



## Sales Order Form

50 E Business Way  
Suite 300  
Cincinnati, OH 45241  
[www.hobsons.com](http://www.hobsons.com)

**Sold To:** Texas A&M University - Undergraduate

**Name:** Lynn Barnes

**Address:** 1265 TAMU, College Station, Texas, 77843-1244, United States

**Email:** lbarnes@tamu.edu

**Phone:** (979) 458-0971

**Hobsons Contact:**

**Name:** Steve Roche

**Email:** steve.roche@hobsons.com

**Phone:** (513) 354-7899

**Order Date:** 06/13/2018

**Valid Until:** 06/29/2018

**Quote Number:** Q255815

**Contract Start Date:** 07/31/2018

**Contract End Date:** 04/29/2019

**Contract Term (In Months):** 9

**Currency:** USD

**Purchase Order:**

**Payment Term:** Net 30

Product or Service	Detail	Quantity	Start Date	Term (In Months)
Competitive ActiveMatch Plus - Premium Group	School: University of Michigan State: CA	1	07/31/2018	9
Competitive ActiveMatch Plus - Premium Group	School: University of Michigan State: IL	1	07/31/2018	9
Competitive ActiveMatch Plus - Premium Group	School: University of Michigan State: NY	1	07/31/2018	9
Competitive ActiveMatch Plus - Premium Group	School: University of Michigan State: NJ	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Georgia Tech State: IL	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Purdue University State: IL	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Purdue University State: CA	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Georgia Tech State: GA	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Georgia Tech State: CA	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: University of Illinois State: CA	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Pennsylvania State University - University Park State: NJ	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: University of Illinois State: IL	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: Pennsylvania State University - University Park State: PA	1	07/31/2018	9

Competitive ActiveMatch Plus - Tier 1	School: The Ohio State University State: IL	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 1	School: The Ohio State University State: OH	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 2	School: Louisiana State University State: LA	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 2	School: Colorado School of the Mines State: CA	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 2	School: Colorado School of the Mines State: CO	1	07/31/2018	9
Competitive ActiveMatch Plus - Tier 2	School: Louisiana State University State: CA	1	07/31/2018	9
Intersect Awareness	Naviance Enhanced Listing & Counselor Community	1	07/31/2018	12
Self Matching - Tier 1	State: MD	1	07/31/2018	9
Self Matching - Tier 1	State: NY	1	07/31/2018	9
Self Matching - Tier 1	State: IL	1	07/31/2018	9
Self Matching - Tier 1	State: CA	1	07/31/2018	9
Self Matching - Tier 1	State: CO	1	07/31/2018	9
Self Matching - Tier 1	State: VA	1	07/31/2018	9
Self Matching - Tier 1	State: NJ	1	07/31/2018	9
Total:				40,000.14

## Comments/Notes

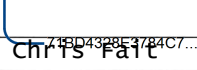
Invoice on 9/30/18


## Terms and Conditions

This Hobsons Order Form is subject to all terms of the Matching Solutions Terms and Conditions Agreement dated 7/31/17 between Customer and Hobsons. Sales tax applies unless a tax-exempt form is provided. Unless payment terms/dates are specifically detailed, Hobsons will issue invoices upon execution of the Order Form.

By signing below, you agree to be bound by such terms and that such terms are made a part of this contract.

**HOBSONS, INC.****CUSTOMER**

By:   
 Name: Chris Falt  
 Title: Senior Director, Strategic Accounts  
 Date: 6/22/2018

By:   
 Name: Dean K. Endler  
 Title: University Contracts Officer  
 Date: 21 JUNE '18

Address: 50 E-Business Way, Ste. 300  
 Cincinnati, OH 45241 USA

Address: 1477 TAMU  
 College Station, TX 77843-1477



## ➤ Sole Source Justification

Prepared for: Texas A&M University

Prepared by: Steve Roche, Senior Account Manager  
phone: 513-354-7899 | e-mail: steve.roche@hobsons.com

Date: 06/12/18

The basis for the sole source designation is predicated on several key services and qualifications that are unique to Hobsons, and on numerous points of difference inherent in the product offering. Hobsons is the sole provider of Intersect Presence.

### Unique Product Qualifications: Intersect Awareness

- Intersect by Hobsons is the only product to offer access for increasing awareness in Naviance – a college and career readiness platform that reaches 40% of high school students in the US and the school counselors who work with them.
- Intersect Awareness includes premium admissions access to the Hobsons Counselor Community.
  - The Hobsons Counselor Community is the only online community built specifically for school counseling and college admissions professionals.
  - The Hobsons Counselor Community is the only networking community that provides a direct connection to Naviance and the 100,000+ school counselors working in Naviance.
  - The Hobsons Counselor Community offers the ability to update your college profile for Naviance, 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 highlight profiles for students and programs. These enhancements help students better understand the environment and culture of the university.
  - Naviance college profiles receive over 50 million views each year and are fully integrated with a suite of advising tools and services that guide students through the full post-secondary planning process.

### Unique Product Qualifications: Naviance ActiveMatch

- ActiveMatch is the only online application that allows you to specifically target messages to students by state, ethnicity, year in high school, and GPA. Only Hobsons can grant you this direct access to the more than 9.2 million students that use Naviance—both domestically and internationally.



- ActiveMatch helps drive awareness of your unique offerings and allows students that are considering your institution to connect directly with you.
- ActiveMatch helps you to strategically shape your incoming class, providing more diversity to your school. Using Active Match gives you unique, direct exposure to the type of students you are looking for at the right time in their college search process.

