Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2022-07-19	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 - May 12, 2022 - June 10, 2022**
REQUESTED ACTION:	**Receive SDOP Summary of Progress for the May 12, 2022 - June 10, 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	N/A	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 Status 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
N/A	N/A

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: July 19, 2022

By: Laurie Rich Levinson

School Board Chair

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: MAY 12, 2022 - JUNE 10, 2022

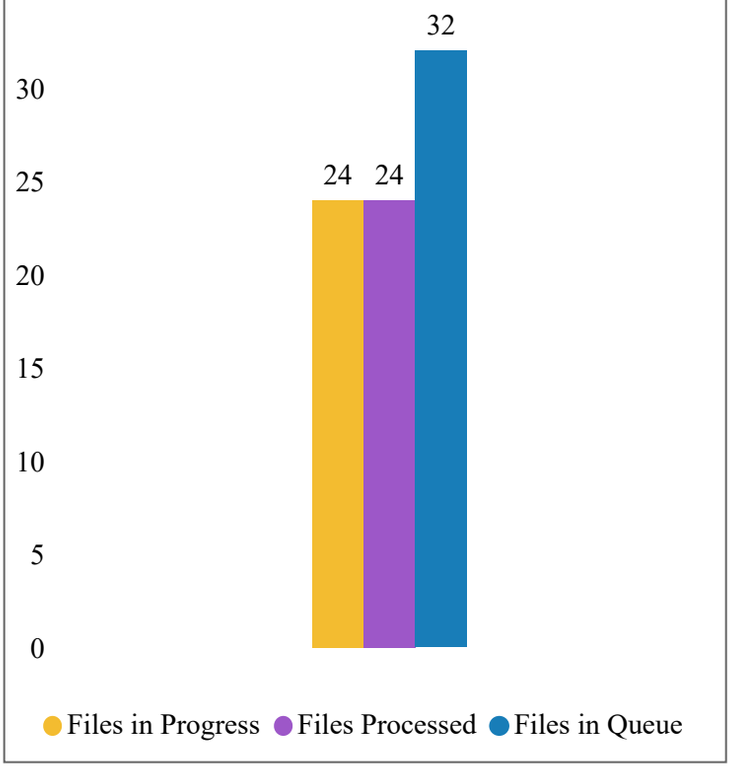
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 May 12, 2022 - June 10, 2022 reporting period.

