



## 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 #:	N/A			
Amount: (Contract/ <b>Amendment</b> /Grant)	\$ 6,241.93 New CT Amount is \$16,241.93	Advantage CT / RQS #:	2023112*1422	
<b>CONTRACT</b>	Proposed Start Date:		Proposed End Date:	
<b>AMENDMENT</b>	Original Start Date:	12/1/2023	Effective Date:	12/8/2023
	Previous End Date:	2/29/2024	New End Date:	4/10/2024
<b>GRANT</b>	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:	Marshall Communications (VC1000059956) Portland, Maine			
Brief Description of Goods/Services/Grant:	To create content marketing pinpointed to the individual needs of each of Maine's public charter schools.			

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 checked="" type="checkbox"/>	<b>B. Amendment</b>	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	<b>C. Single Source/Unique Vendor</b>	<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
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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.

**(Amendment 5/1/24)** – As the vendor/Provider was meeting with school leaders from each of Maine’s public charter schools, two “stories” rose to the level of needing more/benefiting from more coverage. These were the Can We Project that both the Maine Academy of Natural Sciences and Ecology Learning Center were participating in and the grand opening of a former Unity College building that had been gifted to the Ecology Learning Center. Separate from the PR Plan originally under contract, Marshall Communications engaged in interactions with the media – TV coverage, press releases, etc. to showcase and highlight these two stories. The work continued after the original contract end date. The additional funds added to the contract and the extended end date will close out this contract in its entirety and the Commission is satisfied with the outcome.

Part of the Commission’s 3-year Strategic Plan is to “engage and activate stakeholders”. A piece of this engagement is actively marketing Maine’s public charter schools – pinpointing key messages and target audiences and determining the best methods to connect the messaging with the audience.

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

The Maine Charter School Commission partnered with Marshall Communications before, during, and after the closure of Harpswell Coastal Academy. The contracted “crisis communications” were reactive in nature and meant to assist with messaging regarding the reasons for the Commission’s decision to close the school. The focus has now shifted to getting the word out about the unique and wonderful things that Maine’s public charter schools are doing and how they are performing against state averages for assessments, graduation, and chronic absenteeism. Over the past several months, Marshall Communications has cultivated relationships with Commission members, Commission staff, and the public charter schools. With these strong relationships in place, it only makes sense to shift the focus from “reactive” to “proactive” using the same vendor.

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

**(Amendment 5/1/24)** – Even as the scope of the original project began to grow, the Commission kept an eye on the budget and determined that funds were available and should be spent on showcasing the two emerging stories.

During the Commission’s discussions leading up to the approval of its approved FY24 budget, funds were set aside to engage in this work.

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

**(Amendment 5/1/24)** – As mentioned above, this amendment extends the end date of this particular process and funds the contract to pay invoices related to both the Can We Project and the opening of a gifted facility. The Commission does not anticipate the need for further services for the remainder of FY24.

**PART III: SUPPLEMENTAL INFORMATION**

This is intended to be a short-term project. Based on the results, the Commission may decide – as part of its FY25 budget – to engage in similar work. That will be determined at a later time.

**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: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

Does the requesting Department signatory understand and acknowledge Maine's COI Statute?

Yes, the requesting Department understands and acknowledges [MRS Title 5, §18-A, 2](#).

**PART VI: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):	<i>Amy Allen</i>		
Typed Name:	Amy Lynn Allen, Operations Director	Date:	5/1/2024
Signature of DAFS Procurement Official:	 <small>DocuSigned by: Thomas Paquette 249502C7B71A49A...</small>		
Typed Name:	Thomas Paquette	Date:	5/1/2024