Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2023-04-11	Regular School Board Meeting
CATEGORY:	O. Strategy & Operations
DEPARTMENT:	Economic Development & Diversity Compliance

Agenda Item Number:	O-2.
Consent or Open Item:	Consent
Special Order:	NO
Time for Special Order:	

TITLE:

SDOP Summary of Progress February 4 - 28, 2023 Reporting Period

REQUESTED ACTION:

Receive SDOP Summary of Progress for the February 4 - 28, 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:	Robert M. Ballou	Phone:	754-321-1517
Name:		Phone:	

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Senior Leader & Title

Erum I. Motiwala, Chief Financial Officer

Signature

Judith M. Marte, Deputy Superintendent, Operations

Electronic Signature

Form \$4189 Revised 1/23

ECS/VSW

Approved in Open Board Meeting On: April 11, 2023

By: Lori Alhadeff

School Board Chair

For more information, please contact:

Name: Robert Ballou
Title: Officer
Phone: (754) 321-1517

EXECUTIVE SUMMARY
Supplier Diversity Outreach Program Summary of Progress
February 4 - 28, 2023

Requested Action
Receive update on the *Supplier Diversity Outreach Program (SDOP) Summary of Progress* for the February 4 - 28, 2023 reporting period.

Impact if the Board Voted Yes or No
This item informs the Board on the progress of SDOP, and there is no impact based on Board action.

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 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: FEBRUARY 4 - 28, 2023

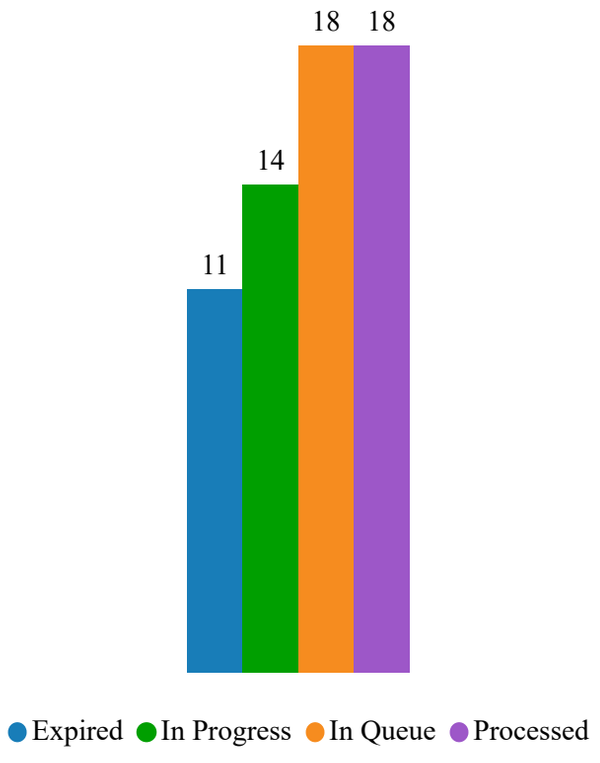
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to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



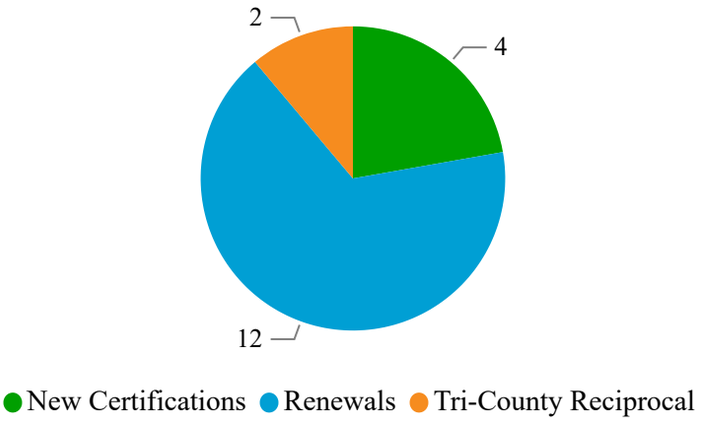
The "Files in Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED

