

Sole Source/Bid Waiver Justification Addendum to Business Rationale

Name of Requestor: Pamela Perry Email Address: pperry18@ccc.edu
Department/School: Institutional Effectiveness/Malcolm X College Bulletin or Reference Number: _____
Project Title: Behavioral Nudging at MXC Vendor: Persistence Plus, LLC

Value of Initial Term, or if a Renewal, Value of this Renewal: \$ \$85,000 Actual Estimated
(Attach the proposal received)

Business Rationale

2. What are the unique features of the supplies or services that are not available in any other product or by any other vendor? Provide specific, quantifiable factors/qualifications:

Persistence Plus LLC is a unique Artificial Intelligence (AI) provider that delivers proactive behavioral nudges to individual students, including personalized text messages that are continuous, cumulative (built upon prior responses), and designed by experts in behavioral science and college success. MXC reviewed and evaluated other companies and vendors that provide services designed to promote retention. However, these providers either do not offer an AI-based platform or do not provide proactive communication services to students. Persistence Plus appears to be the only company that offers the complete package MXC requires.

3. If professional services, what are the unique qualifications this vendor possesses? Provide specific, measurable factors/qualifications:

Persistence Plus offers professional development in behavioral nudging that is rooted in behavioral science and that is specific to its unique and proprietary student support platform.

Persistence Plus is a student support platform that uses artificial intelligence to deliver proactive, continuous behavioral nudges differentiated to students based on their previous responses and college context to drive higher retention and graduation rates. The Persistence Plus platform delivers nudges that are a) personalized to each student, (b) continuous and cumulative rather than focused at a point in time, (c) addressing students' needs holistically, including academic, personal, and emotional needs, and (d) each message is designed by experts in behavioral science and college success (see video under "What We Do" at <https://www.persistenceplusnetwork.com/>). Below is an outline of other retention-oriented service providers that ultimately are not in competition with Persistence Plus as they do not provide the same suite of services.

Evan360

Evan 360 connects students or faculty with existing MXC employees for support (following an online customer support model). It intentionally positions itself as NOT utilizing artificial intelligence as a means of providing support, and this positioning is central to its business model (see <https://www.youtube.com/watch?v=gmJhSjy0QM8>). Further, the system is triggered upon a student

entering a request; it is not a proactive behavioral nudge that is pushed to the student. For these reasons, this service is not comparable to what is provided by Persistence Plus.

Aible

While Aible does utilize artificial intelligence to generate targeted data for the institution, it is incumbent upon the user to take action on the data with their own faculty and staff (see video linked under “Optimize Student Performance and Retention” on this webpage: <https://www.aible.com/solutions-higher-ed>). The company does not provide proactive, systemized outreach to students based on the data, nor does it provide customized outreach based on the data generated (that is left to the institution to devise and implement). As a result, this product is materially different from the offerings of Persistence Plus.

Nuro Retention

Nuro Retention uses a retention software platform to generate predictive analytics and qualitative data analysis to inform the strategy consulting services that it provides to the college (see <https://www.nuroretention.com/built-just-for-you>). While the result of that strategy consulting may (or may not) result in a recommendation to use behavioral nudging techniques, it does not create or implement those techniques on behalf of the institution. The software is focused on analytics and does not use artificial intelligence to create customized student interventions (behavioral nudges). Therefore, this product is not comparable to Persistence Plus.