



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:		Department of Education/Office of Teaching and Learning/Early Learning Team	
Department Contract Administrator or Grant Coordinator:		Renee Reilly, Preschool Development Grant Manager	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 200,000.00	Advantage CT / RQS #:	20240123000000002021
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	5/13/2024	Effective Date:
	Previous End Date:	5/12/2025	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		The Academy in Manayunk AIM Institute for Learning & Research® 1200 River Road Conshohocken, PA 19428	
Brief Description of Goods/Services/Grant:		Access to professional learning modules related to research-based pedagogy for literacy for K-3 general and special educators.	

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
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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.

In 2020, LD 138 directed the Maine Department of Education to conduct a study of beginning reading instruction in Maine and to provide two reports for the Education and Cultural Affairs Committee. The first report was a summary of the state of beginning reading/literacy education for schools in kindergarten through grade 3. The second report was a series of recommendations based on the statewide findings. As a result of the study, it was determined that there is a significant and immediate need for professional learning in K-3 literacy pedagogy that is grounded in science.

During the development of the reports, several advisory groups were convened to seek input from the field. Feedback was gathered from the State Dyslexia Advisory Group, the State Literacy Team, the Maine Association for Improving Literacy, and Higher Education faculty. These groups identified a series of critical literacy components to be addressed through professional learning needs as well as the best form and functionality of the professional learning to meet the needs of Maine educators and students.

Maine’s identification rate for students with disabilities is increasing due to the pandemic. Maine continues to be one of the states with the highest identification rates for reading SLD. Improving the quality of Tier I instruction during the early elementary years through high-quality professional learning is a proactive measure to help reduce the identification rate.

As a result of the multiple needs identified the Office of Teaching and Learning has connected with the Office of Special Services and Inclusive Education to make literacy professional development modules available at no cost to Maine education.

Since making the literacy professional development modules available, the entire funding from the original contract has been spent on providing access to Maine Educators. Additional funding is required so the Maine DOE can continue to provide access to the literacy professional development modules to additional Maine Educators through 5/12/2025.

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

As noted above, the Maine DOE has engaged in a process of identifying the critical content, format, and functional design features for the needed professional learning. Convenings of both internal and external advisory groups, including Maine DOE staff, the Maine DOE’s State Literacy Team, an Educator Advisory Panel, the Higher Education Faculty Group, the State Dyslexia Advisory Team, and the Maine Association for Improving Literacy, have all provided input on the needed content and design/functional features.

The identified content for the modules includes:

- Early Literacy Instruction
- Multi-Lingual Learners

**PART III: SUPPLEMENTAL INFORMATION**

- Dyslexia
- Research Based Reading Instruction
- Neuroscience of the Reading Brain
- Inclusion
- Phonological Awareness & Phonics
- spelling & decoding
- vocabulary
- Language Comprehension
- Written Expression

The format and functionality features identified by the advisory groups include:

- Manageable length of module content (4-8 hours per module) to prevent user fatigue.
- Asynchronous design for on-demand access and which can be paused and resumed.
- Multi-modal design of modules (e.g., combining audio, video, text reading, student work samples, etc.)
- Opportunity to earn contact hours and/or attain credentials/badges

Using this guidance, the Maine DOE examined a number of professional learning options and has determined that the modules produced by AIM Institute for Research's professional learning is the only available product that meets the specifications identified as essential with no need for costly customization. When examining options available through other vendors, the Maine DOE considered a number of factors such as the length of the modules, the content included in the modules, whether the DOE could approve participants ahead of them have access to the modules, the ability of the system to track completion and award credit, the availability of technical support, the cost per module, etc. The following Vendors were reviewed to determine if they could fit the DOE's needs:

- 95% Group
- Amplify
- COX Campus
- Hand2Mind
- HILL for Literacy
- Institute of Educational Science (IES)
- IRIS – Vanderbilt
- Keys to Literacy
- Landmark School
- Lexia
- NCIL – National Center on Improving Literacy
- Neuhaus Education Center
- Panorama
- Reading Science Academy
- Really Great Reading
- Renaissance Learning
- Sadlier
- Savvas
- Student Achievement Partners
- The Reading League

**PART III: SUPPLEMENTAL INFORMATION**

- Think CERCA
- Tools 4 Reading
- University of Florida – UFLI

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

The content of the AIM Institute for Research's Steps to Literacy modules matches that which was identified by Maine's advisory groups. Additionally, AIM Institute for Research's modules are program agnostic which means that the professional learning content presented in them can be used in conjunction with any core or intervention program that an educator is using in their school. The research-based content included in the modules developed by AIM can be delivered in the desired format and with the necessary functionality without the need for any additional modifications that would come with extra costs.

Although there is a recommended sequence, AIM's learning modules can be accessed in any order, enabling educators to differentiate their experience by individual needs. Additionally, the modules do not require an extensive time commitment. The modules can be completed in an average of 4-6 hours compared to other platforms and courses which require more than 30 hours. The AIM modules satisfy the desire to provide a multi-modal approach. The asynchronous modules include a variety of short readings, videos, student learning samples, practical application, and realistic educational practice activities.

Additionally, the AIM Institute offers an external platform and certification process that does not require maintenance, staffing, and/or capacity within the Maine Department of Education. The current lack of a statewide learning management system makes it necessary to depend on the capacity of the external vendor for management of the learning system.

The AIM Institute for Research provides contact hour certificates for users as they complete each Step to Literacy module. Additionally, registrants have the option of bundling multiple modules to earn micro-credentials from Credentials Unlimited or they may opt for graduate credit from Arcadia University for an additional fee. These incentivizing options are managed by AIM and do not require additional oversight from the Maine DOE.

