



RE: ANTOLOGY SOLE SOURCE MANUFACTURER CERTIFICATION

To Whom it May Concern,

Anthology Inc. (f/k/a Campus Management Corp.) and its affiliated companies Anthology Inc. of NY (f/k/a Campus Labs, Inc.), Anthology Inc. of Missouri (f/k/a iModules Software Inc.), Blackboard Inc, and Blackboard International B.V. (collectively, "Anthology") provide solutions for admission and enrollment management; student success and retention; institutional and learning effectiveness; alumni and advancement; and enterprise applications and infrastructure.

Anthology licenses the non-exclusive use of the following products and services to organizations, colleges and universities and is the sole source manufacturer for the following solutions.

- Anthology Academic Economics
- Anthology Apply
- Anthology Chat
- Anthology Course Evaluations
- Anthology Digital Assistant
- Anthology Encompass
- Anthology Engage (Admin Branch, API, Budget, Elections, Card Swipe, Paths, Room and Resource, Event Check in App, Org Accounting, Service Management)
- Anthology Enterprise
- Anthology Finance & HCM
- Anthology Insight (Connecters, Beacon)
- Anthology Institutional Effectiveness (Accreditation, Baseline, Outcomes Planning, Program Review)
- Anthology Occupation Insight
- Anthology Milestone
- Anthology Payroll
- Anthology Portfolio
- Anthology Raise
- Anthology Reach
- Anthology Student
- Anthology Student Verification
- Anthology Succeed

Please contact your Anthology Sales Representative if you need further assistance.

Sincerely,

Michael Pohorylo  
Deputy General Counsel



To Whom It May Concern,

The Campus Labs products are currently being utilized at more than 750 institutions of higher education across the United States and Canada. The Campus Labs product set includes an Institutional Effectiveness Suite, which is an end-to-end solution for setting strategic goals, collecting evidence, and reporting results. This suite assists in the collection, analysis, and compilation of the mission-critical information needed to demonstrate institutional effectiveness and continuous improvement.

Campus Labs is the developer and sole source for the Institutional Effectiveness Suite, as well as the sole source provider for all associated product support and hosting services. Campus Labs licenses the non-exclusive use of the Institutional Effectiveness Suite to colleges and universities; the Institutional Effectiveness Suite is not available for resale through any third-party channels or entities.

The Institutional Effectiveness Suite is also the only commercially available integrated software solution specifically designed to provide institutional accreditation and submission reports, strategic planning and reporting, faculty credentialing, learning outcome management, and report management capabilities. The Institutional Effectiveness Suite is the only commercially available integrated software solution specifically designed to interact with other Campus Labs solutions.

Other commercially available software product capabilities are not interchangeable with the Institutional Effectiveness Suite, and will not offer equal levels of integration, consistent user interface, support, security, or data sharing capabilities with other Campus Labs solutions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Reich'.

Eric Reich  
President, Campus Labs

# Campus Labs: A Unique Solution for Higher Education

A growing number of organizations are serving higher education institutions by providing them with tools for specific areas of assessment, such as data collection, data reporting, benchmarking, outcomes tracking, and information management. Charged with fulfilling the various criteria of the assessment process, institutions must either procure tools to support their assessment efforts or dedicate significant internal resources to overcome the obstacles common to assessment work. Campus Labs offers a unique solution that supports colleges and universities throughout every phase of the assessment cycle with one comprehensive platform.

*The Campus Labs integrated assessment solution delivers each of the following services to our Member Campuses:*

## **Consultation:**

Each Campus Labs Member Campus is provided access to a dedicated Assessment Consultant. These professionals have past experience as higher education practitioners as well as significant experience in developing and implementing assessment measures. Consultants work collaboratively with senior administrators, departmental staff, and assessment committees to provide a coordinated approach to assessment and help develop custom assessment instruments.

## **Assessment Planning Support:**

Campus Labs Assessment Consultants work with institutions to conduct comprehensive assessment inventories and connect strategic planning to assessment planning. The Campus Labs® platform supports and encourages the development of comprehensive assessment programs, allowing institutions to complete assessment efforts in accordance with their strategic plans.

## **Organizational Tools:**

Tiered access to the Campus Labs online assessment portal ensures that users only have privileges to their assigned departments or areas. Once logged in, users have access to: a dynamic Project List that provides a comprehensive view of pending, active, and completed projects; an automatically updated Project Calendar that allows for easy access to scheduling and managing tools for all institutional projects; and individual Project Dashboards that serve as the complete record for every project, storing assessment plans, associated notes, and summary reports that archive completed project data.