18
Approved

Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS

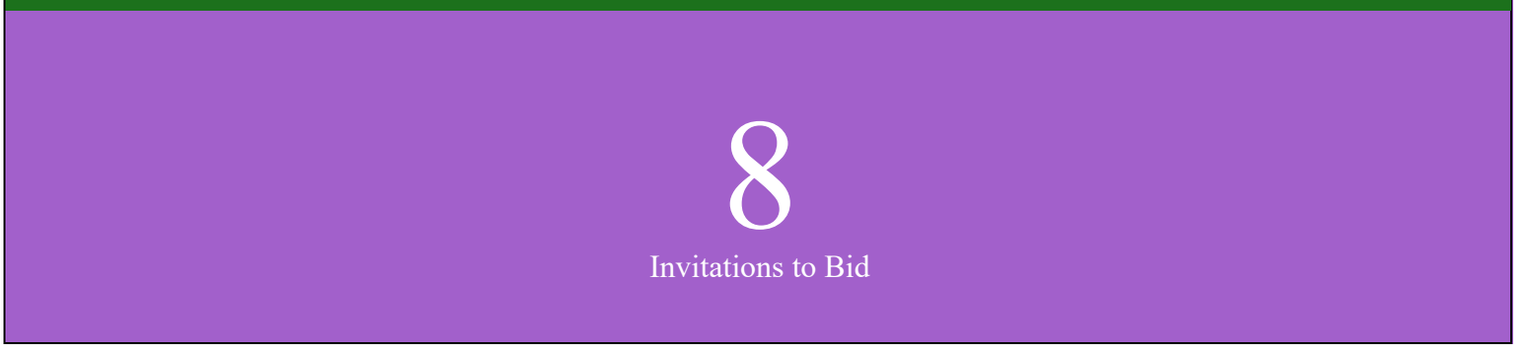


This is a breakdown of the eighteen (18) approved certification applications.

