

## State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

### PART I: OVERVIEW

Department Office/Division/Program:		Maine State Library (94Q)		
Department Contract Administrator or Grant Coordinator:		James Ritter, State Librarian		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)	\$200,000	Advantage CT / RQS #:	CT94Q20210519*3309	
CONTRACT	Proposed Start Date:	06/01/2021	Proposed End Date:	12/31/2022
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:		Claremont Graduate University for the benefit of the Drucker Institute ("CGU") Claremont, CA 91711		
Brief Description of Goods/Services/Grant:		To bring the Bendable Learning initiative to launch through additional stakeholder meetings, content selection, and marketing efforts.		

### PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)

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

### PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:

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

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### PART III: SUPPLEMENTAL INFORMATION

**This service/project directly meets the needs of COVID-19 relief efforts that are related to job-seeking and workforce development and digital life-long-learning content and access.**

**Amended – additional work:**

Continued Stakeholder and Employer Network Engagement

The DI team and Bendable Fellows will continue to work collaboratively with the backbone organization (the state library) to engage the Stakeholder Committee and Employer Network. DI will continue to convene quarterly Stakeholder Committee meetings and work with the Employer Network to ensure buy-in from local employers.

**Deliverables**

- Quarterly Stakeholder Committee meetings and reports

**Bendable Launch and Ongoing Implementation Support**

DI will support the launch of the digital and place-based Bendable platform. In advance of launch, DI will conduct testing of the community's customized Bendable digital app, content catalog and admin suite. DI will co-design and co-host launch event(s) and support the marketing, rollout and ongoing integration of Bendable into existing programs, initiatives and efforts across the community.

After launch, DI will continue to work closely with the Bendable Stewardship Team and other local partners to ensure that Bendable grows and remains fresh, relevant and valuable to residents and organizations across the community. This support and collaboration will continue after the term of this consulting project as one of the benefits of participation in the Bendable Community Network.

**Deliverables**

- Bendable launch event(s), co-created and co-hosted with Bendable stewardship team
- Bendable brand and marketing assets
- Marketing plan, co-developed with Bendable Stewardship Team
- Weekly cadence of consultation, coaching and additional training as
- Tested, bug-free Bendable digital app, content catalog and admin suite
- Bendable uptake and integration with community residents and organizations grows

### **2. Provide a brief justification for the selected vendor to supplement the response in Part II.**

The selected vendor is the sole proprietor of the Bendable platform, which is scalable to host unlimited life-long learning content. The Maine State Library currently subscribes to various/multiple vendor platforms that host content, and this will complement the library's content/platform offerings.

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

The negotiated costs are cheaper than comparable costs to acquire stand-alone content. For example, one particular vendor charges \$500,000+ for a specific career-building content subscription. The Bendable platform, by comparison, once built will maintain content subscriptions that do the same thing as the \$500,000 annual content subscription, but for minimal [\$15,000] on-going platform fees. Additionally, the Bendable platform will allow the Maine State Library to offer free content, embedded in the platform – not a capability of 'paid-for' annual content subscriptions

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

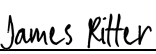
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### PART III: SUPPLEMENTAL INFORMATION


The Maine State Library (MSL), and associated partners, are continuously seeking competitive solutions to content solutions for life long learning. Each year, MSL assesses the most affordable opportunities to procure content (and platform hosting fees) for the best value.

This project involves numerous constituents that will support the success of this platform an content offerings. Including but not limited to are the MSL, Maine Dept. of Labor, University of Maine, Maine Community College System, and various organizations and businesses interested in Maine's economic development and sustainability.

### PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i> <small>DocuSigned by:</small> 		
<b>Printed Name:</b>	James Ritter, Maine State Librarian	<b>Date:</b>	6/1/2022

<b>Signature of DAFS Procurement Official:</b>	<small>DocuSigned by:</small> 		
<b>Printed Name:</b>	Kathy Paquette	<b>Date:</b>	6/3/2022