

**SUMMARY OF PROGRESS**  
**ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT**  
**SUPPLIER DIVERSITY OUTREACH PROGRAM**  
**REPORTING PERIOD: JUNE 2020**

The Economic Development & Diversity Compliance Department (EDDC) oversees the District’s Supplier Diversity Outreach Program (SDOP) and 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 we continue to serve as a conduit to ensure inclusive procurement activity, we are also enhancing data integrity and marketing.

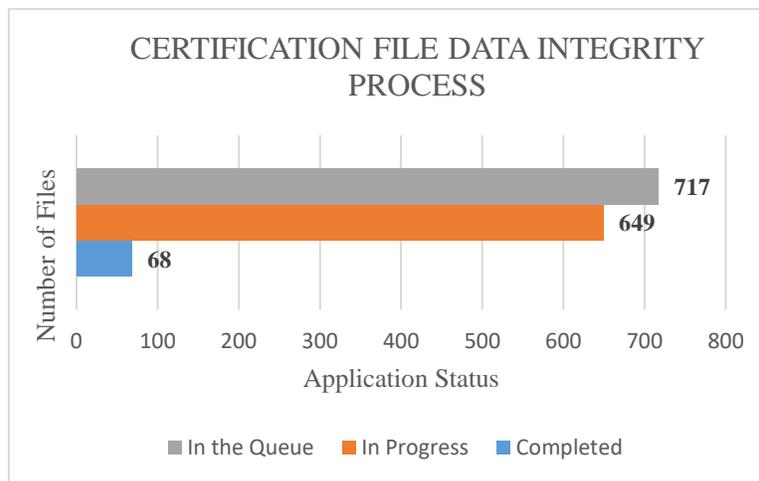
**Data Integrity:** Ariba database clean up and collection to fully utilize the system

**Marketing:** Enhanced strategy including targeted outreach and the addition of social media communication

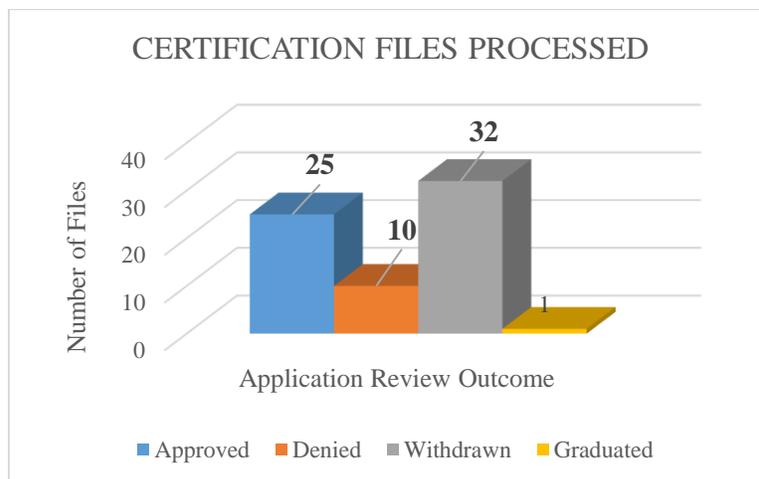
The summaries and illustrations below provide an update on the continual progress of SDOP.

• **Certification**

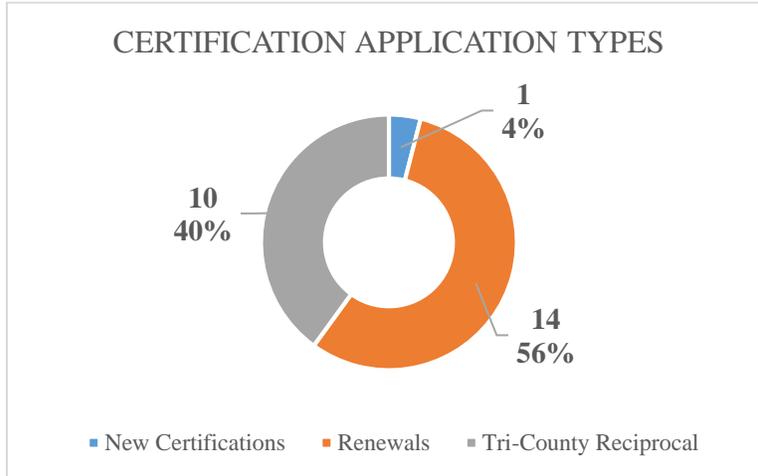
During the reporting period, the primary focus of the EDDC certification team was the eProcure Supplier Portal data integrity validation process. It involved reviewing and updating existing certification files, while processing new applications.



