

JUSTIFICATION FOR AWARD WITHOUT COMPETITION

(To be completed and submitted by the Office of Procurement)

Based upon the following determination, the proposed procurement action described below is being procured pursuant to the authority of Section 11-35-1560 of the SC Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 SC Code of Laws.

Why does the governmental body need this item or service: (description of the agency need that this procurement meets):

The College seeks to expand our enrollment funnel, increase applications to the College and improve yield rate of admitted students. The service of CollegeVine and it's AI Recruiter will significantly help the College do that. Here is how:

- o Access to their database of students to grow our enrollment funnel (called "connections")
- o Access to their Artificial Intelligence Recruiter (AIR) and Workflow Engine, including phone calling capabilities and other modalities, would greatly enhance the College's outreach to suspects and inquiries in our enrollment funnel. Key is that this AIR can be custom-trained to learn College of Charleston mindset.
- o Ability to load our homegrown and other sources of data into the AIR
- o Access to the CollegeVine predictive model that shows likelihood of engagement of students
- o Dedicate more staff time to recruitment of visitors, as prospects and admitted students will all now have interactions with AIR

As a sole source procurement for \$ 750,000 (5 yr estimate) from (name of sole source contractor): CollegeVine

Description of market research Agency has performed to determine the availability of products or services that would meet the Agency's needs:

The College conducted research of all major competitors and the results revealed that no other company has AI in place to support recruitment, let alone a multi-modality AI that will learn from College of Charleston resources and evolve.

Additionally, CollegeVine's system exclusively provides the following key features:

1. Proprietary Workflow Engine
2. Multi-Modality
3. Exclusive Predictive Data Model
4. Proactive vs. Reactive Communication
5. Two-Way Network ("Connections")
6. Proprietary Trust and Safety Interventions

CollegeVine is the sole provider and seller of their platform.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract:

- AI RECRUITER that is capable of performing interactive student calls and other modes of communication through technology (text, email, send mail).
- Platform for high schools students: 2.2 Million students available through connections from the CollegeVine website network.
- <https://www.collegevine.com/recruit/ai-recruiter>

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency:

CollegeVine leverages cutting-edge generative and predictive AI to train and deploy autonomous AI recruiters. These AI recruiters connect with prospective students and independently manage communications across phone call, email, SMS, and direct mail, nurturing them towards enrollment. The platform facilitates engagement either through CollegeVine Connections—formed when both students and colleges mutually accept connection requests in the CollegeVine network—or through uploaded leads from the college’s prospect pool.

CollegeVine's system exclusively provides the following key features:

- 1. Proprietary Workflow Engine
- 2. Multi-Modality
- 3. Exclusive Predictive Data Model
- 4. Proactive vs. Reactive Communication
- 5. Two-Way Network (“Connections”)
- 6. Proprietary Trust and Safety Interventions

In accordance with the South Carolina Consolidated Procurement section 11-35-1560 - Sole Source, the College of Charleston announced the intent to award without Competition. No protests were received.

Solicitation# 25-26-SDM-SS-T5

Contract Expiration Date: 9/20/2029

DocuSigned by:

Wendy Williams

EBB4C4AABCC419

Wendy E. Williams, CPPO, C.P.M., Director of Procurement

9/4/2024

Date

DocuSigned by:

John F. Loonan

2A42872317CF4ED...

John F. Loonan, Executive Vice President for Business Affairs

9/4/2024

Date

If this procurement is \$50,000 or greater, the Drug Free Workplace Act (§ 44-107-10, et Seq. Code of Laws of SC) applies, the acceptance of a Purchase Order signifies the Vendor certification that they are in compliance with the Drug Free Workplace Act.

6-Digit Index Number: 160052

6-Digit Account Code: 710810

NIGP 3-Digit Commodity Code: 208

Buyer's Initials SDM

Certificate Of Completion

Envelope Id: 51AF9E5650F74016A8C8321D2CFBD869

Status: Completed

Subject: Please DocuSign: Sole Source Procurement Justification Form

Source Envelope:

Document Pages: 2

Signatures: 2

Certificate Pages: 5

Initials: 0

AutoNav: Enabled

Envelopeld Stamping: Enabled

Time Zone: (UTC-08:00) Pacific Time (US & Canada)

Envelope Originator:

College of Charleston Procurement

66 George St.

Charleston, SC 29424

voh@cofc.edu

IP Address: 199.188.81.74

Record Tracking

Status: Original

9/4/2024 6:12:57 AM

Holder: College of Charleston Procurement

voh@cofc.edu

Location: DocuSign

Signer Events**Signature****Timestamp**Susan Dick-McKeon 25-26-SDM-SS-T5 Collegvine
dickmckeonsm@cofc.edu**Completed**

Sent: 9/4/2024 6:12:58 AM

Viewed: 9/4/2024 6:13:06 AM

Signed: 9/4/2024 6:35:22 AM

Security Level:

DocuSign.email

ID: 1

9/4/2024 6:12:59 AM

Using IP Address: 199.188.81.74

Electronic Record and Signature Disclosure:

Accepted: 9/4/2024 6:13:06 AM

ID: b5ebd29e-aa17-4d36-84cc-45a8ab2c90e4

Wendy Williams


williamsw@cofc.edu

Chief Procurement Officer

College of Charleston

Security Level: Email, Account Authentication
(None), Login with SSO

DocuSigned by:


EBB4C4AABCC1419...

