

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):

Merit's software is used to drive enrollment, increase donors and funding, and improve the College's visibility with targeted media placements of student success stories published and shared with parents, high schools, government reps, and hometown media outlets.

As a sole source procurement for \$ 60000 (estimated 5 yr total) **from** (name of sole source contractor): Merit Pages, Inc.

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

Merit Pages software is owned, developed, and delivered exclusively by Merit Pages. Market research using Procurement IQ, GovSpend, and Google found no other software product/vendor that targets media placements of student success stories published and shared with parents, high schools, government reps, and hometown media outlets.

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

Merit's software is used to drive enrollment, increase donors and funding, and improve the College's visibility with targeted media placements of student success stories published and shared with parents, high schools, government reps, and hometown media outlets. The software transforms content we are posting online and on social media into hundreds of personalized stories for the students' hometown news agencies and social media. Merit then drives all of the interest generated by our stories back to our website where audiences can learn more about the College of Charleston.

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

There is no other software product/company that provides targeted media placements of student success stories published and shared with parents, high schools, government reps, and hometown media outlets.

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# 25-38-SDM-SS-T5 Merit Pages

Contract Expiration Date: 06/30/2029

DocuSigned by:

Wendy Williams

EBB4C4AABCC419

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

10/30/2024

Date

DocuSigned by:

John F. Loonan

2A42872317CF4ED...

John F. Loonan, Executive Vice President for Business Affairs

10/30/2024

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: 110025

6-Digit Account Code: 710414

NIGP 3-Digit Commodity Code: 208

Buyer's Initials SDM