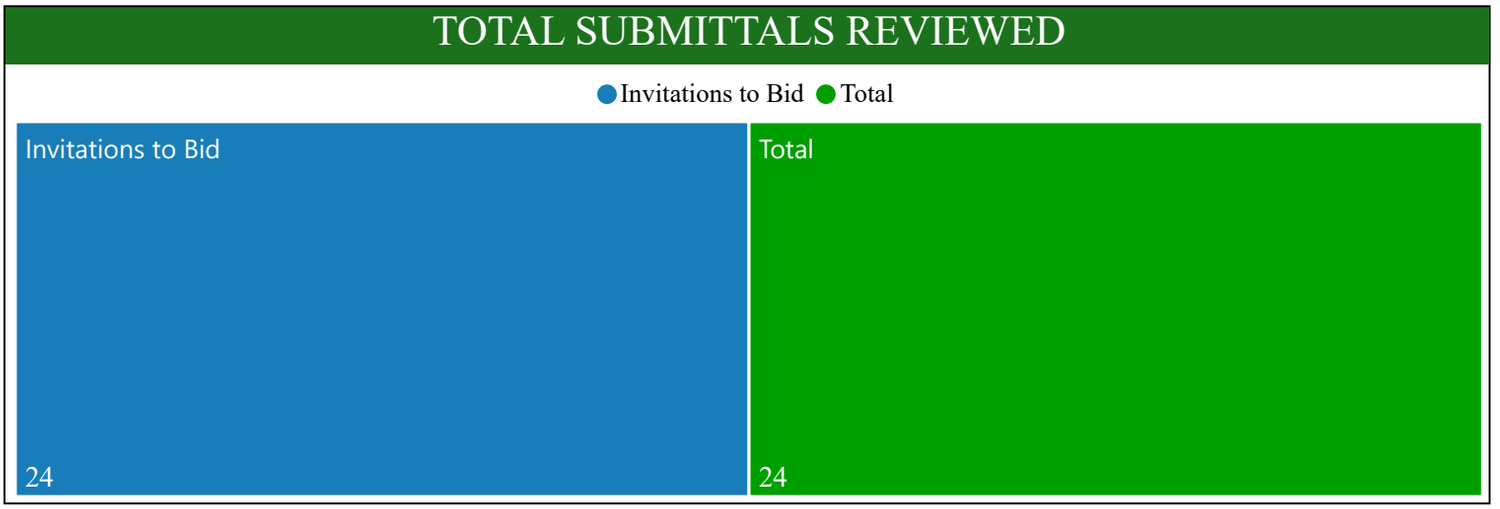
COMPLIANCE SECTION

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

TYPES OF SOLICITATIONS ADVERTISED



TOTAL SUBMITTALS REVIEWED

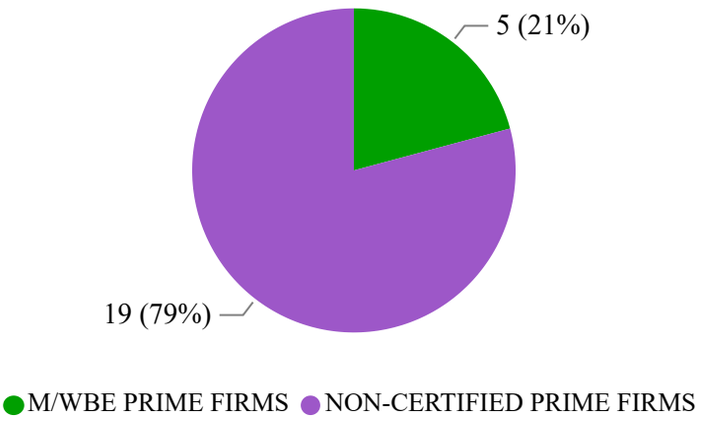


Of the eight (8) solicitations advertised, compliance evaluated twenty-four (24) solicitation submittals to assess the outcome and effectiveness of each assigned API.

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.

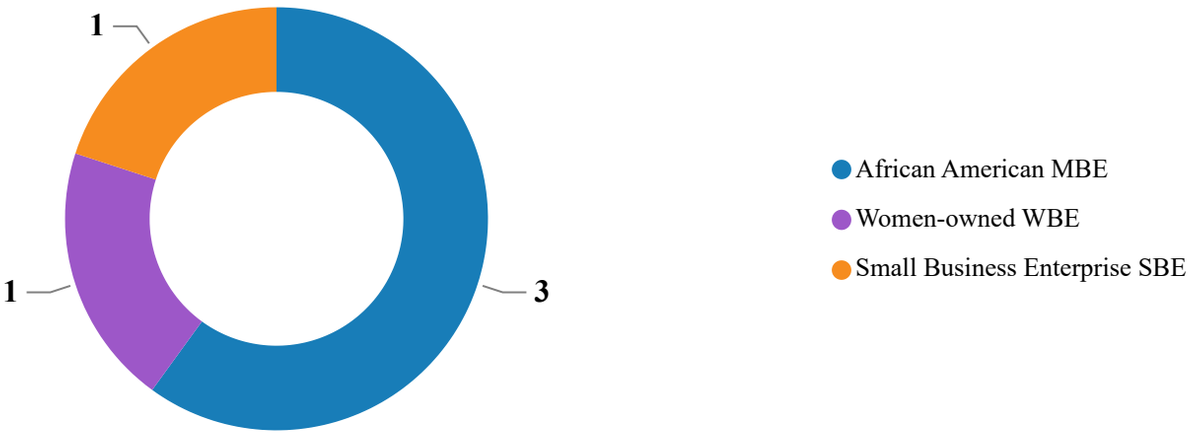
ANALYSIS OF PRIME BIDDERS



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
Total	**5**	**2**	**5**	**5**

