

## SOLE SOURCE JUSTIFICATION

A waiver from the competitive solicitation process may be granted when based upon operational compatibility with existing equipment, strong technological grounds, a unique and cost-effective feature requirement, or when it is clearly in the State's best interest.

1.) Contract Amount:\$ 162,000.00 *2 years*

2.) Requested Supplier: Ellucian, 600 Colonial Center Parkway, Suite 200, Lake Mary, FL 32746

### 3.) Description of Item/Service:

The Citadel requires a system to host our online application process and a robust established communication workflow. Currently, The Citadel is an ellucian recruit school since 2017. The system needs to allow for students to create accounts and apply for admission to a minimum of 8 student types. The system must have established integration with ellucian Banner, our ERP system. Upon submission of the application, all information must be pushed into banner, including any supplemental documents that are required as part of the admissions process. The system must also have out of the box integration with Salesforce's Marketing Cloud, which is our ESP. The college also requires a platform to integrate envet management to allow prospective students to register for upcoming tours and other events through the same system. The request is for one year with the option to renew for a second year.

### 4.) Establish the reasons The Citadel absolutely requires this specific Item/Service and the unique benefits that will be realized:

Modern Admissions and Recruitment processes require an online application and communication system that is integrated into all institutional processes. Communication and data tracking are integral to establishing relationships with students and their families. This tracks prospects throughout the life cycle of your relationship and significantly streamlines communicating with them. Considering the research, which shows you need at least seven touch points to enroll a student, it is important your contact be frequent and reliable. And, that is why CRM software is necessary. The Citadel currently needs the system to be consistent and to seamlessly support:  
Application process; Data Management; running of established communication plans; integrated with salesforce Marketing Cloud; and is cloud based to decrease the pressure on the IT staff to support applications.


### 5.) Explanation as to why no other supplier can offer a comparable Item/Service:

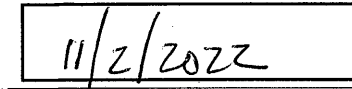
Ellucian recruit is fully integratable with Banner ERP as they are the same company. The out of the box functionality is as about close to automated as possible for real-time web services product between a constituent relationship management solution (CRM) and banner student information system solution. The Citadel operates Ellucian Banner as its enterprise resource planning system (ERP). A key component of the Banner system is its role in serving as the student information system. All student academic/enrollment records and their related processes occur in Banner. Ellucian Recruit provides additional functionality that is needed for the current student information system (such as matching primary student ID numbers and integration into the existing email generation system).

Given that the systems are all ready implemented - continuing with the product at this point allows the Citadel to save personnel time which would be required to reimplement a new system.

I hereby certify that the above information is accurate and request that a waiver from the State mandated bidding process be approved for the procurement of the above stated equipment, commodity, or service.

Based on the determination above, the proposed procurement action described is being procured pursuant to the authority of Section 11-35-1560 of the South Carolina Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 South Carolina Code of Laws.

  
SIGNATURE

  
DATE

**Kelly Ann Brennan**  
PRINT NAME OF DEPARTMENT HEAD

**Enrollment Management**  
DEPARTMENT

FOR PROCUREMENT SERVICES USE ONLY	
APPROVED BY: _____ Director of Procurement Services	DATE: _____
APPROVED BY: _____ VP Finance & Business	DATE: _____
*VPFB signature only required for requests over \$100,000	

**GUIDANCE:**

**Section 3;** Provide a description of the item or service being requested with sufficient detail so that it is clear to the reviewer of this form what is being sought and the purpose it serves.

**Section 4;** Detail the specifics about the item or service and explain how it is uniquely positioned to meet the need at The Citadel. This section should address the role that will be played by the item/service and how it is positioned to be the only option that will work in this scenario. Factual evidence must be presented to substantiate why this is the sole item/service that will work.

**Section 5;** Cite the reasons why alternatives would not be acceptable and how comparable products or services from other suppliers could not meet the need. Also, include details about the market research that was performed to substantiate the sole source request. Detail the specific, quantifiable facts as to why this type of item/service cannot be purchased from any other supplier.

The Drug-free Work Place certification must be obtained for sole source procurements greater than \$50,000.

Right to Protest: If you are aggrieved in connection with the intended award of this project you may be entitled to protest, but only as provided in Section 11-35-420 (1) South Carolina Code of Laws. Any intent to protest or actual protest must be submitted in writing to the Chief Procurement Officer, Materials Management Office

(a) via email to [protest-mmo@mmo.sc.gov](mailto:protest-mmo@mmo.sc.gov) or

(b) via USPS or any other carrier to 1201 Main St., Suite 600, Columbia, SC 29201