

USM SSP 24\_015 Notice of Proposed Sole Source Purchase of CampusESP Parent Portal & Support.

[http://www.ms.gov/dfa/contract\\_bid\\_search/Bid](http://www.ms.gov/dfa/contract_bid_search/Bid)

RFx: 3150005411

Comments/objections will be received as required per Section 31-7-13 (C) of the Mississippi Code until 8:00 a.m. (Central Time) on January 11, 2024.

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Jacob Cochran

Interim Director of Procurement & Contracts 118 College Dr. Box 5003 Hattiesburg, MS 39406

[bids@usm.edu](mailto:bids@usm.edu)

Phone: 601-266-4131

Subject Line must read "Sole Source Objection USM SSP 24\_015"

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, USM determines that the commodity in the proposed sole source request can be provided by another person or entity, then USM will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If USM determines after review that there is only one (1) source for the required commodity, then USM will appeal to the Public Procurement Review Board. USM will have the burden of proving that the commodity is only provided by one (1) source.

**Run Dates: 12/22, 12/29**

**The University of Southern Mississippi**  
**Notice of Proposed Sole Source Purchase**  
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The University of Southern Mississippi anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Description of the commodity that USM is seeking to procure:

Utilizing CampusESP will help USM Enrollment Management and Parent & Family Programs teams communicate more effectively and consistently with Golden Eagle parents and family members. The CampusESP platform, along with year-round content curation and on-going support, will streamline and automate communications and allow the office to have more targeted outreach for university strategic student enrollment and retention goals, in addition to engagement of special parent populations as well (i.e. First-Generation, Out-of-State, Military Students, Advising Services, Residence Life, etc.).

2. Explanation of why the commodity is the only one that meets the needs of the agency:

We launched a detailed search for "college parent engagement platforms" on the internet. Although many parent engagement portals were found, they were all focused on K12 education and not geared toward families of postsecondary students. CampusESP was the only solution identified. Some education consulting companies (such as Ruffalo Noel Levitz) even noted that CampusESP was the only company providing this service. Southern Miss also contacted different institutions, both to verify the referenceability of CampusESP, but also to find alternatives. No alternatives were identified and all

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CampusESP customers were referenceable. In some instances, generic communication platforms were identified, but they were not focused on college parents, and they did not provide Southern Miss-specific content as part of the service.

3. Explanation of why the source is the only source is the only person or entity that can provide the required commodity:

CampusESP is unique in the marketplace and is the only platform focused on postsecondary parent engagement that includes portal, content management, analytics, and email features in a single platform. CampusESP is the only platform provider that supports year-round, weekly university-specific and customized content in their platform, which helps reduce burden on administrative staff. CampusESP includes features in a single SaaS-enabled platform.

4. Explanation of why the amount to be expended for the commodity is reasonable:

CampusESP shared their pricing methodology, which is based on two factors: size of the college (measured by undergraduate FTE) and modules deployed. The pricing is guaranteed for three years. The service can terminate any given year. These terms are generally more beneficial for us than other systems we have evaluated.

Along with the initial implementation phase of our CampusESP platform, CampusESP will provide year-round content curation, consulting services, and user/tech support.

Ongoing support from CampusESP is unlimited and at no additional cost.

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5. Efforts that the agency went through to obtain the best possible price for the commodity:

We reviewed the pricing model with CampusESP to understand the components of the price. We are satisfied that given the expected impact on student enrollment and retention (and net tuition revenue) that the platform price is commensurate with the value we are receiving. We were also able to negotiate discounts to the base price and on the implementation fees to secure the best price possible.

<b>Advertisement Schedule</b>	<b>Date</b>
<b>1<sup>st</sup> scheduled</b>	<b>12/22/2023</b>
<b>2<sup>nd</sup> scheduled</b>	<b>12/29/2023</b>

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Jacob Cochran

Interim Director of Procurement & Contracts

Jacob.Cochran@usm.edu

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