



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:	Department of Economic & Community Development		
Department Contract Administrator or Grant Coordinator:	Kaylin Kerina		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 14,000	Advantage CT / RQS #:	CT19A2023042000000002793
CONTRACT	Proposed Start Date:	2/16/2023	Proposed End Date: 6/30/2023
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 Augusta, Maine		
Brief Description of Goods/Services/Grant:	Establishing a social media presence is critical for Career Exploration to gain student, industry, and community buy in. Marshall Communications would be providing social media content posting, creation, monitoring, and growth for Career Exploration.		

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 Maine Career Exploration Program (MCE) is a \$25 million dollar investment into the young people in Maine accessing and exploring careers here in Maine. This initiative includes paid on the job work experiences that MCE has \$6 million to invest in paying students for their work experiences. To document and promote this program we are looking to engage in social media management to promote the program and engage with the public. Our Key Objectives are listed below:

- Establish a social media presence for marketing for Career Exploration. Career Exploration would be a valuable tool for generating interest with the three target audiences: Micro, Mezzo, Macro.
- We are primarily looking to do organic with some specific target areas to get buy in from young people and gain their user generated content.
- MCE would like to have the social media channels set up through the selected contractor and they would create the social media posts for Career Exploration (approx. 5 per week for each Facebook and Instagram and LinkedIn) Career Exploration team would supplement with some internal work as well.

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

Marshall Communications already has a contract with the Department of Economic and Community Development for The Office of Tourism. Their contract will mirror similar services and needs.

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

Funding in the Maine Career Exploration programs paid meaningful work experiences was outlined in the attached business case.
The current rates are standard to the contract that is already executed with the Department of Economic & Community Development's Office of Tourism.

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

This program is short term ARPA funding. No future competition for the goods currently.

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


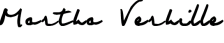
Does this request utilize ARPA/MJRP funds?

x 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:	Heather Johnson	Date:	04/05/2023
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> 		
Typed Name:	<small>891CE7A1493D45B...</small> Martha Verhille	Date:	4/21/2023