M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS



TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

5

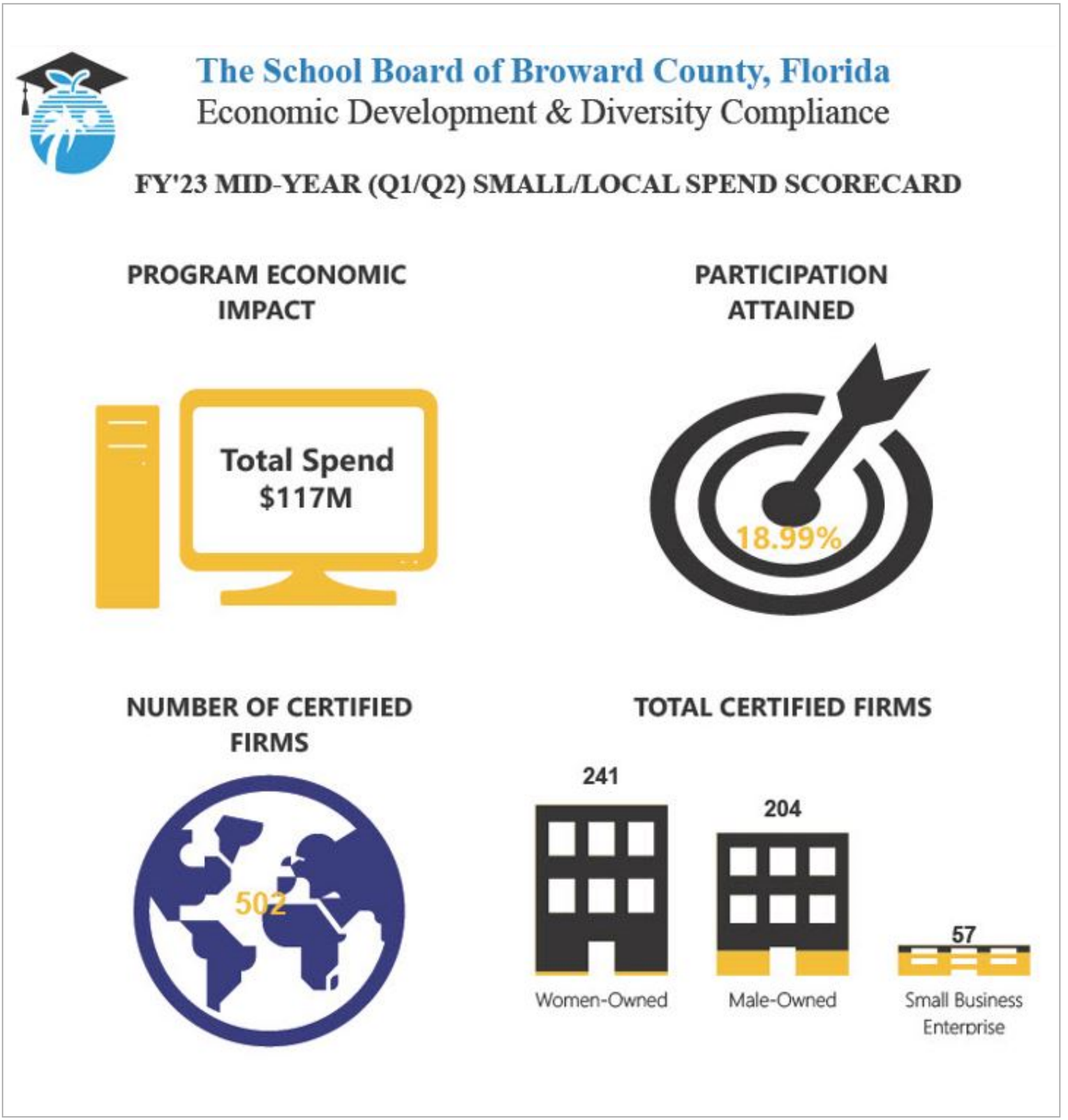
Total

M/WBE SUBS BASED ON AWARDS



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).



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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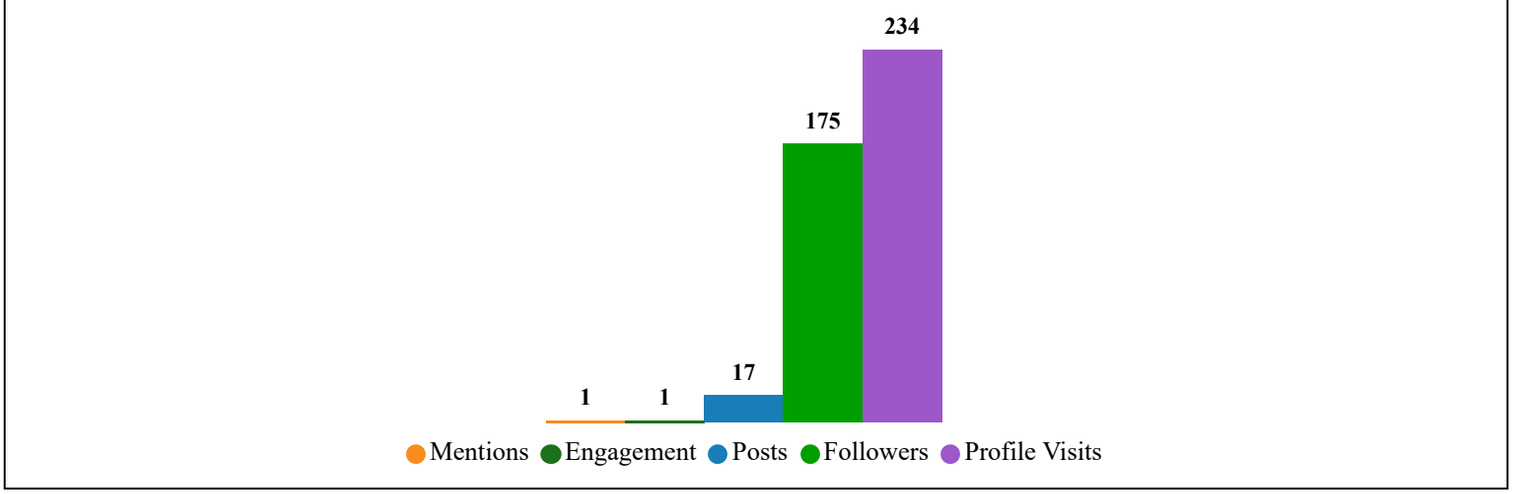
[1] If less than two certified firms can provide the requested service/product, the team sources certified vendors from the following partner agencies' directories: Broward County, Miami Dade County, Miami Dade County Public Schools, Palm Beach County, and School District of Palm Beach County to allocate 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* 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.*

