

Agency Identification: [The Citadel](#)

Description of the agency need that this procurement fulfills:

To support The Citadel's strategic goal of enhancing parent engagement in the student recruitment process and overall student success, the institution requires a comprehensive communication platform specifically designed for postsecondary education. Following a review conducted by the Provost, several initiatives were consolidated into the newly established Office of Parent Programs. This office aims to help parents transition into advisory roles, encourage cadet accountability, and foster long-term family involvement.

CampusESP offers the only integrated solution that combines a parent engagement portal, content management system, analytics, SMS communication, event management, and email marketing tools—all within a single platform. This solution will enable timely, targeted messaging, improve feedback tracking, support secure access for parents, and promote a unified, campus-wide communication strategy. These capabilities are essential to achieving our engagement and recruitment objectives efficiently and effectively.

Describe the Market Based on Research Performed:

Extensive market research confirms that families play a critical role in the college selection process and place high value on timely, relevant communication from institutions. To identify a suitable solution, The Citadel conducted a comparative analysis of several randomly selected colleges and universities. Among those offering a parent portal, all utilized CampusESP, underscoring its unique position in the higher education market.

Our internal review found no direct competitors offering a comprehensive parent engagement platform specifically tailored to postsecondary education. While some companies include parent portals as secondary features within broader services—such as website design or K–12 administrative systems—these options lack the functionality, privacy safeguards, and strategic engagement tools required by The Citadel. Moreover, such alternatives would be more costly, labor-intensive to maintain, and misaligned with our institutional goals.

Campus ESP's platform is the only solution built from the ground up based on input from parents of higher education students. It allows families to customize the type of information they receive from campus offices and includes a content curation service that delivers expert guidance and parent-focused articles directly to the portal. These features, combined with secure FERPA waiver management, personalized communications, and engagement analytics, make CampusESP the sole provider capable of meeting our specific needs.

Sole Source Vendor Name: [CampusESP](#)

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 SC Code Ann § 11-35-1560 and SC Regulation 19-445.2105, Sole Source Procurement.

Description of supplies, construction, information technology, and/or services vendor will provide under the contract:

CampusESP provides a SaaS-enabled Parent Portal designed specifically for higher education institutions. This platform integrates a full suite of engagement tools, including automated and personalized newsletters, targeted announcements, dynamic content delivery, advertising campaign functionality, event registration, e-commerce capabilities, and engagement analytics with performance dashboards.

The system also supports a secure, parent-initiated FERPA waiver process and delivers prescriptive alerts based on student data. Additionally, CampusESP will curate college-specific content and monitor institutional webpages to ensure timely, relevant updates for families. These services streamline parent communication, enhance engagement, and support student success.

Explain why the described solution is the only solution that meets the agency's need and how no other identified solutions were sufficient.

The Citadel requires a parent engagement platform that is purpose-built for higher education and uniquely capable of supporting strategic communication, student success, and data-informed engagement. CampusESP offers the only commercially available solution developed in collaboration with over 450 colleges and universities and informed by feedback from more than 36,000 surveyed parents. This depth of experience ensures the platform is tailored to the specific needs of postsecondary institutions.

CampusESP's Parent Portal is the only solution that integrates key features essential to our goals: prescriptive parent alerts based on student data, a secure parent-initiated FERPA waiver process, personalized email newsletters, and a dynamic web experience. Unlike other providers whose portals are secondary features of broader systems (e.g., website design or K-12 platforms), this solution is built from the ground up to support higher education family engagement, student privacy, and institutional efficiency.

No other provider offers a SaaS-enabled platform that combines personalized newsletters, targeted announcements, demographic-based advertising, dynamic content targeting, automated engagement reporting, performance dashboards, and built-in event registration and e-commerce tools in one integrated solution. These capabilities are critical to achieving scalable, measurable, and strategic parent engagement.

Note: Determination is not complete without required signatures and dates

Required Signatures:

Prepared by: *Laura McElwaine*

Date: 8/21/2025

Printed Name: Laura McElwaine

Title: Assoc. Director Admissions Operations

Approved by:

Approval Date:

Printed Name: Click or tap here to enter text.
enter text.

Title: Click or tap here to