Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2022-10-11	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 4, 2022 - September 8, 2022**
REQUESTED ACTION:	**Receive SDOP Summary of Progress for the August 4, 2022 - September 8, 2022 Reporting Period.**

STRATEGIC ALIGNMENT

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

Student, Employee, & Supplier Diversity	***Public Relations, Partnerships, & Legalization***

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

Will the implementation of this item have a direct impact on one of the **2024 Strategic Plan Primary Metrics**? **YES**

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

Primary Goal & Metric:

Effective Communication	***Community Partnerships***

Level	Baseline	2024 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 1/20
VLC/JSM

Approved in Open Board Meeting On: October 11, 2022

By: School Board Chair

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: AUGUST 4, 2022 - SEPTEMBER 8, 2022

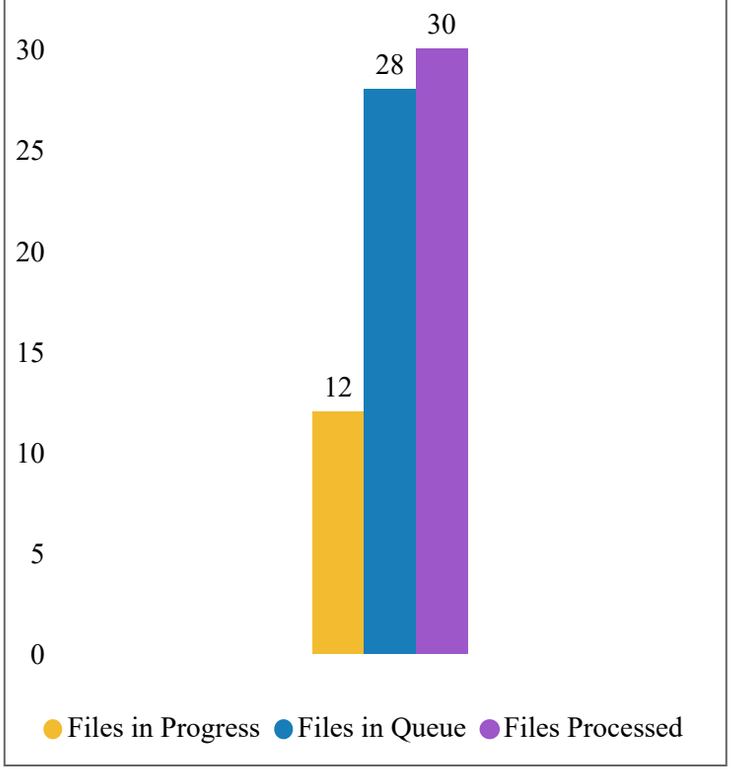
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 August 4, 2022 - September 8, 2022 reporting period.