CERTIFICATION SECTION

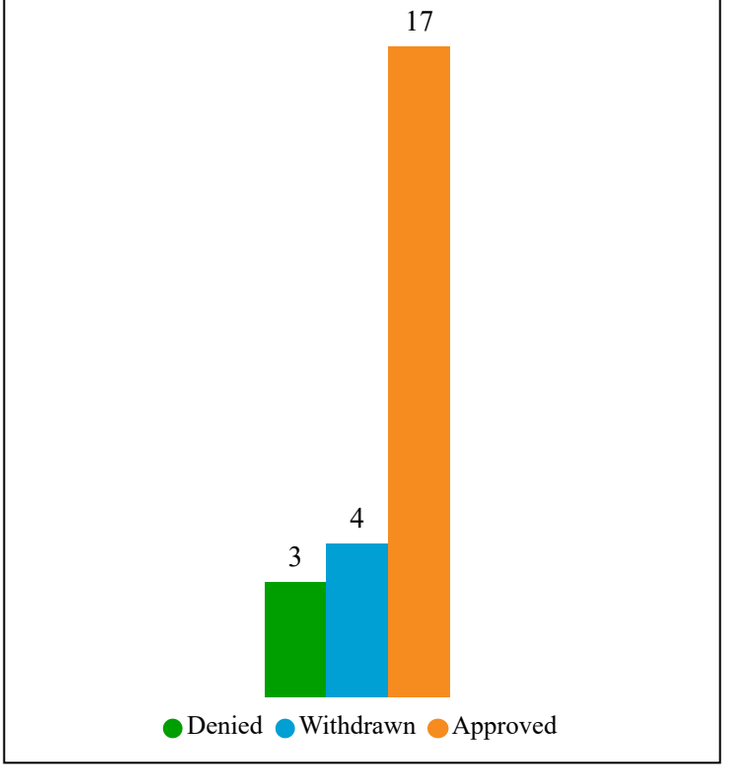
498
Total Certified Firms

CERTIFICATION ACTIVITIES



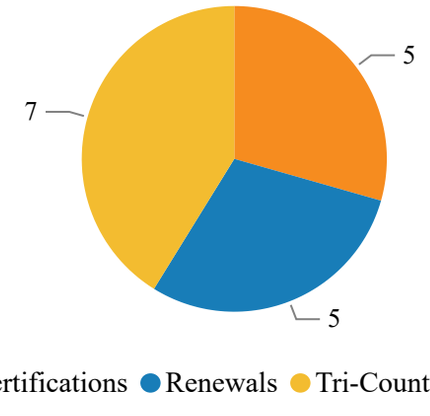
The files "In Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED



This is a breakdown of the twenty-four (24) files processed.

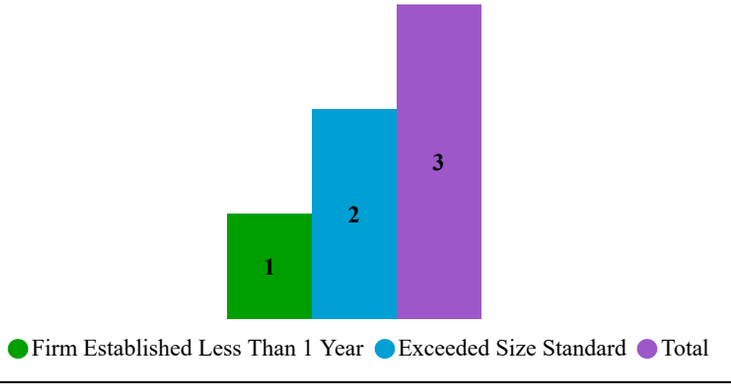
APPROVED APPLICATIONS



This is a breakdown of the twenty-six (26) approved certification applications.



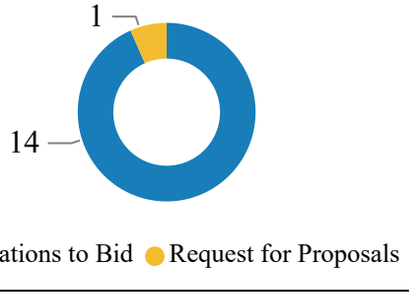
APPLICATION DENIALS



COMPLIANCE SECTION

Under this reporting period, there was a total of nine (9) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED



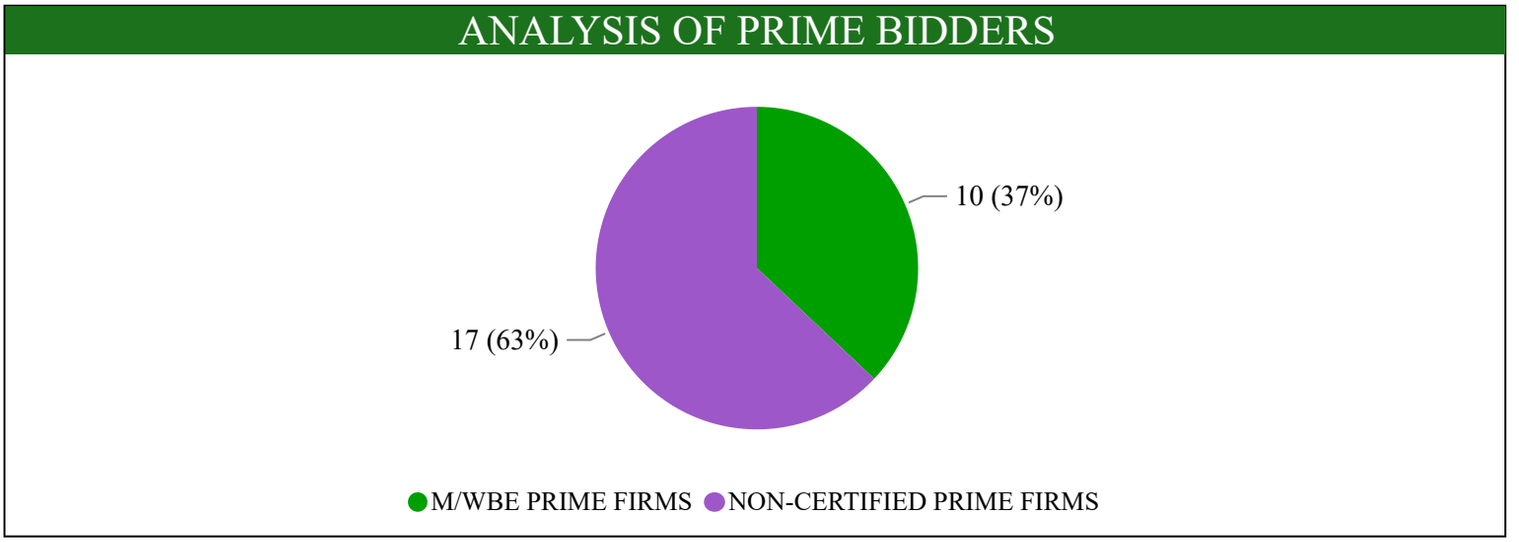
TOTAL SUBMITTALS REVIEWED

28

Total

Of the fifteen (15) solicitations advertised, compliance evaluated twenty-eight (28) solicitation submittals to assess the outcome and effectiveness of each assigned API.

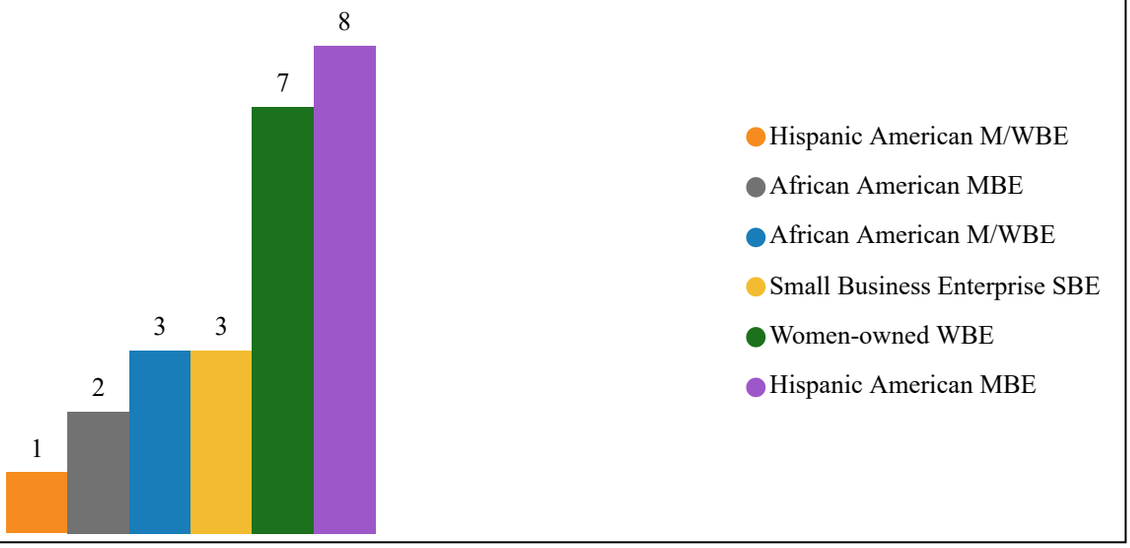
Analysis of Solicitation Submittals Reviewed
The analysis captures the prime bidders by certification status and the M/WBE prime and sub participation included within the proposals evaluated.



