

## SINGLE SOURCE CERTIFICATION

**DATE:** \_\_\_\_\_

Authority is requested to make the following purchase under the provision of USF System Regulation USF4.02010(IV)(A)(2)(b) as a non-competitive purchase available from only one source.

**ITEM(S):**

\_\_\_\_\_

**PRICE:** \$ \_\_\_\_\_ **FUND #:** \_\_\_\_\_

**VENDOR ID:** \_\_\_\_\_ **REQUISITION#:** \_\_\_\_\_

**VENDOR NAME:** \_\_\_\_\_ **PURCHASE ORDER #:** \_\_\_\_\_

**FEDERAL GRANT:** \_\_\_Y \_\_\_N

*Describe the equipment, commodity or contractual service and how it is to be used. Provide the justification for the single source (note price cannot be used for justification). Attach additional pages if necessary. The Justification should describe in lay language. The service/commodity and its intended use, The reasons the item is not subject to competition from other sources, The necessity for purchase, and why only this service/commodity has unique features or qualities that will accomplish the required needs of the buyer.*

\_\_\_\_\_  
**Purchasing Agent** **Date**  
Authority: USF4.02010(IV)(A)(2)(b)

\_\_\_\_\_  
**Approved by:** **Date**

**PUBLIC POSTING**

START DATE \_\_\_\_\_ END DATE \_\_\_\_\_

Last Modified: 05/10/2021

***Describe the equipment, commodity or contractual service and how it is to be used. Provide the justification for the single source (note price cannot be used for justification).***

**Intersect by PowerSchool (formerly Hobsons Naviance)**

This is a renewal of an existing agreement. Intersect, formerly Hobsons Naviance, is a comprehensive student recruitment platform that uses the Naviance proprietary tools. It enables colleges and universities an opportunity to better connect with high school students actively engaged in the college prep process.

This platform is used by more than 6.6 million high-school students including 40% penetration in Florida and over 90% penetration in key out-of-state markets, allowing USF's reach to extend further and ultimately yield students. 80% of high school students who connect with a college through Intersect apply to that institution. Also, prospective students are twice as likely to yield via Intersect inquiries compared to traditional sources (i.e. fairs, phone campaigns, print media). This in turn aids in the recruitment efforts of our targeted out-of-state populations, including but not limited to National Merit Scholars and other high-ability students.

Since this is the main platform used in high schools across the nation there is no comparable product in the market. Further, the USF enrollment funnel is about 35% sourced via students from the Intersect product