



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
OFFICE OF STATE 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 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:		Teaching and Learning		
Department Contract Administrator or Grant Coordinator:		Beth Lambert		
(If applicable) Department Reference #:		n/a		
Amount: (Contract/Amendment/Grant)		\$ 8,000.00	Advantage CT / RQS #:	20250528*2868
CONTRACT	Proposed Start Date:	07/14/2025	Proposed End Date:	07/16/2025
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:		Thomas C. Murray		
Brief Description of Goods/Services/Grant:		Keynote speaker at "Literacy/Numeracy Across the Curriculum Summer Learning Institute" (2025)		

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.

As part of the proposed three-day professional learning institute focused on the integration of Literacy and Numeracy across content areas, a keynote speaker is essential to set the tone, establish a shared vision, and inspire meaningful engagement among participants. A keynote address provides a unifying message that aligns with Maine's strategic priorities for education, offering educators a clear and actionable framework to guide their professional learning.

The keynote supports the Department of Education's goals by:

- Empowering educators with practical strategies, mindsets, and resources that can be immediately implemented to strengthen instructional coherence across subjects and grade levels.
- Building school-based leadership capacity by encouraging educators to adopt evidence-based practices, mentor peers, and foster interdisciplinary collaboration in student-centered learning environments.
- Bridging research and practice by highlighting innovative tools—including educational technology and artificial intelligence—that help deliver equitable, high-quality instruction.

By launching the institute with a dynamic and visionary address, the keynote speaker will energize participants, frame the learning experience, and reinforce the importance of collective impact in advancing literacy and numeracy for all students.

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

As part of the proposed three-day professional learning institute focused on the integration of Literacy and Numeracy across content areas, a keynote address will be delivered by Thomas C. Murray, a nationally recognized education leader, best-selling author, and Director of Innovation for Future Ready Schools®.

Murray's expertise strongly aligns with the Maine Department of Education's (DOE) vision that *every child in Maine becomes a confident, capable learner through high-quality, evidence-based literacy instruction delivered by well-prepared educators, supported by families and communities, and aligned with statewide goals for equity and excellence.*

Murray brings a unique and relevant perspective to this statewide initiative. His work centers on evidence-based instructional leadership and the neuroscience of learning, offering educators practical tools that support *the science of reading*, foundational literacy development, and integrated numeracy instruction. His message reinforces the Maine DOE's guiding principle that *"literacy is a fundamental right and the cornerstone of all learning."*

Murray's address will also help launch the culminating work of the institute, in which educators co-develop deliverables and actionable plans that reflect local needs while reinforcing the DOE's broader goals—particularly those related to sustained professional learning, leadership development, and instructional alignment.

**PART III: SUPPLEMENTAL INFORMATION**

This keynote is not only inspirational—it is strategic. Murray’s presence underscores a commitment to Maine’s vision of literacy excellence, supporting the DOE’s mission to ensure that *all educators are trained and supported to deliver evidence-based literacy instruction* grounded in research, responsive to learners, and embedded within a culture of innovation.

Thomas C. Murray is a distinguished educator and national leader in K–12 innovation, with a career spanning over two decades. He currently serves as the Director of Innovation for Future Ready Schools®, a project of the Alliance for Excellent Education in Washington, D.C. In this role, he collaborates with the U.S. Congress, the White House, the U.S. Department of Education, and state education agencies to advance student-centered, personalized learning initiatives across the country.

Murray’s educational career began in Bucks County, Pennsylvania, where he served as an elementary and middle school teacher, principal, and district-level administrator. Notably, he led the implementation of a 1:1 device program, Bring Your Own Device (BYOD) initiatives, blended learning models, and a K–12 cyber school as the Director of Technology and Cyber Education for the Quakertown Community School District.

As an author, Murray has penned two best-selling books: *Learning Transformed: 8 Keys to Designing Tomorrow’s Schools, Today* (2017) and *Personal & Authentic: Designing Learning Experiences that Impact a Lifetime* (2019). These works provide actionable frameworks for educators seeking to create meaningful, student-centered learning environments.

Murray’s contributions to education have been recognized with several national honors, including:

- Named one of the “20 to Watch” by the National School Boards Association (NSBA)
- Recipient of the “Education Policy Person of the Year” award by the Academy of Arts and Sciences
- Honored as the “Education Thought Leader of the Year”
- Awarded the “National/Global EdTech Leader of the Year” by EdTech Digest

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

As the Director of Innovation for Future Ready Schools®, a best-selling author, and a nationally recognized education leader, Murray’s profile aligns with speakers who command fees in the mid-five-figure range.

According to industry sources, keynote speakers with similar credentials—such as published authors and thought leaders in education—typically charge between \$10,000 and \$25,000 per engagement. For instance, speakers like Mel Robbins and Seth Godin, known for their impactful presentations and best-selling publications, have fees ranging from \$40,000 to \$50,000.

