



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:	Economic & Community Development		
Department Contract Administrator or Grant Coordinator:	Kaylin Kerina		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 52,800	Advantage CT / RQS #:	CT19A20230420000000002793
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	2/15/2023	Effective Date:
	Previous End Date:	6/31/2023	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:	Marshall Communications Augusta, ME		
Brief Description of Goods/Services/Grant:	Establishing a social media presence is critical for Career Exploration to gain student, industry, and community buy in. The contract amendment would allow for PR and additional marketing campaigns to run to increase awareness of the MCEP.		

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.

Maine Career Exploration requires public relations and marketing services to raise awareness of the program's primary components and the program's achievements and events. There is also a continued need for ongoing clear, educational, and engaging content on social media channels to inform and attract the interest of the target audiences including students, parents, parent-teacher organizations, guardians and community resources, and statewide, industry partners/sectors and employers.

Goal

Raise awareness of Maine Career Exploration and its mission to strengthen Maine's workforce over the long term by making sure students have the skills, and Maine's businesses have the workers, that they need to succeed.

Social Media Marketing Goal Metrics: Increase Facebook followers by 100% | Increase Instagram followers by 100%
Increase LinkedIn followers by 100%

Increase content engagement by: Posting & reposting key partners' social media | Cross-partner posting and engagement Update Link Tree on a regular basis

Public Relations and Marketing services

Deliverables/tactics including **but not limited to**:

- Pitching to local media, including MaineBiz and Maine Public's Maine Calling
- Press releases for events and important program news
- Creation of a 'most wanted media list' for ongoing pitching and press releases
- Event assistance
- Interview coordination and management
- Website copy and SEO
- E-newsletter distribution
- Op-eds on topics that resonate with current news cycle

Social Media Services

- Weekly organic social posts for Instagram: 3-4 posts per week*
- Weekly organic social posts for Facebook: 3-4 posts per week*
- Weekly organic social posts for LinkedIn: 3-4 per week*
- Weekday monitoring and posting on Facebook, Instagram and LinkedIn, responding to and liking comments, encouraging/monitoring user-generated content, as appropriate
- Identifying and following relevant media, businesses and organizations
- Work with the Program Manager to create short videos showing career exploration opportunities throughout the state
- Social media advertising – with a monthly budget set by Maine Career Exploration
- Monthly report

*Though each social channel will have a specific target audience in mind as outlined above, certain social posts may do well to be repurposed across multiple channels.

PART III: SUPPLEMENTAL INFORMATION

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

Marshall Communications already has a contract with the Department of Economic and Community Development for The Office of Tourism. Their contract will mirror similar services and needs.

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

Funding in the Maine Career Exploration programs paid meaningful work experiences was outlined in the attached business case.
The current rates are standard to the contract that is already executed with the Department of Economic & Community Development's Office of Tourism.

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

This program is short term ARPA funding. No future competition for the goods currently.

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):



Typed Name:

Heather Johnson, Commissioner

Date:

07/10/2023

Signature of DAFS
Procurement Official:

DocuSigned by:
Martha Verhille
891CE7A1493D45B...

Typed Name:

Martha Verhille

Date:

8/8/2023