## Unique Company Qualifications

- Hobsons is financially stable.
  - Hobsons is owned by the Daily Mail & General Trust plc, a publicly listed organization in the UK that has been in business since 1896.
  - Hobsons reinvests 12% to 15% of its revenues in research and product development annually.
- Hobsons supports a large, diverse user community.
  - 2,300 higher education customers
  - 11,000 K12 schools served by Naviance
- Hobsons' account management and support staff is unparalleled in experience.
  - As a customer, Texas A&M University would receive a dedicated account manager to act as a partner with the institution.
  - The account manager is based in the United States; support is not outsourced globally or locally.



## Texas A&M University Renewal Proposal Options 2017 / 2018

**Option #3: ~~\$42,300~~ \$40,000** (99,733 Potential Student Reach)

› **Awareness Package (7/31/18 to 7/31/19)**

- Featured School Listing
- 31 Points of Media (Combination of Photos and Video)
- Request Info Link
- Apply Online Link
- 12 Additional Links
- 2 Profiles

› **Naviance Active Match (7/31/18 to 4/31/19) – 9 Months**

- University of Illinois – Tier 1 / IL / CA
- Georgia Tech – Tier 1 / CA / GA / IL
- Purdue University – Tier 1 / IL / CA
- Colorado School of Mines – Tier 2 / CO / CA
- Louisiana State University – Tier 2 / LA / CA
- The Ohio State University – Tier 1 / OH / IL
- Pennsylvania State University – Tier 1 / PA / NJ
- University of Michigan – Tier – Premium / CA / IL / NY / NJ

› **Naviance Self-Matching (7/31/18 to 4/31/19) – 9 Months**

- Texas A&M University – Tier 1 / VA / CO / CA / IL / NJ / NY / MD



Comptroller  
of Public  
Accounts  
FORM  
01-339 (Back)  
(Rev. 4-13/8)

## TEXAS SALES AND USE TAX EXEMPTION CERTIFICATE

SELECT NAME OF PURCHASER BY SELECTING THE APPROPRIATE AGENCY FROM THE DROP DOWN LIST:

711 - Texas A&M University - 17460005311

Address (Street & Number, P.O. Box or Route Number:

1265 TAMU

City, State, Zip Code:

College Station, TX 77843-1265

Phone Area Code & Number:

979-458-0972

I, the purchaser named above, claim an exemption from payment of sales and use taxes for the purchase of taxable items described below or on the attached order or invoice form:

Seller:

Hobsons

Street Address:

50 E Business Way, Suite 300

City, State, Zip Code:

Cincinnati, OH 45241

Description of items to be purchased or on the attached order or invoice:

### All purchases of the Texas A&M University System Members:

Purchaser claims this exemption for the following reason:

**This property is being secured for the exclusive use of the State of Texas.**

I understand that I will be liable for payment of sales or use taxes which may become due for failure to comply with the provision of the Tax Code: Limited Sales, Excise, and Use Tax Act; Municipal Sales and Use Tax Act; Sales and Use Taxes for Special Purpose Taxing Authorities; County Sales and Use Tax Act; County Health Services Sales and Use Tax; The Texas Health and Safety Code; Special Provisions Relating to Hospital Districts, Emergency Services Districts, and Emergency Services Districts in counties with a population of 125,000 or less.

*I understand that it is a criminal offense to give an exemption certificate to the seller for taxable items that I know, at the time of purchase, will be used in a manner other than that expressed in this certificate and depending on the amount of tax evaded, the offense may range from a Class C misdemeanor to a felony of the second degree.*

Purchaser:

Kati Clark

Title:

Assistant Director

Date:

6/14/2018

**NOTE:** This certificate cannot be issued for the purchase, lease or rental of a motor vehicle.

**THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID.**

Sales and Use Tax "Exemption Numbers" or "Tax Exempt" Numbers do not exist.

This certificate should be furnished to the supplier.

**DO NOT** send the completed certificate to the Comptroller of Public Accounts.

PrintForm

Reset Form


**ACADEMIC AFFAIRS**  
 TEXAS A&M UNIVERSITY

**DEPARTMENTAL COVER SHEET (DCS) - Purchase Request**

**Department \*** Office of Admissions

**Person Submitting** Kuehn, Jennifer J j-kuehn@tamu.edu 979-458-0972

**Department Liaison** Jennifer Kuehn j-kuehn@tamu.edu 979-458-0972

**Primary Contact** Kati Clark kati.clark@tamu.edu

**Details of Purchase**

**Description of goods/services purchased \*** Contract for student search services - leads  
 Contract Start Date: 7/31/2018  
 Contract End Date: 4/29/2019

**Purpose and Benefit to TAMU \*** Operations; student lead data will be used primarily in the recruitment of highly-qualified out-of-state students through marketing campaigns to help us meet projected enrollment goals.

**Choose Below (checked)** ☐ other

**Upload**

ADMI_Hobsons Order_6 14 2018.pdf	1.31MB
ADMI_Hobsons Contract Transmittal_6 14 2018.pdf	38.67KB

**Department account information**

*(List amounts to be paid from your departmental accounts)*

Expense Type *	Tracking Type *	Internal Budget Area *	Contract Year *	Budget Categories *	Part * (?)	Account *	Amount *
Contract Labor & Services	Operations	ADMI-NATM	N/A	N/A	02	210670-70011	40000.14

**Total (?)** 40,000.14

**Approval**

**Additional notes/comments to ATS team** Attachments include contract, contract transmittal form, sole source justification and tax exemption form. Please expedite. Hobsons is requesting approval by 6/29/2018 in order to guarantee a very large discount (over 50%). However, they will not invoice us until September 1.

**Department Approver \*** Lynn Barnes