

## **INTENT TO SOLE SOURCE PURCHASE**

Truman State University intends to award a purchase order to a sole source vendor for the use of an artificial intelligence platform designed to assist prospective students with the University's application process. This facility provides personalized email marketing, proactive support to inbound requests for information, and expedited application processing while working in conjunction with the University's existing customer relationship management (CRM) system. This artificial intelligence software is also expected to reduce administrative duties currently conducted by the University's limited in-house admissions staff members thereby allowing University staff to focus on more face-to-face interactions with prospective students and their families. The sole source justification is outlined on the following page.

If you are aggrieved in connection with the solicitation or the award of this purchase order, you may be entitled to protest. To protest this solicitation, you must submit your protest within fifteen (15) days of the date this notice is posted. The protest must be submitted in writing to the Purchasing Buyer noted below.

This notice of intent is not a request for competitive proposals. Any responsible sources who wish to identify their interest and capability to provide the items outlined in this notification, must notify the Purchasing Buyer as part of their protest. Truman State University, at its sole discretion, will determine whether to conduct a competitive procurement process or proceed with the sole source purchase order.

## **SOLE SOURCE PURCHASE**

Truman State University

Number: SS26-001

Posted Date: July 11, 2025

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To Whom It May Concern:

This letter serves as a sole source document for services provided by CollegeVine. Please accept the following explanation in determining CollegeVine as a Sole Source Vendor.

This solution is exclusively available for purchase through CollegeVine, the only provider of autonomous artificial intelligence (AI) recruiters on behalf of universities that operate on an active high school student network.

CollegeVine leverages generative and predictive AI to train and deploy autonomous AI recruiters that are bespoke to each university. These AI recruiters function like additional human team members by managing a 1-to-1 personal relationship with hundreds of thousands of target students across phone calls, email, SMS, and website chat. Unlike other AI chatbot solutions, CollegeVine's AI recruiters dynamically change and generate unique outreach cadences, content, and mode of contact based on each interaction. Unlike human team members, CollegeVine's AI recruiters are able to operate 24/7 and in over 20 languages. As the AI recruiters learn more about each student, they improve both how and when to engage with the student.

CollegeVine's AI recruiters engage either with CollegeVine Connections—formed when both students and colleges mutually accept connection requests in the CollegeVine network—or through uploaded leads from the college's prospect pool.

CollegeVine's platform uses a sophisticated predictive data model that underpins all engagement activities. This model is unique to CollegeVine, leveraging six years of platform-specific historical student enrollment and engagement data.

Given these proprietary technologies and features, CollegeVine is the only vendor that can build and deploy autonomous AI recruiters on behalf of universities that operate on an active high school student network.

For any questions or clarifications, please contact the CEO or CFO of CollegeVine, or reach out to our corporate office at [finance@collegevine.com](mailto:finance@collegevine.com).

Sincerely,

Zack Perkins, CEO

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Scott Powers, CFO

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