



# NAACP

## FLORIDA STATE CONFERENCE

### 2016 DIVERSITY MATTERS REPORT CARD

#### Notable Areas of Performance

The cities of Orlando in central Florida, Gainesville in north central Florida and Pensacola in northwest Florida outperformed all other governments in spending with veteran, minority, and small businesses in our 2015 survey. We encourage other public agencies to review their policies, procedures and expenditures with this targeted population.

Palm Beach County District Schools, with an overall grade of “B” is a standout in this year’s 2016 survey in the category of expenditures with veteran, minority, and small businesses. They reported spending more than \$18 million, which is the highest of any school district and county government. Only the City of Orlando reported a higher number of more than \$65 million, during the 2015 survey period. Volusia County District Schools should also be commended for an overall grade of “C”, surpassing all other respondents except Palm Beach County District Schools.

Darden Restaurants is another standout in the 2016 survey in the category of expenditures with small, veteran and minority businesses. They reported spending more than \$339 million (\$33 million African-American, \$82 million Asian-American, \$55 million Hispanic-American and \$11 million Native-American) which is the highest reported spend of any private corporation responding to our survey. Although the letter grade in this category was not favorable, there is a very strong national commitment to diversity and inclusion.

#### Areas for Improvement

The workforce diversity of most local governments reviewed were exceptional but advertising and marketing dollars with veteran, minority, and women-owned businesses has been a general failure. Although government entities receive tax dollars, many still do no track spending by race and ethnicity nor is this data available in a transparent process for public inspection. According to responses in our survey, most public agencies either do not have a dedicated advertising and media budget or spend very little on diverse groups which do not reflect the diversity of the State of Florida. We recommend continuous improvement for all survey respondents. We also highlight the Pasco County Board of County Commissioners as having the highest dedicated minority advertising and media budget.

#### Diversity Efforts

There is substantial opportunity to improve tracking of procurement spending, establishing voluntary diverse goals, and developing partnerships with diverse suppliers to help grow local businesses which can better support local economies and increase local jobs.

According to responses in our survey, many public agencies do not have dedicated supplier diversity, EEO or diversity senior leadership to oversee diversity and inclusion programs. This function has been folded into other departments, showing a lack of commitment from elected officials, appointed officials and senior management. We recommend all public agencies and private corporations to create an office reporting directly to the senior executive, to manage these programs and initiatives.

