



## 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:		Maine Charter School Commission		
Department Contract Administrator or Grant Coordinator:		Amy L. Allen Operations Director		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$ 10,000.00	Advantage CT / RQS #:	20220404*2311
CONTRACT	Proposed Start Date:	4/5/2022	Proposed End Date:	6/30/2022
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:		Marshall Communications (VC1000059956) Augusta, Maine		
Brief Description of Goods/Services/Grant:		Crisis Communications		

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 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 checked="" 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 Maine Charter School Commission authorizes and monitors ten (10) public charter schools in the state of Maine. There is a contractual relationship (charter contract) between each school's Governing Board and the Commission. Should a school wish to change substantial items in the contract, they must submit the request in writing to the Commission for consideration.

Harpowell Coastal Academy has submitted two formal requests to the Commission for consideration at its April 12, 2022 regularly scheduled Business Meeting. The first request is to reduce from two campuses to only one campus and the second request is to be able to take on additional debt in order to complete this reduction. On March 31, 2022 Commission staff – along with the Commission's finance consultant – met with the school's board chair, the Head of School and its Finance Director to let them know that the staff's recommendation to the Commission will be to not approve the school's requests. Without Commission approval, the school will have to shut down at the end of this current school year.

The school has sent a message to its community asking for families to reach out to each Commission member individually asking for their support. This message has also made its way to the media. There is no way to predict how the Commission will vote on Tuesday, but it has become apparent that we need the **immediate** expertise of a Communications firm who can assist with a communications strategy to help guide us through the sensitivity and strong emotions of a potential school closure.

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

Marshall Communications is a proven vendor with the state of Maine. They have worked with both the Office of Tourism and the Department of Agriculture, Conservation and Forestry and understand the nuances of state government. They are available to assist the Commission with its immediate need.

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

Marshall Communications has an existing "Crisis Communications Agreement" in place and will provide the following:

- Create an immediate "buy time" statement and value statements
- Identify ALL the people who will be impacted by the crisis
- Message maps to help ensure everyone is singing from the same song sheet
- Create talking points and messaging for media briefings
- Immediate media training
- Avoiding negative messages and instead sharing brand values
- Communication channels to use
- Controlling the message and getting accurate information to the media
- Working with legal departments on approved messages
- Creating a detailed and strategic plan
- Anticipating the reaction from the public, the media and other target audiences to protect the reputation of the brand
- Creating internal and external communication strategies

**PART III: SUPPLEMENTAL INFORMATION**

- Creating a key contact list and media list

The Commission has an approved 3-year budget in place and is able to absorb the cost of these services.

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

The Commission recognizes the need to have a Communications partner. We will seek a competitive process to identify a firm that we can contract with on an annual basis.

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



Does this request utilize ARPA/MJRP funds?

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

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:	Jeremy R. Jones	Date:	4/4/2022
Signature of DAFS Procurement Official:	 <small>41C2BA36FAF44CD...</small>		
Typed Name:	kathy Paquette	Date:	4/8/2022