

**Intergovernmental Cooperative Purchasing Agreement
Procurement Officer Determination**
COMAR 21.05.09.04

Per COMAR 21.05.09.02, as a Primary Procurement Unit, the DGS Office of State Procurement (OSP) may initially sponsor or participate in, renew, modify, or administer an Intergovernmental Cooperative Purchasing Agreement (ICPA) on its own behalf or on behalf of another agency when a determination is made under SFP §13-110 and COMAR 21.05.09.04.

Based upon the analysis and market research conducted as identified in the attached Procurement Officer's Determination from Maryland State Department of Education (MSDE) for Carahsoft Technology for Qualtrics Survey Platform Licenses. I have conducted an independent analysis and determined that it is in the best interest of the State to participate in this intergovernmental cooperative purchasing agreement, that doing so will provide cost benefits to the State, promote administrative efficiencies or promote intergovernmental cooperation, and is not intended as a means to evade the purposes set forth under COMAR 21.01.01.03.

Tyler Russell

Jun 7, 2023

Tyler Russell, Procurement Officer, DGS OSP / Date

Mike Haifley

[Mike Haifley \(Jun 8, 2023 13:23 EDT\)](#)

Jun 8, 2023

Mike Haifley, Acting Chief Procurement Officer / Date

Atif Chaudhry

Jun 8, 2023

Atif Chaudhry, Secretary, DGS / Date

Attachment

For Review by: Superintendent Choudhury

Date Submitted: 5/16/2023

- Please forward to State Superintendent Choudhury for signature upon approval
- Please return to Ms. Beverly Mable upon approval

Action	Review and sign.					
Deadline	5/22/2023					
Urgency	<u>X</u> High ___ Medium ___ Low					
Purpose	Procurement Officer's Determination for Use of Intergovernmental Cooperative Purchasing Agreement Per COMAR 21.05.09.04 – Contract # FY23-OIT-027/ R00B3600137 – Carahsoft Technology for Qualtrics Survey Platform Licenses.					
Summary	MSDE through DGS, seeks to execute a Participating Addendum under the National Association of State Procurement Official's Cloud Solutions 2016-2026 Contract # AR2472 ("NASPO Contract"). NASPO strives to make governmental procurement more efficient by establishing competitively priced contracts. This NASPO Contract is available to State agencies nationwide, higher education institutions, cities, and counties. It was awarded by a public competitive procurement process compliant to Maryland State Procurement statutes. Under the Participating Addendum, Carahsoft Technologies would provide the State with implementation and support services, cloud hosting, and user licenses for Qualtrics Survey Platform. Though DGS will act as the preliminary participant in this initiative for the Qualtrics licenses.					
Legal Sufficiency	Included.					
Primary Contact	Name: Jenna Meini Title: Business Services Partner Email Contact: Jenna.Meini1@maryland.gov Phone: 443-610-1493					
Name	Name	Name	Name	Name	Name	Name
Meini	Sander	Tallur				
Date	Date	Date	Date	Date	Date	Date
May 16, 2023	May 16, 2023	May 16, 2023				
Initials	Initials	Initials	Initials	Initials	Initials	Initials
JM	AS	KT				



Mohammed Choudhury
State Superintendent of Schools

TO: Michael Haifley, Chief Procurement Officer, Office of State Procurement, DGS
FROM: Jenna Meinl, Director, Office of Procurement and Contract Management, MSDE
DATE: May 16, 2023
SUBJECT: Procurement Officer’s Determination for Use of Intergovernmental Cooperative Purchasing Agreement Per COMAR 21.05.09.04 – Contract # FY23-OIT-027/ R00B3600137 – Carahsoft Technology for Qualtrics Survey Platform Licenses

The Maryland State Department of Education (“MSDE”) through the Department of General Services (DGS), seeks to execute a Participating Addendum (“Participating Addendum”) under the National Association of State Procurement Official’s Cloud Solutions 2016-2026 Contract # AR2472 (“NASPO Contract”). NASPO strives to make governmental procurement more efficient by establishing competitively priced contracts. This NASPO Contract is available to State agencies nationwide, higher education institutions, cities, and counties. It was awarded by a public competitive procurement process compliant to Maryland State Procurement statutes.

