Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2023-01-18	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_November 3 - 30, 2022**

REQUESTED ACTION: **Receive SDOP Summary of Progress for the November 3 - 30, 2022 Reporting Period. District-wide.**

STRATEGIC ALIGNMENT

Which strategic goal(s) best aligns to this item?

Student, Employee, & Supplier Diversity	***Effective Communication***

Is approval of this agenda item required to implement a tactic included within an initiative of the Interim Goals? **YES**

Will the implementation of this item have a direct impact on one of the **2027 Interim Guardrails**? **YES**

***If YES**, identify the primary metric and include the corresponding figures in the table below.*

2027 Strategic Goals & Interim Guardrails:

Public Relations, Partnerships, & Legalization	***Community Partnerships***

Level	Baseline	2027 Target	Most Current
Community		88	N/A

Also identify any secondary metrics utilized to evaluate the success of this item/initiative.

Metric	Baseline	Target
District Total	N/A	368

***If NO**, outline below how staff intends to evaluate the success/impact of this item/initiative.*

BACKGROUND, SUMMARY EXPLANATION, AND HISTORY OF ITEM

Was this item previously presented to the School Board? **NO**

The Economic Development & Diversity Compliance Department works to enable and ensure access to opportunity for small and minority firms within Broward County Public Schools and beyond, across all relevant industry categories. The SDOP Summary of Progress provides an update on the continual progress of the program.

RELATED ITEMS

EXHIBITS

- Summary of Progress
- SDOP SMS Report

DEPENDENCIES:

Outline critical dependencies that are associated with successful implementation of this item/initiative.

1. N/A
2.

RESOURCES REQUIRED

Budget

Are additional funds required in relation to the approval of this item?	**NO**
If YES, How much additional funding is necessary to implement this item?	
If NO, How much existing funding will be spent to implement this item?	$0

SOURCE OF FUNDS:

Spending Authority

Is additional spend authority required for this item?	**NO**
If YES, How much additional spending authority is necessary to implement this item?	

Staffing

Is additional staff required in relation to the implementation of this item?	**NO**

If YES, identify the number of additional positions and the estimated costs for the additional staff.

No.	Cost

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

Judith M. Marte, Deputy Superintendent, Operations

Signature

Judith M. Marte, Deputy Superintendent, Operations

Electronic Signature

Form \$4189 Revised 10/22

VLC/EL

Approved in Open Board Meeting On: January 18, 2023

By: Lori Wadell

School Board Chair

For any questions about this item contact-
Robert Ballou, Officer, Economic Development & Diversity Compliance Department
754-321-1517

EXECUTIVE SUMMARY
Recommendation to Receive Report
Supplier Diversity Outreach Program Summary of Progress
November 3 – 30, 2022 Reporting Period

Introduction
The Economic Development & Diversity Compliance Department works to enable and ensure access to opportunity for small, minority, and women-owned firms within Broward County Public Schools and beyond, across all relevant industry categories. The SDOP Summary of Progress provides an update on the continual progress of Supplier Diversity Outreach Program.

Recommendation
Receive SDOP Summary of Progress for the November 3 - 30, 2022 Reporting Period. District-wide.

Alignment to 2027 Goals and Guardrails
This item aligns to *Goal 4: College & Career Readiness*, as well as *Guardrail 2: Equity*, and *Guardrail 4: Accountability.* This item tracks activities undertaken to increase utilization of small, minority, and women-owned firms as a critical component in the District's supply chain and South Florida's economic infrastructure for the benefit of our students, families, and the business community.

