

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

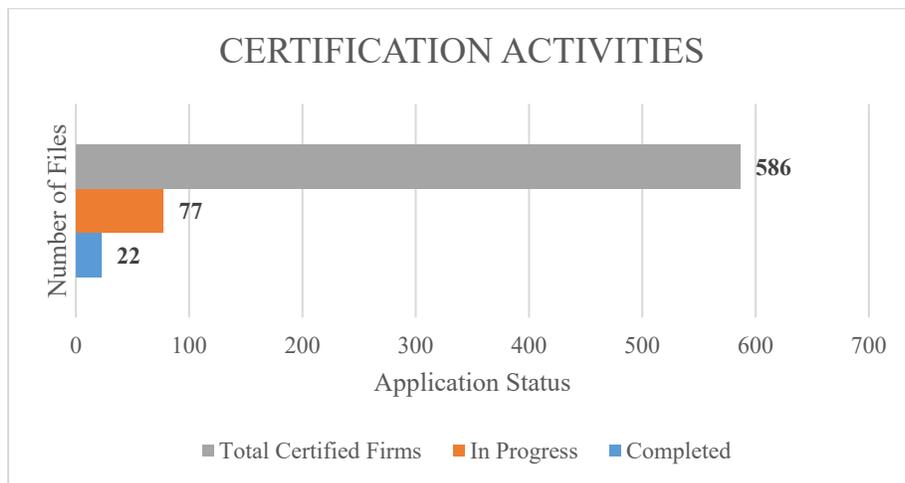
The Economic Development & Diversity Compliance Department (EDDC) oversees the District’s Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 we continue to serve as a conduit to ensure inclusive procurement activity, we are executing marketing strategies and optimizing reporting capability and efficiency.

- ◇ **B2Gnow System Implementation:** Capture District diversity spend and utilization by ethnicity and gender
- ◇ **Marketing:** Enhanced strategy including targeted outreach and social media communication

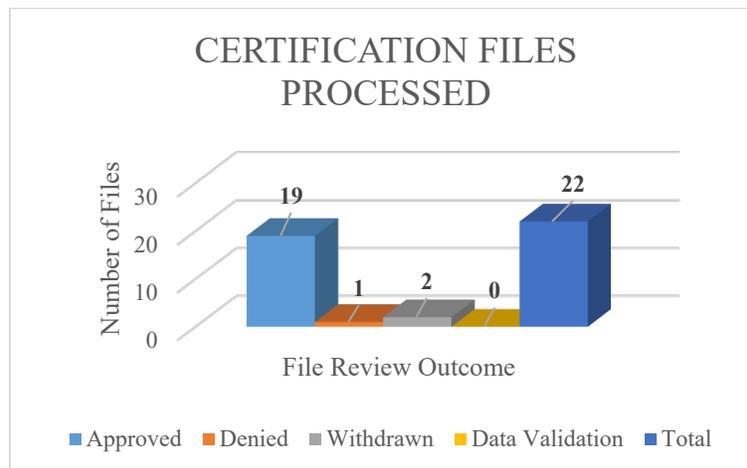
The summaries and illustrations below provide an update on the continual progress of SDOP.

• **Certification**

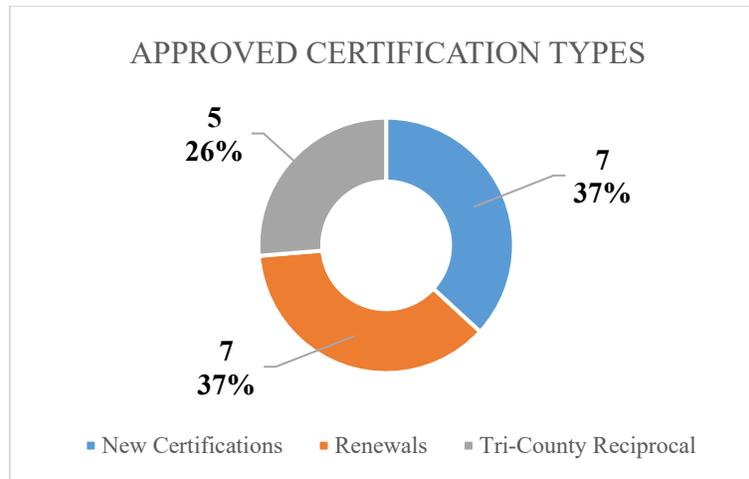
During the reporting period, the primary focus of the EDDC certification team was to process certification files.



Note: The files “In Progress” consist of new certifications and renewal activity.



