

**The University of Southern Mississippi**  
**Notice of Proposed Sole Source Purchase**  
**SSP 21\_012**

The University of Southern Mississippi anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Description of the commodity that USM is seeking to procure: **VisitDays Enrollment Generator**
2. Explanation of why the commodity is the only one that meets the needs of the agency: **Currently, VisitDays performs many functions for which no other product or source of service exists. VisitDays offers a scheduling platform specifically designed for coordinating campus visits in a higher education setting. No other scheduling software that we identified was tailored so precisely for higher education.**
3. Explanation of why the source is the only source is the only person or entity that can provide the required commodity: **The features they offer that we have been unable to find with any other service provider include:**
  - **An analytics module that allows us to track every visitor that schedules with the Office of Admissions beginning the moment they schedule, through their visit, and any cancellations and/ or rescheduling processes. Through this module, we can run reports and data for campus tour show rates and assess feedback regarding visits through the campus visit survey.**
  - **Full integration with the new Admissions' CRM Hobson's Radius. VisitDays provides us with the option to create automated text messages, emails, videos, and webinars that can be integrated into the communication plan for prospective students via Hobson's Radius. It also provides the ability to directly import campus visit data into Hobson's Radius in an effort to use that data to recruit prospective students most effectively.**
  - **A scheduling module that allows us the freedom to change our daily visit offerings at any time without the need to submit changes through USM's iTech Department and to personalize the information related to each visit including background information on the admissions counselor, tour guide, and department each student will meet with during their campus visit.**
  - **High School visit technology that will allow admissions counselors to collect information directly from prospective students during private visits to high schools, college fairs, and other recruiting events hosted by the Office of Admissions. This information is collected through a text code that the student may use to complete an inquiry form and then directly submit to the Office of Admissions. We can then import this information to Hobson's Radius using the integration processes offered by VisitDays.**
4. Explanation of why the amount to be expended for the commodity is reasonable: **The amount is reasonable to be expended for this service because all of the various services that it provides to the Office of Admissions. We can utilize this for campus visitors, events, and when admissions counselors are interacting with prospective students.**
5. Efforts that the agency went through to obtain the best possible price for the commodity: **We have researched to find another comparable company and no other vendor can provide the same services as VisitDays.**

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<b>Advertisement Schedule</b>	<b>Date</b>
<b>1<sup>st</sup> scheduled</b>	<b>10/6/2020</b>
<b>2<sup>nd</sup> scheduled</b>	<b>10/13/2020</b>

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Steve Ballew

Director of Procurement & Contracts

steve.ballew@usm.edu

**Subject Line must read "Sole Source Objection"**

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, USM determines that the commodity in the proposed sole source request can be provided by another person or entity, then USM will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If USM determines after review that there is only one (1) source for the required commodity, then USM will appeal to the Public Procurement Review Board. USM will have the burden of proving that the commodity is only provided by one (1) source.