

February 16, 2017



Memorandum

To: Mark Johnson, State Superintendent of Public Instruction

From: Vanessa W. Jeter, Director, Communication & Information Division

Subject: Intent to Contract
Requisition No. RQ20204421
(Required for Service Contracts Greater Than \$5,000)

Important Information: Approval of this Memorandum of Intent to Contract is required prior to initiating the contract process. It does not constitute a contract, nor does it imply that a contract will be approved. In that regard, please note that no contractor work can begin until a contract has been approved and signed by both parties. Signed contracts will be returned to the listed DPI Contract Contact Person by the DPI Purchasing and Contracts Section.

Instructions: The questions/information in this memorandum must be completed, and the appropriate approvals obtained prior to initiating a Request for Proposal (RFP) or any contract paperwork, including amendments. All appropriate requested questions and information must be answered and completed, or the form will be returned. If approved, the original memorandum will be forwarded to the Purchase and Contracts Section, and a copy will be returned to the division. If not approved, the original memorandum will be returned to the division.

1. Please complete the following information (If you will use competitive bidding, please insert a short name for the RFP or other bid instrument in the place for Contractor Name; for example: RFP for Parking Services, and do not complete the contract amount or contract dates.)

Contractor Name: GovDelivery, Inc.

Contract Amount (if this request amends the amount, please enter the amended amount): \$27,326.91

Contract Dates: April 21, 2017 – June 30, 2018

**DPI Contract Contact Person and Telephone Number: Vanessa Jeter –
919- 807-3450**

2. Is this a contract amendment? **No** If so, please explain fully why you are amending it. (Note: If the amendment is for a date extension only, do not answer questions #3 through #12)
3. Why are you initiating a contract? **To inform and engage our constituents to help improve K-12 education in NC and to keep them informed about what is going on in the education environment. What services will you require? Software and digital storage**

4. How does the contract add value to the teaching/learning process? **This enables our agency to reach a wide variety of those in and out of the education field and to deliver information that is both relevant and timely.**
5. Is the service unique and not repetitive with agency activity or other contracts? **Yes.** Please state why this service cannot be performed within the resources of the agency. **This is a service based contract that has been built upon the previous platform and is unique to this one company. The GovDelivery (now Granicus) service provides a way for NCDPI to manage email subscribers and to avoid our emails being considered spam or nuisance emails. This service also allows us to embed formatting and visuals/photos in our email. GovDelivery also provides analytics to track the success of our communication efforts, i.e. open and click rates. Moving to a new email management software takes approximately six to twelve months.**
6. What is the impact, if you do not contract for these services? **We will not be able to relay relevant and timely material to not only education personnel, but to others within the communities of North Carolina.**
7. If this contract is being paid with grant money, does the grant require the contracted services? **No.** Please describe the grant references to these contracted services, and give a synopsis of the grant.
8. Will you use competitive bidding (e.g., RFP?) **No.** If yes, skip the remaining questions # 9 through # 12.
9. Are you using an IT Supplemental Staffing Convenience Contract or other type of convenience contract? **No.** If yes, please skip question # 10 and complete questions # 11 and # 12.
10. Do you plan to request sole sourcing for this contract? **Yes.** If yes, please complete and attach the required sole source justification memorandum. Sole sourcing is warranted whenever only one acceptable source can be found; sole sourcing should never be the first consideration. **(Important: The approval of the DPI Section Chief for Purchasing and Contracts, and approval by the Division of Purchasing and Contracts or ITS Procurement Services is required for sole sourced contracts.)**
11. Have you contracted with this vendor previously for related services? **Yes.** If yes, please provide the contract number of all contracts with this vendor during the last twelve months. **NC10298738**
12. How did you calculate the cost (e.g., what is the cost per hour and number of hours?) **Annual cost.** If the cost per hour is above the DPI maximum for that type of service per the New Service Contract Policies, please attach the required written permission granted by the Deputy Superintendent.
13. Is this contract for information technology services? **No**
14. If this is a personal service contract request, is the vendor/contractor a retiree?

Yes No

If answer is yes, is individual a member of:

_____ TSERS (Teachers & State Employees Retirement System)

_____ Other (Please Explain) _____

Budget Code: 100010100151

Signed: Margaret Wall Date: 2/17/17
Budget Representative

Approved: Yes No

Signed: M.R. [Signature] Date: 2-28-17
Supt./Deputy Supt./Appropriate CFO/CAO/CIO

For Technology Contracts Only:

Approved: Yes _____ No _____

Signed: _____ Date: _____
Chief Information Officer