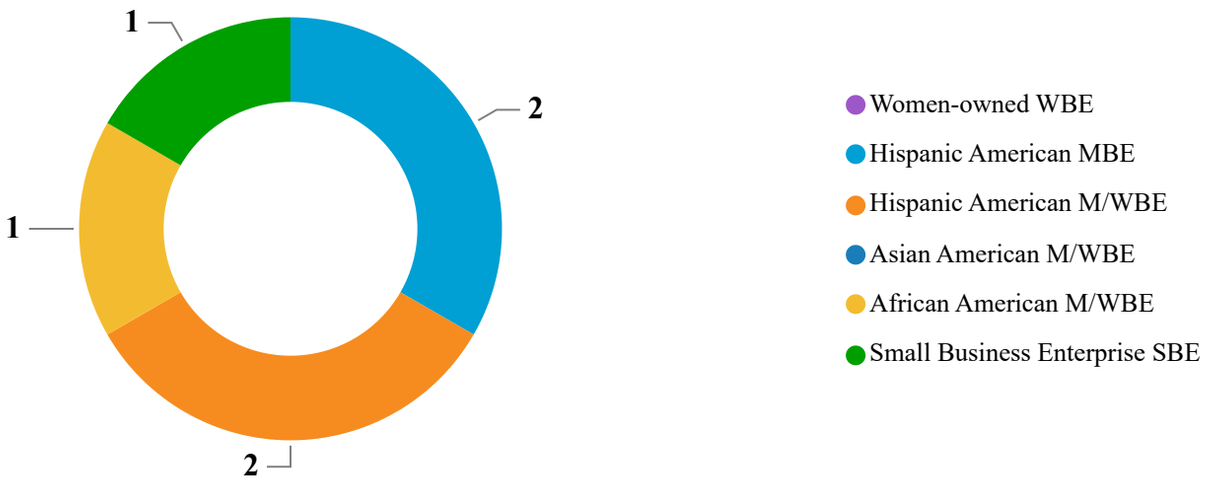
ANALYSIS OF PRIME BIDDERS



S/M/WBE PRIME SOLICITATION AWARDS & SUB COMMITMENTS

Ethnicity & Gender	# of Primes Awarded	# of Subs Based on Award
African American M/WBE	0	2
African American MBE	2	4
Asian American M/WBE	0	0
Asian American MBE	0	0
Hispanic American M/WBE	0	4
Hispanic American MBE	1	7
Small Business Enterprise SBE	0	2
Women-owned WBE	0	0
Total	**3**	**19**

