

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: JULY 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.

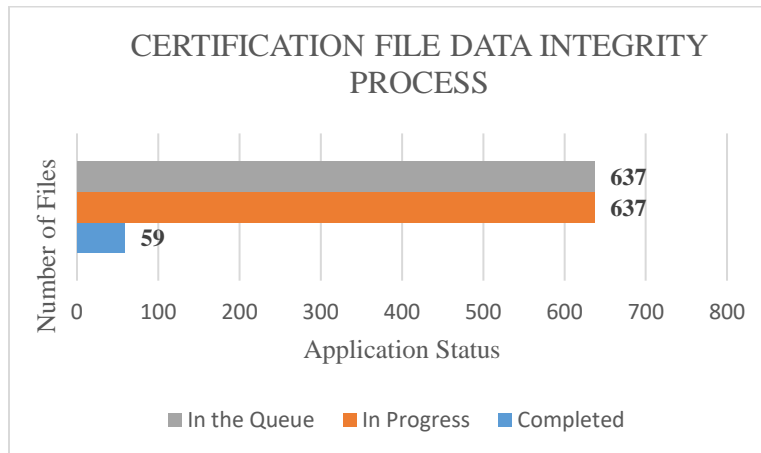
Data Integrity: Ariba database clean up and collection to fully utilize the system

Marketing: Enhanced strategy including targeted outreach and social media communication

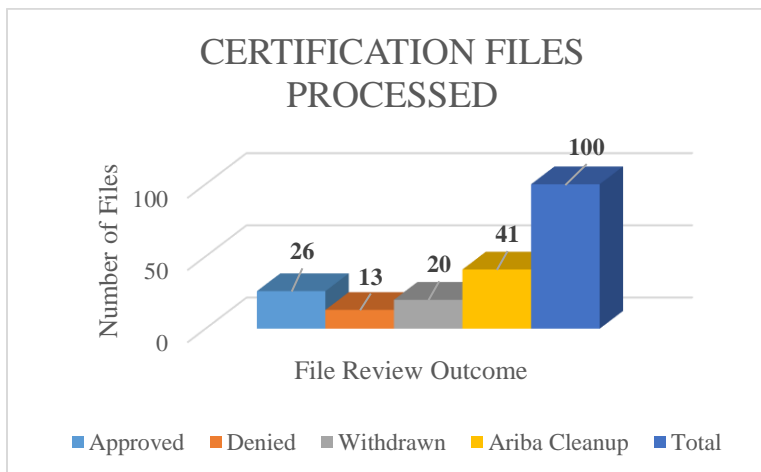
The summaries and illustrations below provide an update on the continual progress of SDOP.

• **Certification**

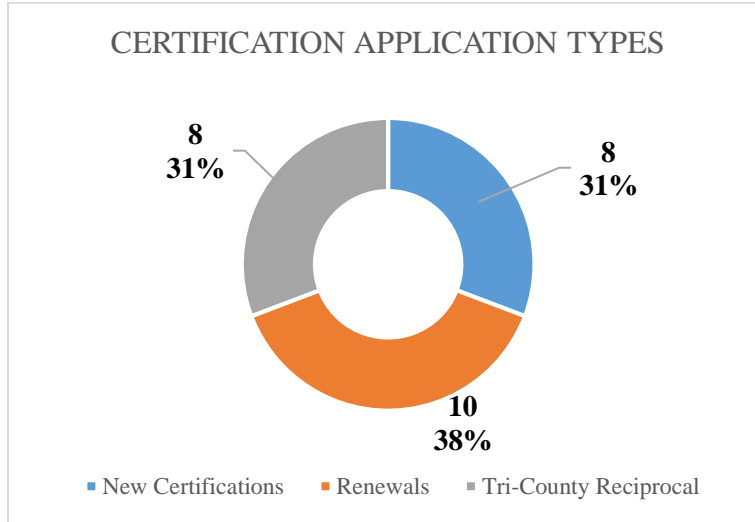
During the reporting period, the primary focus of the EDDC certification team was the eProcure Supplier Portal data integrity validation process. It involved reviewing and updating existing certification files, while processing new applications.



