



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
DIVISION OF PROCUREMENT SERVICES
 STATE OF MAINE

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: | | Education, Commissioner's Office - Communications | |
| Department Contract Administrator or Grant Coordinator: | | Marcus Mrowka | |
| (If applicable) Department Reference #: | | n/a | |
| Amount: (Contract/Amendment/Grant) | \$ 1,000,000 | Advantage CT / RQS #: | 20220601*3156 |
| CONTRACT | Proposed Start Date: | | Proposed End Date: |
| AMENDMENT | Original Start Date: | 6/15/2022 | Effective Date: |
| | Previous End Date: | 6/14/2023 | New End Date: |
| GRANT | Project Start Date: | | Grant Start Date: |
| | Project End Date: | | Grant End Date: |
| Vendor/Provider/Grantee Name, City, State: | | Live and Work in Maine | |
| Brief Description of Goods/Services/Grant: | | Marketing Campaign to promote teaching | |

| 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. 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.

Like most states, Maine is facing an education workforce shortage that was exacerbated by the pandemic. Since 2010, the number of teachers completing Educator Preparation programs in Maine has dropped by 53%--this is the third largest decline in the nation. In 2019, roughly 55% of experienced teachers and administrators have "seriously considered" leaving the education profession.

This effort is aligned to the Department's Teach Maine plan to recruit, retain, and support a vibrant educator workforce in Maine. Teach Maine is focused on recruitment and retention efforts, diversifying the educator workforce, supporting educator development, growth, and leadership, and elevating educators and the education profession. This effort will support efforts to recruit and retain Maine educators and elevate educators and the education profession in Maine.

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

Live and Work in Maine has the unique experience, resources, and connections that make them unique to undertake this work within the timeframe of the Department's need. There is no other organization in the state that combines the goal of recruiting and retaining a vibrant Maine workforce with a trusted, identifiable brand, a robust job board, in person events, and existing media partnerships. Live + Work in Maine's online content reaches over 100,000 people per month (2022) consistently, with a peak of over 1,000,000 at certain times of year.

Live and Work in Maine's job board has broad usage across employer industries and is reported as a top performing job board by Maine's largest employers.

School administrative units (SAUs) are already utilizing Live and Work in Maine's job board as a primary vehicle for job postings. Additionally, Live and Work in Maine has current relationships with several SAUs and education groups in Maine which can be leveraged for a successful media campaign without new or additional overhead expense, creating additional value for the limited resources DOE has available.

The Media campaign will drive people to the Live and Work job board and educator-specific web content and Live and Work in Maine would be able to leverage their social media platforms, brand, and in person events to promote the educator workforce in Maine, delivering additional "bonus" value to our budget.

Live and Work in Maine has existing media partnerships that would be leveraged for this media campaign with Maine DOE.

Live and Work in Maine has maintained successful partnerships with other State agencies, including Maine DECD and Maine DHHS in prior years. Live and Work in Maine has executed a variety of programs for Maine DECD, and a significant (\$1mm+) marketing campaign for DHHS in 2022.

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

PART III: SUPPLEMENTAL INFORMATION

Live and Work in Maine has longstanding marketing and advertising vendors and was able to negotiate the best rates possible through these relationships. The Department and Live and Work in Maine will coordinate on the process to review and approve all marketing vendor plans and pricing prior to approval. Live and Work will utilize marketing and other vendors that have been used in similar contracts with other state agencies.

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

This is a one-time service that uses grant funding dedicated to promote workforce initiatives in needed areas

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

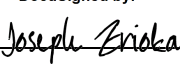
Does this request utilize ARPA/MJRP funds?

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): | <i>Pender Makin</i> | | |
| Typed Name: | Pender Makin, Commissioner | Date: | 5/2/2023 |
| Signature of DAFS Procurement Official: | <small>DocuSigned by:</small>  <small>EA813178102140C</small> | | |
| Typed Name: | Joseph Zrioka, Director of IT Procurement | Date: | 5/2/2023 |

DocuSigned by:

2A644AF5681F482... 6/23/2023

Certificate Of Completion

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|---|---------------------------|
| Envelope Id: AE1749479FC84DCBB4CF2D485EAEF4BB | Status: Completed |
| Subject: Please DocuSign This Document | |
| Source Envelope: | |
| Document Pages: 3 | Signatures: 1 |
| Certificate Pages: 1 | Initials: 0 |
| AutoNav: Enabled | Envelope Originator: |
| Envelopeld Stamping: Disabled | Pender Makin |
| Time Zone: (UTC-05:00) Eastern Time (US & Canada) | Pender.Makin@maine.gov |
| | IP Address: 64.207.219.73 |

Record Tracking

| | | |
|--------------------------------------|-------------------------------------|--------------------|
| Status: Original | Holder: Pender Makin | Location: DocuSign |
| 5/2/2023 2:22:30 PM | Pender.Makin@maine.gov | |
| Security Appliance Status: Connected | Pool: StateLocal | |
| Storage Appliance Status: Connected | Pool: Maine Department of Education | Location: DocuSign |

Signer Events

| Signature | Timestamp |
|--|-----------------------------------|
| Pender Makin | Sent: 5/2/2023 2:22:32 PM |
| Pender.Makin@maine.gov | Viewed: 5/2/2023 2:22:41 PM |
| Commissioner | Signed: 5/2/2023 2:22:56 PM |
| Carahsoft OBO Maine Department of Education | Freeform Signing |
| Signature Adoption: Pre-selected Style | |
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In Person Signer Events**Signature****Timestamp****Editor Delivery Events****Status****Timestamp****Agent Delivery Events****Status****Timestamp****Intermediary Delivery Events****Status****Timestamp****Certified Delivery Events****Status****Timestamp****Carbon Copy Events****Status****Timestamp****Witness Events****Signature****Timestamp****Notary Events****Signature****Timestamp****Envelope Summary Events****Status****Timestamps**

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| Envelope Sent | Hashed/Encrypted | 5/2/2023 2:22:32 PM |
| Certified Delivered | Security Checked | 5/2/2023 2:22:41 PM |
| Signing Complete | Security Checked | 5/2/2023 2:22:56 PM |
| Completed | Security Checked | 5/2/2023 2:22:56 PM |

Payment Events**Status****Timestamps**