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

Marketing: Enhanced strategy including targeted outreach and social media communication

Year 1 Plan: Key areas of focus as incorporated in the District 2024 Strategic Plan

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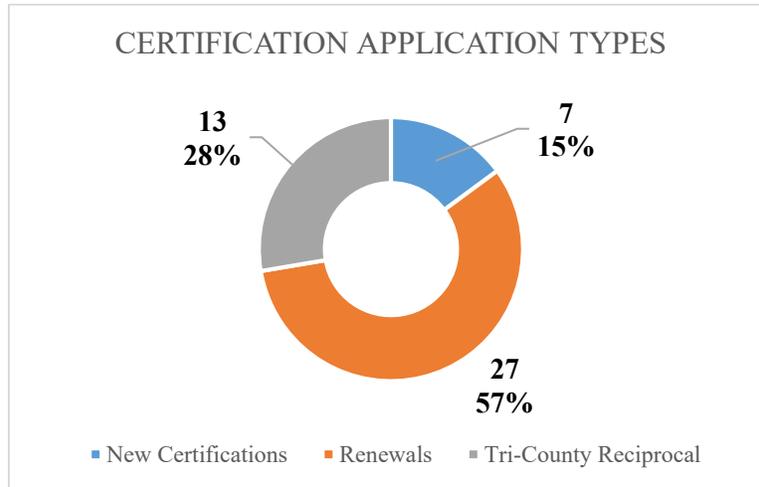
- **Certification**

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.
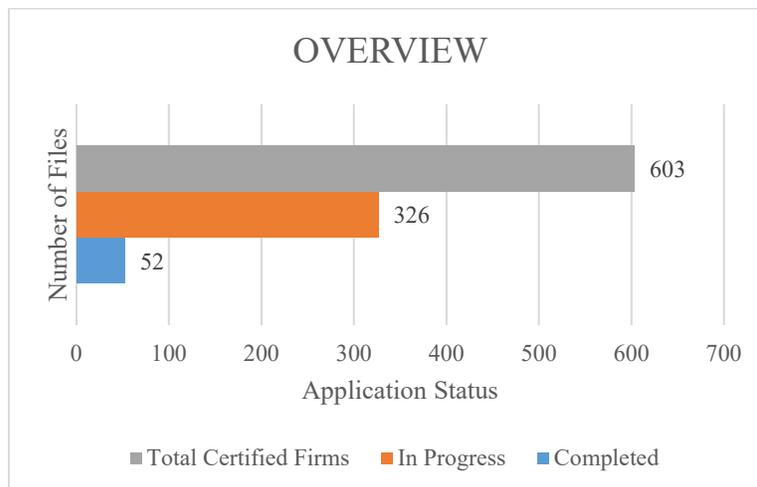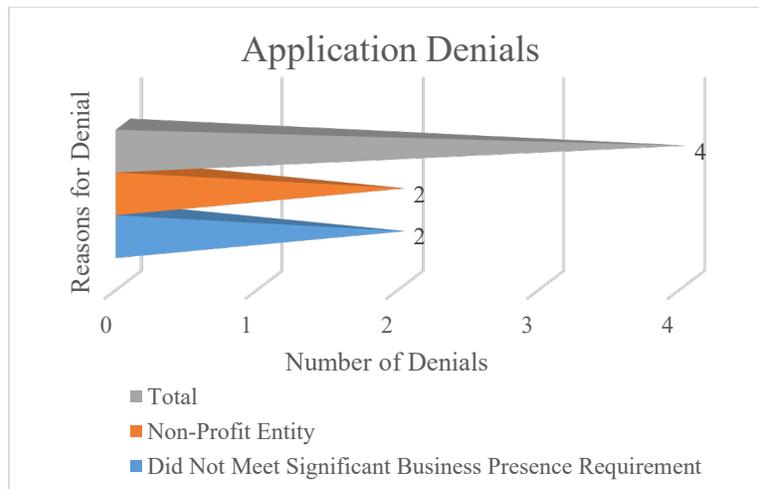

Note: The files "In Progress" consist of new certification and renewal requests and Data Integrity Validation Project (Data Validation) vendor files.
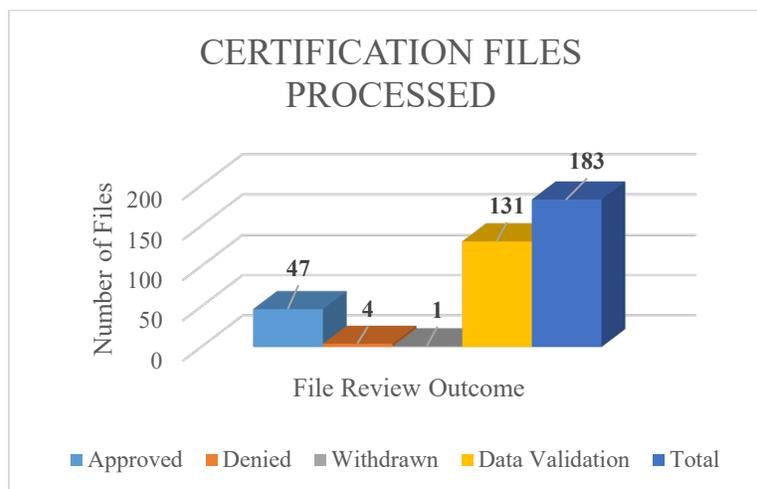
*Note: This is a breakdown of the 183 files processed.*