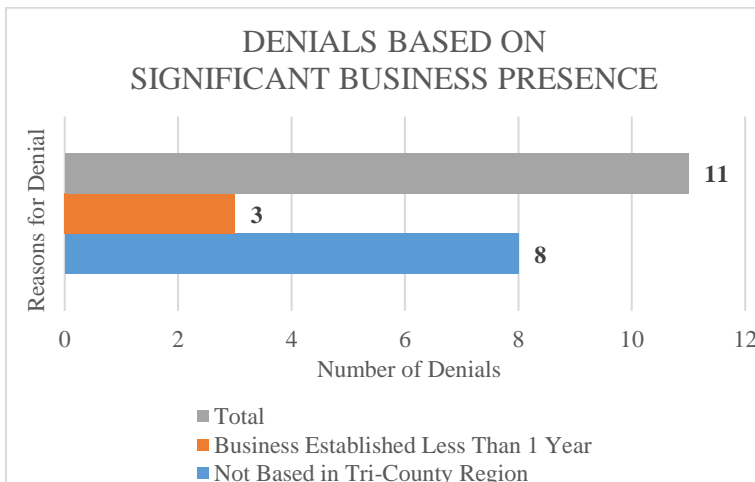
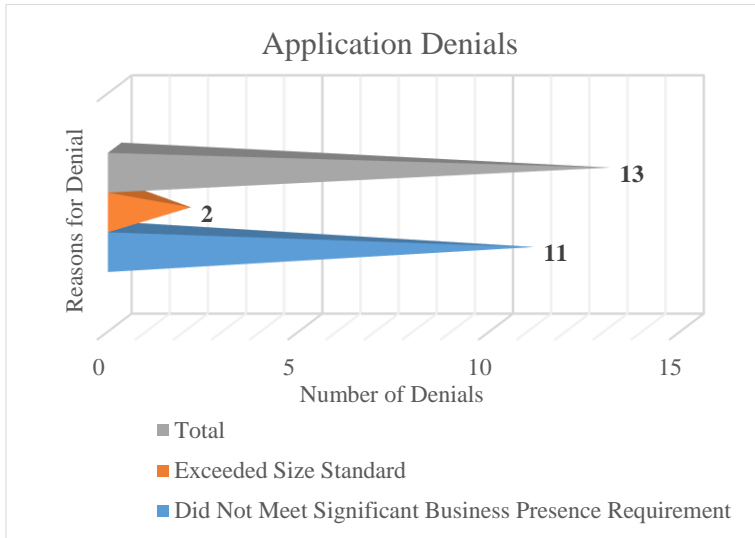
Note: There are currently, there are 605 certified firms.



Note: This is a breakdown of the 100 files processed.



Note: This is a breakdown of the 26 approved certifications.



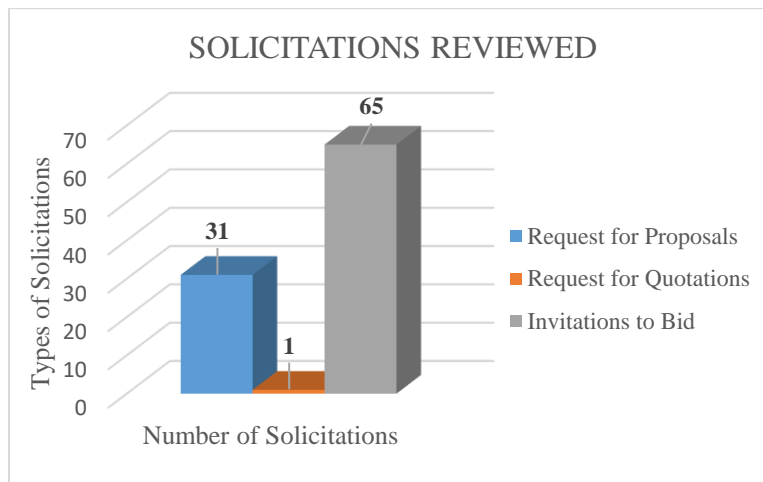
- **Compliance**

Under this reporting period, there was a total of 25 solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

