

INTENT TO SOLE SOURCE PURCHASE

Truman State University intends to award a purchase order to a sole source vendor for the use of admission databases and associated tools designed to identify prospective students. These facilities provide lead generation based on student behavior, and they integrate with a widely used College, Career, and Life Readiness (CCLR) platform. The sole source justification is outlined on the following pages.

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: SS26-002

Posted Date: May 11, 2026

By: Laura Thrasher, Purchasing Buyer
100 East Normal Avenue, McClain Hall 106
Kirksville, MO 63501
lthrasher@truman.edu
(660) 785-4326

March 18, 2026

Allison Schweizer, Director of Admission
Truman State University
Office of Admission
100 E. Normal Avenue
Kirksville, MO 63501

Dear Ms. Schweizer:

EAB Global, Inc. (EAB) is submitting this document to provide justification for Truman State University to acquire Appily via sole source procurement. Appily is a web-based student engagement platform that is wholly owned and operated by EAB. Since 2007, 17 million students have registered with the site, and more than half of college-going students are active on Appily today. Appily is the only destination where Truman State University can connect with this highly desirable population of students.

Appily is completely unique in the market. While there are higher education search databases, Appily is the only interactive college and university decision experience that personalizes recommendations based on student behavior. Our unique approach yields two important benefits for our partners. Appily leads are of higher quality due to the engaging nature of the interactive experience, and Appily is able to capture more data from each individual lead, which is then made available to our partners.

The process and technology that create this experience are wholly unique and proprietary to EAB. A competitive bidding process would yield no additional vendors capable of providing the complete scope of services supplied by Appily and required by Truman State University. It is due to the uniqueness of Appily that sole source procurement is justified.

Further evidence of the uniqueness of our personalized, experience-based approach is provided here:

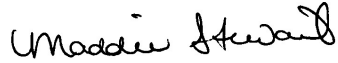
- **Personalized user experience:** Students must register an account on Appily.com and log in to access the user experience. Because the student is logged in to their personal account, this enables Appily to curate an experience that is personalized to the individual student.
- **Dynamic content:** Appily uses a proprietary process to filter and deliver content to students based on individual characteristics and preferences. This process enables Appily to deliver a highly personalized experience to individual students. It also benefits our partners by giving them a high degree of flexibility around the type of content they want to deliver to different students. Partners can choose to tell a different story about their higher education experience based on the preferences and desires of their audiences.
- **Data science-based algorithm:** Appily uses a proprietary algorithm based in data science to calculate the likelihood of admission and “fit” of each college for individual students. Results are then used to further customize the individual user experience.
- **“Just in time” information capture:** While students must enter personal information in order to register for the site, information capture does not stop there. Appily was designed to continually capture additional information from students as part of the user experience. The platform naturally incentivizes students to provide information to use platform features. The result is both a greater volume and quality of information, which is provided to our partners and is used to personalize the user experience.
- **Proprietary technology:** Appily is powered by our proprietary “mutual opt-in” technology, which ensures that students and colleges elect to communicate with each other only when there is an inherent fit: every

student inquiry that Appily produces for Truman State University will have met specific selection criteria and confirmed interest in sharing their information with Truman State University.

Appily is wholly owned and operated by EAB. We declare that there are no authorized agents or resellers of any of the services associated with Appily. Access to the platform is not available through any other entities nor, to our knowledge, does any organization offer the combination of services that EAB provides through Appily. As a result, Truman State University is justified in pursuing access to Appily via sole source procurement.

Please do not hesitate to contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads "Maddie Stewart". The signature is written in a cursive, flowing style.

Maddie Stewart, *Director, Partner Success*
(804) 538-0601, MStewart@eab.com

March 18, 2026

Allison Schweizer, Director of Admission
Truman State University
Office of Admission
100 E. Normal Avenue
Kirksville, MO 63501

Dear Ms. Schweizer:

EAB Global, Inc. (EAB) is submitting this document to justify sole source procurement by Truman State University of Intersect. Intersect is a comprehensive student recruitment solution that boosts awareness and connects high school students directly with best-fit higher education institutions, while nurturing their interest throughout the college exploration process. Intersect is owned by PowerSchool, and EAB has an exclusive agreement with PowerSchool to be the sole provider of the Intersect student recruitment platform. The underlying technology that makes Intersect work is wholly unique and proprietary to PowerSchool.