Note: This is a breakdown of the 47 approved certifications.
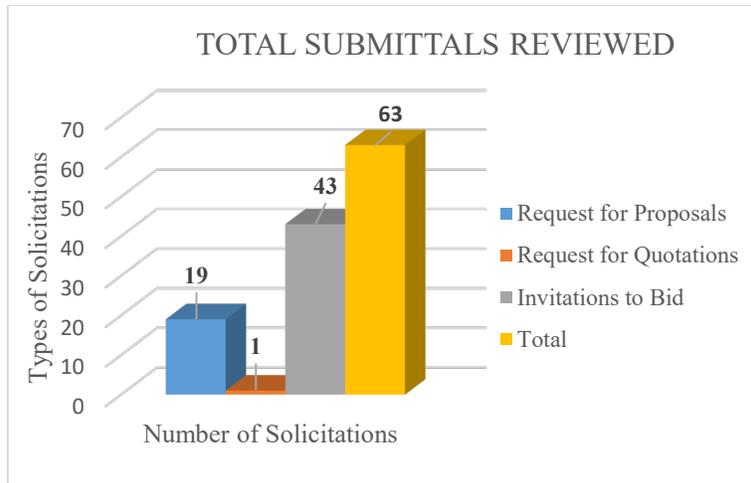

Note: The firms that did not to meet the Significant Business Presence requirement are not based in the tri-county area.

- **Compliance**

Under this reporting period, there was a total of 15 solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TOTAL SUBMITTALS REVIEWED
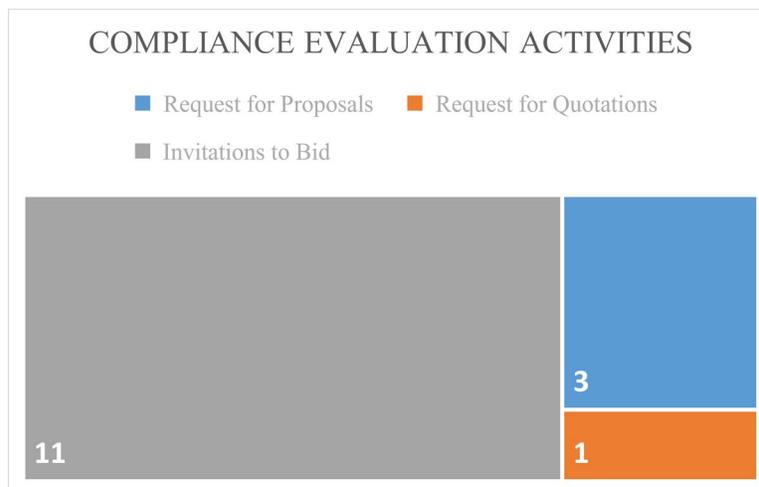
Note: Of the 15 solicitations reviewed, compliance evaluated sixty-three (63) submittals to assess the outcome and effectiveness of the assigned APIs.

o **Solicitations Reviewed**

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

ANALYSIS OF PRIME BIDDERS
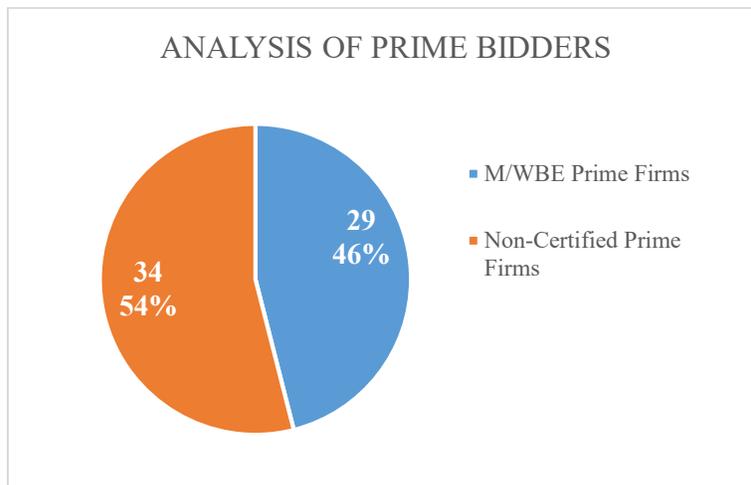
Note: M/WBE firms may be participating on multiple projects.