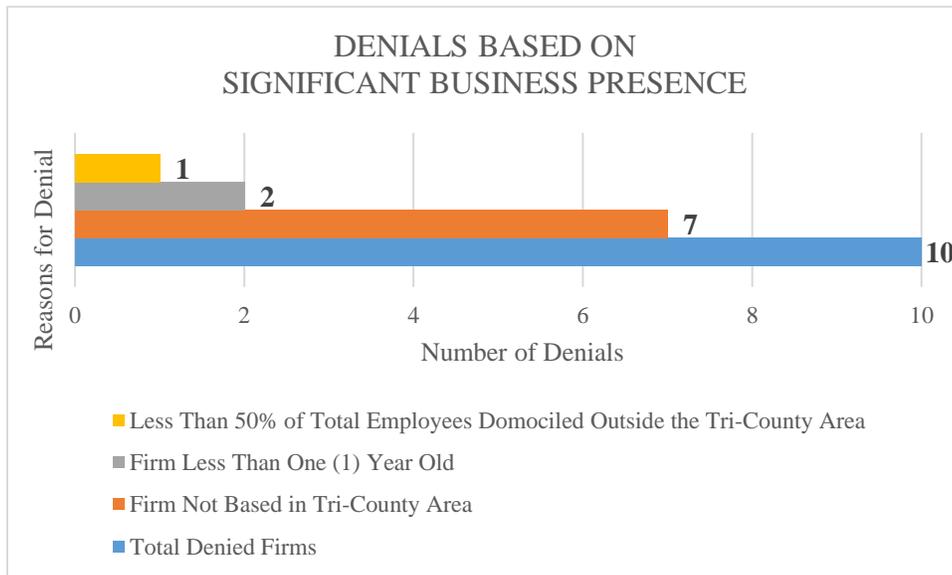
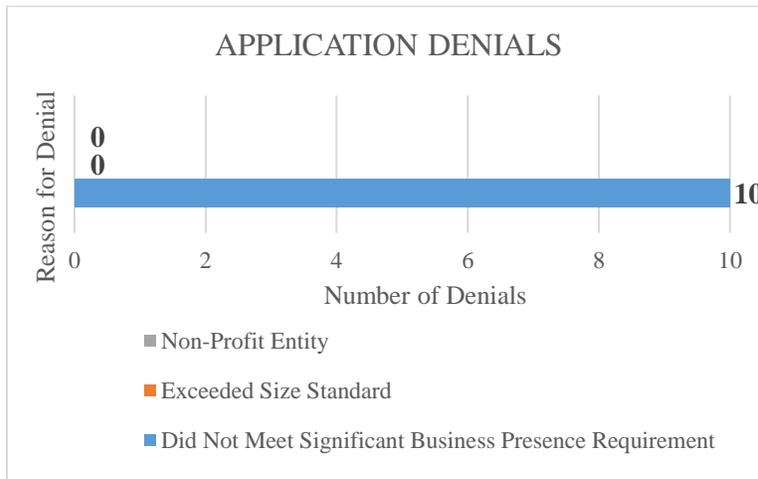
*Note: There are currently, there are 620 certified firms.*