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: NOVEMBER 3 - 30, 2022

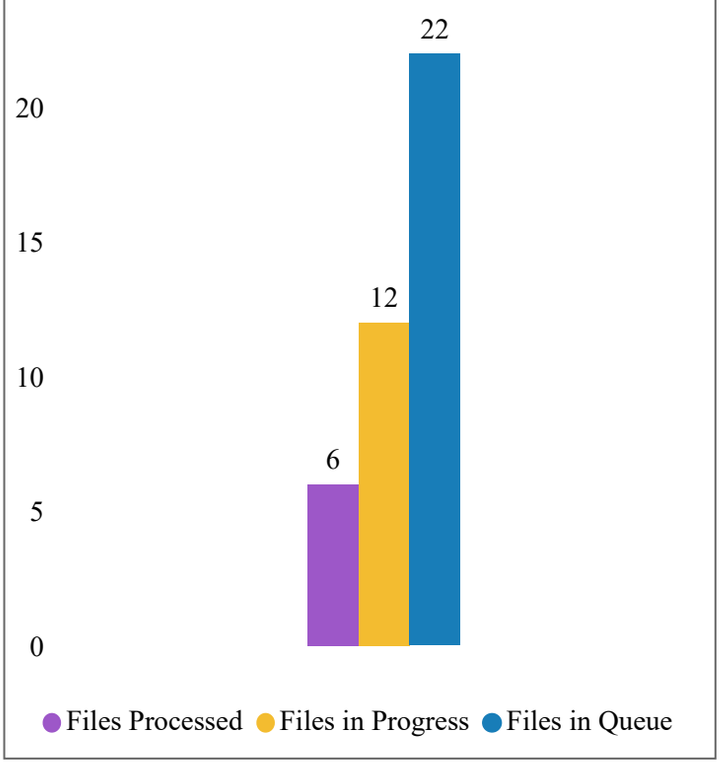
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 November 3 - 30, 2022 reporting period.

CERTIFICATION SECTION

488
Total Certified Firms

CERTIFICATION ACTIVITIES



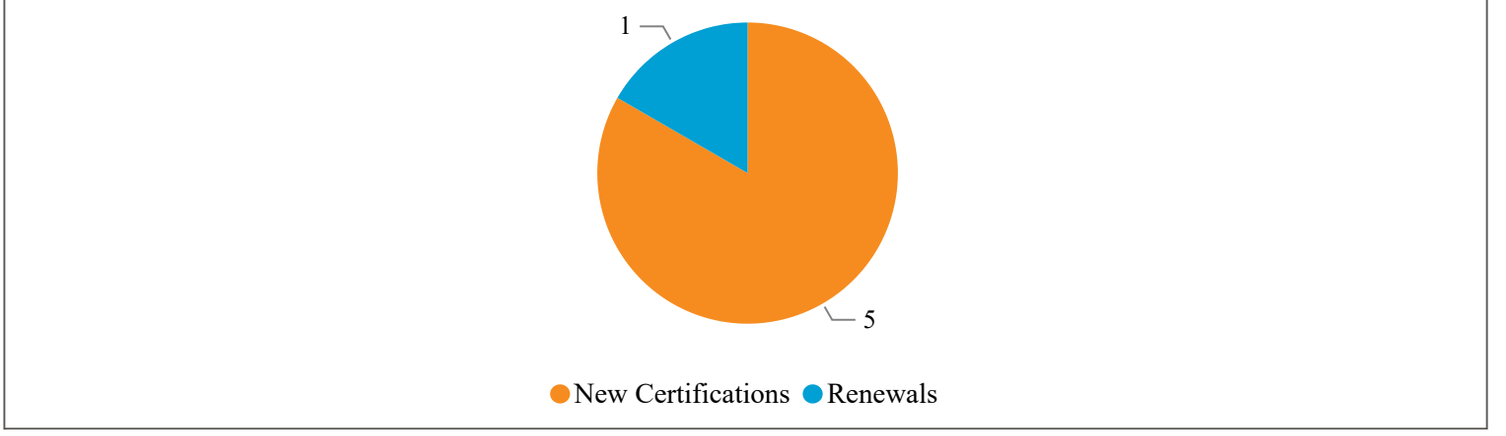
The "Files in Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED

6
Approved

Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS

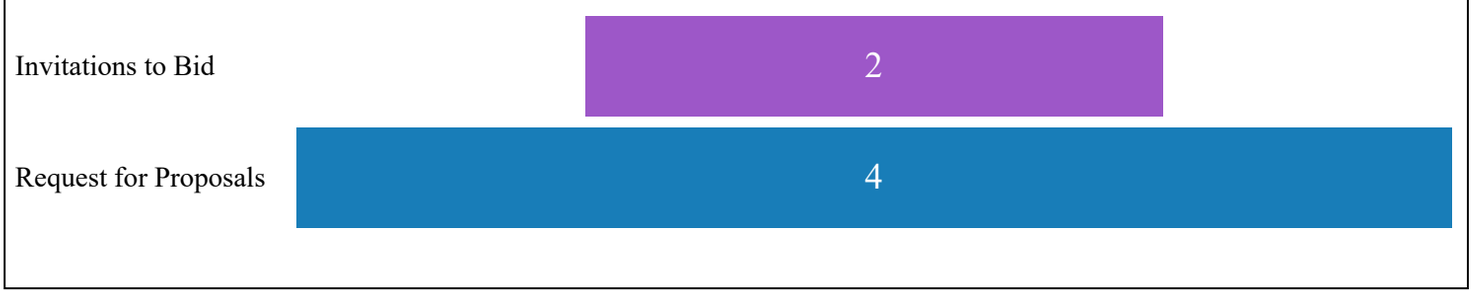


This is a breakdown of the six (6) approved certification applications.

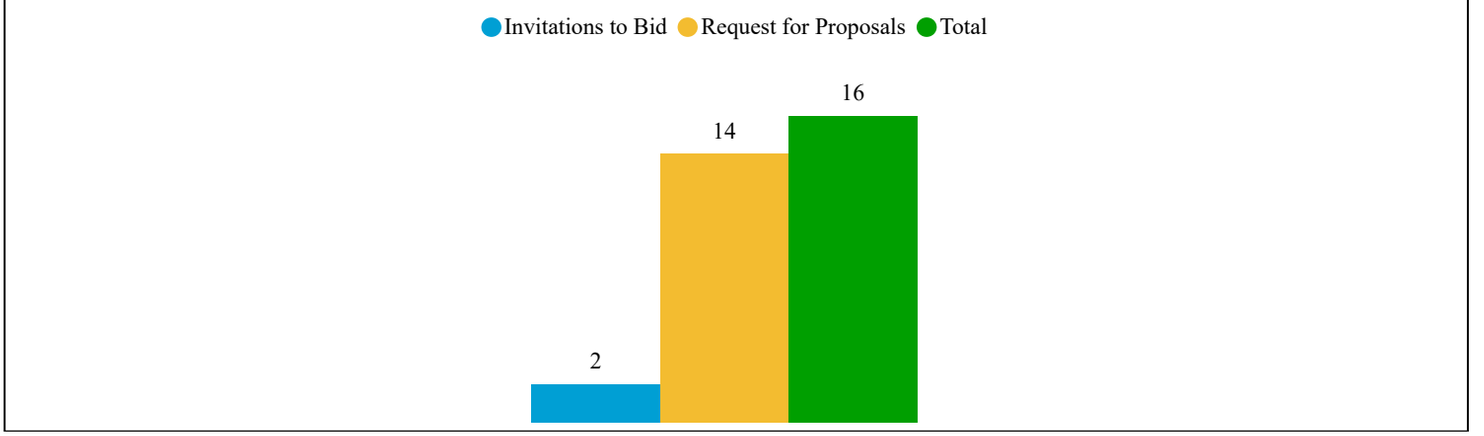
COMPLIANCE SECTION

Under this reporting period, there was a total of six (6) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED



TOTAL SUBMITTALS REVIEWED

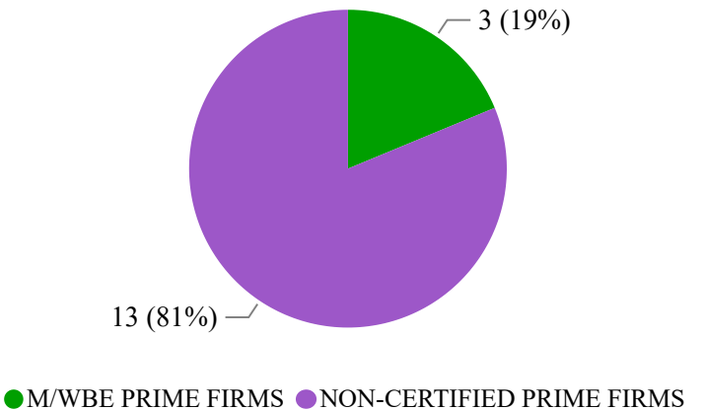


Of the six (6) solicitations advertised, compliance evaluated sixteen (16) solicitation submittals to assess the outcome and effectiveness of each assigned API.

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.

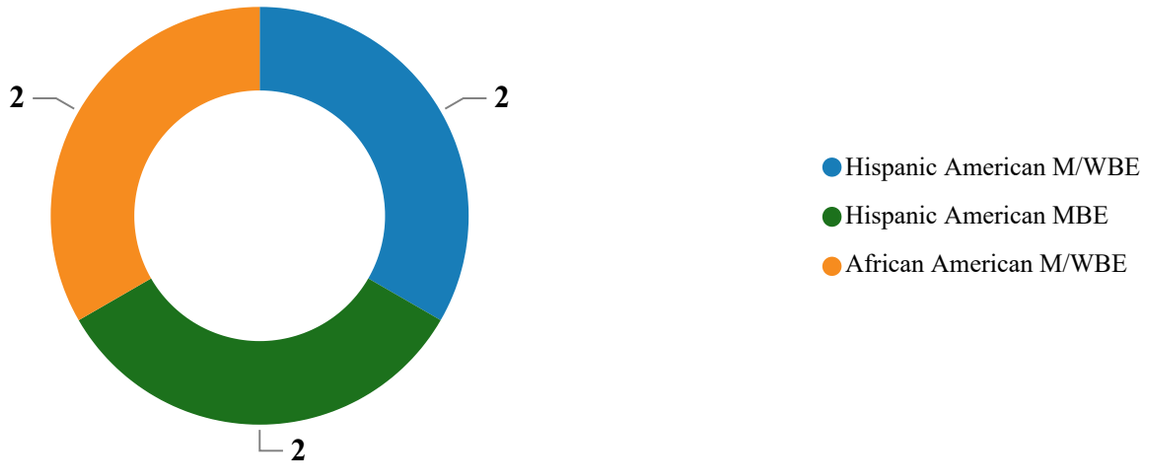
ANALYSIS OF PRIME BIDDERS



S/M/WBE PRIME SOLICTATION 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	2	1
African American MBE	0	0	0	0
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Hispanic American M/WBE	0	0	2	2
Hispanic American MBE	1	1	2	0
Small Business Enterprise SBE	2	1	0	0
Women-owned WBE	0	0	0	0
Total	**3**	**2**	**6**	**3**