M/WBE PRIME & SUB PARTICIPATION LEVELS
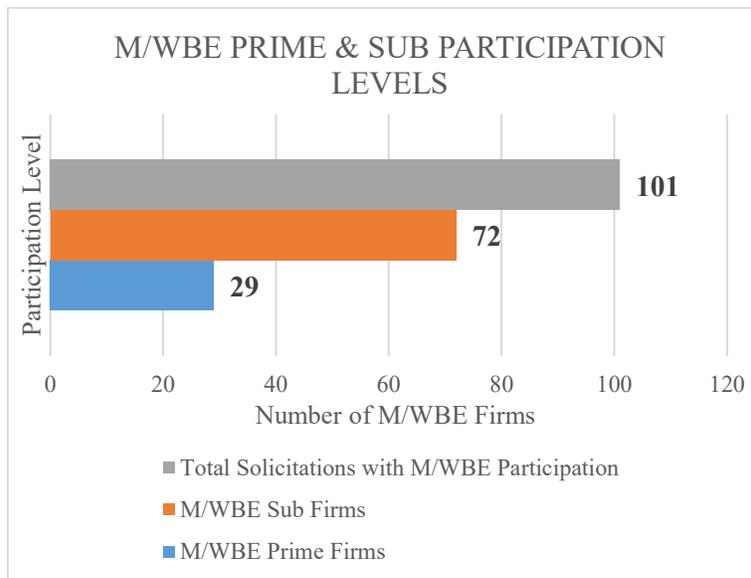
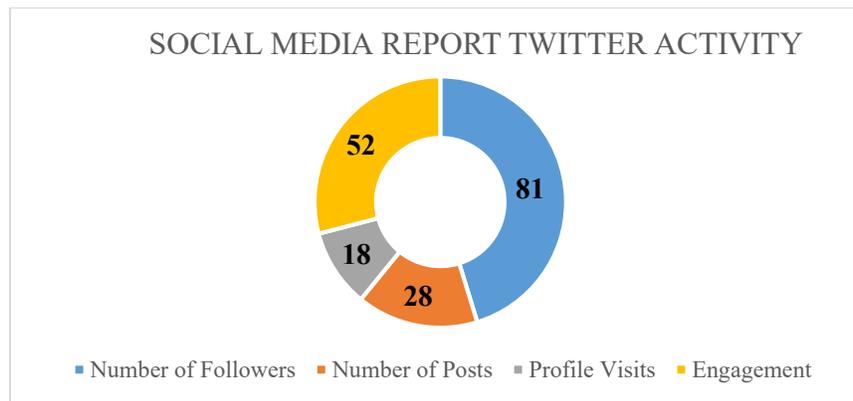*Note: M/WBE primes and subcontractors do not reflect unique firms.*

- **Marketing**

EDDC is continuing to communicate with the business community and economic development partners during the COVID-19 pandemic. EDDC completed fourteen (14) marketing campaigns that yielded a thirty-two (32) percent average open rate. The national average is between fifteen (15) and twenty-five (25) percent.

   o **Business Connect E-Newsletter**

EDDC disseminated the department's e-newsletter, *Business Connect*, *Vol. I Issue III.* Among other topics, this edition highlights results from the *Metlife & U.S. Chamber of Commerce Small Business Coronavirus Impact Poll* focused on the continuing effect of the coronavirus.
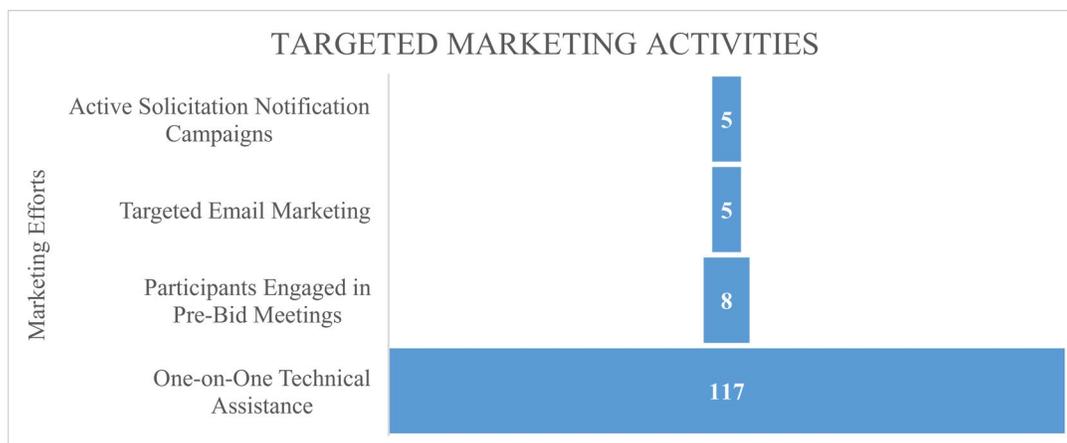
   o **Social Media Communication**

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 7,712 impressions occurred. The EDDC engagement rate was 1.1% 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*.