*Note: This is a breakdown of the 68 files processed.*

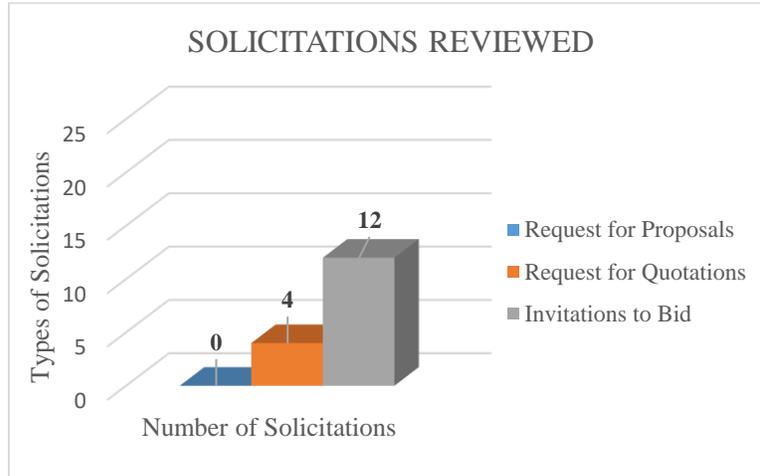


*Note: This is a breakdown of the 25 approved certifications.*

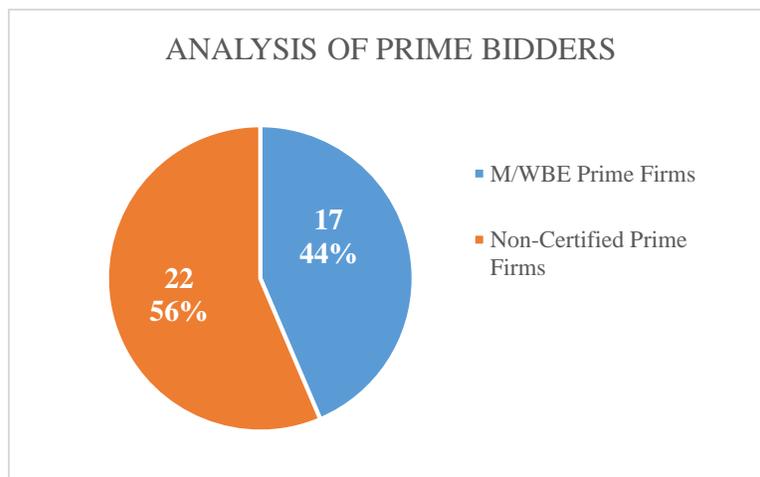


- **Compliance**

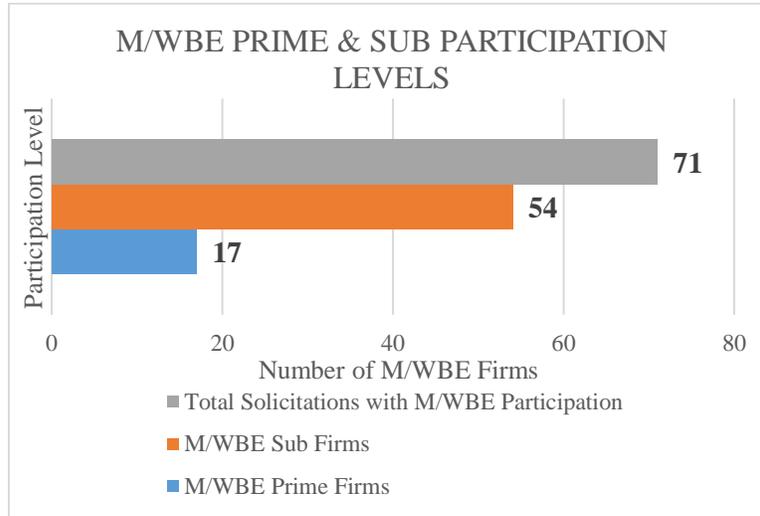
Under this reporting period, there was a total of 16 solicitations analyzed.



Compliance evaluated thirty-nine (39) bid submittal responses to assess the outcome and effectiveness of the assigned Affirmative Procurement Initiatives. The evaluation captures the participation of E/SM/WBE primes and subcontractors.



*Note: M/WBE firms may be participating on multiple projects.*



Note: M/WBE primes and subcontractors do not reflect unique firms.