M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS

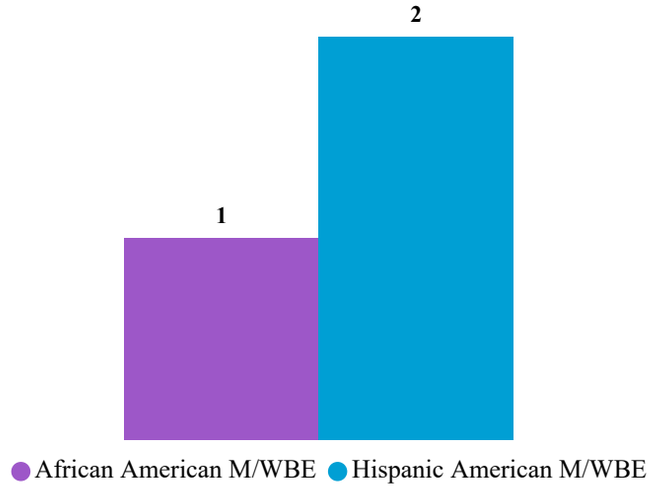


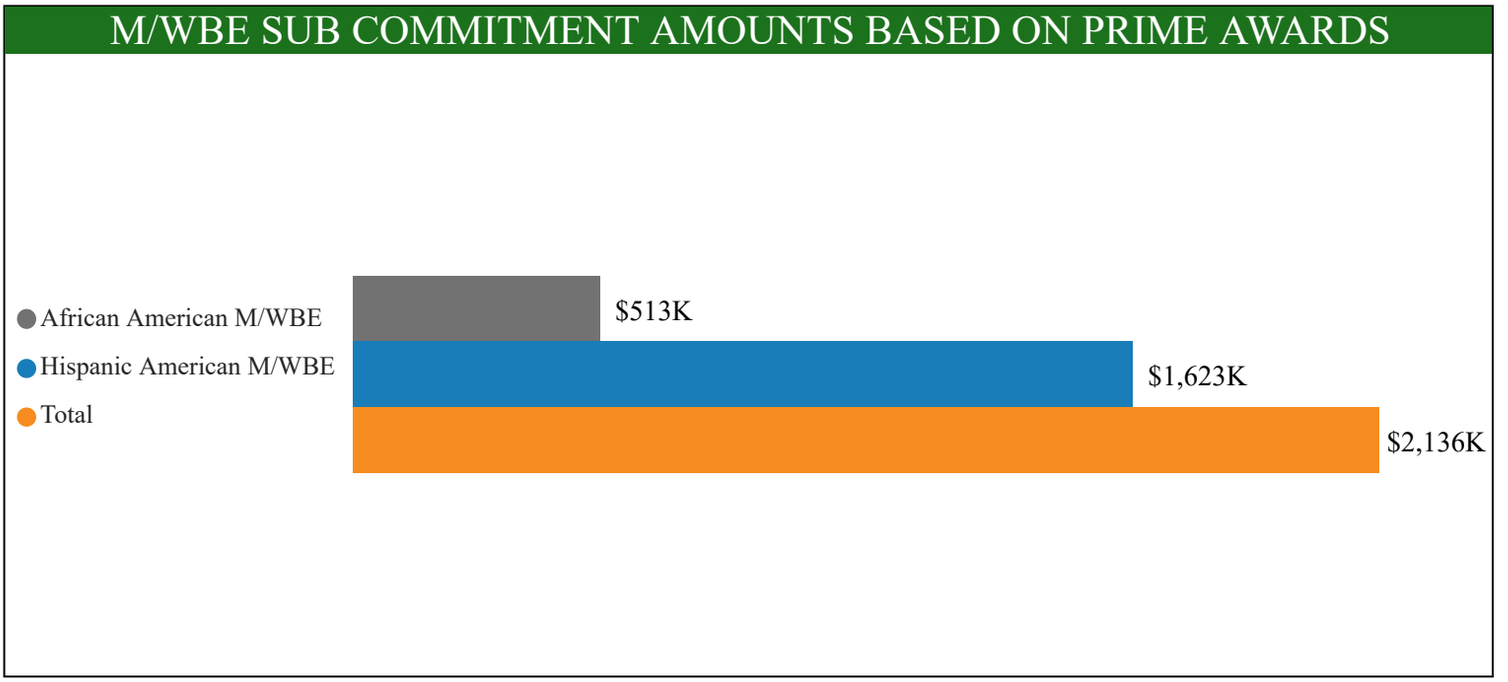
TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