## **Data Collection:**

Sophisticated data collection tools enable users to efficiently collect data via mobile devices or the Internet. Member Campuses have the ability to collect data directly from students at programs, events, or

points of service using Apple or Android-based devices. Data can also be collected through a proprietary email client and traditional web survey interfaces. Additionally, specific tools such as real-time "clicker" polls and rubrics capture formative assessment data related to classroom or performance evaluation.

## **Reporting:**

The Campus Labs assessment platform provides online data analysis tools such as frequency tables, graphing options, and filters. Data from student information systems can be integrated to provide rich reports for more detailed analysis. The Campus Labs assessment platform also provides the ability to save views of data so users can customize their findings and create reports with ease. Assessment results, including graphs and saved views, can be exported into Word, Excel, or a PDF file. When custom statistical analyses are required, the raw data can also be exported into Excel or SPSS.

## **Integration of Outside Data:**

Other assessment projects—such as national studies (e.g., NSSE, CIRP, etc.), focus group reports, and participation data—can also be imported into the system, allowing users to take advantage of the reporting tools and Project Listing management and archive system.

## **Connecting Assessments to Strategic Plans or Other Guiding Documents:**

Campus Labs provides an efficient means to connect strategic plans, accreditation reports, and annual reports to assessment data. Member Campuses use the software to connect actual assessment evidence with departmental, divisional, and institutional outcomes. The resulting reports can be easily modified, exported, and showcased to all stakeholders.

## **Accreditation and Program Review Self-Study:**

The Campus Labs suite includes online hubs for managing the workflow and reporting associated with the accreditation and program review processes. These hubs include pre-loaded templates for regional and specialized accrediting bodies or for self-developed program review processes. The suite also includes a faculty credentialing and reporting tool, aligned with the requirements of many regional accrediting bodies.

## **Data Security and Accessibility:**

All data collected through Campus Labs is owned by the institution licensee. Numerous safeguards protect the physical data-hosting environment and online transmission of those data. In addition, the web survey application achieves the level of compliance necessary for W3C WAI 'AA' and 508 Accessibility Standards to ensure that those with visual disabilities can participate and complete online assessments.

## Comparison of Services Offered by Higher Education Assessment Organizations

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| Consultation and professional development opportunities                             | ✓ |   |   |   |   |
| Assessment planning support   | ✓ |   |   |   | ✓ |
| Multiple data collection capabilities   | ✓ | ✓ |   |   |   |
| Online course evaluations   | ✓ |   |   | ✓ |   |
| Ad-hoc reporting tools  | ✓ |   |   |   |   |
| Ability to integrate data from multiple sources                                     | ✓ |   |   |   | ✓ |
| Dedicated faculty and advisor portals   | ✓ |   |   |   |   |
| Data ownership  | ✓ | ✓ |   | ✓ | ✓ |
| Shared survey and rubric library  | ✓ |   |   |   |   |
| Benchmarking studies  | ✓ |   | ✓ |   |   |
| Course-based formative assessment tools   | ✓ |   |   |   |   |
| Connection to strategic planning documents  | ✓ |   |   |   | ✓ |
| Mobile-ready and dedicated Apple/Android apps                                       | ✓ |   |   |   |   |
| Accreditation self-studies  | ✓ |   |   |   | ✓ |
| Faculty roster  | ✓ |   |   |   |   |
| Comparative assessment and outcomes reporting                                       | ✓ |   |   |   |   |
| Outcomes taxonomy analytics   | ✓ |   |   |   |   |
| Council for Advancement of Standards in Higher Education (CAS) self-study templates | ✓ |   |   |   |   |
| Connection between outcomes assessment and accreditation self-study                 | ✓ |   |   |   |   |
| Customizable outcomes assessment and planning templates                             | ✓ |   |   |   |   |
| Automated curriculum maps   | ✓ |   |   |   |   |
| Normative faculty diagnostic form   | ✓ |   |   |   |   |

### Shared Resources and Other Community Features:

Campus Labs offers the only place on the web where faculty and staff can connect with colleagues from hundreds of colleges and universities about assessment. Member Campuses can share effective assessment strategies, assessment instruments, and best practices through functional area resource centers, online forums, blogs, and webinars.

### Benchmarking Studies:

Campus Labs offers a number of opportunities for Member Campuses to participate in national benchmarking studies, including many sponsored by national associations and professional organizations.

