



UNIVERSITY OF SOUTH FLORIDA

Single Source Certification

DATE:

Authority is requested to make the following purchase under the provision of USF System Regulation USF4.02040(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.

See Attached.

Purchasing Agent **Date**

Approved by: **Date**

Authority: USF4.02040 (2)(b)

PUBLIC POSTING

START DATE

END DATE



December 19, 2016

To Whom It May Concern:

The University of South Florida wishes to engage the educational services of Education Advisory Board (EAB) as a single source for the purposes of assisting USF in conducting an extensive external landscape analysis and opportunity prioritization exercise.

This education strategy study will identify and prioritize potential, new academic programs; identify existing programs within the Colleges especially well-positioned for growth; and provide an in-depth design and implementation plan for meeting the educational goals of our strategic plan to promote student success through job placement.

We have selected EAB as the sole source for this education strategy study due to the following:

- The Education Advisory Board pioneered the use of real-time employer data to help academic leaders launch and maintain distinctive programs across a variety of fields and disciplines. EAB has *proprietary rights* to Burning Glass Labor Insights. The information gleaned from their unique methodologies and this proprietary tool is critical for this research project, as we not only wish to ensure that there is a market for our programs, we also wish to ensure that there is a robust job market for the graduates of these new programs.
- USF currently has five different existing memberships with EAB. These memberships are in Business Affairs, Continuing and Online Education, Advancement, Enrollment Management and Facilities. They provide EAB with an in-depth knowledge of USF on topics considered extremely relevant to this study, including finance, academics and enrollment management, allowing EAB to provide recommendations that encompass the full scope of USF operations, as well as a crosswalk with our strategic goals. Through their Research Forum Memberships from across the country, they are able to leverage years of best practice research and field experience to add context and depth for actionable and sustainable recommendations.
- EAB has done several market research briefs for our programs this year. These briefs were included as part of our annual membership fee, and will be used to provide context to this new educational strategy study and will be linked to the development of our academic infrastructure.

Please let me know if I need additional information.

Best,

Dr. Cynthia A. DeLuca
Associate Vice President for Innovative Education
and Assistant Vice Provost

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This letter is an electronic communication from the University of South Florida.