

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:		Education/Commissioner's Office			
Department Contract Administrator or Grant Coordinator:		Jessica Nixon, Chief of Operations			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)	\$ 15,000	Advantage CT / RQS #:			
CONTRACT	Proposed Start Date:	8/10/21	Proposed End Date:	10/31/21	
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:		GOODTHINK – Dallas, TX			
Brief Description of Goods/Services/Grant:		Keynote guest speaker for Tuesday, September 28 th of the annual Maine Superintendents Conference; Shawn Achor, will provide a virtual professional grade one-hour keynote based on his books The Happiness Advantage and Big Potential and deliver messaging and advocacy of positive psychology. Included will be a planning meeting, tech checks and recording.			

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. Amendment		H. State Statute/Agency Directed
x	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

Maine Superintendents have been among our champions throughout COVID-19, and DOE is striving to create a high caliber program which will provide them with tools to help them with the post-COVID-19 era and make positive efforts throughout the state. The burdens that were placed on Superintendents were many including significant workloads, the stress of the unknown, the health crisis adjustments needed for policies, building operations and complete changes in how the schools existed, the community and staff divisions, as well as the ongoing personal concerns that they had to make secondary. As they look to turn the page on this point in time, we strive to help provide this conference in a way that will support and reenergize them for the great work they came into these professions for in the first place. The DOE is bringing professional speakers for both keynotes as a way to elevate the messaging and outcomes from the overall conference.

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

After spending twelve years at Harvard University, Shawn Achor has become one of the world's leading experts on the connection between happiness and success. His research on mindset made the cover of Harvard Business Review, his TED talk is one of the most popular of all time with over 13 million views, and his lecture airing on PBS has been seen by millions. Shawn has lectured or worked with over a third of the Fortune 100 companies, as well as the NFL, the NBA, the Pentagon and the White House. Shawn is the author of New York Times best-selling books *The Happiness Advantage* (2010) and *Big Potential* (2018). He has now lectured in more than 50 countries speaking to CEOs in China, doctors in Dubai, schoolchildren in South Africa, and farmers in Zimbabwe. His *Happiness Advantage* training is one of the largest and most successful positive psychology corporate training programs in the world.

Shawn's research has been published in the top psychology journal for work he did at UBS in partnership with Yale University to transform how stress impacts the body, and he recently did a two-hour interview with Oprah at her house to discuss his mission to bring positive psychology to the world.

Shawn exemplifies the message we are trying to convey around positive psychology as a tool during these times. Shawn describes how to surround yourself with the right people, expand power out, enhance others more effectively, defend the system, and sustain the gains. While he bases his talk on over a decade of ongoing research, his 60 minute talk has the energetic pacing and humor and storytelling of Shawn's TED talk. With COVID-19 in mind, Shawn also has been including research on resilient optimism amid uncertainty and how to leverage this mindset during challenging times to fuel well-being and growth.

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

Due to the global reach and popularity, Shawn Achor is typically \$25,000 for a one hour virtual meeting. Shawn has agreed to offer his services for \$15,000 to help reduce the costs for the State and to support the efforts of the Department to reach educational leaders in the State of Maine.

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

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PART III: SUPPLEMENTAL INFORMATION

Due to the uniqueness of this service, it is likely that if we need to secure future contractors, we will be seeking out those based on the messaging we are striving for. We would work with Procurement to ensure we follow all procurement rules.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
	<small>DocuSigned by:</small> <i>Jessica Nixon</i>		
Printed Name:	<small>BDC732204012424...</small> Jessica Nixon	Date:	7/21/2021
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Michelle Fournier</i>		
Printed Name:	<small>066BBD96EE5347E</small> Michelle Fournier	Date:	7/28/2021