

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 of Charleston requires Salesforce to efficiently manage and guide prospective students through the Admissions funnel, spanning from the prospect stage to the deposit stage. Salesforce supports critical functions, including marketing, communications, event management, application processing, application review, and the overall shaping and yield of each incoming class. Its integration with our existing processes is essential for maintaining a seamless and effective recruitment and admissions strategy.

The Software included is Lightning Platform Unlimited Edition , Customer Community - Enterprise Edition -Logins, Sales Cloud-Enterprise Edition, Premier Success Plan (Support) - Marketing

As a sole source procurement for \$ 830,599 (5 year Estimation) from (name of sole source contractor): Salesforce.org, LLC.

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

Salesforce offers superior CRM services and is the only system that TargetX will integrate with to provide us with this solution. When combined with TargetX it delivers proprietary managed packages designed for higher education. Further, The college has relied on Salesforce for over 15 years to support Admissions and related activities. The application is integrated into numerous systems and processes. Transitioning to a different solution will disrupt established and effective workflows for applicants, staff, and IT, resulting in undesirable re-orientations and integrations.

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

Employed in conjunction with TargetX for recruitment purposes, Salesforce is a cloud-based CRM platform specifically tailored for higher education. The Recruitment CRM Suite includes modules for managing prospects, applications, and admissions decisions. The specific components required are Lightning Platform Unlimited Edition, Customer Community - Enterprise Edition -Logins, Sales Cloud-Enterprise Edition, Premier Success Plan (Support) - Marketing

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

Salesforce offers superior CRM services and is the only system that TargetX will integrate to provide us with this solution. Combined with TargetX, it delivers proprietary managed packages designed for higher education uniquely suited to meet our needs. The combined use of Salesforce with TargetX provides a dedicated support team crucial for customizing and optimizing the CRM platform to fit our college's specific admissions processes, ensuring the platform functions effectively within our Admissions funnel.

The college has relied on Salesforce for over 15 years to support Admissions and related activities. The application is integrated into numerous systems and processes. Transitioning to a different solution will disrupt established and effective workflows for applicants, staff, and IT, resulting in undesirable re-orientations and integrations.

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# 25-32-SDM-SS-T5

Contract Expiration Date: 10/14/2024

DocuSigned by:

Cynthia Washington

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

10/3/2024

Date

DocuSigned by:

John F. Loonan

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John F. Loonan, Executive Vice President for Business Affairs

10/3/2024

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: 110037

6-Digit Account Code: 710414

NIGP 3-Digit Commodity Code: 208

Buyer's Initials SDM