



### PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Office of State 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 Procurement Services intranet site (Forms page) for additional instructions.*

PART I: OVERVIEW			
Department Office/Division/Program:		Education/Adult Education	
Department Contract Administrator or Grant Coordinator:		Amy Poland	
(If applicable) Department Reference #:		N/A	
Amount: (Contract/Amendment/Grant)	\$ 28,499.00	Advantage CT / RQS #:	RQS 20250417*1506
CONTRACT	Proposed Start Date:	6/1/2025	Proposed End Date: 5/31/2026
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:		EnGen, Bethesda, MD	
Brief Description of Goods/Services/Grant:		language learning platform for adult education	

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 Workforce Innovation and Opportunity Act of 2014 (WIOA) demands that adult education programs prepare eligible students with the knowledge and skills necessary for employment and economic self-sufficiency. This includes assisting multilingual learners (MLs) in obtaining postsecondary education and training through career pathways and improving their reading, writing, speaking, and comprehension skills in English using research-based instruction. Contextualizing the English learning with the career pathways content accelerates language learning and gives MLs the opportunity to reach their career goals more quickly.

In Maine, MLs account for over 50% of all adult education learners, and they are accessing services at adult education programs across the state. Smaller adult education programs are increasingly needing to offer English language acquisition classes but often lack the human and capital resources and time to provide high-quality contextualized instruction for MLs.

The EnGen English language learning platform provides a resource for adult education programs to provide contextualized English language instruction individualized for MLs' career pathways.

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

The EnGen platform has been selected as the recommended provider for English language learning services due to its unique alignment with the needs of adult learners, particularly those served under federally funded workforce development and adult education programs. EnGen provides several critical capabilities that are not available in other consumer-focused platforms such as Duolingo, Babbel, Rosetta Stone, Lingoda, Fluenz, or Burlington English.

#### **1. Workforce-Aligned and Contextualized Instruction**

Unlike general-purpose language apps, EnGen offers contextualized English instruction aligned to career pathways, workplace scenarios, and industry-specific vocabulary (e.g., healthcare, manufacturing, hospitality). This makes it uniquely suited to preparing adult learners for success in employment and training programs- in industries highlighted by the state of Maine WIOA State Plan—an essential requirement for federally funded initiatives such as Title II of the Workforce Innovation and Opportunity Act (WIOA).

#### **2. Designed for Adult English Learners**

EnGen was designed specifically for adult multilingual learners and incorporates research-based practices in adult second language acquisition. It offers scaffolded content tailored to diverse proficiency levels, including digital and linguistic support in learners' first languages. In contrast, platforms like Duolingo, Babbel, and Rosetta Stone are primarily designed for general consumers or travelers, not for adult education or workforce integration.

#### **3. Instructional Support and Integration with Adult Education Programs**

EnGen provides wraparound support, including access to certified coaches, onboarding assistance,

### PART III: SUPPLEMENTAL INFORMATION

learner analytics, and integration with educators and case managers. Additionally, EnGen works with adult education programs to create customized courses based on regional employment needs. These programmatic supports are critical for educational accountability and learner retention, and are not features of commercial platforms such as Fluenz, Lingoda, or Rosetta Stone.

#### 4. Data-Driven and Standards-Aligned

EnGen's platform collects and reports learner data aligned to English Language Proficiency (ELP) and College and Career Readiness Standards (CCRS), facilitating alignment with measurable skill gains and performance indicators required under federal reporting frameworks. This type of alignment is not found in Duolingo, Babbel, or Burlington English, which are not designed to meet WIOA Title II accountability requirements.

#### 5. Equity-Focused and Mobile-First Design

EnGen is mobile-optimized for accessibility and equitable access, particularly for learners with limited digital literacy or access to desktop devices. Its flexible, asynchronous design allows learners to engage with content on their own schedule—critical for adults balancing work and family responsibilities. While many commercial apps offer mobile access, they lack the pedagogical depth and support services EnGen offers.

#### 6. Proven Impact and Public Sector Experience

EnGen has been adopted by numerous state and local workforce boards, adult education providers, and refugee resettlement agencies across the U.S. Its demonstrated success in serving English learners in public systems further validates its value in this context. Other platforms are rarely used in formal education or workforce programs and have limited evidence of impact in these settings.

#### Conclusion

While other language learning platforms may be effective for general or recreational use, EnGen uniquely meets the specialized needs of adult English learners in workforce and adult education contexts. Its contextualized instruction, standards alignment, support infrastructure, and public-sector focus make it the superior, most appropriate, and only actual choice for programs seeking to advance English proficiency and career readiness among adult learners.

