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|  | WINTHROP UNIVERSITY Notice of Intent to Award | Requisition Number: Procurement Officer: Phone: E-Mail Address: | R2001375 CATHY SPROWLS (803) 323-2143 sprowlsc@winthrop.edu |
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POSTING DATE: May 15, 2020

In accordance with §11-35-1560 (A) of the SC Consolidated Procurement Code, it is the intent of Winthrop University (Winthrop) to award without competition a sole source contract in accordance with Regulation 19-445.2105 (B) (5) where the item is one of a kind, for continuation of services associated with a contract awarded to Wiley & Sons Educational Services (Wiley) for E-Learning Course Design. Services include but are not limited to: market research and marketing, recruitment and enrollment, student retention services, instructional design, and 24x7 technical support services to launch additional online graduate programs with moderate enrollments

from: Wiley on the basis of:

Winthrop currently contracts with Wiley in the support of four graduate programs that have more robust enrollments under an existing contract that expires 05/08/2023. Winthrop proposes to implement a new suite of programs, including but not limited to; the M.S. in Human Nutrition, M.S. in Sport and Fitness Administration, and M.Ed. in Literacy which currently project to have smaller markets and more modest enrollments. At the time of the original contract, Wiley was the only response received for the original solicitation. Winthrop intends to add these and possibly other, suites to our partnership with Wiley for the following reasons; 1) the new contract will allow Winthrop to merge all online graduate programs under one contract; 2) contracting with a different provider for smaller online graduate programs will create unnecessary and costly administrative burden; 3) the creation of unnecessary competition between two supporting contractors will thus impede effective and efficient marketing, recruitment, and enrollment operation for Winthrop's program(s); and 4) Winthrop lost two years of revenue under the original contract in order to perform much needed market analyses. Development of online programs takes one to two years to develop and three years to get fully scaled. Based on this experience and the current pandemic related to Covid-19, time is critical to ensuring programs and student enrollment begin as quickly as possible in a market saturated with online learning. Having a contractor familiar with the university and its existing online learning course design and operations will eliminate the time and expense required to get another contractor up to speed. In addition, any contract proposed with an alternate contractor as a result of these services cannot begin until the existing contract with Wiley has expired. For the aforementioned reasons and to the best of our knowledge, Winthrop believes no other contractor can provide these services. Contractors capable of providing these services may review the content of the existing contract at the following link [4400013045](#) and submit a letter of interest to the Procurement Officer identified herein.

Estimated Value: Contract is strictly a revenue sharing contract between Winthrop and any proposed Contractor. Contractor will not be paid their share of revenue until the programs have been launched based on student enrollment. Based on experience, this delay could take up to two years. Estimated value is \$720,000 per year for 7 years.

Estimated Period: 06/02/2020 – 06/01/2027

QUESTIONS/RESPONSES: Shall be addressed to the email address of the Procurement Officer indicated above.

PROTESTS (MAY 2019) If you are aggrieved in connection with the intended award or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within five (5) business days of the date this notice is posted, and (ii) submit your actual protest within fifteen days of the date this notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Materials Management Office, and submitted in writing (a) by email to: protest-itmo@itmo.sc.gov or (b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.

Unless otherwise suspended or canceled, Winthrop may enter into a contract for these services. Contractor should not perform work on or incur any costs associated with this notice prior to the receipt of a purchase order. Winthrop assumes no liability for any expenses incurred prior to issuance of a purchase order.