

**JUSTIFICATION FOR  
SOLE SOURCE PROCUREMENT**

Agency: Greenville Technical College

Sole Source Vendor: Civitas Learning

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: Vendor-agnostic, institution-specific student data synthesized across multiple platforms including the Student Information System (SIS) and Learning Management System (LMS) that informs and predicts insights into student engagement and persistence. It allows for a more proactive and targeted outreach to improve student success outcomes.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: This is a renewal of a product that was purchased through a competitive procurement (RFP) conducted by State Procurement on our behalf.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: Proprietary predictive modeling framework that leverages LMS data to provide nuanced, just-in-time behavioral data to faculty and staff, signaling student persistence and risk propensity throughout the term. Civitas uses a proprietary method of prediction-based propensity score matching that allows for the measurement of far more services, interventions, and actions than would be feasible using other services.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: Civitas's data engineers utilize "derived variables," combined with raw data points to segment institution-specific student modeling to impact student success outcomes specific to GTC. Other products use generic raw data scrubbed from hundreds of other institutions which suggests a likelihood of behavior for "most" students. Other products do not have the proprietary data analytics or robust flexibility within their services. We are in the process of implementing a new ERP system and are not currently implementing any new software platforms with our existing ERP due to limited IT resources and the fact that they may not integrate with our new system. Anthology (our new ERP system) will have functionality to replace some of what Civitas provides. Once implementation is complete and we determine what features are still needed, we will issue an RFP for those products/services.



Authorized Signature  
Printed Name: Jacqueline DiMaggio  
Title: Vice President for Finance  
Date: 10/10/2024

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