### Course Evaluations:

A flexible platform for managing student evaluations, this module accommodates university-wide, college, department, course-type, and faculty-specific questions. Evaluations can be completed on any web browser or via mobile devices. Robust reporting tools allow faculty to create reports for curricular enhancements as well as promotion and tenure. Campus Labs is also the exclusive partner for providing IDEA Education's Student Ratings of Instruction System, a normed, research-based instrument that focuses on student learning on faculty-selected course outcomes and provides feedback reports and recommendations for improvement.

### Professional Development Opportunities:

Campus Labs offers a wide range of professional development webinars for beginner and experienced student affairs, academic, and administrative professionals. The ongoing webinar series, conducted by Campus Labs Consultants or expert guest presenters, covers topics such as measuring learning outcomes, survey design, and how to use assessment results.



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716-270-0000 · [www.campuslabs.com](http://www.campuslabs.com)

### About Campus Labs:

Campus Labs is the leader in providing innovative web-based technology, assessment resources, and expert consultation to colleges and universities across North America. Campus Labs provides the means to organize assessment activities, collect data, benchmark with peer campuses, and report outcomes in meaningful ways. Through the utilization of the Campus Labs assessment platform, colleges and universities are able to measure student learning, enhance programs and services, and encourage student success.



**OFFICE OF PURCHASING, TRAVEL AND FLEET MANAGEMENT  
SOLE SOURCE DETERMINATION (SSD)**

**(TO BE SUBMITTED TO OPTFM UPON COMPLETION OF RFIN)**

**AGENCY CONTACT INFORMATION SUBMITTING SOLE SOURCE DETERMINATION**

Agency Name: Mississippi Valley State University  
Agency Contact: Carla Williams Phone: 662-254-3320  
Agency Contact Email Address: ctwilliams@mvsu.edu  
RFIN #: \_\_\_\_\_

**SOLE SOURCE INFORMATION (Part A)**

Vendor: Anthology (formerly Campus Labs)  
Vendor Contact: Regina Salas Phone: 202-303-9003  
Vendor Contact Mailing Address: 5201 Congress Avenue, Boca Raton, FL 33487  
Vendor Contact Email Address: regina.salasmartinez@anthology.com  
Vendor Contact Fax Number: 561-999-0096  
Date Form Submitted: September 1, 2023 Commodity: Software  
Other Description/Information: Course Evaluations and Planning  
Total Value \$ \_\_\_\_\_

**QUALIFYING INFORMATION (Part B)**

Were any objections to the sole source determination regarding this commodity received by the Agency?

☐ YES ☒ NO

If "yes", did the Agency appeal to PPRB? ☐ YES ☐ NO

What was the outcome of the appeal to PPRB? \_\_\_\_\_

*\*If Agency received no objections to sole source determination, complete entire form and submit with P-1 Request.  
If PPRB approval received, please complete the remainder of this form and submit with P-1 Request. If PPRB did not approve, the Agency is required to submit the procurement of the commodity to an advertised competitive bid or selection process. Once competitive bid or selection process is complete, attach this form (SSD) as an internal attachment to P-1 request and do not complete (Part C).*

**PPRB APPROVAL RECEIVED (Part C)**

What efforts were made by the Agency to determine that the proposed provider is the only entity that can provide the commodity needed?

The software is an add-on to an existing product used by the university. Through internet searches we found there is no other vendor that provides the compatibility and integration necessary to work with our existing system.

What efforts were made to ensure the best possible price for the commodity was obtained?

When purchasing our previous Anthology software, MVSU reviewed several vendors and found them to be the most appropriate for our needs, at the most reasonable cost. In reviewing this add-on product for capability and cost, MVSU again identified Anthology because it is the most appropriate in terms of compatibility. In addition, MVSU was able to get the add-on product at a discounted price.

Why is the commodity the only one that can meet the needs to the Agency?

This product is the only one that can meet our needs because it is designed to integrate seamlessly with the existing software platform we currently use. It is the only compatible system that exists that is compatible and would not require an extensive amount of costs related to re-programming, training, and trying to force it to meet our needs.

Why is the amount expended for the commodity reasonable?

The amount is reasonable because it offsets the cost of purchasing an entirely new software platform. Instead, we are able to add-on to our existing software and extend its capabilities for our needs. The cost of our existing product was already shown to be reasonable in that the original purchase was already approved.

We are simply adding another reasonably priced product to an existing reasonably priced product.

The following items must be attached to your P-1:

1. Letter from Agency head, or designee, outlining the results of the procedures that have been detailed above.
2. Copy of SSD form and any accompanying documents.
3. Copy(s) of OSS, if applicable.
4. Original quote, signed by Vendor. Electronic quotes do not require the signature of the Vendor.

See 31-7-13(b) or 3.108.03.1 of Procurement Manual.