CERTIFICATION SECTION

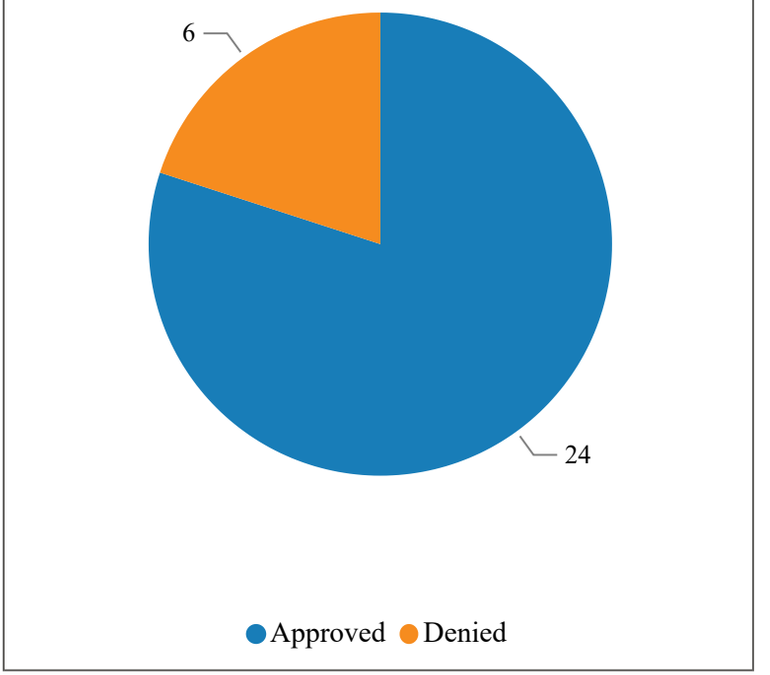
449
Total Certified Firms

CERTIFICATION ACTIVITIES



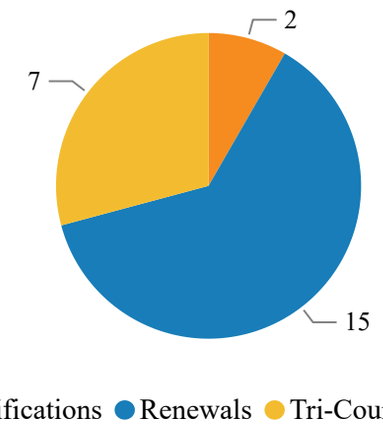
The "Files in Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED



This is a breakdown of the thirty (30) files processed.

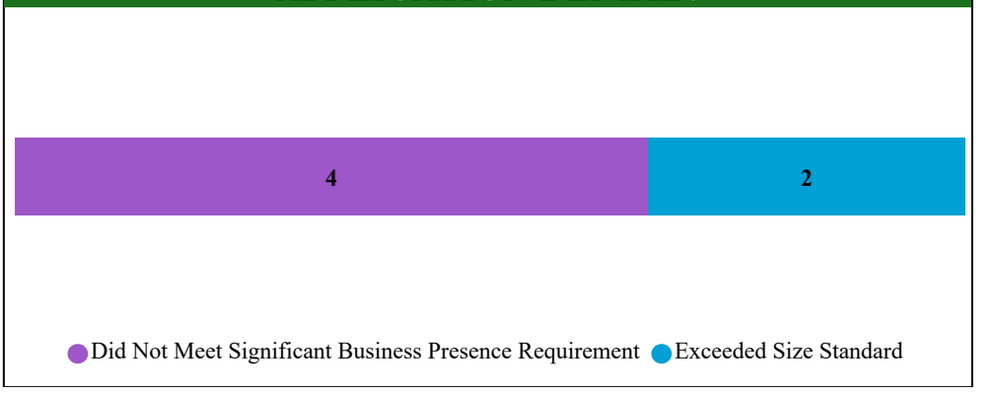
APPROVED APPLICATIONS



This is a breakdown of the twenty-three (23) approved certification applications.



APPLICATION DENIALS



The four (4) firms denied as a result of not meeting the Significant Business Presence requirement were not based in the Tri-County area.

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

14

Invitations to Bid

TOTAL SUBMITTALS REVIEWED

36

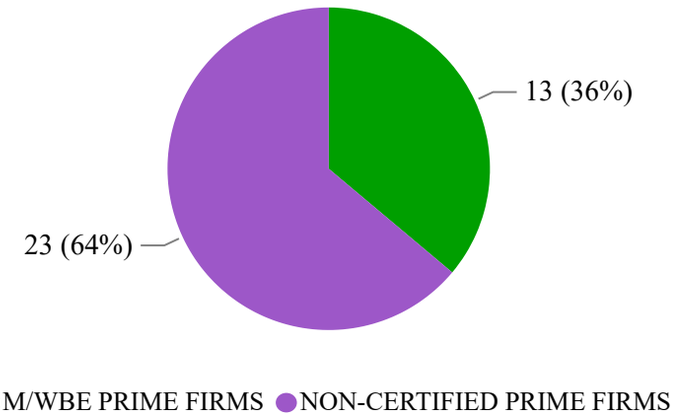
Total

Of the twelve (12) solicitations advertised, compliance evaluated sixty-nine (69) 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.

