



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.


Table with 4 columns and 10 rows. Section: PART I: OVERVIEW. Fields include: Department Office/Division/Program: Maine Charter School Commission; Department Contract Administrator or Grant Coordinator: Amy Lynn Allen, Operations Director; (If applicable) Department Reference #: N/A; Amount: \$10,000.00; Advantage CT / RQS #: 2023112*1422; CONTRACT Proposed Start Date: 12/1/2023, Proposed End Date: 2/29/2024; AMENDMENT Original Start Date, Previous End Date, Effective Date, New End Date; GRANT Project Start Date, Project End Date, Grant Start Date, Grant End Date; Vendor/Provider/Grantee Name, City, State: Marshall Communications (VC1000059956) Augusta, Maine; Brief Description of Goods/Services/Grant: To create content marketing pinpointed to the individual needs of each of Maine's public charter schools.

Table with 4 columns and 7 rows. Section: PART II: JUSTIFICATION FOR VENDOR SELECTION. Header: Check the box below for the justification(s) that applies to this request. (Check all that apply.) Rows: A. Competitive Process, B. Amendment, C. Single Source/Unique Vendor (checked), D. Proprietary/Copyright/Patents, E. Emergency, F. University Cooperative Project, G. Grant, H. State Statute/Agency Directed, I. Federal Agency Directed, J. Willing and Qualified, K. Client Choice, 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.	Part of the Commission’s 3-year Strategic Plan is to “engage and activate stakeholders”. A piece of this engagement is actively marketing Maine’s public charter schools – pinpointing key messages and target audiences and determining the best methods to connect the messaging with the audience.
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.	The Maine Charter School Commission partnered with Marshall Communications before, during, and after the closure of Harpswell Coastal Academy. The contracted “crisis communications” were reactive in nature and meant to assist with messaging regarding the reasons for the Commission’s decision to close the school. The focus has now shifted to getting the word out about the unique and wonderful things that Maine’s public charter schools are doing and how they are performing against state averages for assessments, graduation, and chronic absenteeism. Over the past 13 months, Marshall Communications has cultivated relationships with Commission members, Commission staff, and the public charter schools. With these strong relationships in place, it only makes sense to shift the focus from “reactive” to “proactive” using the same vendor.
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.	During the Commission’s discussions leading up to the approval of its approved FY24 budget, funds were set aside to engage in this work.
4. Describe the plan for future competition for the goods or services.	This is intended to be a short-term project. Based on the results, the Commission may decide – as part of its FY25 budget – to engage in similar work. That will be determined at a later time.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)	
Does this request utilize ARPA/MJRP funds?	
<input type="checkbox"/> Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).	
<input type="checkbox"/> Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.	
<input checked="" type="checkbox"/> 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:	Amy Lynn Allen, Operations Director	Date:	11/30/2023

Signature of DAFS Procurement Official:	DocuSigned by: <i>Thomas Paquette</i> 249502C7B71A49A		
Typed Name:	Thomas Paquette	Date:	12/1/2023