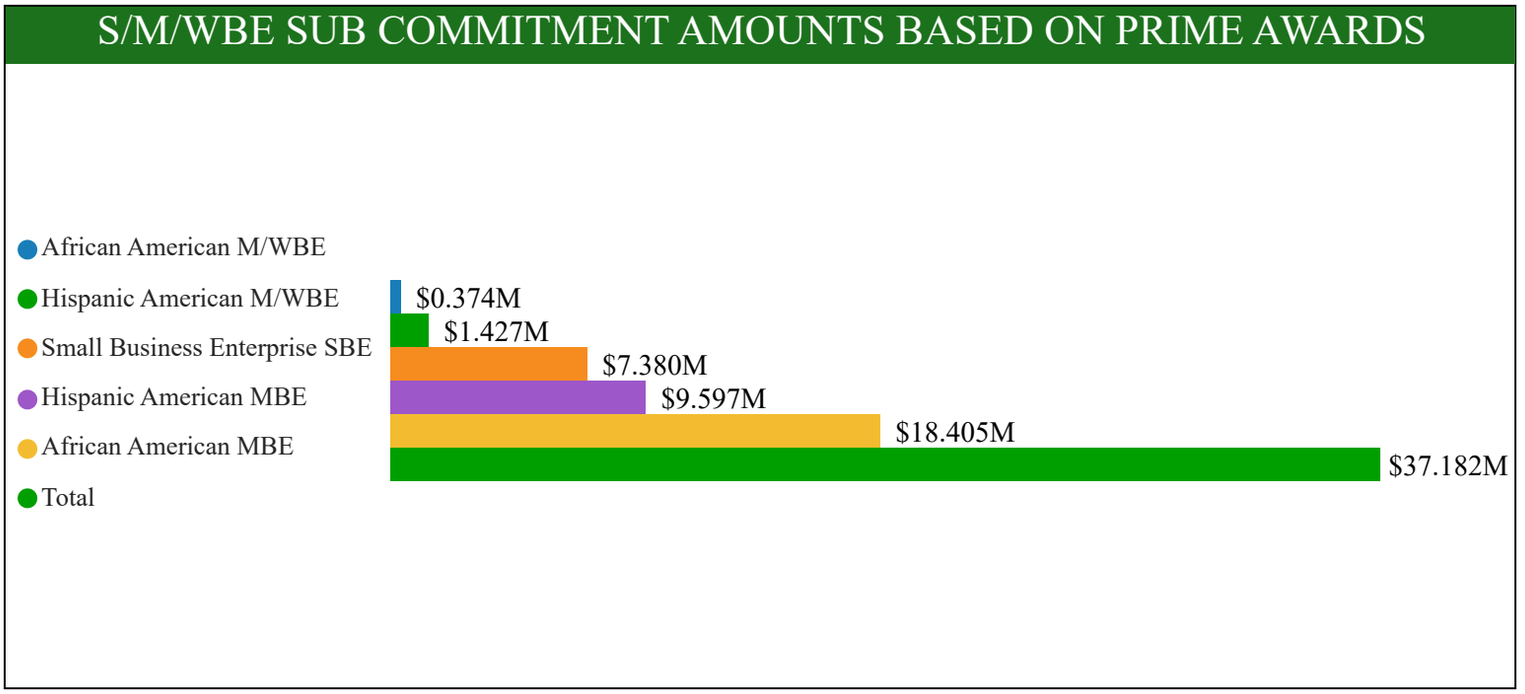
S/M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS



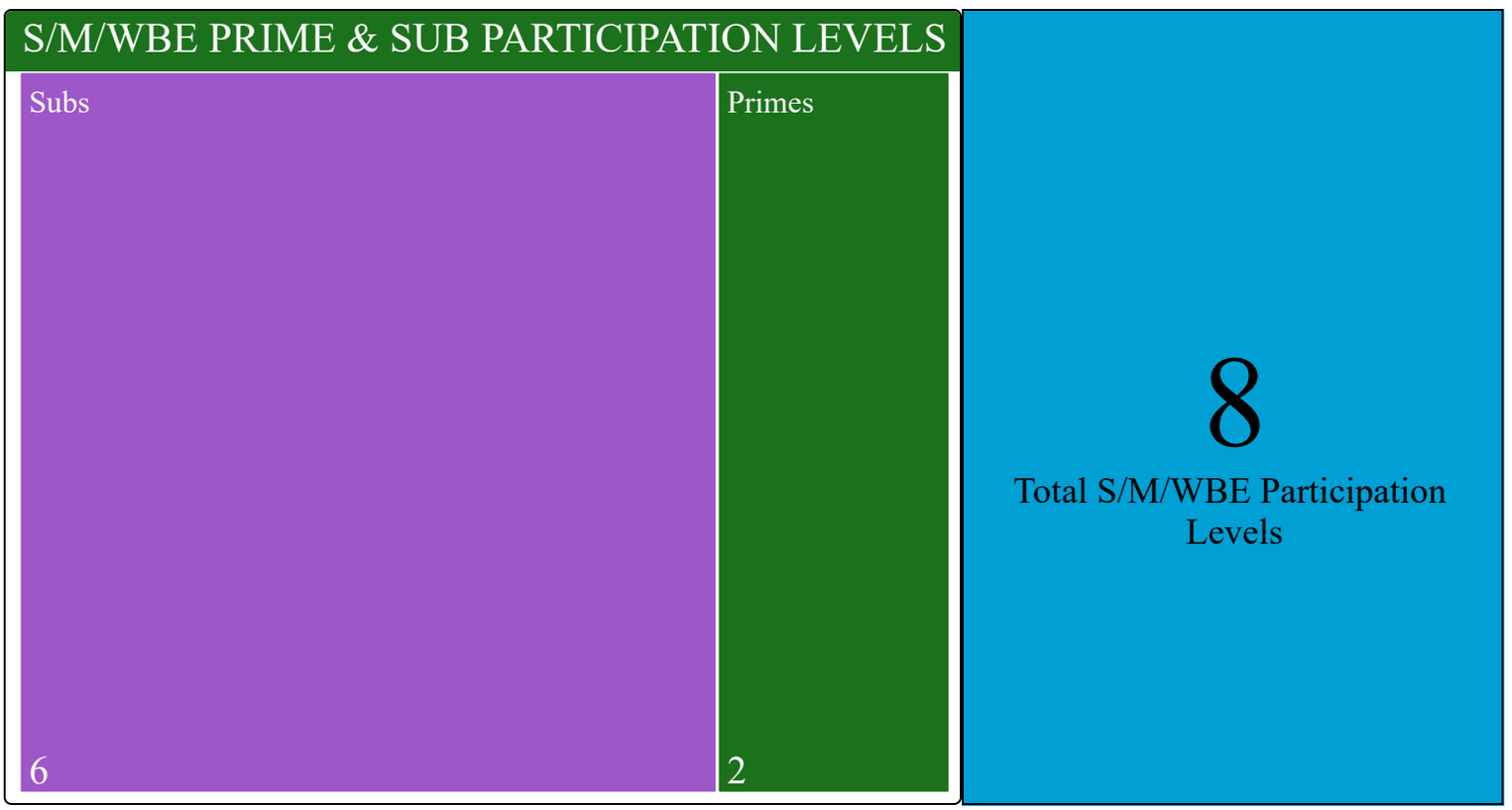
TOTAL S/M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