6

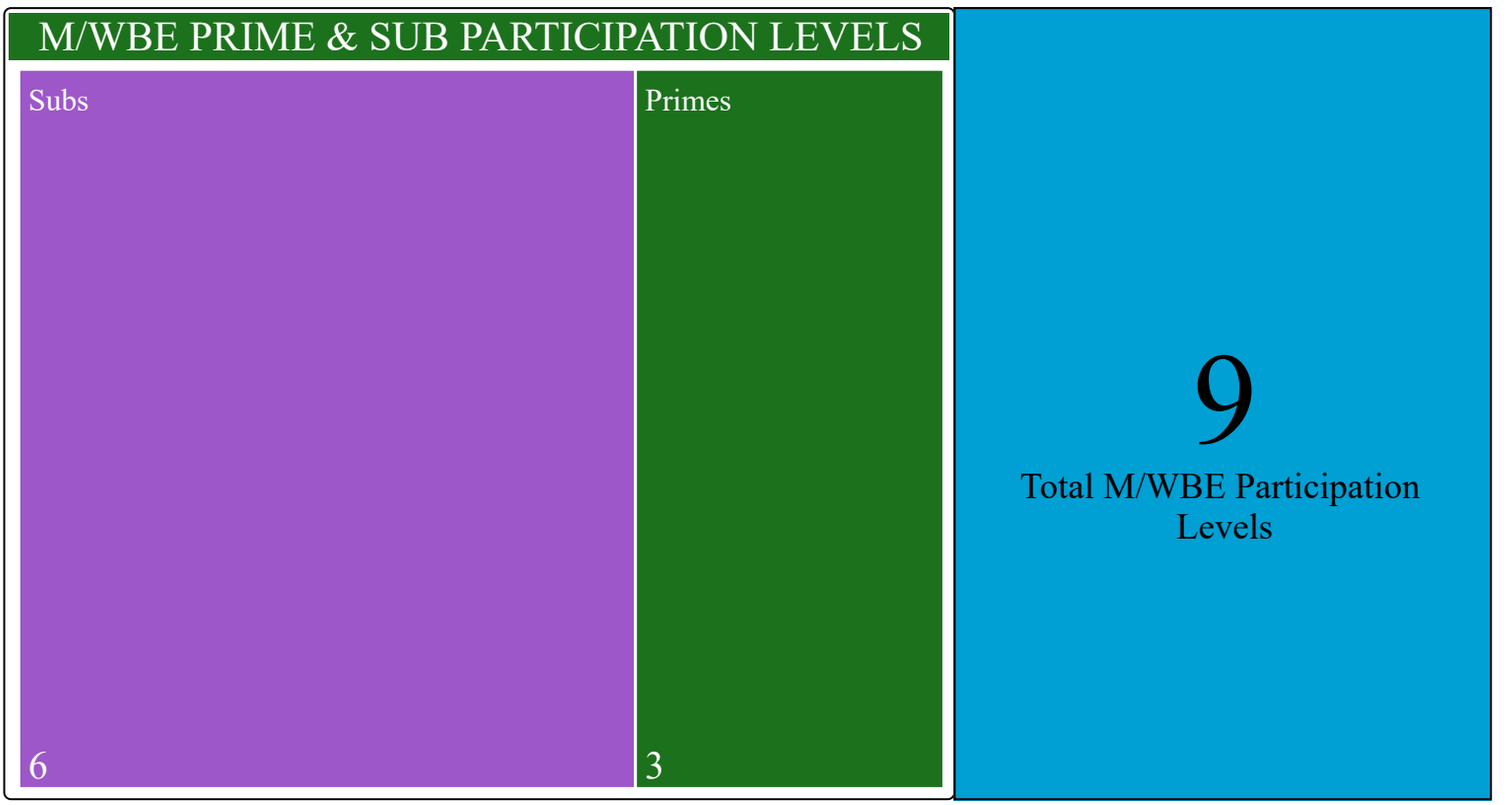
Total

M/WBE SUBS BASED ON AWARDS





A total of three (3) M/WBE sub firms were included on awarded contracts in 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. Of the three (3) unique firms attending SMART Pre-Bid meetings, two (2) or sixty-seven (67%) were S/M/WBE certified.