SOCIAL MEDIA REPORT TWITTER ACTIVITY

52
81
18
28

- Number of Followers   - Number of Posts   - Profile Visits   - Engagement

   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

Marketing Efforts

Active Solicitation Notification Campaigns — 5

Targeted Email Marketing — 5

Participants Engaged in Pre-Bid Meetings — 8

One-on-One Technical Assistance — 117

- **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.
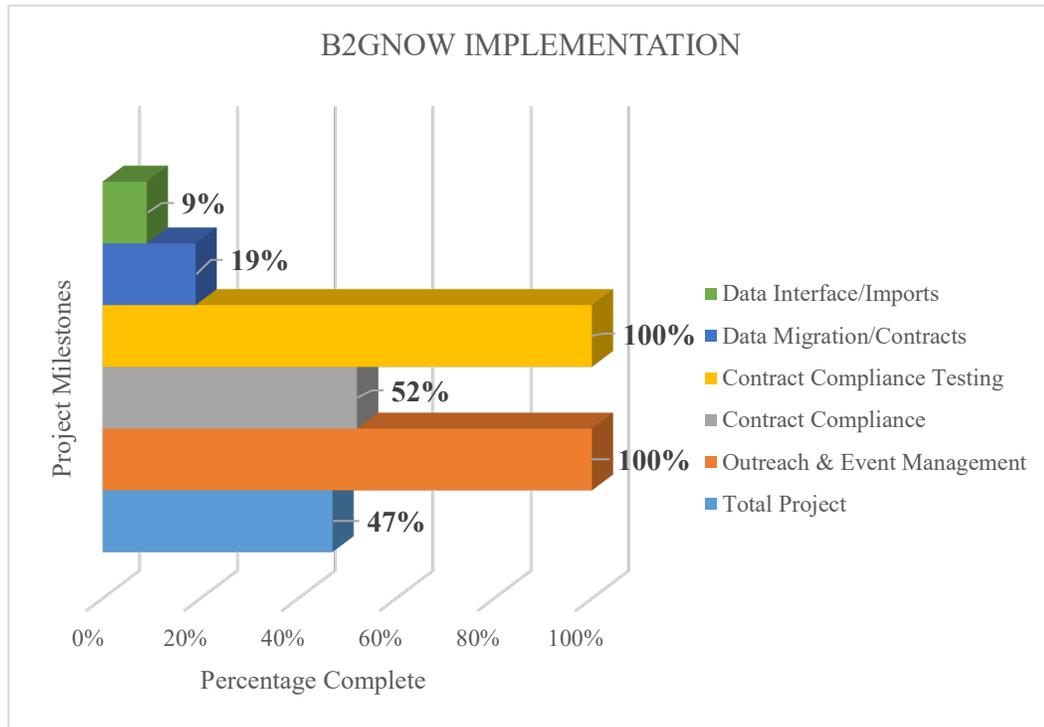
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM

Year 1 Plan

	INITIATE	PLAN	IMPLEMENT	CONTROL

What We're Doing	▪ EDDC/ SDOP Policy Workshops
	  ▪ 10/29/19 Revised Org and Name Change
	  ▪ 01/28/20 Policy 3330
	▪ Survey E/S/M/WBE community
		▪ Analyzing data
		▪ Develop Organizational Paradigm
		▪ Develop Action plan
			▪ Launch B2GNow, vendor management
			▪ Launch EDDC website and social media campaign
			▪ Introduce Inclusion to Procurement training
			▪ Formalize regional partnerships with supplier inclusion organizations.
				▪ Launch Business Intelligence and Process Management group within EDDC
				▪ Review and refine the E/S/ M/WBE ARIBA database
				▪ Update Disparity Study

What to Look For	▪ Team Action Planning sessions 1/16 and 1/24 ▪ PWS & EDDC cross training sessions	▪ Robust Marketing elements (Digital) ▪ Meetings with District Leaders, Business Partners and other Stakeholders	▪ Enhanced visibility and influence to oversee program activity that grows economic base in Broward. #SHOPBROWARD ▪ Expanded outreach and utilization across all commodities ▪ Improved data integrity and governance for compliance/reporting	▪ Board Reports (E -1) ▪ BOC- SMART reports ▪ Engaged committees ▪ Workflow aligned to Organizational Paradigm

2024 STRATEGIC PLAN QUARTERLY REPORT

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