The AIM Institute offers an additional unique feature-- a vetting system that allows the internal Maine DOE team the ability to verify users to ensure that the access is allowed only by Maine educators and those who complete one module at a time. This unique vetting system will track users, school participation and support design for schools to follow up with learning and coaching that brings learning to scale from a common source of content.

Although other literacy educational learning technology vendors are available, the AIM Institute is unique in the capacity to meet all the components identified by planning and development with no need for additional changes associated with additional costs or lengthy development time. The complete compilation of AIM offerings include:

1. Externally maintained platform
2. Certificate award system
3. Micro-credential or credit option for users
4. Vetting system

**PART III: SUPPLEMENTAL INFORMATION**

- 5. User data reporting
- 6. Individualized user access
- 7. Complete access to identified topics with no need to customize
- 8. Concise and manageable module completion time.
- 9. Module purchase adjustments based on user interest and need

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

If the Department has the opportunity to provide this type of professional learning in the future, lessons learned from use of these modules will help inform design of an RFP.

**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.


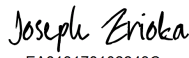
**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

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, Deputy Commissioner	Date:	10/9/2024
Signature of DAFS Procurement Official:	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <small>DocuSigned by:</small>    <small>EA813178102243C...</small> </div>		
Typed Name:	Joseph Zrioka, Director of IT Procurement	Date:	10/15/2024

**Certificate Of Completion**

Envelope Id: D6566F630AAA41A4AA2C9325409D3114	Status: Completed
Subject: Please DocuSign This Document	
Source Envelope:	
Document Pages: 8	Signatures: 2
Certificate Pages: 1	Initials: 0
AutoNav: Enabled	Envelope Originator: Daniel A. Chuhta Daniel.Chuhta@maine.gov
Envelopeld Stamping: Disabled	IP Address: 64.207.219.135
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	

**Record Tracking**

Status: Original 10/9/2024 3:20:22 PM	Holder: Daniel A. Chuhta Daniel.Chuhta@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: DocuSign

**Signer Events**

Daniel A. Chuhta  
Daniel.Chuhta@maine.gov  
Deputy Commissioner  
Maine Department of Education  
Security Level: Email, Account Authentication (None)

**Signature**



Signature Adoption: Drawn on Device  
Using IP Address: 72.231.250.95

**Timestamp**

Sent: 10/9/2024 3:20:23 PM  
Viewed: 10/9/2024 3:22:16 PM  
Signed: 10/9/2024 3:23:17 PM  
Freeform Signing

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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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Certified Delivered	Security Checked	10/9/2024 3:22:16 PM
Signing Complete	Security Checked	10/9/2024 3:23:17 PM
Completed	Security Checked	10/9/2024 3:23:17 PM

**Payment Events**

**Status**

**Timestamps**

**Certificate Of Completion**

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Source Envelope:	
Document Pages: 6	Signatures: 1
Certificate Pages: 5	Initials: 0
AutoNav: Enabled	Envelope Originator: Joseph Zrioka joseph.a.zrioka@maine.gov
Envelopeld Stamping: Enabled	IP Address: 64.135.140.219
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	

**Record Tracking**

Status: Original 10/15/2024 5:14:41 PM	Holder: Joseph Zrioka joseph.a.zrioka@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: State of Maine - Office of Information Technology	Location: DocuSign

**Signer Events**

Joseph Zrioka  
joseph.a.zrioka@maine.gov  
Director of IT Procurement  
State of Maine - Office of Information Technology  
Security Level: Email, Account Authentication (None)

**Signature**

DocuSigned by:  
  
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Signature Adoption: Pre-selected Style  
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**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**

Jennifer Tarr  
Jennifer.L.Tarr@maine.gov  
DOE Procurement Director  
Carahsoft OBO Maine Department of Education  
Security Level: Email, Account Authentication (None)  
**Electronic Record and Signature Disclosure:**  
Accepted: 5/20/2021 2:29:25 PM  
ID: 71ebd786-a01b-4229-bdd0-877f12eec3e3

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Katherine Warren  
Katherine.Warren@maine.gov  
Education Data Manager- MDOE  
Maine Department of Education  
Security Level: Email, Account Authentication (None)

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Accepted: 12/9/2022 3:33:50 PM  
ID: 775ae2e1-0e6f-45c8-9a71-80af987f1644

Olivia Schafer  
Olivia.Schafer@maine.gov  
Security Level: Email, Account Authentication (None)  
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Viewed: 10/16/2024 7:00:36 AM

IT Procurement Team email  
ITProcurement@maine.gov  
Security Level: Email, Account Authentication (None)  
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Sent: 10/15/2024 5:17:56 PM

Witness Events	Signature	Timestamp
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Notary Events	Signature	Timestamp
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Envelope Summary Events	Status	Timestamps
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Payment Events	Status	Timestamps
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Electronic Record and Signature Disclosure
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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.

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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.

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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.

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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: [kendra.l.coates@maine.gov](mailto:kendra.l.coates@maine.gov)

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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 [kendra.l.coates@maine.gov](mailto:kendra.l.coates@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.

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- ii. send us an email to [kendra.l.coates@maine.gov](mailto:kendra.l.coates@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..

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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.

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- Until or unless you notify Carahsoft OBO Maine Office of Information Technology 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 Office of Information Technology during the course of your relationship with Carahsoft OBO Maine Office of Information Technology.