

JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: The Citadel

Sole Source Vendor: Watermark Insights, LLC. 71 W 23rd St Msc 125, New York, NY 10010

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 use of these Watermark platforms is critical for maintaining compliance and providing evidence of compliance for institutional accreditation as well as national program accreditations. The Citadel needs updated software to administer the faculty course evaluations. The Citadel also needs updated software to administer institutional surveys and assessments. The Citadel currently has a bundle of three software platforms from Watermark Insights – Student Learning and Licensure (base and advanced), Planning and Self Study, and Faculty Success. The Citadel has over five years of data and time invested in these Watermark products and this contract allows for an additional add-on of the Course Evaluations and Surveys module for campus-wide use. This contract also allows for continuity of service and minimal re-training.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: Extensive market research was performed to search for all available products for institutional course evaluations and surveys. Contact was made to various vendors, with multiple meetings and video-conferences to determine best product(s) available. Watermark is the only provider in the marketplace that allows users to collect data and activities related to: academic and non-academic assessment planning and reporting, course-based and/or juried assessment, tracking and documentation of field experiences and/or clinical placements with demographic data, strategic planning, accreditation reporting, course evaluation administration through existing Canvas portal, institutional survey administration through existing Canvas portal (campus LMS), and faculty activity reporting and process management. Watermark is uniquely positioned to offer a breadth of areas covered and a unique ability of platforms that communicate with each other, as well as with The Citadel's existing platforms and softwares.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: The Citadel will have access to the Watermark Navigator Single Sign On (SSO), Faculty Insights Hub, and Leader Insights Hub. Together, this provides faculty, administrators, and leaders a cohesive, streamlined experience from the login process through to their everyday use. The integration simplifies access to workflows and insights across the Educational Impact Suite, allowing leaders and administrators to centrally monitor progress, success, and improvements across different areas on campus. This insight into the strategic engagement in assessment and success initiatives includes: tracking assessment planning engagement and alignment with Planning and Self-Study; monitoring course evaluation response rates from Course Evaluations and Surveys; reviewing faculty scholarly accomplishments in Faculty Success; tracking the number of assessments done within the Student Learning and Licensure. The added Course Evaluation and Surveys module allows for direct integration with Faculty Success, enabling the incorporation of course evaluation results in the review, promotion,

and tenure processes. This addition will also allow integration with Planning and Self-Study to use course evaluation and general survey results as outcome measures.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: These Watermark platforms integrate and communicate across one another in a way that is not provided by similar models as well as integrating with The Citadel's technological infrastructure. The features that integrate saves extensive man-hour time that would otherwise create manual work. For example, hundreds of assessment reports can be seamlessly linked into an accreditation report and no other vendor can replicate this combination of features and integration. Similarly, the course evaluations can link directly to class lists in Canvas, creating an accurate and seamless administration of faculty course evaluations and results then link seamlessly with Faculty Success to support faculty tenure and promotion processes. With the survey platform, students survey data can be accessible to more campus constituents and linked with the other Watermark platforms.

Authorized Signature

Printed Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

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.