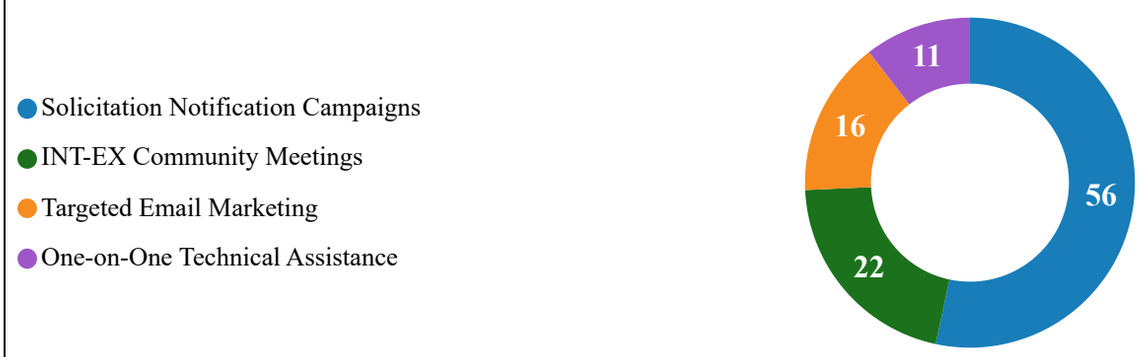
TWITTER ACTIVITY



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



o **Internal/External Community Meetings & Events**

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



EDDC UPCOMING EVENTS



REGISTER

Small BUSINESS POWER SUMMIT

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.

BROWARD COUNTY PUBLIC SCHOOLS EST. 1915

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.

04

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.

06

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.

BROWARD COUNTY PUBLIC SCHOOLS

Disparity Study 2023

Progress Report

Prepared by:
Economic Development & Diversity Compliance Department

PROJECT ADMINISTRATION, MEETINGS, AND COMMUNICATIONS

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



- ✓The study team began drafting a study fact sheet, press release, and website for the upcoming BCPS review.

CATEGORY A

MILESTONES
1 - 4



Task 1. Review procurement policies, procedures, and programs.
✓ 20 percent complete

Task 2. Determine relevant subindustries.
✓ 15 percent complete

Task 3. Determine relevant geographic market areas.
✓ 25 percent complete

Task 4. Availability analysis.
✓ 0 percent complete

Task 5. Contracting and procurement data collection.
✓ 20 percent complete

Task 6. Utilization analysis.
✓ 10 percent complete

Task 7. Disparity analysis.
✓ 0 percent complete

Task 8. Disparity analyses by industry.
✓ 0 percent complete

Task 9. Further disparity analyses.
✓ 0 percent complete

CATEGORY B

MILESTONES 5 - 7



Task 1. Collection of anecdotal evidence.

- ✓ 10 percent complete

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

- ✓ 0 percent complete

Task 3. Quantitative evidence of marketplace conditions.

- ✓ 5 percent complete

Task 4. Collection of anecdotal evidence.

- ✓ 0 percent complete

Task 5. Quantitative evidence of marketplace conditions.

- ✓ 0 percent complete

CATEGORY C

MILESTONE 8



Task 1. Development of neutral remedies.

- ✓ 0 percent complete

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

- ✓ 0 percent complete

Report Summary

In January 2023, Broward County Schools provided FY' 17- FY' 22 (5 years) Disparity Study Data requested to Keen. Keen commented positively on the comprehensive and concise information obtained and acknowledged "the report will serve as a model template pioneering future Disparity Studies."

REPORTING ON ANY SCHEDULE OR PROJECT ISSUES



The study team continued analyzing and synthesizing information on the following Tasks:

- BCPS procurement, policies, procedures, and programs
- Relevant subindustries
- Relevant geographic market area
- Contracting and procurement data
- Utilization Analysis
- Anecdotal evidence
- Quantitative evidence of market conditions

No issues to report for this reporting period.