6

Total



A total of nineteen (19) S/M/WBE sub firms were included on awarded contracts in the reporting period.



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[1].



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.

DEMANDSTAR
The School Board of Broward County, FL - Procurement & Warehousing Services

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.

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[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.

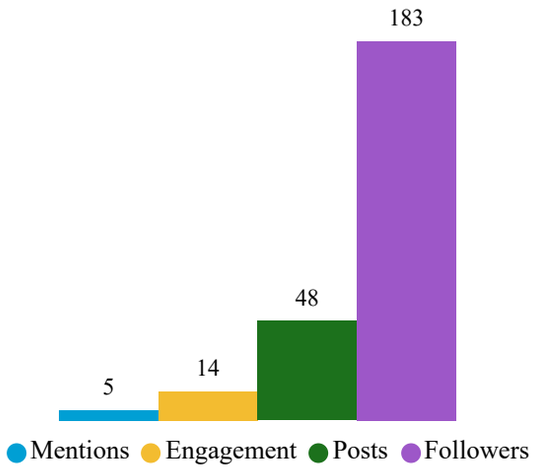
OUTREACH/MARKETING SECTION

o **Social Media Communication**

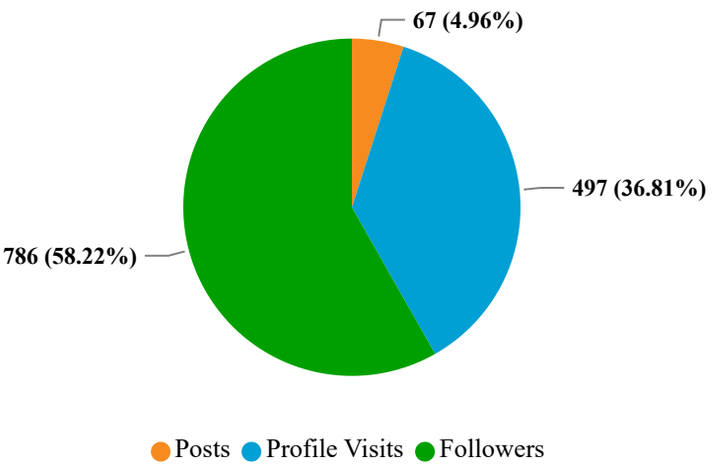
The implementation of social media communication to the EDDC marketing channels has broadened connectivity with the business community and economic development partners. EDDC has a growing following and frequency of engagement on the *Twitter* and *Instagram* social media platforms.