Under the Participating Addendum, Carahsoft Technologies (“Reseller”) would provide the State with implementation and support services, cloud hosting, and user licenses for Qualtrics Survey Platform. Though DGS will act as the preliminary participant in this initiative for the Qualtrics licenses.

Name and Address of Selected Contractor: Carahsoft Technology
11493 Sunset Hills Road
Reston, VA 20190

Contract Term: License Renewal – One (1) Year
June 13, 2023 – June 12, 2024

Amount: NTE \$130,525.27

Category: Information Technology Services

Contract Type: Firm Fixed Price

Background and Purpose

MSDE is developing a multi-year Strategic Plan that will be released in three phases, and will anchor the vision, mission, values, priorities, enablers, goals, and flagship programs, initiatives, and strategies to the Blueprint for Maryland's Future's promise of an excellent and equitable education for every student. Ultimately, the Strategic Plan will anchor and reinforce the Blueprint legislation into the organizational fabric of our everyday work and will embody the aspirations that the people of Maryland have for our students. The MSDE Office of Strategic Planning and Continuous Improvement seeks to procure research, insights, data collection, and data analysis solution to facilitate mission critical projects for MSDE.

Qualtrics is an enterprise primary data collection, analysis, visualization, and actionable workflows platform that will allow MSDE to draw quicker speed to insights and drive key outcomes across the student, family, employee, and community experience as we engage for our upcoming strategic plan. The platform is FedRAMP certified, HIPAA, FERPA, and WCAG compliant, serves over 90-languages via omni-channel distributions, and has an open-rest API and vast system of extensions and integrated automations to look at both data we already know and the perception data MSDE is still seeking to gather and better understand. The advanced logic, conditions, and actions of the data collection as well as the qualitative analysis the platform provides will allow for stronger engagement and richer insights into being more prescriptive in both current data collection and future iterations of the survey. This is also a scalable platform that MSDE can mature into in future years with both a ticketing system and near-real time data visualizations via their dashboards (a public facing version also exists), and digital intercepts for our website. Qualtrics offers the following features and are not available from other sources:

- Data analysis: Real-time reporting, flexible dashboards, text analytics, Bain Certified NPS and benchmarking, can all be gauged and generated within the insight platform.
- Vocalize: This dashboard product integrates with the Insights Platform to visualize data in real time, filter results for permission-based access, and allow for text analytics and closed-loop case management.
- Collaboration: The platform allows surveys, messages, and libraries to be collaborated on or shared within the designated users of Qualtrics.
- Administration: The platform allows administrators and sub-administrators to manage the various user accounts. The platform also has a built-in survey approval process that requires surveys to be previewed and approved before distribution. This is unique to Qualtrics technology.
- Integration: The platform supports integrations with external systems (CRM platforms, email service providers, analytics, and reporting platforms, HRMS/HRIS systems, and more). Other integrations include Microsoft Dynamics, Salesforce, Adobe Site catalyst, Oracle CRM, SAS, Twitter, Facebook, SQL server, PeopleSoft, Google Analytics, PayPal, YouTube, Marketo, Tableau, among others.
- Data Ownership: Customers own and control all data entered in or collected by Qualtrics technology. This includes survey definitions, questions, response data, panel data, and uploaded content such as graphics, user information, and report results/analysis from such data.
- Security: All Qualtrics products enable customers to check individual permissions for their accounts, web intercepts, dashboards, and surveys.

