

Note: This Sole Source Certification will become a public document, open to public inspection; therefore, you should be certain all material facts are true, relevant and clearly understandable.

## SOLE SOURCE JUSTIFICATION

Per Florida Polytechnic University Purchasing guidelines, the following is submitted in support of this request for authority to purchase, without bidding, the items available from only one source.

Note: Sole Source means that the item/service is unique and that the vendor is the only one from whom the item/service can be provided. Best Price alone cannot be used for sole source. If the item/service is available from more than one source of supply, best price must be determined through the competitive bid process.

A. **Sole Source Vendor Company Name:** NRCCUA (Encoura)

Contact Person: Paul McPhee

Address: 1108 Lavaca St. Suite 110-390 Austin, TX 78701

Telephone: 737-900-6111 Fax: \_\_\_\_\_ Email: paulm@encoura.org

B. Describe in lay language, what the item/service is and how it is to be used.

NRCCUA (Encoura) is the only source for student profiles attained through the ACT assessment service. These 2 million student profiles are the only industry assessment testing service profiles available with a predictive model applied before an institution acquires prospect data (SMART+).

C. What feature or special condition of this purchase is unique and cannot be obtained from any other source?

NRCCUA (Encoura) uses its SMART approach predictive modeling service to assist Florida Poly in the identification of prospective students from the ACT database who are most likely to enroll.

D. Is this product being purchased directly from the manufacturer?  Yes  No

If No, is it available from more than one dealer?

If Yes, it is available from more than one dealer, why can this item not be bid?

E. Prior to submitting this requisition, did you investigate other possible sources?

If Yes: 1) Did you obtain quotes from the other sources?

Yes  No If Yes, attach copies.

2) Is this Vendor's price lower than the other sources?

Yes  No If No, justify additional cost

F. Other Sole Source comments or explanations.

This service was initially procured through RFP 16-024. NRCCUA was the one and only proposal submitted. For more information on this sole source please see page two.

I / We, the undersigned, certify the above to be true and correct to the best of my / our knowledge and belief and the user and / or undersigned does not have a financial interest in the above named vendor.

DEPARTMENT APPROVAL	PROCUREMENT APPROVAL
I hereby certify the validity of the information and feel confident the Sole Source Certification will meet University criteria and would withstand any audit or vendor protest.  Ben Matthew Corpus <small>Digitally signed by Ben Matthew Corpus Date: 2022.06.01 09:14:33 -04'00'</small> _____ Principal/Department Head Signature Date	This acquisition is approved as a non-competitive purchase.   _____ Purchasing Coordinator Signature Date
FAILURE TO FILE A PROTEST IN ACCORDANCE WITH BOARD OF GOVERNORS (BOG) REGULATION 18.002 OR FAILURE TO POST THE BOND OR OTHER SECURITY AS REQUIRED IN THE BOG REGULATION 18.002 AND 18.003(3) SHALL CONSTITUTE A WAIVER OF PROTEST PROCEEDING.	Laura E. Marrone <small>Digitally signed by Laura E. Marrone Date: 2022.06.01 09:24:58 -04'00'</small> _____ Procurement Authorized Signature Date

## Sole Source Justification (Continued)

Please use the following sections to continue documentation if needed.

### F. Continued:

Data, insight and research from 5-6 million high school students who engage via the myOptions® College Planning Program annually. myOptions is the nation's largest college planning program, and the solution proposed leverages this industry unique data to provide insight.

- Comprehensive analytics that matches Florida Polytechnic University's enrollment funnel data to millions of enhanced data records from the NRCCUA college planning program to create personalized insight for Florida Polytechnic University.

- Incorporation and use of the NRCCUA SMART+® Predictive model, currently in use by over 160 institutions. A Florida Polytechnic University specific model leverages both cognitive and non-cognitive data available from the NRCCUA student profiles to create a more reliable predictive model applied to prospects. SMART+ is the industry's only predictive model applied to 5-6 million students from the myOptions College Planning Program before an institution acquires any prospect data.

- NRCCUA is the only source for student profiles attained through the ACT assessment service. These 2 million student

profiles are the only industry assessment testing service profiles available with a predictive model applied before an institution acquires prospect data (SMART+) as mentioned above.

- Access to student and inquiry data available only from NRCCUA via the Declared Student Connection. This program outperforms the average inquiries obtained from other sources.

- Unique student communication and connection points via Automated Online Search (AOS) on myOptions, where over 2 million unique students perform college planning activities per year.

- Ability to enhance data from other sources with NRCCUA profiles via eMatch®. NRCCUA's Platform proposal blends the SaaS Data Lab/Enrollment Lens real-time analytics platform with significant volumes of SMART+ scored student data selected using the predictive model unique for Florida Polytechnic University, highly productive Declared student inquiries, plus data enhancements and scoring for other source records.