

December 14, 2016



Memorandum

To: June Atkinson, State Superintendent

From: Vanessa Jeter, Director, Communications & Information

Subject: Intent to Contract
Requisition No. RQ20081852
(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: R & M

Contract Amount: \$57,000

Contract Dates: January 2, 2017 – June 30, 2017

**DPI Contract Contact Person and Telephone Number: Vanessa Jeter
(919-807-3469)**

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? What services will you require?
As NCDPI implements the state's Digital Learning Plan, the agency recognizes a need to update Home Base communications to more effectively convey the status of implementation, demonstrate value to key stakeholders and improve engagement with the primary users of the Home Base digital tools. To accomplish this work, the agency needs

research support, refinements in brand governance and messaging, an overview Home Base animation to illustrate the scope of the project, and communication planning support. The Agency proposes to enter into a sole-source contract with R+M Agency, the brand and customer experience agency that initially developed the Home Base logo, a previous aligned animation, and original messaging and communication strategies. A sole source is justified because this is a continuation of work that began with this particular vendor and needs to be revisited and modernized to meet current needs. R+M has extensive audience research and the original work done to launch Home Base at its inception. It makes sense to capitalize on this knowledge and expertise to finish this project's implementation.

4. How does the contract add value to the teaching/learning process? **To continue the Home Base brand awareness and its value with primary audience to increase teacher and parent adoption of the Home Base digital tools.**
5. Is the service unique and not repetitive with agency activity or other contracts? Please state why this service cannot be performed within the resources of the agency. **Services provided by R + M are unique, highly technical in nature and not repetitive with other agency initiatives.**
6. What is the impact, if you do not contract for these services? **If we do not contract for these services with R + M, we would essentially be required to start over with another vendor, thus losing all the prior work that has already been done.**
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.) **See attached**
11. Have you contracted with this vendor previously for related services? If yes, please provide the contract number of all contracts with this vendor during the last twelve months. **YES – EP4882496-V2, NC10028066 and NC1005594**

1. How did you calculate the cost (e.g., what is the cost per hour and number of hours?)
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. **Please see attached estimate.**
2. Is this contract for information technology services?
3. If this is a personal service contract request, is the vendor/contractor a retiree?

_____ Yes X No

If answer is yes, is individual a member of:

_____ TSERS (Teachers & State Employees Retirement System)

_____ Other (Please Explain) _____

Budget Code: 180010138000

Signed: Margaret Wallace Date: 12/14/16
Budget Representative

Approved: Yes K No _____

Signed: Jane Atkinson Date: 12/16/16
Supt./Deputy Supt./Appropriate CFO/CAO/CIO

For Technology Contracts Only:

Approved: Yes _____ No _____

Signed: _____ Date: _____
Chief Information Officer