MSDE uses Qualtrics XM as the sole solution for MSDEs multiple mission critical initiatives using the data analysis and visualization platforms. Qualtrics is used by the agency to create surveys to gain feedback from both internal and external customers. These surveys collect data that is then analyzed by the agency to improve services and

engagement to those customers. Multiple departments throughout MSDE utilize Qualtrics. The Division of Student Support (DOSS) uses Qualtrics for the Maryland School Mental Health Program. DOSS has a separate account/instance from MSDEs main account due to a ticket tracking module that is used to track case management and services. There is no plan to merge the two accounts to keep the ticket tracking module separate from users outside of DOSS.

Basis for Selection:

Carahsoft was selected as they are the only public sector distributor on the NASPO Contract for this software. The NASPO award to Carahsoft was the result of a competitive process, conducted by the State of Utah, which selected Carahsoft as the provider of cloud-based software products to eligible using entities. The use of this procurement method will reduce the time-period between need determination and delivery of the solution; will ensure expeditious transparency to the citizens of Maryland and reduce the administrative burden on MSDE. In accordance with COMAR 21.05.09.04, it is determined that this Participating Addendum will provide cost benefits to the State, will promote administrative efficiencies, and promote intergovernmental cooperation.

Pricing Justification

In January 2022, MSDE released a Request for Quote (RFQ) to obtain Qualtrics licenses for the Strategic Planning and Continuous Improvement office. The pricing for that contract is provided below:

MSDE Qualtrics Contract for Strategic Planning

XM Design Platform which includes: 10 admin users, 40,000 responses

Implementation Fee: \$6,250

One (1) Year Contract for Licenses: \$38,250

Total Contract Price: \$44,500

In June 2022, DOSS released an RFQ for a vendor to provide a secure data collection platform that provides HIPAA protections as well as other standard data collection protections for the guaranteed safety of student information. MSDE received a pricing from Qualtrics for their platform in response to this RFQ. The pricing is provided below:

Contract for DOSS

XM Design Platform which includes: 10 admin users, 40,000 responses

Implementation Fee: \$6,000

One (1) Year Contract for Licenses: \$37,375

Total Contract Price: \$43,375

ICPA Pricing with Carahsoft - \$130,525.27

Strategic Planning Licenses include: DesignXM Enterprise – up to 50 users and up to 40,000 responses.

Price: \$77,894.74

Mental Health Licenses includes:

Foundation: up to 5 users and up to 5,000 responses

DesignXM Enterprise - up to 10 users and up to 40,000 responses.

Price: \$52,630.53

The use of this ICPA procurement method is determined to be in the best interest of the State. It will facilitate a more efficient and effective delivery of goods, services and/or solutions, greatly reduce the time period between the purchase and delivery of the solution to MSDE, provide cost saving to the State, reduce the administrative burden on the State, and promote Intergovernmental Cooperation by using the NASPO contract. The use of the Intergovernmental Cooperative Procurement method is not intended as a means to evade the purposes set forth under COMAR21.01.01.03 or State Finance and Procurement, Section 13-110. This ICPA is in the best interest of the State and is not intended to evade the purposes set forth under COMAR 21.01.01.03 or State Finance and Procurement, Section 13.110.

Jenna Meinel
Jenna Meinel
Director, OPCM

May 16, 2023
Date

Brett Sander
Brett Sander (May 16, 2023 13:18 EDT)
Brett Sander
Attorney General

May 16, 2023
Date

Krishnanda Tallur
Krishnanda Tallur
Deputy State Superintendent

May 16, 2023
Date

Mohammed Choudhury
Mohammed Choudhury (May 16, 2023 19:29 EDT)
Mohammed Choudhury
State Superintendent of Schools

May 16, 2023
Date

DGS OSP ICPA POD for MSDE Qualtrics Survey Platform

Final Audit Report


2023-06-08

Created:	2023-06-07
By:	JAMIE TOMASZEWSK (JAMIE.TOMASZEWSKI@MARYLAND.GOV)
Status:	Signed
Transaction ID:	CBJCHBCAABAA9GOHDRBG3hVI0IC8-VqgFuiAmrbbZAbu

"DGS OSP ICPA POD for MSDE Qualtrics Survey Platform" History

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✔ Agreement completed.

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