Intersect is the only solution that can integrate with Naviance, the nation's leading college, career, and life readiness platform. Naviance currently is being used by 40% of US high school students to conduct their college research. Nearly 90% of students who use Naviance plan to go to college. Thanks to this unique integration, Intersect enables higher education institutions to connect with 10 million college-going students who are active on Naviance. No other vendor can provide access to the students on Naviance. When prospective students connect with colleges through Intersect, they are 54% more likely to apply, 82% more likely to be admitted, and 91% more likely to enroll.

Intersect is completely unique in the market. There are no known providers of any similar offering capable of integrating with Naviance to connect students with best-fit higher education institutions while they conduct their college research. A competitive bidding process would yield no vendors capable of providing the complete scope of services supplied by Intersect and required by Truman State University. It is due to the uniqueness of Intersect that sole source procurement is justified.

The following descriptions of Intersect components provide evidence for this justification:

Unique Product Qualifications: Intersect Awareness

- Intersect Awareness includes premium admission access to the exclusive Counselor Community.
 - The Counselor Community is the only online community built specifically for school counseling and college admission professionals.
- The Counselor Community is the only networking community that provides a direct connection to Naviance and the 71,000+ school counselors working in Naviance.
- The Counselor Community offers the ability to develop a dynamic network of connections, search and explore high school profiles, and collaborate with the broader counseling community.
- Intersect Awareness allows users to manage and enhance their higher education institution's profile in Naviance to enrich the information being provided to students, parents, and high school staff.
 - Enhancements can include a virtual web tour, custom links, and highlighted profiles for students and programs. These enhancements help students better understand the environment and culture of the institution.
 - Naviance college profiles receive almost 90 million views each year and are fully integrated with a suite of advising tools and services that guide students through the full postsecondary planning process.

Unique Product Qualifications: Intersect Connection and Advanced Awareness

- Only Intersect can grant the ability to interact with the 10 million students in Naviance. This interaction is possible through Intersect Connection and Advanced Awareness.
- Intersect Advanced Awareness is the only online application that allows you to display messages to matching students in Naviance to generate awareness of your institution.
- Intersect Connection is the only online application that allows interested students in Naviance to connect to higher education institutions.
- Intersect Advanced Awareness and Connection help you to strategically shape your incoming class, providing more diversity to your school. Using these products gives you unique, direct exposure to the types of students you are looking for at the right time in their college search process.

Unique Product Qualifications: Intersect Presence

- Intersect Presence is the only product with premium admission access to the exclusive RepVisits scheduling tool.
 - RepVisits is available for free to all high schools worldwide. Naviance high schools can also integrate the schedule of visits within Naviance so that students see all the college representative visits that have been scheduled and can indicate which ones they wish to attend.
 - RepVisits enables all admission offices to sign up for a free account. This enables staff to search for available appointments and schedule a high school visit or college fair event (in-person or virtual) one at a time.
 - Premium access via Intersect Presence includes the ability to view the schedules for up to 10 high schools at once, view up to 25 college fair events, and sign up for fairs and visits with one click. Data-driven recommendations also suggest high schools that would be a good fit for the institution, based on a predictive model that analyzes millions of Naviance records.
- Intersect Presence also includes Events, which allows colleges to post listings of on-campus and regional events for display within Naviance for students to see, including the ability to:
 - Post an unlimited number of events (in-person or virtual).
 - Specify filters to ensure that best-fit students see the event as “recommended.”
 - Allow students to register for the event within Naviance.
- These enhancements help students see that events are available and simplify the process of signing up to attend these events.

Conclusion


EAB declares that its agreement with PowerSchool makes EAB the exclusive service provider of the Intersect student recruitment platform. The agreement between EAB and PowerSchool enables EAB to deliver and support Intersect and connect its higher education partners to millions more high school students each year. Intersect integrates directly with Naviance, which is now a part of PowerSchool.

EAB declares that there are no other authorized agents or resellers of any of these products or services. This product is not available through any other entities nor, to EAB’s knowledge, does any organization offer the combination of services and support that EAB provides through the proposed partnership.

As this document demonstrates, EAB’s partnership encompasses a set of services and capabilities that are unavailable anywhere else. It is due to the uniqueness of the proposed offering that sole source procurement is justified.

Please do not hesitate to contact me with any questions.

Sincerely,



Maddie Stewart, Director, Partner Success
(804) 538-0601, MStewart@eab.com