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In comparison, high-profile figures such as Brené Brown and Simon Sinek command fees of approximately \$75,000 to \$100,000, reflecting their broader public recognition and demand. [Talent Concierge®](#)

**PART III: SUPPLEMENTAL INFORMATION**

Given Murray's extensive experience in educational leadership and innovation, his speaking fees are likely competitive within the \$10,000 to \$25,000 range, offering valuable insights tailored to educators and policymakers.

Murray's standard speaking rate is \$9,000.00 and he has offered the reduced rate of \$8,000.000 to the Maine Department of Education.

Looking at similar services provided to the Maine Department of Education, this fee falls between those paid:

- a. ADVANTAGE CONTRACT #: 05A 2022042\*2535; speaker's a standard fee of \$25,000.00 for a one-hour virtual presentation, offered to the Maine Department of Education for \$15,000.00.
- b. ADVANTAGE CONTRACT #: 05A 20240223\*2326; speaker fee of \$7,500

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

If there is a future need for similar professional learning or resources, the Department will consider all procurement options, including the RFP process, if there are multiple potential providers available

**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:

Daniel A. Chuhta

Date:

5/28/2025

Signature of DAFS  
Procurement Official:


Signed by:  
**Sterling Doiron**

4C537C52B586437...

Procurement Justification Form (PJF)

Typed Name:	Sterling Doiron	Date:	7/8/2025
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Certificate Of Completion		
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Certificate Pages: 1	Initials: 0	Daniel A. Chuhta
AutoNav: Enabled		Daniel.Chuhta@maine.gov
Envelopeld Stamping: Disabled		IP Address: 64.207.219.8
Time Zone: (UTC-05:00) Eastern Time (US & Canada)		
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Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: Docusign
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Daniel.Chuhta@maine.gov		Viewed: 5/28/2025 1:25:49 PM
Deputy Commissioner		Signed: 5/28/2025 1:33:19 PM
Maine Department of Education		Freeform Signing
Security Level: Email, Account Authentication (None)		
Signature Adoption: Drawn on Device		
Using IP Address: 72.231.250.95		
Electronic Record and Signature Disclosure:		
Not Offered via Docusign		
In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
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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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Payment Events	Status	Timestamps

### Certificate Of Completion

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Certificate Pages: 5	Initials: 0	Shanysha Luke
AutoNav: Enabled		shanysha.luke@maine.gov
Envelopeld Stamping: Enabled		IP Address: 198.182.163.121
Time Zone: (UTC-05:00) Eastern Time (US & Canada)		

### Record Tracking

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Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: Docusign

### Signer Events

Signer Events	Signature	Timestamp
Thomas C. Murray	 Signed by: 5448A9EA1BEF486...	Sent: 5/30/2025 2:07:30 PM
tom@thomascmurray.com		Viewed: 5/30/2025 2:13:11 PM
Security Level: Email, Account Authentication (None)		Signed: 5/30/2025 2:13:40 PM
	Signature Adoption: Drawn on Device	
	Using IP Address: 12.75.117.50	
	Signed using mobile	

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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

Heather D. Martin  
Heather.Martin@maine.gov  
Teaching and Learning (II Team)  
Security Level: Email, Account Authentication (None)  
**Electronic Record and Signature Disclosure:**  
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ID: caf03057-d3ab-419d-9675-cffa6a2c18be

**COPIED**

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### Witness Events

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### Timestamp

### Notary Events

### Signature

### Timestamp

### Envelope Summary Events

### Status

### Timestamps

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Envelope Summary Events	Status	Timestamps
Completed	Security Checked	5/30/2025 2:13:41 PM
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		



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At any time, you may request from us a paper copy of any record provided or made available electronically to you by us. You will have the ability to download and print documents we send to you through the DocuSign system during and immediately after the signing session and, if you elect to create a DocuSign account, you may access the documents for a limited period of time (usually 30 days) after such documents are first sent to you. After such time, if you wish for us to send you paper copies of any such documents from our office to you, you will be charged a \$0.00 per-page fee. You may request delivery of such paper copies from us by following the procedure described below.

### **Withdrawing your consent**

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.

### **Consequences of changing your mind**

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.

### **All notices and disclosures will be sent to you electronically**

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.

#### **To withdraw your consent with Carahsoft OBO Maine Department of Education**

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. 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, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

### **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.

By selecting the check-box next to ‘I agree to use electronic records and signatures’, you confirm that:

- You can access and read this Electronic Record and Signature Disclosure; and
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- 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.

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Time Zone: (UTC-05:00) Eastern Time (US & Canada)		Augusta, ME 04333
		Sterling.Doiron@maine.gov
		IP Address: 198.182.163.121

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Freeform Signing

Electronic Record and Signature Disclosure:  
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Agent Delivery Events

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Intermediary Delivery Events

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Certified Delivery Events

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Witness Events

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Envelope Summary Events

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Payment Events

Status

Timestamps