



STATE OF NEVADA
DEPARTMENT OF ADMINISTRATION
Purchasing Division

515 East Musser Street, Suite 300 | Carson City, Nevada 89701
 Phone: 775-684-0170 | Fax: 775-684-0188

Purchasing Use Only:	
Approval#:	201003 (C)

SOLICITATION WAIVER JUSTIFICATION AND REQUEST FORM

ALL FIELDS ARE REQUIRED – INCOMPLETE REQUESTS WILL BE RETURNED TO THE AGENCY

1a	Agency Contact Information - Note: Approved copy will be sent to only the contact(s) listed below:			
	State Agency Name:	Nevada State Library, Archives, & Public Records (NSLAPR) – Dept. of Administration		
		<i>Contact Name and Title</i>	<i>Phone Number</i>	<i>Email Address</i>
		Tammy Westergard	775-684-3306	twestergard@admin.nv.gov

1b	Vendor Information:	
	Identify Vendor:	Headed2, LLC
	Contact Name:	Katherine DeRosear
	Complete Address:	14 Van Terrace Sparkill, NY 10976
	Telephone Number:	804-519-5605
	Email Address:	kderosear@headed2.com

1c	Type of Waiver Requested – Check the appropriate type:	
	Sole or Single Source:	<input checked="" type="checkbox"/>
	Professional Service Exemption:	

1d	Contract Information:			
	Is this a new Contract?	Yes	<input checked="" type="checkbox"/>	No
	Amendment:	#		
	CETS:	#		

1e	Term:			
	One (1) Time Purchase:			
	Contract:	Start Date:	December 9, 2020	End Date: March 31, 2021

1f	Funding:	
	State Appropriated:	Board of Regents, Nevada System of Higher Education – sub-award 21-06
	Federal Funds:	
	Grant Funds:	

Other (Explain):	
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Approval #:	20/003②

1g	Total Estimated Value of <u>this</u> Service Contract, Amendment or Purchase:
	\$125,000.00

2	<p>Provide a description of work/services to be performed or commodity/good to be purchased:</p> <p>The project will augment the Nevada Career Explorer with course listings from every NSHE institution and smartly 'bundle' courses together across different schools, to create a robust postsecondary education dataset to allow additional career exploration and planning information. In other words a single NSHE catalog (of sorts) is embedded into the SaaS making courses smartly discoverable, giving the jobseeker a clear picture of what they need to know, what skills they need to develop in order to take efficient action regarding a program of study. This functionality not currently available in the Nevada CareerExplorer career navigation system. The NSHE dataset augmentation will include all postsecondary credit and non-credit programs, including certificate programs. In addition, the database will support industry-identified, non-credit "skill badges" that will/can be bundled and awarded college credit. NSHE will provide validation of existing post-secondary program data and coordinate postsecondary program data collection. The Nevada State Library and Public Archives will partner with Headed2 to complete the database.</p> <p>For jobseekers <u>using a public library card as the key identifier</u>, access to the Headed2 career information database, its software services and research is made available. In particular, job seekers impacted by the COVID-19 pandemic are reliant on the public library to foster upskilling and getting back to work. And, because librarians have been trained in this domain, their role in workforce recovery efforts is critical.</p> <p>This promotes quality career guidance services that can assist displaced workers in moving toward opportunities for quality, middle-class employment. Headed2 is an entirely unique, web-based career information database that, with the library card, can be accessed from anywhere and provide Nevada-first career information and research materials, career information that leads to training programs in priority industries.</p> <p>FOR NEVADANS:</p> <p>The easily understood, well-curated and well-displayed research database is designed to promote local labor markets and training opportunities for:</p> <ul style="list-style-type: none"> • Nevada's priority industries; • To highlight the necessary corresponding credentials and certifications and • Point people to local and statewide employment opportunities. <p>FOR PUBLIC LIBRARIANS AND LIBRARY PARTNERS:</p> <ul style="list-style-type: none"> • The tool provides powerful supply/demand analysis and reporting, helping staff provide timely career coaching, and • Provides customized reporting modules for each partner. • The data augmentation from NSHE will be immensely helpful to expedite training and give job seekers the ability to show "through skill badging" they possess requisite knowledge and abilities for in demand jobs <p>The platform builds career literacies and navigation skills by drawing connections among formal education institutions, training and certification systems and the careers they fuel. This helps people better understand exactly how their career choices will translate into fulfilling and gainful employment.</p> <ul style="list-style-type: none"> • Additionally, this is NOT a tool that the State Library, Archives and Public Records will use itself. It is provided in our role as a support to local libraries and their partners.

