

August 21, 2023

Raytown C-2 School District
Raytown, MO 64133-5240

To Whom it May Concern:

EAB Global, Inc. (EAB) is submitting this document to support the justification for a sole source procurement for Raytown C-2 School District joining EAB's District Leadership Forum (DLF). EAB believes its services are justified as a sole source procurement considering DLF is unique in the education market for the following key reasons:

1. The scale of EAB's research is unique in the market and provides Raytown C-2 School District with benefits other firms cannot offer. EAB currently serves 160+ public districts nationwide, in addition to 100+ private K-12 schools. EAB serves 2,500+ education institutions and is trusted by educators for its unique and thorough approach to finding and forging innovative, proven, and replicable best practices for its partners' most pressing concerns. EAB's expertise in education has transformed the way its K-12 members think about, and implement, their most important ideas. Many of EAB's research leaders have spent more than 25 years leading best practice research in various sectors. These leaders have developed and honed these unique best-practices and on-demand research methodologies.
2. Unlike traditional consulting firms, EAB is the only organization that packages cutting-edge best practice research and consultative services at a fixed rate and without limitations. EAB also provides members of its research forums with extensive access to EAB's experts, who are available to members for leadership education, on-demand consultation, and short-run research projects. EAB is uniquely positioned to achieve such economies of scale as a result of the vast resources and expertise at its disposal.
3. EAB is the only organization that provides original best practice research and strategic support that is cross-functional and comprehensive across the full range of issue areas in the broader educational ecosystem, including K-12. Members of the DLF have found much of EAB's higher education-focused research in areas such as academic affairs, enrollment management, student affairs, online and professional education, business affairs, information technology, facilities, research enterprise, and advancement to be instrumental in their biggest day-to-day challenges.
4. A DLF partnership gives Raytown C-2 School District access to EAB's online archive of:
 - o 4+ large-scale, proprietary K-12 research studies (from 50 to 250 pages of in-depth analysis)
 - o 70+ large-scale, proprietary higher education research studies (from 50 to 250 pages of in-depth analysis)
 - o 1,700+ case-study profiles of college, university, and K-12 best practices for partners (~25 pages per study)
 - o 1,300+ existing custom research papers completed at the specific request of individual institutions and made available to all partners

Additionally, EAB's library of research, tools, and templates is continuously growing, with:

- o 15+ new, large-scale, proprietary research studies added to the library each year
 - o 75+ case-study profiles of best practices added annually to the library
 - o 500+ custom research papers completed annually
5. Dedicated research and services staff from DLF are available to Raytown C-2 School District in an unlimited capacity to provide advice and guidance for any program implementation. Experts will direct Raytown C-2

School District staff to relevant best practices, tactics, roadmaps, and tools and, where applicable and appropriate, perform consultation and review and advise on existing district practices.

6. The research produced by DLF is proprietary and only available from EAB. Raytown C-2 School District can only access the white papers, research studies, best practices, toolkits, and other indispensable insights of these research forums from EAB.
7. EAB declares that it is the sole and full owner and manufacturer of the research provided through DLF. EAB declares that there are no authorized agents or resellers of any of these product or services. These products are not available through any other entities; nor to EAB's knowledge does any organization offer the combination of services and support provided through DLF.

As this list demonstrates, EAB's DLF offers a distinct combination of services and capabilities that are unrivaled and unavailable elsewhere in the field. As a result, EAB believes a sole source procurement is justified.

Sincerely,

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

Kaitlyn Carter, *Associate Director, Partner Development*
(202) 747-0104, kaitlyncarter@eab.com