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

The cost of EnGen is \$159 per seat. In comparison to other language learner platforms on its face it is a more costly platform, but given the robustness, specialization, and the services that are not available in those systems (such as access to certified teachers and alignment to standards), the cost is fair and reasonable. For example, Burlington English is about \$96 per seat but as mentioned above does not meet the needs of the Department. In addition, purchasing 250 seats allows the Department to serve a greater number of students for less cost under the tiered pricing structure. It includes a discount of \$12,250.00. Also of note, the seats are fully transferable, so a program can reassign a seat when a student is inactive. This makes the pricing cost effective as a program can reuse their seats multiple times.

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

**PART III: SUPPLEMENTAL INFORMATION**

Annually, the Department will survey the adult education programs to understand their needs for curricula and monitor the industry for products that will meet those needs and the federal requirements under WIOA to determine the need for competition.

**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**

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department signatory understands and acknowledges Maine’s Conflict of Interest statutes.

**PART VI: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department’s Commissioner (or designee):			
Typed Name:	Megan Welter	Date:	5/26/2025
Signature of DAFS Procurement Official:	DocuSigned by:  249502C7B71A49A...		
Typed Name:	Thomas Paquette	Date:	5/30/2025

### Certificate Of Completion

Envelope Id: AD65FCF2-4BB9-4E76-AFCA-E7F4ED06F7AB	Status: Completed
Subject: Please Docusign This Document	
Source Envelope:	
Document Pages: 4	Signatures: 1
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AutoNav: Enabled	Envelope Originator: Megan Welter megan.welter@maine.gov
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Time Zone: (UTC-05:00) Eastern Time (US & Canada)	


### Record Tracking

Status: Original 5/26/2025 9:41:32 PM	Holder: Megan Welter megan.welter@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: Docusign

### Signer Events

Megan Welter  
megan.welter@maine.gov  
Associate Commissioner of Public Education  
Security Level: Email, Account Authentication (None)

### Signature



Signature Adoption: Uploaded Signature Image  
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Viewed: 5/26/2025 9:42:28 PM  
Signed: 5/26/2025 9:42:45 PM  
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**Electronic Record and Signature Disclosure:**  
Accepted: 2/22/2022 8:43:12 AM  
ID: a3f5e052-e68a-4555-b08f-3ab2586f161c

### In Person Signer Events

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### Editor Delivery Events

### Status

### Timestamp

### Agent Delivery Events

### Status

### Timestamp

### Intermediary Delivery Events

### Status

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### Certified Delivery Events

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### Timestamp

### Carbon Copy Events

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### Witness Events

### Signature

### Timestamp

### Notary Events

### Signature

### Timestamp

### Envelope Summary Events

### Status

### Timestamps

Envelope Sent	Hashed/Encrypted	5/26/2025 9:41:33 PM
Certified Delivered	Security Checked	5/26/2025 9:42:28 PM
Signing Complete	Security Checked	5/26/2025 9:42:45 PM
Completed	Security Checked	5/26/2025 9:42:45 PM

### Payment Events

### Status

### Timestamps

### Electronic Record and Signature Disclosure

## **ELECTRONIC RECORD AND SIGNATURE DISCLOSURE**

From time to time, Carahsoft OBO Maine Department of Education (we, us or Company) may be required by law to provide to you certain written notices or disclosures. Described below are the terms and conditions for providing to you such notices and disclosures electronically through the DocuSign system. Please read the information below carefully and thoroughly, and if you can access this information electronically to your satisfaction and agree to this Electronic Record and Signature Disclosure (ERSD), please confirm your agreement by selecting the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

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If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

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If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

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Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

**How to contact Carahsoft OBO Maine Department of Education:**

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: [jennifer.l.tarr@maine.gov](mailto:jennifer.l.tarr@maine.gov)

**To advise Carahsoft OBO Maine Department of Education of your new email address**

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at [jennifer.l.tarr@maine.gov](mailto:jennifer.l.tarr@maine.gov) and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

If you created a DocuSign account, you may update it with your new email address through your account preferences.

**To request paper copies from Carahsoft OBO Maine Department of Education**

To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to [jennifer.l.tarr@maine.gov](mailto:jennifer.l.tarr@maine.gov) and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

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### **Required hardware and software**

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signing-system-requirements>.

### **Acknowledging your access and consent to receive and sign documents electronically**

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to ‘I agree to use electronic records and signatures’ before clicking ‘CONTINUE’ within the DocuSign system.

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- Until or unless you notify Carahsoft OBO Maine Department of Education as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by Carahsoft OBO Maine Department of Education during the course of your relationship with Carahsoft OBO Maine Department of Education.