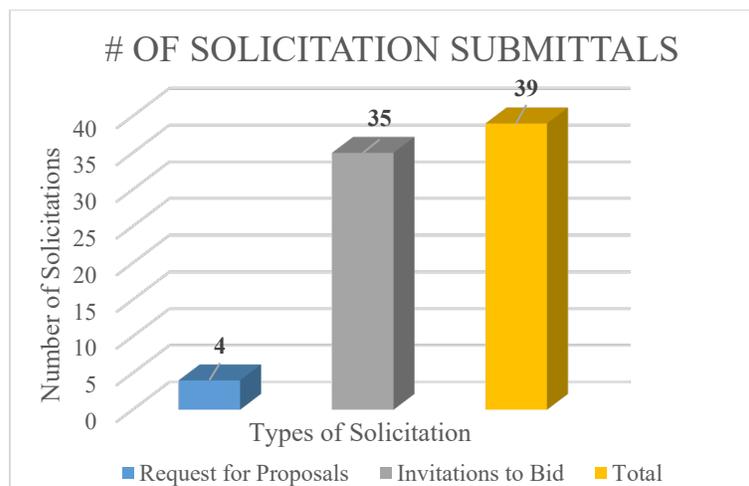
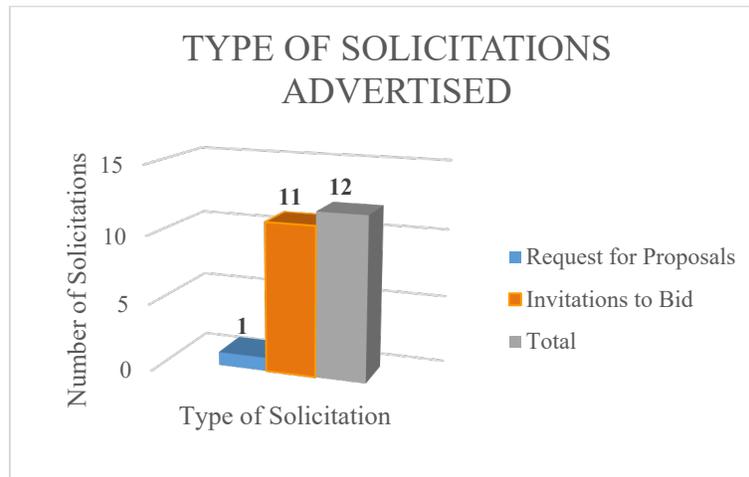
Note: This is a breakdown of the twenty-two (22) files processed. The single denied applicant firm is not based in the tri-county area and did not meet the Significant Business Presence requirement.



Note: This is a breakdown of the 19 approved certifications.

- **Compliance**

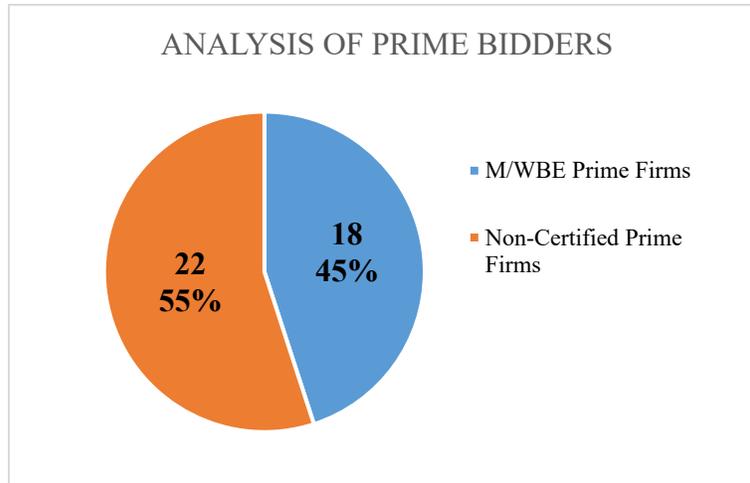
Under this reporting period, there was a total of 12 solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.



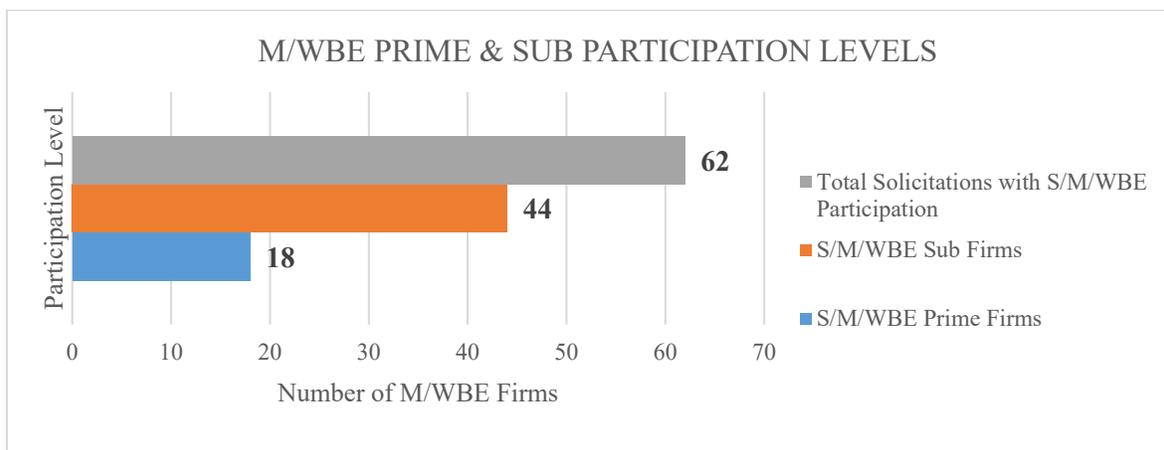
Note: Of the 12 solicitations, compliance evaluated thirty-nine (39) solicitation submittals to assess the outcome and effectiveness of the assigned APIs.