1

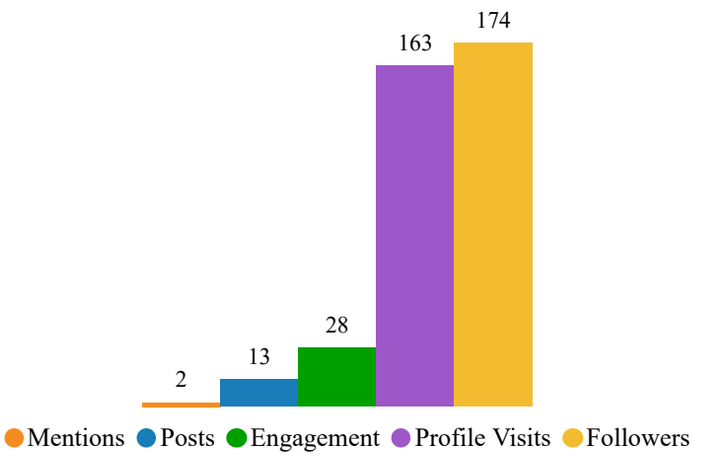
# of SMART Pre-Bid Meetings

OUTREACH/MARKETING SECTION

o **Social Media Communication**

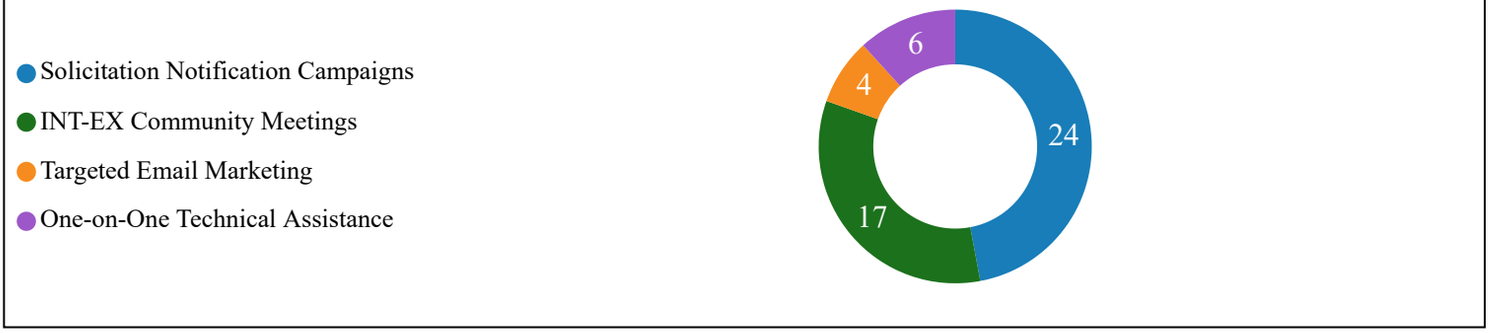
The implementation of social media communication to the EDDC marketing channels has broadened connectivity with the business community and economic development partners. EDDC has a growing following and frequency of engagement on the *Twitter* social media platform. Tweet impressions amount to the number times users saw a tweet, and during the reporting period, a total of 1,420 impressions occurred. The EDDC engagement rate was .25% 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



SDOP MANAGEMENT SYSTEM IMPLEMENTATION

EDDC successfully implemented the Vendor Management, Contract Compliance, Outreach, and Event Management modules. Through the Contract Compliance Module, we have full reporting capability of contract data with assigned Affirmative Procurement Initiatives (APIs) as we continue to acquire sub-vendors payment data in the system.