• **Marketing**

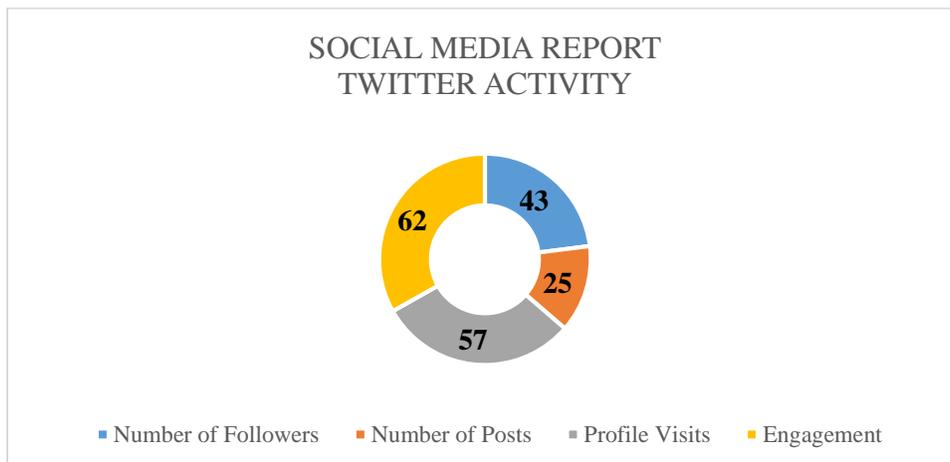
EDDC is continuing to communicate with the business community and economic development partners during the COVID-19 pandemic. EDDC completed eleven (11) marketing campaigns that yielded a thirty-three (33) percent average open rate. The national average is between fifteen (15) and twenty-five (25) percent. The information provided included emergency assistance resources and procurement opportunities for small businesses.

○ **Business Connect E-Newsletter**

EDDC disseminated the department’s e-newsletter, *Business Connect, Vol. I Issue II*. Business Connect features a wealth of insight and information about business funding options, news and resources, personal and professional skills development, as well as EDDC’s core services and monthly activity.

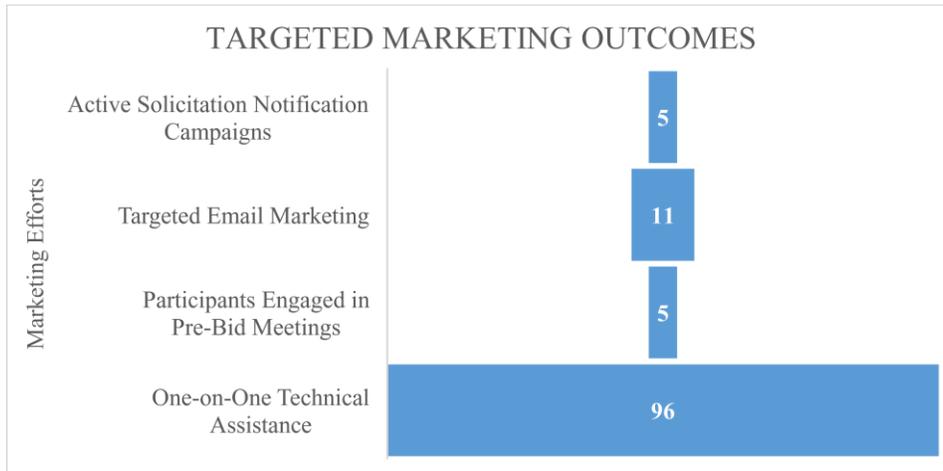
○ **Social Media Communication**

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. Twitter impressions amount to the number times users saw a tweet, and during the reporting period, a total of 2,805 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.



○ **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.



● **B2Gnow Implementation Update**

EDDC continues the implementation of the *B2Gnow* system for Vendor Management, Contract Compliance, Spend Analysis, and Outreach and Event Management. The full system implementation *Project Status Report* is attached for a comprehensive update. Note the soft launch of the system was on June 22, 2020 with full reporting capabilities accessible in December 2020 due to a manual migration.

