

## Department of Intercollegiate Athletics



**E.K. Franks**  
Executive Director of  
Athletics  
118 College Drive #5017  
Hattiesburg, MS 39406  
Phone: 601.266.5252  
ek.franks@usm.edu  
[www.southernmiss.com](http://www.southernmiss.com)

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Ronnie Taylor  
Buyer  
University of Southern Mississippi  
118 College Drive #5181  
Hattiesburg, MS 39406

Ronnie:

I am writing to present a compelling business justification for the sole source purchase of Collegiate Sports Connect, an innovative technology platform tailored to meet our specific needs in identifying and acquiring top administrative talent for our institution in the collegiate sports industry. This platform, developed in collaboration with esteemed partners such as Collegiate Sports Associates, D1.ticker, and WMT Digital, offers a unique set of features and benefits that address our business requirements in a way that other products or services simply cannot match. Allow me to outline the key reasons why Collegiate Sports Connect is the ideal solution for our institution:

### 1) Tailored to Collegiate Sports Administration:

Collegiate Sports Connect is purpose-built for the unique needs of the collegiate sports industry. Unlike generic talent acquisition platforms or recruitment services, Connect is specifically designed to cater to the nuances and specific skillsets required for administrative roles within NCAA institutions. This tailored approach ensures that we can find candidates who possess the expertise and experience essential for excelling in the collegiate sports environment.

### 2) Extensive Candidate Database:

As of July 2023, Collegiate Sports Connect boasts over 9,000 user profiles on its platform. This extensive candidate database provides us with a vast talent pool to choose from, offering a diverse range of skills and experiences. The abundance of potential candidates significantly increases our chances of finding the perfect match for our vacant job requirements, increasing the probability of securing high-quality administrative talent.

### 3) 24/7/365 Access and Time Efficiency:

Connect offers our institution 24/7/365 access to its candidate database, allowing our hiring managers and HR professionals to review candidate profiles at any time, from anywhere. This round-the-clock availability enhances the efficiency of our talent acquisition process, enabling us to act swiftly in identifying and engaging with potential candidates. Unlike traditional recruitment services that might operate within limited business hours, Connect ensures that we never miss out on a qualified candidate due to time constraints.

### 4) Trusted by Reputable NCAA Institutional Partners:

Collegiate Sports Connect has earned the trust of more than 35 NCAA institutional partners who actively use the platform for their own talent acquisition needs. This trust signifies the platform's proven track record in delivering results and acquiring top-tier administrative talent. By joining this community of respected institutions, we align

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ourselves with a network that understands the unique demands of collegiate sports administration, providing us with a valuable advantage over competitors.

### 5) Data-Driven Insights and Continuous Updates:

Connect not only offers access to candidate profiles but also incorporates data-driven insights that empower us to make well-informed decisions. By leveraging the platform's data analytics capabilities, we gain valuable insights into talent trends and emerging skillsets within the collegiate sports industry.

Moreover, the commitment to continuous updates ensures that Connect stays relevant and adaptive to the evolving needs of our institution.

In conclusion, the purchase of Collegiate Sports Connect is a clear and justified choice based on its unique features and benefits tailored to meet our specific needs in collegiate sports administration. In addition, Collegiate Sports Connect is the only product like it on the market, as it is the only candidate identification and recruitment platform that operates at scale within the college athletics space.

I respectfully request your approval for the sole source purchase of Collegiate Sports Connect, as I firmly believe it will significantly enhance our talent acquisition efforts and contribute to the overall success of our institution within the collegiate sports landscape.

Thank you for considering this business justification. If you have any further questions or require additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to be "E.K. Franks", written over a horizontal line.

E.K. Franks  
Executive Director of Athletics