

Justification for Sole Source (Simplified Acquisitions <\$100K)

The service or material listed on _____ is sole source and competition is precluded for reasons indicated below. There are no substitutes available for this material or service.

Restricted to the following source:

Provider: M.C. Dean, Inc., Global Engagement & Outreach (GEO) Group (Stuttgart Office)

Provider POC & phone number: Matt Kovalick, +49 711 84950 144

Provider Address: Branch office - Eichwiesenring 2, D-70567 Stuttgart, Germany
Corporate HQ - 22461 Shaw Road, Dulles, VA 20166

Description of the item or service required, the estimated cost, and required delivery date:

The contractor shall execute tasks related to the design, development, and communication of information and materials for the NPS International Masters in Public Administration (IMPA) program. The IMPA is a joint initiative of the Graduate School of Business and Public Policy and the Global Public Policy Academic Group (GPPAG) with a planned launch date of December 2011.

Deliverables include:

- Informational and marketing strategy and associated materials
 - Branding Package (logos, templates, palettes)
 - Briefings, brochures and papers
- Design and implementation of communication strategy in conjunction with international institutional partners

Estimated Costs: \$50,000

Required Delivery Date: (Period of Performance: Upon award through 31 December 2011)

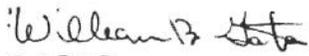
Specific characteristics of the material or service that limit the availability to a sole source (unique features, function of the item, etc.) Describe in detail why only this suggested source can furnish the requirements to the exclusion of other sources.

In December 2011, the Graduate School of Business and Public Policy and the Global Public Policy Academic Group (GPPAG) aim to launch the new I-MPA program and its structural framework in conjunction with three other international partner institutions. Organizers need to establish the program and enroll students in this limited timeframe; therefore NPS requires contract assistance with knowledge and background of the initiative in order to quickly proceed. The proposed contractor, M.C. Dean, has successfully performed services and provided deliverables over the past calendar year in the development of related Outreach initiatives stemming from the NPS office in Geneva and campus in

Monterey. This corporate knowledge coupled with the ability work in the European theater in closer proximity to the European, Middle Eastern and Asian partner institutions and prospective participants are essential for the coordination of the program. M.C. Dean GEO group is the only known subject matter expert that has the personnel, background, and capability to manage the complete informational, marketing, and communication packages with all the materials necessary for the launch of the I-MPA.

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 Associate Professor
Activity: GSBPP/IMPA Date: 10 February 2011

Signature:  Title Dean
Activity: GSBPP Date: 15 Feb 2011

Contracting Officer Signature:
Date: