SOLE SOURCE JUSTIFICATION

A waiver from the competitive solicitation process may be granted when based upon operational compatibility with existing equipment, strong technological grounds, a unique and cost-effective feature requirement, or when it is clearly in the State’s best interest.

1.) Contract Amount: $14,350.00

2.) Requested Supplier: CampusReel

3.) Description of Item/Service:

Crowd-sourced video content creation service/software: Three year contract in the amount of $14,350 per year (with the option to opt out after year one).

CampusReel will onboard, train and manage any number of cadets at The Citadel to create authentic, unscripted and organically-generated video content to broadly share meaningful information, knowledge and insights about various aspects of academic, campus, student, and social life at The Citadel. Vendor identifies story ideas based on highly searched keywords, and edits all video content using Citadel branding. Citadel gets final approval of video content.

Videos are distributed through college search engines, Google, on the CampusReel website, can be shared on The Citadel’s social media, and can be included in playlists embedded into our website or email marketing. Includes a lead generation feature.

4.) Establish the reasons The Citadel absolutely requires this specific Item/Service and the unique benefits that will be realized:

Consultants and cadet focus groups have both identified a need for more video content, and The Citadel doesn’t have existing staff to keep up with the demand. Video is increasingly important to Gen Z as a recruitment method — especially for those who are unable to visit campus in person. The Citadel needs to quickly and easily generate, organize and publish high volumes of impactful, organically-created video content. Videos produced by CampusReel will augment the Citadel’s brand, expand our reach to prospective students, and significantly enhance our existing recruitment/enrollment lead strategies and processes, which is currently a key focus of the college at large.

Utilizing a video production agency or more traditional video creation methods would be significantly more time-consuming, expensive and labor-intensive.

5.) Explanation as to why no other supplier can offer a comparable Item/Service:

CampusReel is averaging 600K site visits per month and has a rapidly growing partner network and user base. And, a google search for “student-generated videos” and related terms yields no results. CampusReel is the only comprehensive online video platform that combines the following features and capabilities:

1. Video engine to rapidly and effectively generate video content
2. Unique, cost-effective and flexible end-to-end video solution that appeals to a wide range of user types (e.g. current and prospective college and graduate school students, transfer candidates, parents, as well as college counselors and university administrators) to help the Citadel generate leads.
3. Efficient and effective creation of high volumes of authentic and impactful video content that allow viewers to experience a realistic and genuine Citadel.
4. Ability to remotely manage an unlimited numbers of student content creators.
5. Proprietary online modules to effectively train student content creators.
6. Video upload capabilities to process any and all video files.
7. Back up cloud storage for all video files.
8. The Citadel profile on www.campusreel.org along with all Citadel student inquiries cultivated through the site.
9. Intuitive drag and drop video tour builder.
10. Custom metadata tagging and categorization.
11. Transduced and transcribed video files.
15. Webcast + recording software to send video messages.
16. Instant and weekly lead notifications and reporting.
17. Compatibility with third party applications such as Google Maps and Streetview establishing a campus virtual immersion experience for online digital campus tours and exploration.
18. Minimal effort (i.e. approximately 15 minutes) to integrate CampusReel API into the Citadel’s website.
19. Conformance with Americans with Disability Act (ADA) and Web Content Accessibility Guidelines (WCAG) 2.1 at the AA level.
I hereby certify that the above information is accurate and request that a waiver from the State mandated bidding process be approved for the procurement of the above stated equipment, commodity, or service.

Based on the determination above, the proposed procurement action described is being procured pursuant to the authority of Section 11-35-1560 of the South Carolina Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 South Carolina Code of Laws.

\[\text{Signature}\]
\[\text{12/7/21}\]
\[\text{William Leggett}\]
\[\text{Ocm}\]

GUIDANCE:

Section 3: Provide a description of the item or service being requested with sufficient detail so that it is clear to the reviewer of this form what is being sought and the purpose it serves.

Section 4: Detail the specifics about the item or service and explain how it is uniquely positioned to meet the need at The Citadel. This section should address the role that will be played by the item/service and how it is positioned to be the only option that will work in this scenario. Factual evidence must be presented to substantiate why this is the sole item/service that will work.

Section 5: Cite the reasons why alternatives would not be acceptable and how comparable products or services from other suppliers could not meet the need. Also, include details about the market research that was performed to substantiate the sole source request. Detail the specific, quantifiable facts as to why this type of item/service cannot be purchased from any other supplier.

The Drug-free Work Place certification must be obtained for sole source procurements greater than $50,000.

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