○ **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.



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



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

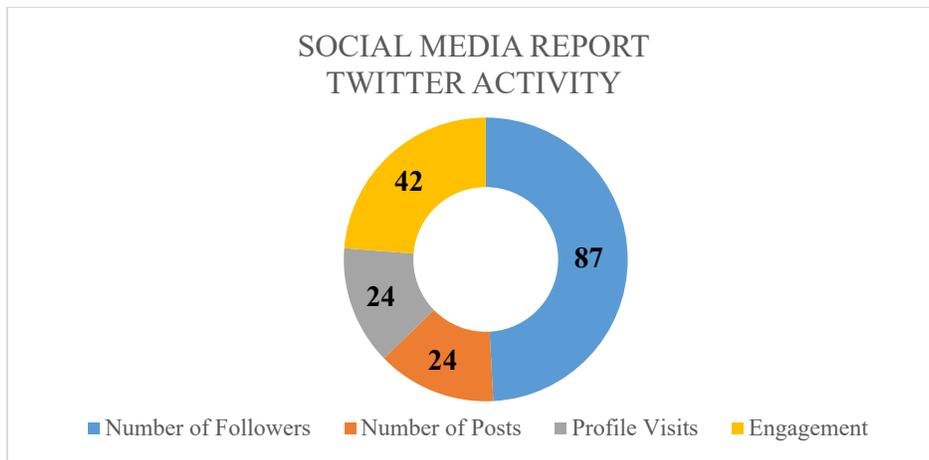
S/M/WBE PRIME SOLICITATION SUBMITTALS & AWARDS & SUB COMMITMENTS				
Ethnicity & Gender	# of Primes	# of Primes Awarded	# of Subs Proposed	# of Subs Based on Award
<i>African American MBE</i>	0	0	5	2
<i>African American M/WBE</i>	0	0	3	0
<i>Hispanic American MBE</i>	13	3	22	2
<i>Hispanic American M/WBE</i>	2	0	9	2
<i>Asian American MBE</i>	0	0	0	0
<i>Asian American M/WBE</i>	0	0	1	0
<i>Native American MBE</i>	0	0	0	0
<i>Women Business Enterprise WBE</i>	2	0	4	2
<i>Small Business Enterprise SBE</i>	1	0	0	0
Total	18	3	44	8

- **Marketing**

EDDC is continuing to communicate with the business community and economic development partners during the COVID-19 pandemic. EDDC completed fifteen (15) marketing campaigns that yielded a thirty-four (34) percent average open rate. The national average is between fifteen (15) and twenty-five (25) percent.

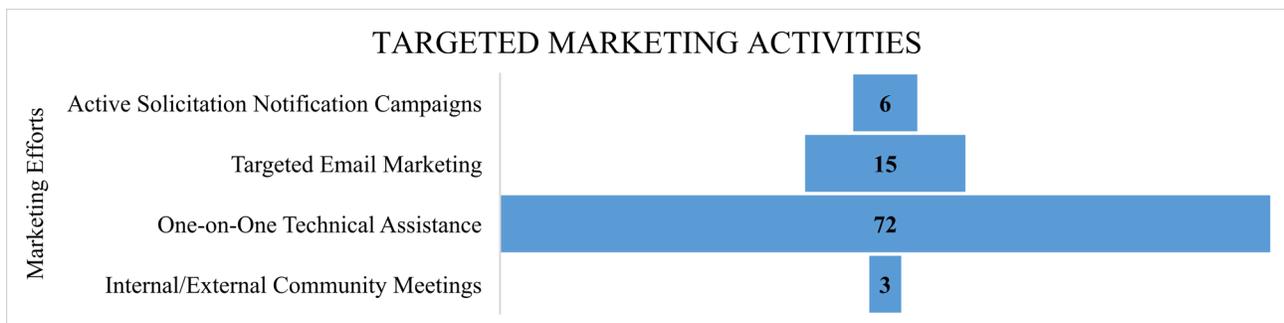
- **Social Media Communication**

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 5,762 impressions occurred. The EDDC engagement rate was 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](https://twitter.com/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 occurred on June 22, 2020 with full reporting capabilities accessible in December 2020 due to a manual migration.