S/M/WBE PRIME 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	3	1
African American MBE	2	0	2	1
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Hispanic American M/WBE	2	1	1	0
Hispanic American MBE	5	0	8	4
Small Business Enterprise SBE	0	0	3	1
Women-owned WBE	1	0	7	6
Total	**10**	**1**	**24**	**13**

M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS

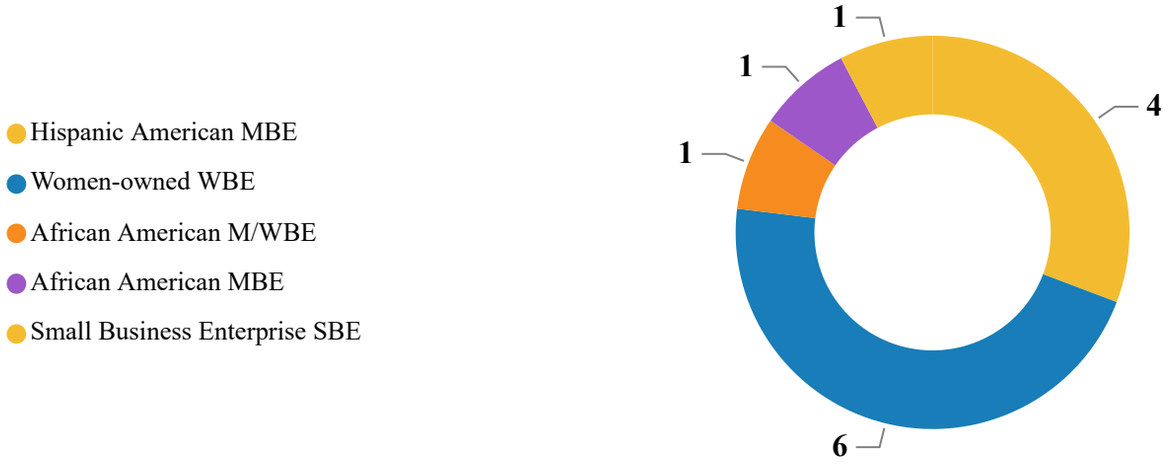


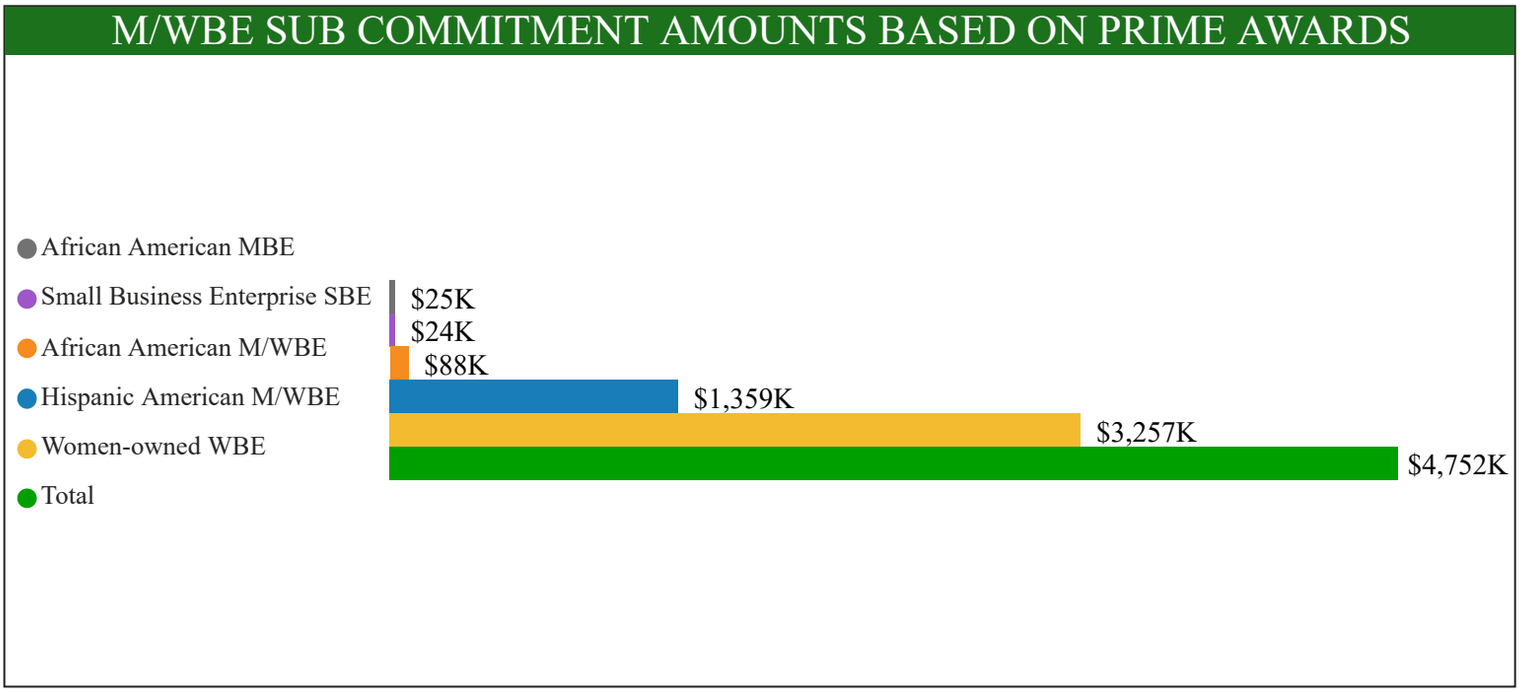
TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