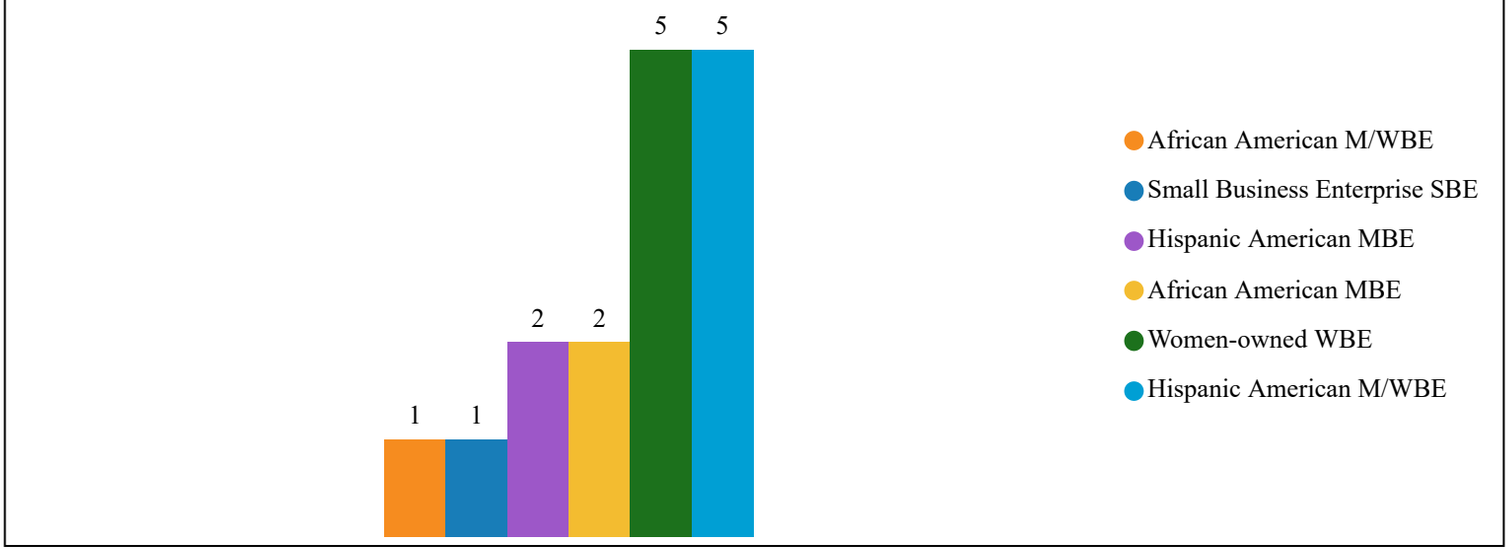
ANALYSIS OF PRIME BIDDERS



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	1	0
African American MBE	4	3	2	1
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Hispanic American M/WBE	4	1	5	1
Hispanic American MBE	4	1	2	0
Small Business Enterprise SBE	0	0	1	0
Women-owned WBE	1	0	5	3
Total	**13**	**5**	**16**	**5**

