

USM SSP 24_036 Notice of Proposed Sole Source Purchase of Coursera.

http://www.ms.gov/dfa/contract_bid_search/Bid

RFx: 3150005773

Comments/objections will be received as required per Section 31-7-13 (C) of the Mississippi Code until 8:00 a.m. (Central Time) on July 12, 2024.

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:

Jacob Cochran

Interim Director of Procurement & Contracts 118 College Dr. Box 5003 Hattiesburg, MS 39406

bids@usm.edu

Phone: 601-266-4131

Subject Line must read "Sole Source Objection USM SSP 24_036"

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.

Run Dates: 6/24, 7/1

The University of Southern Mississippi
Notice of Proposed Sole Source Purchase
SSP 24_036

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:

Coursera Career Academy Campus Wide License

2. Explanation of why the commodity is the only one that meets the needs of the agency:

We are seeking to utilize Coursera in order to deploy industry recognized credentials that are created by globally known firms in support of our President Paul's new Ready For Life initiative. Specifically, The University of Southern Mississippi plans to offer role-aligned microcredentials from organizations such as Google, Microsoft, IBM, Unilever, Amazon/AWS and more. These microcredentials are created by industry professionals and packaged solely by Coursera. This industry content is essential to supplement the knowledge and skills of all learners at USM, providing them with "real world" applications and assessments of dynamic and continuously changing fields such as data analytics, human-centered design, or technology-centered project management.

3. Explanation of why the source is the only source is the only person or entity that can provide the required commodity:

As an example, the *Grow with Google* microcredentials for roles such as Project Management, Data Analytics, Cybersecurity, and other areas offer students from every major the opportunity to learn current industry knowledge, skills, and best practices that are not easily incorporated into a standard curriculum. These credentials are known to employers globally. Referring to the [Grow with Google page here](#), you'll notice that Google directs learners to Coursera as they are the exclusive platform to earn the credentials. Similarly, as outlined in the Coursera Sole Source letter, it is the only platform where the desired credentials are offered. This contract with Coursera is the only means to access these 50+ industry credentials as an institution of higher education.

4. Explanation of why the amount to be expended for the commodity is reasonable:

At a cost of \$80,000 per year, USM will receive access for 15,000 faculty, staff and students plus an additional 15,000 alumni. That total access of 30,000 users at an annual cost of \$80,000 comes out to \$2.67 per person per year if fully subscribed. The lowest individual monthly subscription plan to Coursera is \$49 per month.

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5. Efforts that the agency went through to obtain the best possible price for the commodity:

We negotiated the 15,000 alumni licenses and the cost of integration into the Canvas learning management system as gratis components to the original proposal.

Advertisement Schedule	Date
1st scheduled	6/24/24
2nd scheduled	7/1/24

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Jacob Cochran

Director of Procurement & Contracts

Jacob.Cochran@usm.edu

Subject Line must read "Sole Source Objection 24_036"

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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.

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