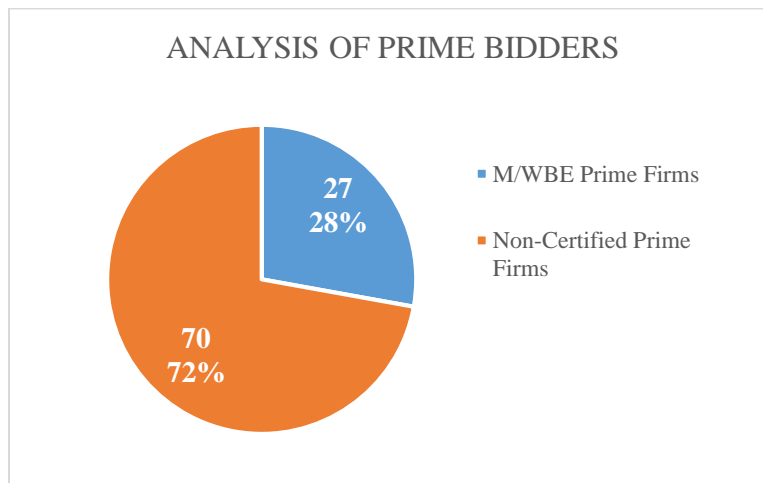


- **Solicitations Reviewed**

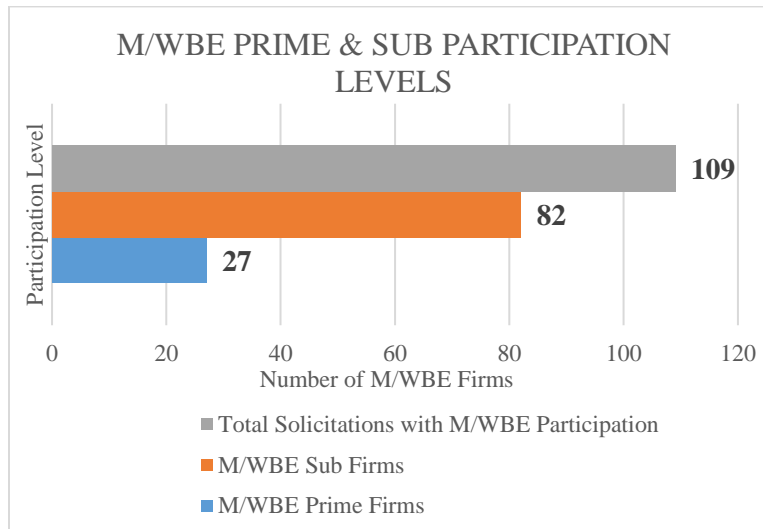
The evaluation captures the prime commitment of E/S/M/WBE sub-vendors.



Note: Of the 25 solicitations, compliance evaluated ninety-two (92) bid submittal responses to assess the outcome and effectiveness of the assigned APIs.



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



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

• **Marketing**

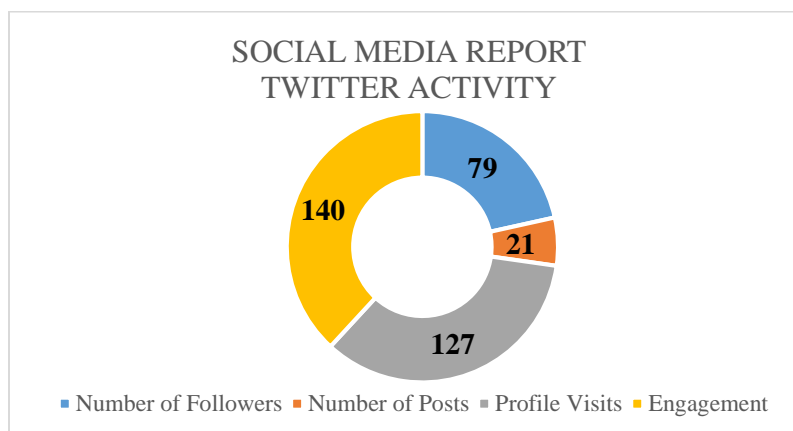
EDDC is continuing to communicate with the business community and economic development partners during the COVID-19 pandemic. EDDC completed thirteen (13) marketing campaigns that yielded a thirty-three (33) percent average open rate. The national average is between fifteen (15) and twenty-five (25) 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, and personal and professional skills development. Additionally, the July 2020 edition highlighted EDDC’s core services and monthly activity and featured an introduction of the FY20/21 Small Business Advisory Committee appointees.

○ **Social Media Communication**

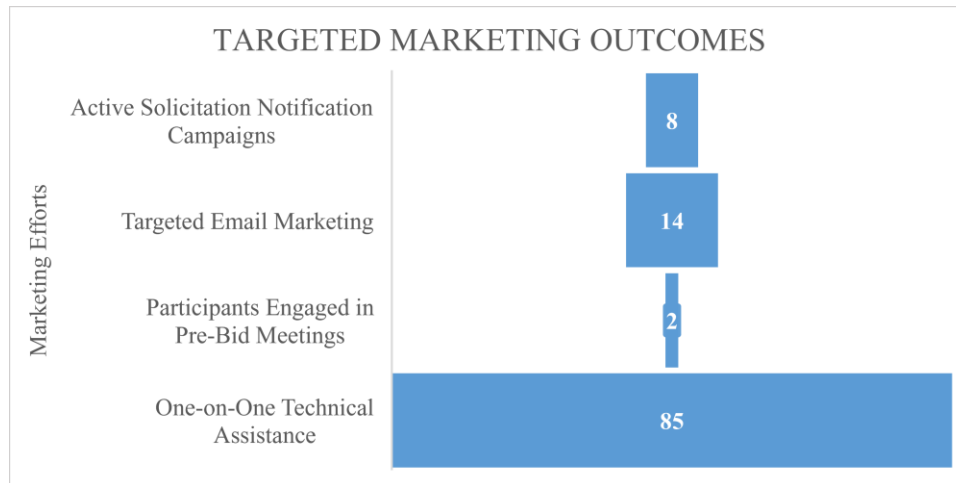
The implementation of social media communication to the EDDC marketing channels has broadened connectivity with the business community and economic development partners. EDDC has a growing following and frequency of engagement on the *Twitter* social media platform. Tweet impressions amount to the number times users saw a tweet, and during the reporting period, a total of 56,270 impressions occurred. The EDDC engagement rate was .03% 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.



Note: A total of 36 new Twitter followers were added during the reporting period.

○ **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. Of the 24 unique firms that attended the two pre-bid meetings in the reporting period, 50% were E/S/M/WBE certified.



● **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 occurred on June 22, 2020 with full reporting capabilities accessible in December 2020 due to a manual migration.