During the reporting period, a total of 1,100 impressions occurred on Twitter, reflecting the number of times users saw EDDC tweets. On Instagram, a total of 5,900 impressions occurred. Also, the EDDC engagement rate - consisting of user clicks, retweets, replies, follows, and likes - was 4.07% on Twitter and 5.26% on Instagram. The cross-industry benchmark for engagement rate is .05% on Twitter. Follow us on *Twitter* and Instagram at *@BCPSEDDC.*

TWITTER



INSTAGRAM

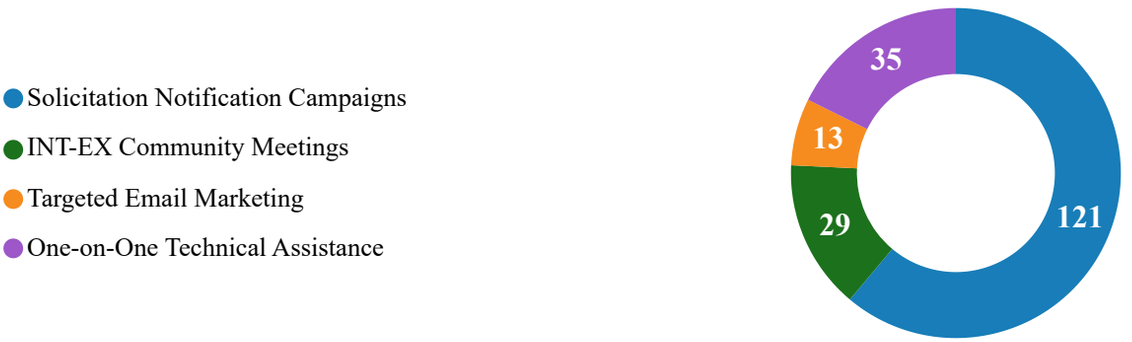


OUTREACH/MARKETING SECTION

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



o EDDC Internal/External Community Meetings & Events

- **August 1**
  - South Florida Anchor Alliance (SFAA) Regional Marketplace Pilot Team (Check-In)
- **August 2**
  - EDDC Bids Bootcamp – Request for Proposal
- **August 3**
  - Evaluation Committee Meeting – FY24-105 Employment/Income Verification
  - Certification One-on-One Appointments
  - Keen Independent Research Disparity Study Update Meeting
- **August 7**
  - 18-175C James S. Rickards Middle School
  - SFAA Planning Session
- **August 8**
  - SFAA Regional Marketplace Pilot Team (Check-In)
  - SFAA Diversity Regional Standing Meeting
- **August 10**
  - Certification One-on-One Appointments
- **August 14**
  - Certification One-on-One Appointments
  - SFAA Capacity Building Partnership Referral Meeting
- **August 15**
  - Certification One-on-One Appointments
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **August 17**
  - Certification One-on-One Appointments
- **August 22**
  - SFAA Weekly Check-In

• Internal Meetings
• External Meetings

o EDDC Internal/External Community Meetings & Events Continued

- **August 23**
  - Evaluation Committee Meeting – FY23-277- Janitorial Support Services
  - SBAC Chair Meeting
- **August 24**
  - EDDC S/M/WBE Certification Workshop
- **August 28**
  - Pre-Bidders Conference & Site Visit: Lauderdale Manors Elementary
  - EDDC Small Business Advisory Committee Meeting
- **August 29**
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **August 30**
  - M-DCPS & Broward County Public Schools: South Florida Black Business Symposium
- **August 31**
  - Certification One-on-One Appointments
  - Evaluation Committee Meeting – FY 24-168 – Student Psychological and Mental Health Services
- **September 5**
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **September 7**
  - Certification One-on-One Appointments
- **September 11**
  - Keen Independent Research Disparity Study Update Meeting
- **September 12**
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **September 13**
  - City of Lauderhill Small Business Procurement Bootcamp
- **September 14**
  - Certification One-on-One Appointments
- **September 18**
  - Bond Oversight Committee Dry Run
- **September 19**
  - SFAA Regional Marketplace Webinar
- **September 21**
  - Certification One-on-One Appointments
  - SFAA Regional Marketplace Webinar
  - Bond Oversight Committee FY23 Q4 Meeting
- **September 26**
  - SFAA Regional Marketplace Pilot Team (Weekly Chek-In)
- **September 27**
  - 2023 Broward Virtual Supplier Diversity Exchange