24

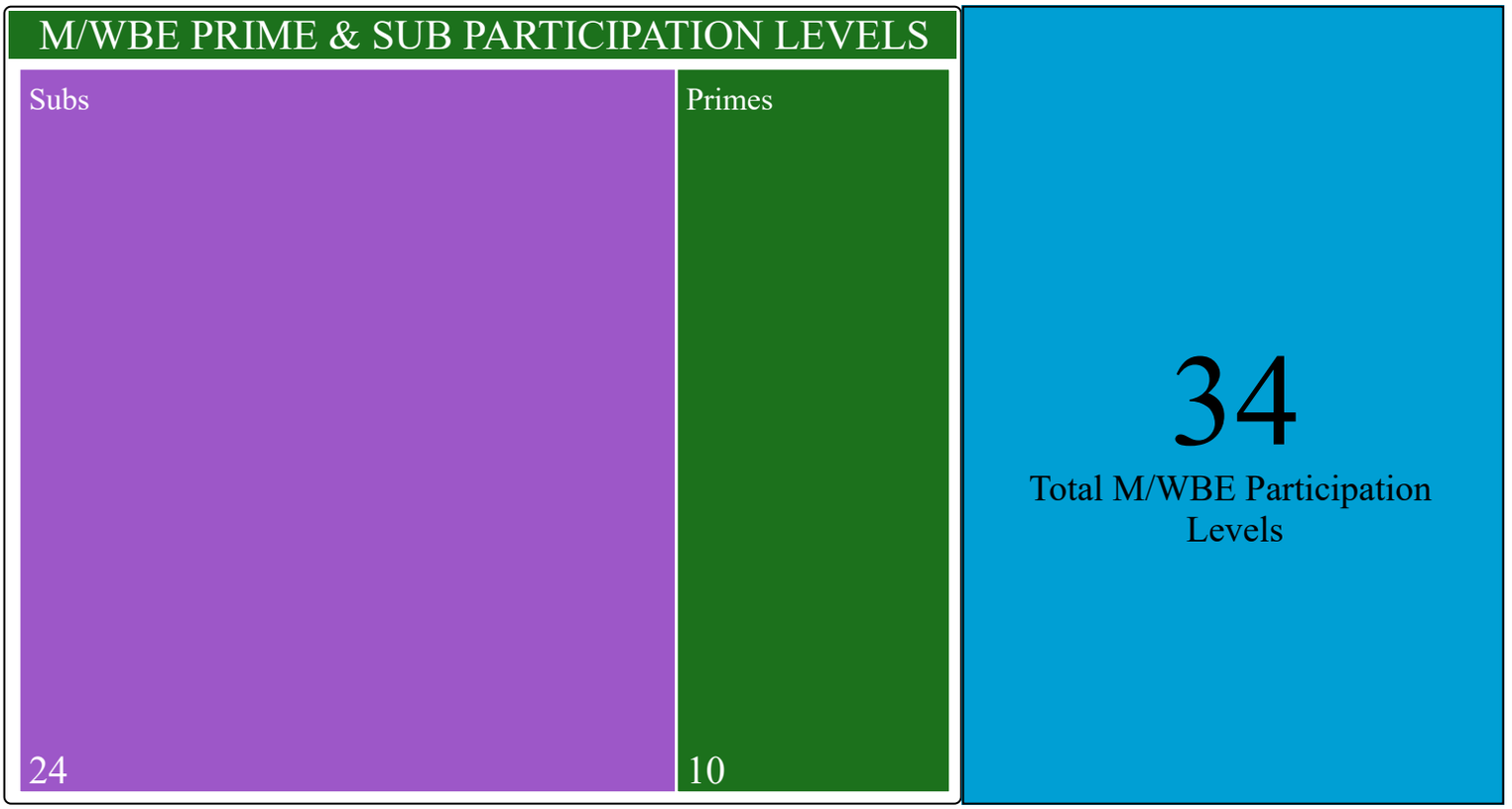
Total

M/WBE SUBS BASED ON AWARDS





A total of thirteen (13) 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 twenty-eight (28) unique firms attending SMART Pre-Bid meetings, seventeen (17) or sixty-one percent (61%) were S/M/WBE certified.

5

# of SMART Pre-Bid Meetings

ROOFING COMMITTEE UPDATE

As a part of the AECOM Roofing Committee, the AECOM S/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. Such analysis has resulted in the development and advertisement of Invitation to Bid FY22-274, Construction Services Minor Projects. In addition, the process of assessing projects with known challenges is ongoing to address and eliminate barriers. The collaborative process includes the Building Department and the respective awarded firms.