M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS

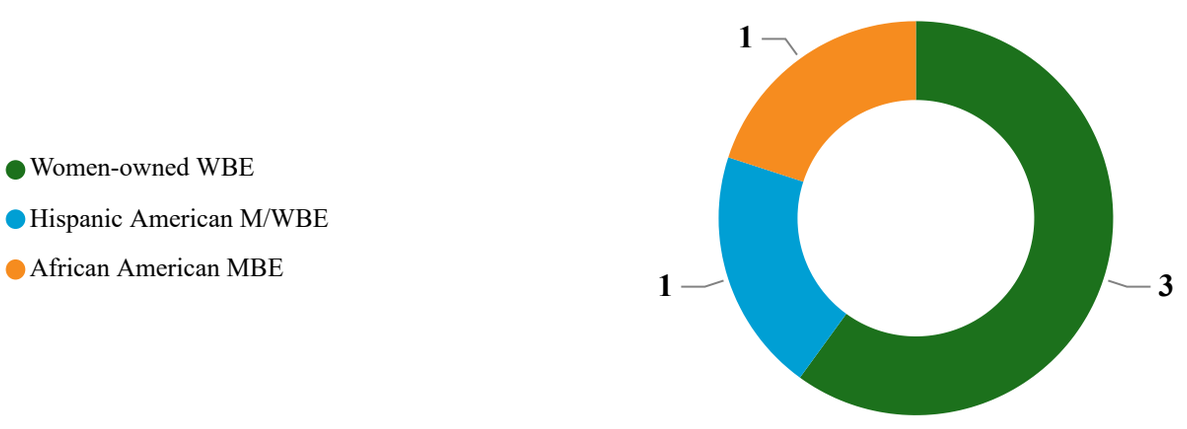


TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

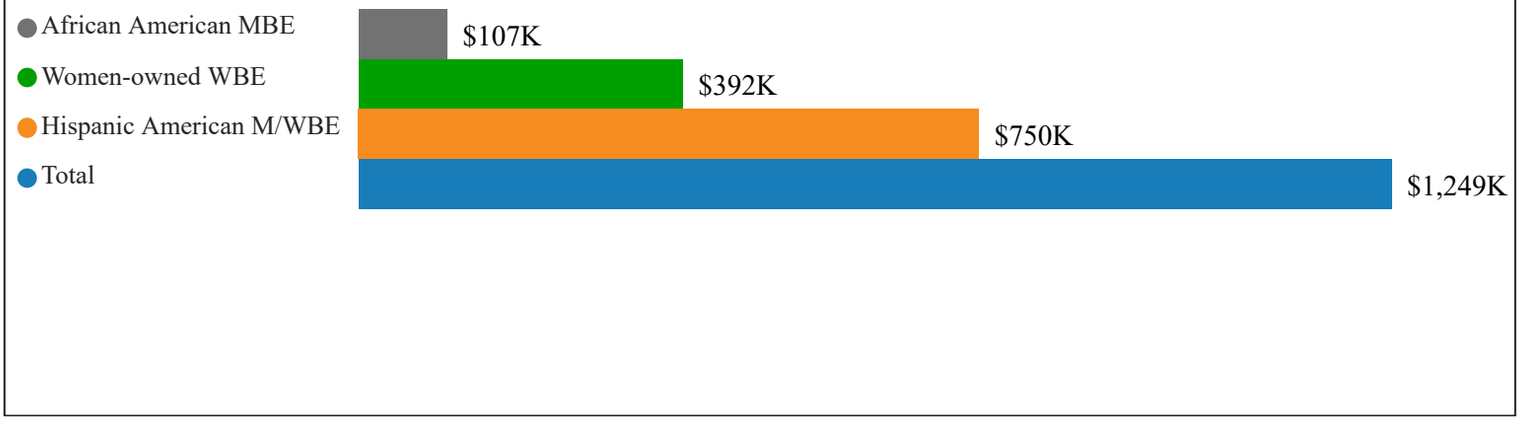
16

Total

M/WBE SUBS BASED ON AWARDS

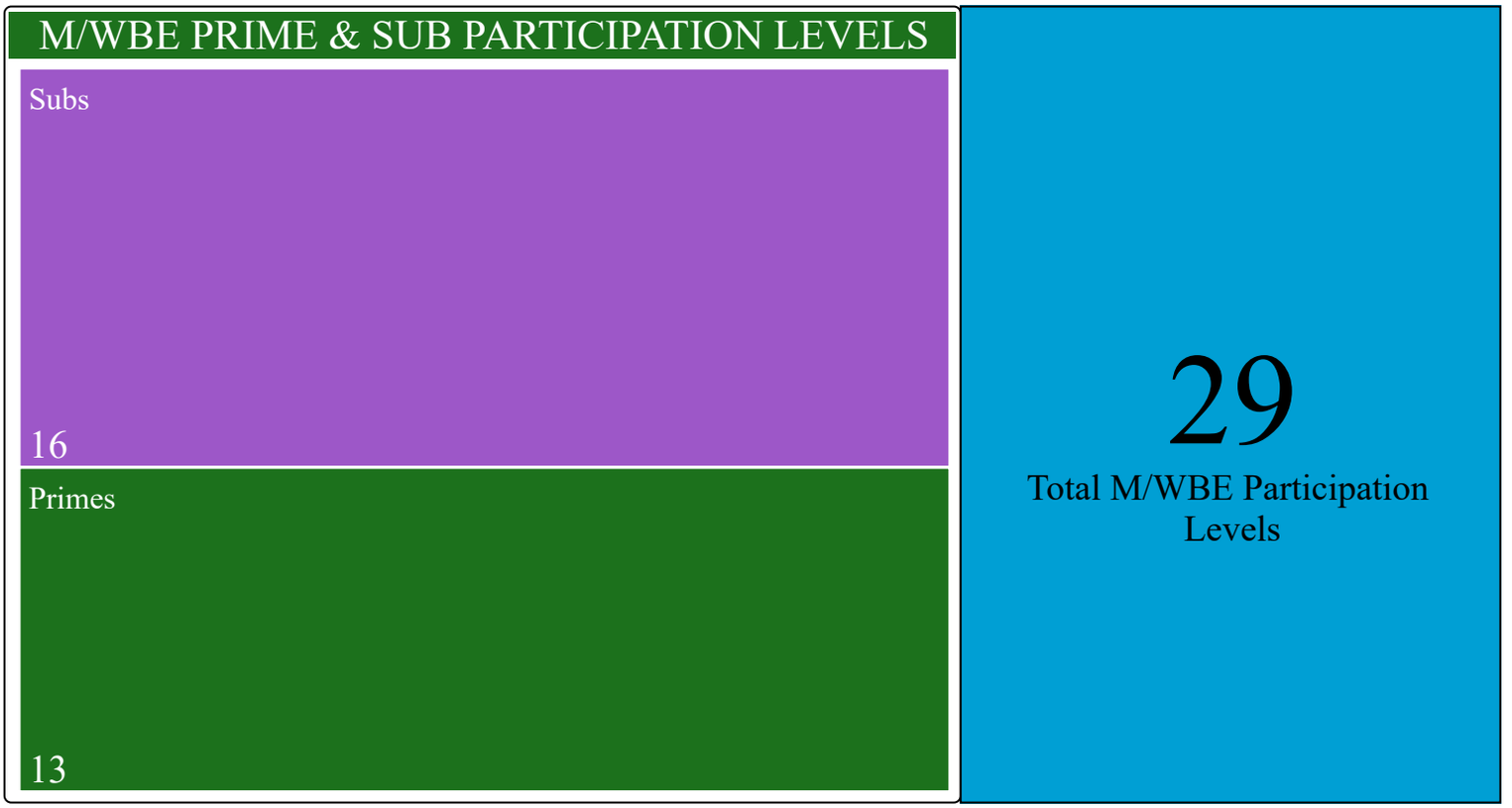


M/WBE SUB COMMITMENT AMOUNTS BASED ON PRIME AWARDS



A total of five (5) M/WBE sub firms were included on awarded contracts in the reporting period.

M/WBE PRIME & SUB 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 twenty (20) unique firms attending SMART Pre-Bid meetings, twelve (12) or sixty percent (60%) were S/M/WBE certified.

2

# of SMART Pre-Bid Meetings

ROOFING COMMITTEE UPDATE

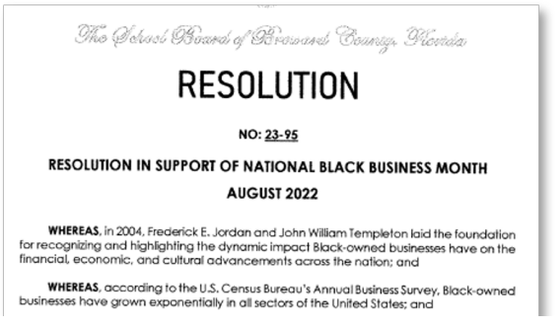
As a part of the AECOM Roofing Committee, the AECOM M/WBE Inclusion Team continues its efforts to enhance the process of reviewing M/WBE quotes to increase the participation and utilization of local suppliers on District roofing projects. The team is in the process of planning an outreach event including minority and women-owned roofing suppliers to address pricing concerns and share upcoming opportunities as the conclusion of the current allocation of roofing carve-out projects approaches. The focus is to ensure a comprehensive understanding of the project scope in an effort to generate more competitive pricing.



SDOP SMALL/LOCAL BUSINESS SPOTLIGHTS

The Economic Development & Diversity Compliance (EDDC) department is committed to spotlighting the District's Small/Minority/Women Business Enterprises suppliers throughout this year's national awareness months. In honor of National Black Business Month (August 2022), Board Member Daniel Foganholi sponsored a resolution at the August 17, 2022 Regular School Board Meeting. Resolution No: 23-95 supports National Black Business Month and the significant financial, economic, and cultural impact African American owned firms make nationwide.