What are the unique features/qualifications required for this service or good that are not available from any other vendor:

The unique features required not available from any other vendor are:

- *Using a library card* as the identifier to access the research and information database. This way librarians and their allied project partners can work from the same information base, in sync, to help job seekers make sense of and navigate the increasingly complex job market.
- A comprehensive Nevada-first career information architecture to make discoverable numerous occupational, education, training and job search sources. Currently much that is found online and elsewhere is disjointed, scattered and difficult to connect in the big picture. Additionally, Headed2 is the only database that combines the data gathered and synthesized by OWINN, DETR and GOED with national labor data.
- Customized reporting modules to show how *all partners uniquely and as a community of practice* helping a patron/client along the career advisement journey, through education/training pathways, and from application to employment.

BACKGROUND OF A UNIQUE PILOT PROGRAM:

NSLAPR is working on a demonstration project to place Nevada's public libraries as a major part of the solution in providing the quality and quantity of workers needed to sustain and grow Nevada's targeted industry sectors. As noted above, the Headed2 career information database offers a complete picture of the entire state's key industries by making use of data gathered and synthesized by OWINN, DETR and GOED, combined with national labor data.

For this demonstration project it is imperative that career information obtained from the same platform. The tool will be used in two ways:

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1. First, across four counties (comprising the Las Vegas Valley region) partners are engaged in a *first of its kind in the nation* project. The Las Vegas Valley's four different library systems and the region's One-Stop Career Centers program (funded with the Department of Labor's Workforce Innovation Opportunity Act (WIOA) are the first to embed One Stop centers inside library buildings and work as allied partners toward the same goal: helping people find, train for and get good jobs.

Jaime Cruz serves as the Executive Director for Workforce Connections (Southern Nevada's Local Workforce Development Board). He advances and oversees processes that support continual improvement of the local one-stop delivery system, which provides employment and training services to Southern Nevadans. In late 2016, Mr. Cruz approached public library leaders within the Las Vegas Valley and ask them to consider working with Workforce Connections to leverage their resources with the library as a place that is open after hours, on the weekends and is filled with research, resources and staff. By early 2017, partners agreed, and eleven libraries are now home to Workforce Connections one-stop centers.

Since that time NSLAPR's library development work that includes statewide strategic planning and initiatives using Library Services Technology Act funds (LSTA, managed through the Institute of Museum and Library Services, IMLS) now provides the career information database, Headed2, as a linchpin tool to all public libraries across the state. This adds tremendous value to the partnership with Workforce Connections and has created new opportunities with WIOA partners in northern Nevada, like JOIN. The public libraries' role in facilitating workforce development within their communities is better supported and librarians understand the broad industry mix of the regional economy and related critical occupations (supply and demand) and are advancing the "big idea" of libraries as key centers for workforce recovery in every Nevada county.

For the State Library, these responsibilities are identified in *NRS 378.081*, which describes our role in benefitting the library community and other agencies and organizations in planning and providing workforce development services to the citizens of Nevada.