Sent: 9/4/2024 6:35:23 AM

Viewed: 9/4/2024 6:40:56 AM

Signed: 9/4/2024 6:55:24 AM

Signature Adoption: Pre-selected Style

Using IP Address: 73.131.114.44

Electronic Record and Signature Disclosure:

Accepted: 6/20/2024 10:44:59 AM

ID: f154ea7b-cb68-41d1-bb99-f5a3a19a51a2

John F. Loonan

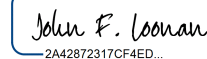
loonanjf@cofc.edu

EVP CFO

College of Charleston

Security Level: Email, Account Authentication
(None)

DocuSigned by:


2A42872317CF4ED...

Sent: 9/4/2024 6:55:26 AM

Viewed: 9/4/2024 6:58:56 AM

Signed: 9/4/2024 6:59:39 AM

Signature Adoption: Pre-selected Style

Using IP Address: 153.9.212.103

Electronic Record and Signature Disclosure:

Accepted: 7/7/2020 9:27:53 AM

ID: 04e03343-e487-4dfe-b642-4c604ca05830

In Person Signer Events**Signature****Timestamp****Editor Delivery Events****Status****Timestamp****Agent Delivery Events****Status****Timestamp****Intermediary Delivery Events****Status****Timestamp****Certified Delivery Events****Status****Timestamp****Carbon Copy Events****Status****Timestamp**

Carbon Copy Events	Status	Timestamp
Tatiana Williams williamst4@cofc.edu Executive Administrative Assistant College of Charleston Security Level: Email, Account Authentication (None) Electronic Record and Signature Disclosure: Not Offered via DocuSign	COPIED	Sent: 9/4/2024 6:55:25 AM
Cynthia Washington washingtonc@cofc.edu Security Level: Email, Account Authentication (None) Electronic Record and Signature Disclosure: Accepted: 2/6/2024 4:42:33 AM ID: e94572a8-a4da-4184-bfb2-69607c9c3532	COPIED	Sent: 9/4/2024 6:59:40 AM
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	9/4/2024 6:12:58 AM
Envelope Updated	Security Checked	9/4/2024 6:35:22 AM
Certified Delivered	Security Checked	9/4/2024 6:58:56 AM
Signing Complete	Security Checked	9/4/2024 6:59:39 AM
Completed	Security Checked	9/4/2024 6:59:40 AM
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		

ELECTRONIC RECORD AND SIGNATURE DISCLOSURE

From time to time, College of Charleston (we, us or Company) may provide you documents for electronic signature. Described below are the terms and conditions for providing to you documents electronically through the DocuSign system. Please read the information below carefully and thoroughly, and if you can access this information electronically to your satisfaction and agree to this Electronic Record and Signature Disclosure (ERSD), please confirm your agreement by selecting the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

By selecting the check-box next to 'I agree to use electronic records and signatures', you are signing this agreement electronically.

Further, by selecting the check-box next to 'I agree to use electronic records and signatures', you confirm that:

- You can access and read this Electronic Record and Signature Disclosure (ERSD);
- You are agreeing that your electronic signature the legal equivalent of your manual signature on this agreement and that you consent to be legally bound to the ERSD's terms and conditions;
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- You consent to receive electronic notices, disclosures, authorizations, or acknowledgements until or unless you notify College of Charleston as described below.
- **For Third Party Vendors**, you also agree that no certification authority or other third party verification is necessary to validate your E-signature and that the lack of such certification or third party verification will not in any way affect the enforceability of your E-signature or any resulting contract between you and College of Charleston; and
- **For Third Party Vendors**, you also represent that you are authorized to enter into this agreement on behalf of the vendor to be bound by the terms and conditions of the ERSD.

Requesting paper copies

At any time, you may request from us a paper copy of any record provided or made available electronically to you by us. You will have the ability to download and print documents we send to you through the DocuSign system during and immediately after the signing session and, if you elect to create a DocuSign account, you may access the documents for a limited period of time (usually 30 days) after such documents are first sent to you. You may request delivery of such paper copies from us by sending an email to the applicable department that you received the communication from. Please be sure to include in your request your email address, name and title, mailing address and phone number.

For Third Party Vendors You acknowledge that College of Charleston reserves the right to charge a reasonable fee for the production and mailing of paper versions of electronic communication.

All notices and disclosures will be sent to you electronically

Unless you tell us otherwise in accordance with the procedures described below, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below.

Withdrawing your consent

If you decide to receive notices, disclosures or other communications from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format.

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may send an email to the College department requesting e-signature. Please include in the body of the email your full name, mailing address and telephone number.

PLEASE NOTE THAT YOU MAY BE LIMITED TO RECEIVE CERTAIN DOCUMENTS ELECTRONICALLY WHILE THE CAMPUS IS CLOSED.

If you elect to receive electronic documents and communications only in paper format, it may slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required documents and communications to you in paper format, and then wait until we receive your acknowledgment of your receipt of such documents. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

Requesting change of email address

You may contact us to let us know of your changes as to how we may contact you electronically as follows:

If you are a current College of Charleston employee or student, you may only receive electronic documents through your College-issued email account.

For third parties, if you created a DocuSign account, you may update it with your new email address through your account preferences.

You can advise College of Charleston of a change in your email address by sending an email message to the applicable department. Please title your email: “**Electronic Notification Change**” and in the body of such request you must include your previous email address and your new email address.

Required hardware and software

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signingsystem-requirements>.