OUTREACH/MARKETING SECTION

o **PPO Event**

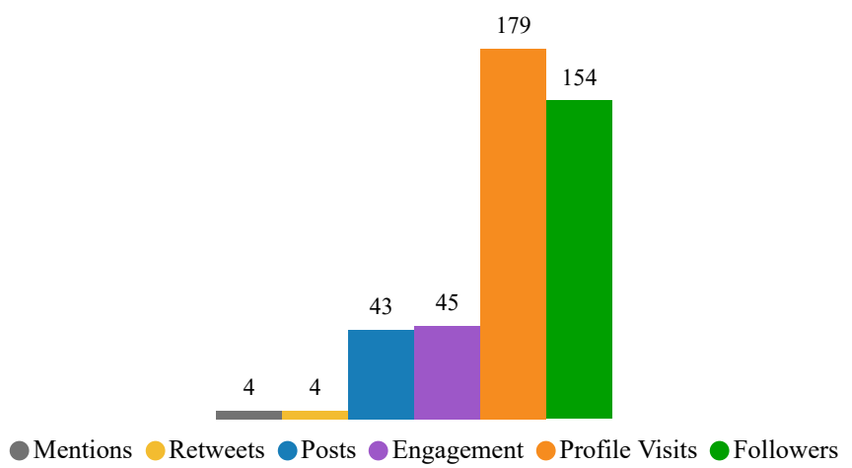
EDDC collaborated with Procurement & Warehousing Services and Physical Plan Operations (PPO) to host a workshop titled, Doing Business with PPO. The objective was to increase the number of firms responding to bids in the painting, plumbing, HVAC, and fencing trades. To market the event, multiple outreach initiatives and campaigns targeted over 300 companies in the tri-county region. Twenty-two (22) unique firms attended and received first-hand information on Certification, Contractor Pre-Qualification, and how to access solicitations in DemandStar. Firms in attendance also had one-on-one time with PPO experts from each respective trade.