4	<p>Explain why this service or good cannot be competitively bid and why this purchase is economically only available from a single source:</p>
	<p>Features not available from any other vendor are described below; therefore the unique required qualities of the Headed2 database necessitate sole sourcing:</p> <ul style="list-style-type: none"> ● Access to the information database and software as a service features <i>obtained through a library card</i>; ● A in place, comprehensive Nevada-first career information architecture; ● Customized reporting modules to show how <i>all partners uniquely and as a community of practice</i> help a patron/client along the career advisement journey, through education/training pathways, and from application to employment. <p>The <u>proprietary algorithm that drives the Headed2 career information database</u> will be used to assist the Nevada State Library in its role to support public librarians in delivery of strategic research and instruction that advances the Governor's goals of <i>supporting a healthy and educated citizenry, including preparing students for college and career success; ensuring a highly skilled and diverse workforce; and increasing the number of Nevadans with post-secondary credentials.</i></p>

Were alternative services or commodities evaluated? Check One.	Yes:	No:	
<p>a. <u>If yes</u>, what were they and why were they unacceptable? Please be specific about features, characteristics, requirements, capabilities and compatibility.</p>			
<p>With online analysis, and email inquiry other vendors claim to have the capabilities and features of the Headed2 career information database; namely, O*Net Online, Careeronestop.org, and MyPlan.com and were similar in their objective — to serve as a one-stop career center for students and/or job-seekers — but none of them provide access to services through the community's premier and most accessible place to do research: the public library using a library card.</p> <p>None have integrated Nevada-specific priority industry occupation information or credentials and none offer the vital backend reporting modules, customized to each partner's needs.</p> <p>These reports are essential to the success of the unique, embedded partnership between career-advisement professionals and librarians. By generating real-time reports specific to the partner's needs (librarians, career professionals, academic advisers, etc.), each are able to access critical information about their role in the journey of the jobseeker. It is akin to being able to recognize when a person breaks their arm skiing everyone from the ski patrol, to the paramedics in the ambulance, to the doctors in the emergency room, to the orthopedic surgeon to the physical therapist all played an allied, but unique role, in helping the skier fully recover and return to the slopes.</p> <p>In the same way, the Headed2 partner reporting modules tracks each of the support systems along the way and reports about the value of services provided in their unique role.</p>			
<p>b. <u>If not</u>, why were alternatives not evaluated?</p>			

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<p>Has the agency purchased this service or commodity in the past? Check One. Note: If your previous purchase(s) was made via solicitation waiver(s), a copy or copies of ALL previous waivers MUST accompany this request.</p>		Yes:	<input type="checkbox"/>	No:	<input type="checkbox"/>
<p>a. If yes, starting with the most recent contract and working backward, for the entire relationship with this vendor, or any other vendor for this service or commodity, please provide the following information:</p>					
6	Term Start and End Dates	Value	Short Description	Type of Procurement (RFP#, RFQ#, Waiver #)	
		\$			
		\$			
		\$			
		\$			
		\$			

<p>What are the potential consequences to the State if the waiver request is denied and the service or good is competitively bid?</p>	
7	<p>As previously noted, beginning in 2017, Workforce Innovation and Opportunities Act (WIAO) services provided by the Southern Nevada Workforce Connections have been co-located at ten (11) of the 25 public libraries in the region. Furthermore, the College of Southern Nevada (CSN) is partnering with participating public libraries to explore additional spaces of physical and virtual connectivity. If the addition of this kind of wholly unique career information database is denied or stalled the work established and its partnerships across the state will not as seamlessly, or efficiently be able to integrate programs and services, including career information, education, training, and supportive services to connect jobseekers with employment opportunities. Further, this tool clarifies roles and responsibilities of these partners and advances the ability to report and demonstrate (with data) return on investment and partnership value.</p>
	<p>The well-orchestrated work of the Governor's Office of Economic Development, the Governor's Office of Workforce Innovation, the Department of Training and Rehabilitation, Department of Education and the Department of Administration in advancing Governor Sisolak's focused efforts to map Nevada's economic assets and align them with targeted industry sectors is advanced in this program and will help drive Nevada's economic recovery, if it is denied it can't help.</p>

