

State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services website (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		Maine State Library (94Q)		
Department Contract Administrator or Grant Coordinator:		James Ritter, State Librarian		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$250,000	Advantage CT / RQS #:	CT94Q20210519*3309
CONTRACT	Proposed Start Date:	06/01/2021	Proposed End Date:	09/30/2022
AMENDMENT	Original Start Date:		Effective Date:	
	Previous End Date:		New End Date:	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Claremont Graduate University for the benefit of the Drucker Institute ("CGU") Claremont, CA 91711		
Brief Description of Goods/Services/Grant:		<p>The purpose of this Contract is to design and build a grass-roots, localized, learning platform (Bendable Maine) delivered through Maine's libraries. This platform will provide access to life-long learning opportunities (ranging from informal to formal) for all Maine residents.</p> <p>The Provider shall assemble and lead a local research, development and implementation team to customize, launch, and integrate Bendable into the community, including through the programming and activities of the library and other local organizations (employers, government agencies, social service providers, educational institutions, neighborhood associations, etc.).</p>		

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)

	A. Competitive Process		G. Grant
X	B. Amendment		H. State Statute/Agency Directed
	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

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PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

This service/project directly meets the needs of COVID-19 relief efforts that are related to job-seeking and workforce development and digital life-long-learning content and access.

Amended – additional work:

Will work collaboratively with the backbone organization (the state library) to deepen stakeholder and employer network engagement. DI will continue to convene quarterly Stakeholder Committee meetings and work with the Employer Network to develop an initial set of Career Collections.

Deliverables

- Quarterly Stakeholder Committee meetings and reports
- Initial set of Career Collections, backed by local employers and aligned to jobs in priority industries

Will implement Bendable customizations to the Bendable digital app, Bendable learning-center assets, Bendable training program, and marketing materials, based on the customization designs created in Task 1.3. Customizations may include adding or tailoring learner- or admin-facing features, commissioning original local photography and tailoring Bendable training materials and guides.

Deliverables

- Custom digital features, as needed
- Custom learning center implementation plans and assets
- Custom marketing assets
- Custom training and implementation materials

Based on local research and market data, will develop a custom content catalog that reflects the character and learning needs of the community. The custom catalog will include learning content from national online partners and local providers of learning events, resources, courses and programs. Content from some national partners is freely available on the web and some will require yearly purchase of premium seats*.

Will develop partnerships with local learning and education organizations, as well as establish processes and tools for them to contribute to the Bendable catalog on an ongoing basis. It is expected that local learning content providers will include:

- The library system
- Higher education institutions
- Nonprofits and other community-based organizations
- Workforce development agencies and local economic development initiatives
- Other learning providers (such as code schools, music academies, the parks department, etc.)

Deliverables

- Custom content catalog
- Process guide and tools for local content providers

Original (still accurate):

The Drucker Institute will assemble and lead a local research, development and implementation team to customize, launch, and integrate Bendable into the community, including through the programming and activities of the library and local organizations (employers, government agencies, social service providers, educational institutions, neighborhood associations, etc.). Core to the Bendable team will be at least one Bendable Fellow, who will be deployed on the ground locally for 18 months. They will collaboratively develop a local Stakeholder Committee and an Employer Network. Based on extensive local research, we will customize the Bendable digital platform, place-based learning centers and content catalog to reflect the character and meet the learning needs of the community. We will train the backbone organization (the state library) to take ownership of the system and administer it following launch. We will customize a learner-support and badging program to meet the needs of local job-seekers, employers and service organizations. And we will support the marketing, rollout and ongoing integration of Bendable into existing programs, initiatives and efforts across the community. Finally, we will prepare the community to become an ongoing part of the Bendable Community Network so that it can continue to access the

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PART III: SUPPLEMENTAL INFORMATION

Bendable platform (subscription services are described in a separate Ordering Document), receive ongoing services from the Drucker Institute and engage with other Bendable communities around the country.

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The selected vendor is the sole proprietor of the Bendable platform, which is scalable to host unlimited life-long learning content. The Maine State Library currently subscribes to various/multiple vendor platforms that host content, and this will complement the library's content/platform offerings.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.


The negotiated costs are cheaper than comparable costs to acquire stand-alone content. For example, one particular vendor charges \$500,000+ for a specific career-building content subscription. The Bendable platform, by comparison, once built will maintain content subscriptions that do the same thing as the \$500,000 annual content subscription, but for minimal [\$15,000] on-going platform fees. Additionally, the Bendable platform will allow the Maine State Library to offer free content, embedded in the platform – not a capability of 'paid-for' annual content subscriptions

4. Describe the plan for future competition for the goods or services.

The Maine State Library (MSL), and associated partners, are continuously seeking competitive solutions to content solutions for life long learning. Each year, MSL assesses the most affordable opportunities to procure content (and platform hosting fees) for the best value.

This project involves numerous constituents that will support the success of this platform an content offerings. Including but not limited to are the MSL, Maine Dept. of Labor, University of Maine, Maine Community College System, and various organizations and businesses interested in Maine's economic development and sustainability.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
Printed Name:	James Ritter, Maine State Librarian	Date:	02-07-2022
	<small>DocuSigned by:</small>		
Signature of DAFS Procurement Official:	<i>Thomas Howker</i>		
	<small>EB42721387C242C...</small>		
Printed Name:	Thomas Howker	Date:	2/16/2022