In tandem, Board Member Foganholi created a video, featured on The District homepage, in support of Black Business Month and the District's commitment to diversify procurement opportunities through the BCPS Supplier Diversity Outreach Program.



The School Board of Broward County, Florida

RESOLUTION

NO: 23-95

RESOLUTION IN SUPPORT OF NATIONAL BLACK BUSINESS MONTH
AUGUST 2022

WHEREAS, in 2004, Frederick E. Jordan and John William Templeton laid the foundation for recognizing and highlighting the dynamic impact Black-owned businesses have on the financial, economic, and cultural advancements across the nation; and

WHEREAS, according to the U.S. Census Bureau's Annual Business Survey, Black-owned businesses have grown exponentially in all sectors of the United States; and



As a result of EDDC's ongoing emphasis to increase participation and utilization of African American firms, we would like to highlight two firms recently awarded contracts:

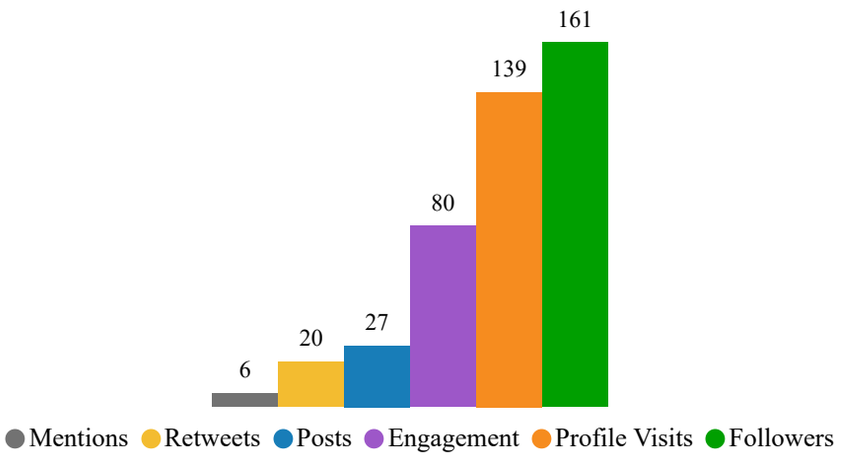
• A.C.T. Services	FY19-086C	Nob Hill Elementary School Renovations
	FY22-039	Parkside Elementary School
• All Site Construction, Inc.	YF22-269	Pompano Beach High School

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 2,900 impressions occurred. The EDDC engagement rate was 3.80% 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. 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, as well as Broward, Miami-Dade, or Palm Beach County government, 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 Q1.

Tri-County Reciprocal Certification Management and Online Application Modules Implementation Timeframe: FY'23 Q1	
Total Project Completion Status	**73%**
• Certification Management	62%
• Online Application	56%
• Data Migration/Tracking Records	100%

Broward County Public Schools
Project Status Report
Online Application/Reciprocal Certification Module

Status Report — September 8 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: 8/15/2022 - 9/9/2022	✓New Schedule has been drafted and will be reviewed with the Business Intelligence ✓Project Management Team Touch Point Meeting held ✓Next project meeting scheduled for September 15, 2022
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: 8/15/2022 – 9/9/2022	✓ Certification Management • Mock-up sent for customer feedback • Customer feedback discussed on September 8th and final configuration updates in process
Milestones planned for the week of: 9/9/2022 – 10/10/2022	**Broward/B2Gnow** • Complete final configuration updates for Certification Management • Provide Mr. Ballou the final configuration sign-off Certification Management and Online Application the week of September 12th • Mr. Ballou to approve configuration by September 23rd, sign-off must be received for September 30th Go-Live • Staff training scheduled for September 28th 1:30 pm – 2:30 pm ET
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/renewal 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** In summary when the decision is made at a later date to add new/renewal applications to the B2Gnow System the effort is not minimized. The approach, analysis, requirements gathering and system configuration will all need to be completed as a separate second implementation.
Key Decisions:	

Action Items:	
Resource Constraints	
Project/Module Percent Complete:	**Total Project – 73%** • Certification Management - 62% • Online Application - 56% • Data Migration /Tracking Records - 100%