



University of North Alabama
Office of Procurement
UNA Box 5025
Florence, AL 35632
Phone: (256)765-4206
Fax: (256)765-4329

Sole Source Justification

October 27, 2020

Product: Custom Software AspirEDU, Inc. - Dropout Detective™

This notice is not an invitation for competition or interest, but is intended to meet the requirement to give public notice of a Sole Source purchase without a formal competitive process.

Notice:

The University of North Alabama will be entering into contract with AspirEDU, Inc. for their custom software solution Dropout Detective™. The University Learning Management System, LMS, is Canvas and AspirEDU offers the only integrated solution providing needed student tracking for real-time exposure of students who may be trending with poor performance measures. This level of support and early interaction will enhance student success and graduation opportunity. Evaluations made by University Information Technology Systems and Education Technology Departments confirm the unique integration supplied within this platform.

AL CODE 1975: 41-16-51(A)11; 41-16-75

To be supplied:

AspirEDU Dropout Detective™ software annual subscription supporting 4,001 – 10,000 students each year @ \$5.50 / student.

Objecting Parties:

Interested parties who have reason to object to this sole source argument must submit their notice of objection in the following manner:

Mail to: Department of Purchasing
Notice of Objection to Sole Source Purchase
UNA Box 5001
Florence, AL 35652

Must be received by the Department of Purchasing before the close of business November 6, 2020.

Notice must contain evidence contrary to arguments made for sole source justification. The University reserves the right to reject unsubstantiated claims or evidence that cannot be proven to support the educational needs as required by the Office of Academic Support and Student Success Services.



October 26, 2020

RE: Sole Source Provider

To Whom It May Concern:

This letter is to confirm that the Dropout Detective™ solution for student data analysis is sold and distributed only by AspirEDU, Inc. This solution must be purchased directly by institutions from AspirEDU, Inc.

Dropout Detective continues to be the only fully automated solution in the market that can identify students that are at risk of dropping out of or failing online courses. No other product has built integration to the Canvas learning management system for daily data retrieval & analysis and can support LTI integration back into Canvas for dashboard display. A full listing of our unique attributes can be found on the attached document. Other student retention solutions rely on integration with the SIS, which provides only periodic (not daily) updates on grades. Those other solutions also rely on the manual flagging of at-risk students by instructors. Dropout Detective automatically identifies those students.

Additionally, the reporting and archiving features that we have proposed are not available from a third-party solution. Only AspirEDU offers the ability to export data from Dropout Detective; we do not expose the data via any third parties.

If you desire additional information, please do not hesitate to contact us at (774) 473-8246 any time or visit our web site at www.AspirEDU.com. Thank you for your interest in our analytics solutions!

Sincerely,

A handwritten signature in black ink that reads 'Kimberley Munzo'.

Kimberley Munzo
President & CEO
AspirEDU, Inc.