Additionally, EDDC successfully launched the Online Certification Application module for *Tri-County Reciprocal Certification* with BCPS. As of November 21, 2022, implementation went live to the entire local small business community. As a result, suppliers currently certified through B2GNow, with Miami-Dade and Palm Beach School Districts, are able to use this feature for an exceptionally streamlined certification process with Broward Schools. The launch also initiated the *South Florida Anchor Alliance* pilot program designed to simplify government procurements, among ten (10) local public and private institutions, by combining supplier outreach and bid notifications onto one common platform.

Tri-County Reciprocal Certification Management & Online Application Modules Implementation Status	
Total Project Completion Status	**99.6%**
• Certification Management	99%
• Online Application	100%
• Data Migration/Tracking Records	100%

Broward County Public Schools
Project Status Report
Certification & Online Application Modules

Status Report — November 30, 2022

Overall Status: On Track

Status Code Legend:

- ✓ **On Track**: Project is on schedule
- ➢ **At Risk**: Milestones missed but date intact
- ❖ **High Risk:** At risk, with a high risk of going off track
- ☐ **Off-Track:** Date will be missed if action not taken

The project is **ON TRACK** the week of: 11/4/2022 - 12/2/2022	✓ Project Management Team Touch Point Meetings held
Potential Risks:	✓ BCPS has made the decision to only process reciprocal certification using the B2Gnow System as this time. The impacts of dual processing are listed in the "Areas/questions for discussion" section of this report.
Issues:	✓ Nothing to report at this time
Milestones **accomplished** the week of: 11/4/2022 – 12/2/2022	✓ Certification Management and Online Application Module soft launch completed ✓ Certification Management and Online Application modules went live to full vendor community as of November 21, 2022
Milestones planned for the week of: 12/4/2022 – 12/16/2022	**Broward/B2Gnow** • Update portal content to include modals for certification to link to system announcement and roll out – B2Gnow (COMPLETED) • Create system notification soft launch and roll out is scheduled for the week of November 7th – BCPS (COMPLETED) • Update client profile document to include Certification Management and Online application – B2Gnow (COMPLETED) • Transition account servicing to the Account Management and Support Teams by the end of November - B2Gnow (IN PROGRESS)
Areas/questions for discussion:	**DUAL PROCESSING IMPACTS**

	Below is a summary of the discussion outlining some of the impacts this direction will have on overall certification processing and the vendor/applicant experience. 1. Public Directory - The B2Gnow Certification Mgmt. module has the ability to provide a real-time Online public directory for all applications processed in the system a. The real-time public directory feature would eliminate BCPS current process of maintaining an active spreadsheet for changes to these records b. Gaps in the Directory – Using B2Gnow for reciprocal process only would cause applicants holding a BCPS certification only that may access the public directory not to appear in the directory c. Vendors searching the public directory would only have access to those certifications added through the reciprocal process. Tracking records don't appear in the public directory d. Doing all certifications in the system would eliminate the current process of BCPS adding tracking records to the B2Gnow System manually and provide a real-time central repository for all certification. 2. Online Application Module - The B2Gnow Online Application module is used to route applicants to the proper applications based on choices or a decision tree that asks a series of qualifying question a. Non-reciprocal applicants would receive a hard stop and would need to route back to the BCPS to complete new/re newal applications. b. Increase in Support Tickets would be routed to BCPS to handle non-reciprocal certification requests, which the B2Gnow Support Team will not be able to process c. The decision tree process could be used to ensure all applicants have obtain the BCPS Vendor ID information required for certification prior to the application being submitted **PHASE II** Suppose BCPS elects to approve all certification activities in the B2Gnow System. In that case, the additional task required as part of a second phase approach will include: approach, analysis, requirements gathering, and system configuration will need to be completed.
Key Decisions:	✓ **Nothing to report at this time**

Action Items:	✓ Nothing to report at this time
Resource Constraints	☐ Nothing to report at this time
Project/Module Percent Complete:	**Total Project – 99.6%** • Certification Management - 99% • Online Application - 100% • Data Migration / Tracking Records - 100%