

## JUSTIFICATION FOR SOLE SOURCE (Simplified Acquisitions <\$100K)

1) The service or material listed on N0012416-7RC is sole source and competition is precluded for reasons indicated below. There are no substitutes available for this material or service.

2) Restricted to the following source:

Manufacturer: Blackboard, Inc.

Manufacturer POC & phone number: Burt Blair 202-669-1791. Contracting questions should be addressed to: Hannah Cummings 202-303-9185.

Mfr. Address: 1111 19<sup>th</sup> Street NW, 9<sup>th</sup> Floor, Washington, DC 20036.

3) Description of the item or service required, the estimated cost, and required delivery date.

- Blackboard Collaborate is an online collaborative learning solution that makes learners feel like they're together in the same room via collaboration and conference tools.
- Estimated cost: \$ for one year following the Effective Date. Quote attached.
- The services will be performed from date awarded for one year.

4) Explanation of why only this suggested source can furnish the requirements to the exclusion of other sources:

The Naval War College employs Blackboard Learn as its platform for virtual learning and curriculum delivery. It is a web-based solution which features content organization and sequencing, a customizable open architecture, and scalable design that supports integration with the Blackboard suite of products as well as other systems and authentication protocols. The Blackboard Learn platform adds an online presence to learning experiences traditionally delivered face-to-face and supports the development of either entirely online delivery or education with some face-to-face components complemented by distance learning.

Blackboard Collaborate is a simple, convenient, and reliable online collaborative learning solution. Blackboard Collaborate delivers a level of engagement that makes learners feel like they're together in the same room via collaboration and conference tools in the form of virtual classrooms and/or integrated instant messaging. Additionally, Blackboard Collaborate provides asynchronous collaboration support through voice and video based threaded discussions.

Together, Blackboard Learn and Collaborate form a complete web-based classroom platform that supports 24/7 access to resources and information and provides innovative ways to support education anywhere at any time through an integrated mix of synchronous and asynchronous learning activities in combination with dynamic opportunities for collaboration with subject matter experts and peers. It is in this integrated platform that the full training lifecycle can be realized through the synergy of the components. Only with both Blackboard Learn and Collaborate, educators and facilitators are able to support a learning experience that provides:

- A single account linked with the central system of record

- Any account provisioned through data integration will have a Blackboard Learn account
- Blackboard Learn then provides the bridge to Blackboard Collaborate live sessions
- A single account for access to all aspects of the curriculum:
  - Whether joining a live session directly or accessing asynchronous elements of the learning including previous recordings, slide decks, supplemental materials, or interactive elements such as self-checks and discussion forums, it is all a single account which provides the best end-user experience and streamlines tracking (anonymous or self-identified access to open sessions can be provided as well)
- A single point of entry for access to any aspect of the education enterprise for any participation level and supported learning modality:
  - While the majority of participants may attend live via personal computer, others may attend via mobile device. The single session access link can support any modality.
  - For learners who cannot attend the live session, a recording can be automatically added to the Blackboard Learn platform for viewing at any time.
- Tracking of all elements of learning:
  - Attendance in the live session along with interactions with the asynchronous elements of learning are all captured in Blackboard Learn
- Recurring session creation with integrated calendar and notifications:
  - Creating a recurring live session can be done right from the combined platform and added to the built-in Calendar. Events generate notifications from Blackboard or the calendar can be linked directly to a learner's personal calendar for automatic updates.
- One-click session creation from a Blackboard course:
  - In addition to scheduled live sessions, instructors and facilitators have access to "always available" virtual rooms for any use case including recurring "office hours" or on-demand/as-needed virtual collaboration.

5) The requested service represents the minimum requirements of the government.

CHECK & FILL IN ALL APPLICABLE BLANKS BELOW

X The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

The Naval War College employs Blackboard Learn as its platform for virtual learning and curriculum delivery. Blackboard Learn and Collaborate form a complete web-based classroom platform through a single account for access and tracking of scheduled sessions, "office hours," or on-demand virtual engagement.

\_\_\_\_\_ A patent, copyright or proprietary data limits competition. The proprietary data is \_\_\_\_\_

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\_\_\_\_\_ These are "direct replacements" parts/components for existing equipment.

\_\_\_\_\_ Other information to support a sole source buy:

I CERTIFY THAT STATEMENTS CHECKED, AND INFORMATION PROVIDED ABOVE, ARE COMPLETE AND CORRECT TO THE BEST OF MY KNOWLEDGE. I UNDERSTAND THAT THE PROCESSING OF THIS SOLE SOURCE JUSTIFICATION PRECLUDES THE USE OF FULL AND OPEN COMPETITION.

Signature \_\_\_\_\_

Title: Deputy Director

Activity: College of Distance Education

Date \_\_\_\_\_

Contracting Officer Signature \_\_\_\_\_

Date

Jan Hewitt  
22 Sep 2016