

Office of Purchasing

NOTICE OF INTENT TO AWARD A SOLE SOURCE PROCUREMENT

MU22MEDIADATA

Response Deadline: 3:00 p.m., LPT, Friday, July 30, 2021

Marshall University intends to waive the solicitation process and approve a sole source to purchase an all-in-one media intelligence/monitoring platform for University Communications.

Justification:

- The University has determined that Meltwater has unique features that are essential to the University's program. Those features include the following:
 - Ability to monitor, analyze, and distribute both traditional and social media mentions and content from a single provider;
 - Creation and distribution of a daily newsletter of University Communication's media clips, which can be sent to various constituents;
 - Build additional, topic-specific media lists to expand Marshall University's national reach when sharing research and other news and track their success;
 - Monitor mentions, engage with University audiences, scheduling, and publishing content, listening to the conversation about the Marshall University brand and analyzing our social data;
 - Include social capabilities that allow University Communications to integrate departments across campus to share social media publishing and tracking capabilities; and
 - Ability to report all traditional and social mentions within a single reporting platform.

Interested Vendors (firms or individuals) that can sell an "or equal" all-in-one media intelligence platform to the University can respond with an alternate solution that overcomes the sole source reasons stated above, along with sufficient, detailed, convincing documentation, regarding their ability to supply an equivalent platform. The Vendor's response must be sent directly to Justin Hawthorne,

WE ARE...MARSHALL.



Office of Purchasing

Marshall University Purchasing Agent, at hawthorne2@marshall.edu and received no later than 3:00 p.m., LPT, Friday, July 30, 2021. Any responses to this notice must show clear and convincing evidence that competition would be advantageous to the University. Supporting documentation should include, but is not limited to comprehensive media intelligence platform specifications. The University reserves the right to require the responding Vendor to submit additional information as it may deem necessary and may consider any evidence available to it of the financial technical and other qualifications and abilities of the responding Vendor.

This is not a request for bids or proposals and there is no solicitation available. The University will not consider any responses as a proposal, bid, or quote. Any response received as a result of this Notice of Intent shall be considered solely for determining whether bona fide competition exists.

If it is determined by University staff, after reviewing any information received from responding Vendors, that sole source justification stands and the all-in-one media intelligence/monitoring platform is available only from a sole source, the University will waive the solicitation process and award the sole source procurement.

WE ARE...MARSHALL.

One John Marshall Drive • Huntington, West Virginia 25755-4100 • Tel 304/696-2821

A State University of West Virginia • An Affirmative Action/Equal Opportunity Employer