• Internal Meetings
• External Meetings

o **South Florida Anchor Alliance**

During the reporting period, the South Florida Anchor Alliance Members primarily focused on increasing the number of activated vendors in Avisare, the centralized platform suppliers use to access procurements from Anchor institutions. In addition, the integration process to link DemandStar and Avisare continued, and was completed towards the end of the reporting period. With the expertise of a marketing consultant, the Alliance is also working to ensure the small business community recognizes the Anchors as members of the Alliance and understand the benefits of participating in the Regional Marketplace for access contracting opportunities.



BROWARD COUNTY PUBLIC SCHOOLS

DISPARITY STUDY 2023
PROGRESS STATUS REPORT



Prepared by:
Economic Development & Diversity Compliance Department

PROJECT ADMINISTRATION, MEETINGS, AND COMMUNICATIONS



- ✓ The Keen Independent Research (Keen Independent) study team met with Broward County Public Schools (BCPS) personnel for a kick-off meeting on January 5, 2023.

- ✓ The Economic Development & Diversity Compliance and Keen Independent jointly completed the following during this period:
  - News release
  - BrowardSchoolsDisparity 2023 Website
    - ➢ Study Fact Sheet

- ✓ **Schedule**: The Disparity Study will be completed in the Winter of 2023.

- ➢ **This report highlights the status of each task under the respective Category / Milestone Sections:**

CATEGORY A

MILESTONES 1 - 4



Task 1. Review procurement policies, procedures, and programs.

✓ **100** percent complete

Task 2. Determine relevant subindustries.

✓ **100** percent complete

Task 3. Determine relevant geographic market areas.

✓ **100** percent complete

Task 4. Availability analysis.

✓ **100** percent complete

Task 5. Contracting and procurement data collection.

✓ **100** percent complete

Task 6. Utilization analysis.

✓ **95** percent complete

Task 7. Disparity analysis.

✓ **95** percent complete

Task 8. Disparity analyses by industry

✓ **80** percent complete

Task 9. Further disparity analyses.

✓ **50** percent complete

CATEGORY B

MILESTONES 5 - 7



Task 1. Collection of anecdotal evidence.

- ✓ **70** percent complete

Task 2. "But-for" and "passive participant" analysis.

- ✓ **50** percent complete

Task 3. Quantitative evidence of marketplace conditions.

- ✓ **90** percent complete

Task 4. Collection of anecdotal evidence.

- ✓ **15** percent complete

Task 5. Quantitative evidence of marketplace conditions.

- ✓ **25** percent complete

CATEGORY C

MILESTONE 8



Task 1. Development of neutral remedies.

- ✓ **5** percent complete

Task 2. Development of race- and gender-conscious remedies.

- ✓ **5** percent complete

Report Summary

Keen Independent has made considerable progress analyzing BCPS contract data and policies since the project kicked off in January 2023.

- June/July 2023, The Keen Independent study team contacted BCPS via phone and email regarding the launch and administration of the availability survey.
- The study team (including sub-consultant Mosaic Group) continued scheduling and conducting in-depth interviews with local trade organizations, business associations, and local businesses participating in the availability survey.
- The study team also began analyzing data from the Census Bureau and other sources for quantitative marketplace analyses.

REPORTING ON ANY SCHEDULE OR PROJECT ISSUES



The study team continues to review, analyze and synthesize information on the following Tasks:

- BCPS procurement, policies, procedures, and programs
- Contracting and procurement data collection
- Availability analysis.
- Utilization Analysis
- Collection of Anecdotal evidence
- Quantitative evidence of market conditions