

## JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: The Citadel, Admissions Office

Sole Source Vendor: Enrollment Marketing, 352 Main St, Unit 333, Oneonta, NY 13820

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: The Cadet Admissions Office requires an enrollment solution that immediately jump-starts application generation, converts admits to deposits for Fall 2022 and increases applicant interest for 2023. The Citadel requires a quick launch of strategic application generation and deposit conversion programs (3 weeks or less) using a multi-channel approach including digital, print, online application, with data collection and a dashboard to monitor daily progress, measure impact, and adjust solution phases in real-time. The college also requires an active dedicated team of higher education admissions experts, marketing experts, and digital experts which work as part of the existing Citadel recruitment team to support the solution to supplement the expertise at The Citadel to lead the entire solution.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: The existing vendors that support higher education do pieces of the above, but do not have a holistic approach that integrates the digital, print, with application information collection/data management and that can also provide immediate tools (ie: established dashboards, agile marketing to adjust messaging in real-time, and own an in-house tool that guarantees top of in-box placement of all messaging). And all of this delivered in a short start-up timeframe. 3 Enrollment Marketing is the only company that can provide all of the requirements that The Citadel needs for the Admissions Office.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: **System Components** Dynamic Landing Pages Cadet Application Data transmission Dashboard to monitor daily interactions with a minimum of 80,000 student inquiries Email delivery and social media tool to guarantee top of inbox delivery of personalized content **Content Creation** Perceptive Messaging with Creative Content Development based on individualized social media & digital behavior Engagement and Nurturing email campaigns Smart Print campaigns aligned with email and social media targeted individualized messaging to each prospect (minimum of 160,000 from the school along with newly identified prospective students and their parents) **Dynamic Content & Personalization** As a rule, all communications coming from The Citadel to prospective students must be targeted and personalized based on individual behavior. The solution must utilize behavioral scoring to drive the content and its delivery in targeted outreach. That scoring will be a component of determining targeted outreach and will support agile marketing. The Solution must be able to use the data and analytics to continuously change messaging in all channels based on behavior in real-time. The solution must deliver digital ad strategy and campaigns – a minimum of 9 ½ months **Strategic Solution Planning for Institutional Use** The Citadel requires social media roadmap planning that supports the solution and the strategic delivery of engagement and conversion behaviors. In addition, the program will provide

full training for the admissions staff on the solution. The ability to run the enrollment solution alongside the work of the admissions office so that the efforts are complementary and supportive of the entire recruitment enterprise. The solution provider must have extensive experience working in partnership with the subject matter experts at the institution and will be able to provide a full market analysis and enrollment strategy tailored specifically for lead generation specifically aimed at Cadets.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: The Admission Office requires the full integration of digital and traditional enrollment marketing strategy along with the ability to build a dynamic suite of messaging collateral that is pertinent to each prospective students' persona, and delivers communication on each student's timetable with advanced marketing automation technology. 3 Enrollment Marketing is the only company that can provide all of the requirements. The Citadel anticipates use for one year with three annual renewals in the amount of \$1,251,000.00.

---

Authorized Signature  
Printed Name: Col. Charles L. Cansler  
Title: Vice President for Finance &  
Business  
Date: Click or tap to enter a date.

**Notes:**

**Authorized signature is the agency head unless the agency head has delegated that authority.  
Delegation of authority must be submitted to the Materials Management Officer in writing.**

**The Agency must obtain a Drug-free Workplace certification from the Vendor if the sole source procurement is \$50,000 or greater.**

**PROTESTS:**

Any actual or prospective bidder, offeror, contractor, or subcontractor aggrieved in connection with the intended award or award of this sole source contract, shall notify the appropriate Chief Procurement officer in writing of its intent to protest within five (5) business days of the date this notice is posted. Any actual or prospective bidder, offeror, contractor, or subcontractor who is aggrieved in connection with the intended award or award of this sole source contract and has timely notified the appropriate chief procurement officer of its intent to protest, may protest to the appropriate chief procurement officer in the manner set forth below within fifteen days of the date this notice is posted; except that a matter that could have been raised as a protest of the solicitation may not be raised as a protest of the award or intended award of a contract.

A protest must be in writing, filed with the appropriate chief procurement officer, and set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided. The protest must be received by the appropriate chief procurement officer within the time provided above. Days are calculated as provided in S.C. Code Ann. §11-35-310(13). Any notice of intent to protest and protest must be addressed to the chief procurement officer:

Materials Management Officer

(a) by email to: [Protest-MMO@mmo.sc.gov](mailto:Protest-MMO@mmo.sc.gov)

(b) by post or hand delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201