



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

## DIVISION OF PROCUREMENT SERVICES

STATE OF MAINE

## PROCUREMENT JUSTIFICATION FORM (PJF)

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 intranet site (Forms page) for additional instructions.*

PART I: OVERVIEW			
Department Office/Division/Program:		Education, Commissioner's Office - Communications	
Department Contract Administrator or Grant Coordinator:		Marcus Mrowka	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 100,000	Advantage CT / RQS #:	20240119*1995
CONTRACT	Proposed Start Date:	1/22/2024	Proposed End Date: 12/31/2024
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:		Maine Education Leaders Professional Learning Collaborative (MELPLC) Augusta, Maine	
Brief Description of Goods/Services/Grant:		Multimedia partnership to highlight educator and school voices to increase public support and student engagement with schools in Maine and attract a vibrant teacher workforce.	

## PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

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

Please respond to ALL of the questions in the following sections.

### PART III: SUPPLEMENTAL INFORMATION

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

The pandemic has resulted in chronic absenteeism levels that are higher than before the pandemic, exacerbated Maine's educator and school staff shortage, and there has been a decrease in student engagement.

The Maine DOE is partnering with Maine Education Leaders Professional Learning Collaborative (MELPLC)'s Maine Loves Public Schools effort to develop a multimedia campaign that highlights the efforts of Maine schools and educators to address student wellbeing, engage students in learning, create innovative learning models, bolster educator recruitment efforts, and provide other support to students and staff. This effort is intended to increase student, family, and public support for public schools in Maine, increase student engagement with creative and innovative learning opportunities, and attract a high-quality educator workforce. This effort would allow for broad stakeholder involvement across the Maine education sector and supplement the DOE's work and statutory obligation to "encourage and stimulate public interest in the advancement of education."

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

MELPLC has the experience, resources, and connections that make them unique to undertake this work within the timeframe of the Department's need. MELPLC has already launched Maine Loves Public Schools with the mission to document, curate and share stories from within Maine school communities to promote trust in, and positive public engagement with, Maine's public schools.

MELPLC is a nonprofit entity that includes the support and backing of a diverse group of public education stakeholders, including Maine Education Association, Educate Maine, Maine School Superintendents Association, Maine School Board Association, Maine Curriculum Leaders Association and others which allows for strong collaboration and coordination among school leaders, educators, and staff at all levels. They are the only statewide organization that includes a diverse and large network of education stakeholders of this size and magnitude. This allows for effective reach across Maine and across all constituencies to maximize the effectiveness of the multimedia campaign. Maine Loves Public Schools has an existing web and social media presence that will be used as the hub for the multimedia campaign.

MELPLC is part of a group of education organizations that meet regularly with the Department to share efforts to promote educators and Maine schools and has the trust and confidence of education organizations and stakeholders in Maine.

Given this organization and network already exist, the campaign could begin immediately and would not require extensive start up time and planning in order to be effective for this current school year and the next.

**PART III: SUPPLEMENTAL INFORMATION**

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

MELPLC has existing marketing and advertising vendor relationships to be able to negotiate best possible rates. The Department and MELPLC will coordinate on the process to review and approve all marketing vendor plans and pricing prior to approval. MELPLC will utilize marketing and other vendors that have been used in similar contracts with other state agencies.

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

This initiative uses grant funding dedicated to promoting workforce initiatives in needed areas that expires shortly. The Department does not expect to continue these services after this funding ends. If Department determines a continued need will review procurement options available such as an RFP.

**PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)**

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

No – If No, proceed to Part V.

**PART V: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting  
Department's Commissioner  
(or designee):



Typed Name: Daniel A. Chuhta

Date:

2/20/2024

Signature of DAFS  
Procurement Official:

DocuSigned by:  
  
EA813178102243C...

Typed Name: Joseph Zrioka Director of IT Procurement

Date:

2/12/2024

**Certificate Of Completion**

Envelope Id: 140C41B213BC479D9B3AA4970620B671	Status: Completed
Subject: Please DocuSign This Document	
Source Envelope:	
Document Pages: 22	Signatures: 2
Certificate Pages: 1	Initials: 0
AutoNav: Enabled	Envelope Originator: Daniel A. Chuhta Daniel.Chuhta@maine.gov
Envelopeld Stamping: Disabled	IP Address: 64.207.219.135
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	

**Record Tracking**

Status: Original 2/20/2024 10:46:54 AM	Holder: Daniel A. Chuhta Daniel.Chuhta@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: DocuSign

**Signer Events**

Daniel A. Chuhta  
Daniel.Chuhta@maine.gov  
Deputy Commissioner  
Maine Department of Education  
Security Level: Email, Account Authentication (None)

**Signature**



Signature Adoption: Drawn on Device  
Using IP Address: 72.231.250.95

**Timestamp**

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Freeform Signing

**Electronic Record and Signature Disclosure:**  
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**In Person Signer Events**

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**Timestamp**

**Editor Delivery Events**

**Status**

**Timestamp**

**Agent Delivery Events**

**Status**

**Timestamp**

**Intermediary Delivery Events**

**Status**

**Timestamp**

**Certified Delivery Events**

**Status**

**Timestamp**

**Carbon Copy Events**

**Status**

**Timestamp**

**Witness Events**

**Signature**

**Timestamp**

**Notary Events**

**Signature**

**Timestamp**

**Envelope Summary Events**

**Status**

**Timestamps**

Envelope Sent	Hashed/Encrypted	2/20/2024 10:46:56 AM
Certified Delivered	Security Checked	2/20/2024 10:47:14 AM
Signing Complete	Security Checked	2/20/2024 10:49:20 AM
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**Payment Events**

**Status**

**Timestamps**