o **Social Media Communication**

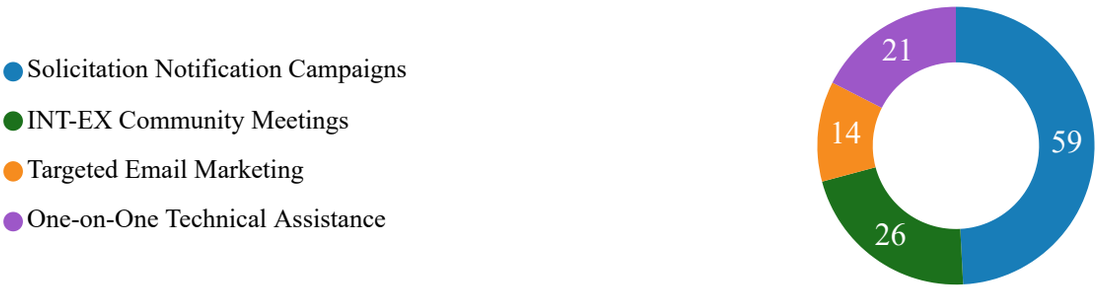
The implementation of social media communication to the EDDC marketing channels has broadened connectivity with the business community and economic development partners. EDDC has a growing following and frequency of engagement on the *Twitter* social media platform. Tweet impressions amount to the number times users saw a tweet, and during the reporting period, a total of 2,470 impressions occurred. The EDDC engagement rate was 1.44% 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.

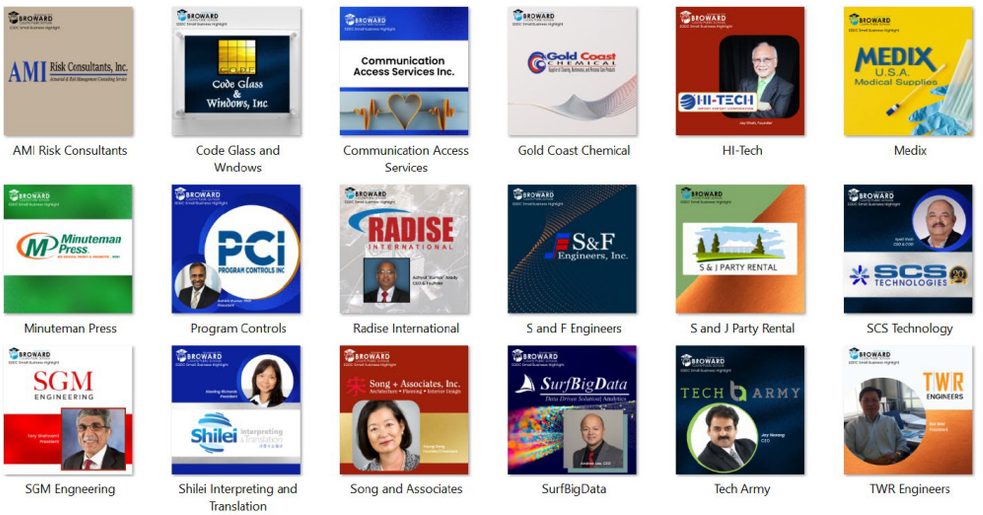
TARGETED MARKETING ACTIVITIES



o Monthly Awareness Celebration
EDDC has committed to spotlighting our certified suppliers throughout the 2022 national awareness months. The goal is to feature suppliers on our four social media platforms - Twitter, Instagram, LinkedIn, and Facebook - in an effort to:

- Increase Brand Awareness and Extend Business Reach
- Create Lead Generation
- Enhance Marketing at Low to No Cost
- Increase Website Traffic
- Extend Business Hours with Additional Social Media Presence
- Cultivate a Relationship with BCPS
- Advocate for and Support Small Businesses

During Asian Pacific Heritage Month, of the twenty-four (24) certified Asian American-owned firms, eighteen (18) were spotlighted on EDDC's social media. Twenty-five (25) percent, or six (6), firms did not have a website, social media presence or logo that could be used to create a viable spotlight. The sample spotlights below are from the EDDC Instagram platform.



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 by the Miami-Dade and Palm Beach School Districts, within the B2GNow platform, will use this feature for certification with the District. The target completion date for implementation of the Certification and Online Application management component is FY'23 Q1.

Certification Management and Online Application Modules
Implementation Timeframe: FY'23 Q1

• Certification Management	0%
• Online Application	0%
• Data Migration /Tracking Records	0%
Total Project Completion Status	**0%**

Broward County Public Schools
SDOP Management System
Project Status Report
Contract Compliance, Certification, and Online Application Module

Status Report

June 10, 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 Schedule the week of: 5/12/2022 – 6/10/2022	➢ New Schedule has been drafted and will be reviewed with Business Intelligence ➢ Project Management Team Touch Point Meeting held.
Potential Risks:	✓ Nothing to report at this time
Issues:	
Milestones **accomplished** the week of: 5/12/2022 – 6/10/2022	✓ BCPS will incorporate 2 paths to certification- using B2GNow for reciprocal certifications that exist in the system and SAP Ariba for companies with no history in B2GNow. ✓ Certification Management Familiarization Presentation – B2Gnow Implementation Team reviewed the familiarization presentation with the BCPS team and answered questions.
Milestones planned for the week of: 6/13/2022 – 7/8/2022	**Broward/B2Gnow** • Completed Certification Management Familiarization Presentation • Complete and review Certification Management mock-ups for customer feedback • Create first draft of implementation schedule for Certification Management and Online Application • Schedule weekly implementation meeting • Review draft of project timeline **Broward** • Week of 6/20 – BCPS EDDC will present to B2Gnow the current process and discuss the processes to incorporate in the B2Gnow System • Week of 6/27 – B2Gnow will review the BCPS customer survey and complete the discovery process.

Areas/questions for discussion:	Today, vendors submit a registration for S/M/WBE Certification & pre-qualification, as applicable in Ariba (includes FEIN). Procurement processes registration, then information is entered into SAP. SAP Vendor ID is then assigned and approved Vendor. BCPS tracks spending in SAP.
	All vendors must be registered with BCPS to obtain certification. BCPS's Vendor Registration process contains three sections. 1. Standard VR questionnaire (Review is done by the Procurement & Warehouse Services (PWS) Department) 2. Certification Application (Review is done by the Economic Diversity & Diversity Compliance (EDDC)) 3. Construction Pre-qualification (Review is done by PWS) **Note.** BCPS offers Reciprocal Certification for specific agencies within the tri-county area. The Online Application and Certification Module will provide: 1. Elimination of the lag time between a Vendor Registration and S/M/WBE Certification application submission, and EDDC notification by Procurement of a pending new/ renewal certification in the queue. 2. Automatic update of current certification status for the 500+ certified vendors entered the system that is currently updated manually (in addition to the 439 expired certification records that BCPS needs to track from a spend perspective) 3. Solution to capture the EIN and the SAP Vendor ID before final certification approval. (Vendor will be made aware of this requirement during the online certification application request). forward without these two pieces of information)
Project/Module Percent Complete:	**Total Project – 0% | Project Completion: FY23 Qtr 1** • Certification Management - 0% • Online Application - 0% • Data Migration /Tracking Records - 0%