

JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: The Citadel

Sole Source Vendor: Encoura, 1108 Lavaca Street, Ste 110-390, Austin, TX 78701

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: This sole source is required to recruit qualified students to The Citadel. Encoura provides contact information of prospective applicants who have taken the ACT or enrolled in Encoura's college and career planning program. This is a one (1) Year agreement with four (4) options to renew. The total five year contract amount is estimated at \$500,000.00

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: Encoura® LLC is a wholly owned subsidiary of ACT®, a non-profit organization that administers the ACT pre-college exam. Encoura operates the nation's oldest and largest free postsecondary planning program, now known as myOptions Encourage® (*formerly myCollegeOptions®*). Encoura's mission is to empower students and institutions to create meaningful connections so every student and college can achieve their goals. With the launch of the Encoura platform in 2017, the company provides custom technology solutions that combine Eduventures® proprietary research, data science, strategic enrollment services, and multichannel marketing solutions to serve over 2,000 higher ed institutions. myOptions Encourage provides college and career planning programs to high school students nationwide so they can explore a wide range of postsecondary opportunities. This unique program ensures students receive an opportunity to identify themselves as qualified college prospects—regardless of pre-college test exam vendors or exam dates. It ensures that colleges can reach and communicate with students who take pre-college exams outside of the colleges' mailing schedules. The program is free to students and high schools. Eight million students nationwide engage in our college planning programs and are made available to college enrollment offices via the combined ACT and Encoura prospect program. Encoura student lists take advantage of multiple selection criteria to target the exact students you are looking for to fulfill your enrollment goals. The early timing and proven methodology used to gather this data ensures greater access among college-bound high school student populations than any other source.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: Names and contact information for students who have taken the ACT and participated in myOptions Encourage for recruitment over a period of 5 years.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: Encoura is the sole provider of student profiles attained through the ACT assessment service, as well as the only source for myOptions Encourage student Profiles. Right to Protest: If you are aggrieved in connection with the intended award of this project you may be entitled to protest, but only as provided in Section 11-35-420 (1) South Carolina Code of Laws. Any intent to protest or actual protest must be submitted in writing to the Chief Procurement Officer,

Form>MMO#102
State Fiscal Accountability Authority
8/9/2021

Materials Management Office (a) via email to protest-mmo@mmo.sc.gov or (b) vis USPS or any other carrier to 1201 Main St., Suite 600, Columbia, SC 29201

Authorized Signature
Printed Name: Preethi Saint
Title: VP of Finance
Date: 8/7/2024

Notes:

Authorized signature is the agency head unless the agency head has delegated that authority. Delegation of authority must be submitted to the Materials Management Officer in writing.

The Agency must obtain a Drug-free Workplace certification from the Vendor if the sole source procurement is \$50,000 or greater.