<p>What efforts were made or conducted to substantiate there is no competition for the service or good and to ensure the price for this purchase is fair and reasonable?</p>	
8	<p>As previously noted, there are no other vendors that use a library card as an identifier and access point to the information resources. The career information database provided by Headed2 using primary source information from the US Census Bureau, the US Department of Labor, state agencies, and local information systems, as well database information concerning employer needs and job openings, is in line with industry standards from research companies who sell sophisticatedly curated and focused databases. The quality of information is driven from primary data sources, the easy to use interface and easily accessible reporting modules useable by all partners are uniquely created. The information database and software as a service is priced fairly and is reasonable. Year after year, NSLAPR licenses many databases and we are wholly familiar with industry pricing and trends.</p>

<p>Will this purchase obligate the State to this vendor for future purchases? Before selecting your answer, please review information included on Page 2, Section 9 of the instructions.</p>		Yes:	<input checked="" type="checkbox"/>	No:	<input type="checkbox"/>
<p>a. If yes, please provide details regarding future obligations or needs.</p>					

The project has been successful since initially deployed and has advanced the imperative to continue with the career information database tool, Headed2. Nevada's public libraries are a part of the solution in providing the quality and quantity of workers needed to sustain and grow Nevada's targeted industry sectors. Setting libraries at the center of this solution reinforces the Library Services and Technology Act (LSTA) priority for Nevada's public libraries to: "Expand services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages in order to support such individuals' needs for education, lifelong learning, workforce development, and digital literacy skills." With library leadership, Headed2 is the launch point for all workforce development partners to build and sustain a workforce supply chain to meet business and industry needs by nurturing individualized career planning and development.

- **RESOURCES AND COMPETENCIES**

- Nevada libraries have enabled e-library cards so Nevadans can access resources from anywhere, anytime. Library buildings may have limited access but online library resources are available 24/7
- Library spaces throughout Nevada, that are open at varying levels relative to Covid-19 conditions, libraries are making computers accessible with social distancing and hygiene protocols expressly for job seekers after hours and on the weekends
- Library patrons are (generally speaking) self-motivated information seekers;
- Library patrons (oftentimes) represent underserved populations;
- Ability to license the Headed2 database makes actionable the data already gathered and synthesized by OWINN, DETR and GOED – and now NSHE
- Library professionals seek to add value to the overall shared responsibility of getting Nevadans trained, leveled up (or both) to take their rightful place within their communities through meaningful, living wage employment;
- The ability to provide follow-on support to all patrons who start exploring new careers and opportunities – is not new to librarians, librarians have always been go-to people in giving citizens resume and job application support and helping people find trusted information.

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By signing below, I know and understand the contents of this Solicitation Waiver Request and Justification and attest that all statements are true and correct.

Tammy Westergard
 Agency Representative Initiating Request

Tammy Westergard 10-12-2020
 Print Name of Agency Representative Initiating Request Date

Tammy Westergard
 Signature of Agency Head Authorizing Request

Tammy Westergard 10-12-2020
 Print Name of Agency Head Authorizing Request Date

PLEASE NOTE: *In an effort to avoid possible conflict with any equipment, system or process already installed or in place by the State of Nevada or to assist in our due diligence, State Purchasing may solicit a review of your request from another agency or entity. The signature below indicates another agency or entity has reviewed the information you provided. This signature does not exempt your agency from any other processes that may be required.*

 Name of agency or entity who provided information or review:

 Representative Providing Review

 Print Name of Representative Providing Review

 Date

Please consider this memo as my approval of your request. This exemption is granted pursuant to NAC 333.150 or NRS 333.400. This exemption may be rescinded in the event reliable information becomes available upon which the Purchasing Administrator determines that the service or good sought may in fact be contracted for in a more effective manner. Pursuant to NRS 333.700(7), contracts for services do not become effective without the prior approval of the State Board of Examiners (BOE).

If you have any questions or concerns, please contact the Purchasing Division at 775-684-0170.

Approved by:

Kevin A. Doty
 Administrator, Purchasing Division or Designee

10/13/2020
 Date