

MEMORANDUM

To: Procurement Services

From: Dr. Martin Hatton, Dean, School of Education

Date: July 9, 2026

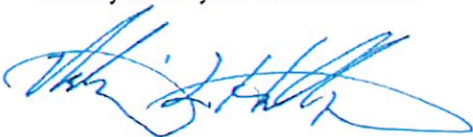
Subject: Sole Source Justification for The Teaching Channel

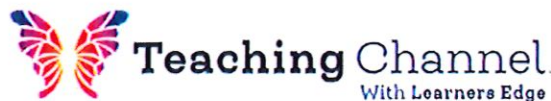
This memorandum serves as the Department of Education's request for sole-source procurement approval for **The Teaching Channel**. The requested procurement meets the criteria established under the Mississippi Public Purchasing Law for sole source purchases for the following reasons:

1. **Unique Product or Service:** The requested product/service performs functions essential to the Department's educator preparation programs and is not available through other products or services. After reviewing comparable products on the market, we determined that no other product offers the specific combination of features, functionality, and integration required to meet the operational and accreditation needs of our educator preparation programs.
2. **Business Need:** The Department requires this product/service to support critical business objectives, including:
 - a. Supporting educator preparation, clinical experiences, and candidate development.
 - b. Meeting accreditation, assessment, and/or program management requirements.
 - c. Providing specialized functionality necessary for our faculty and Teacher Candidates.These objectives cannot be met through alternative products without significant loss of required functionality, increased administrative burden, or disruption to established workflows.
3. **Single Source Availability:** Based on information provided by the manufacturer and our review of the marketplace, this product/service is available only directly from the manufacturer and is not available through competing resellers that could provide competitive pricing. A manufacturer certification verifying this exclusive availability is included as supporting documentation.
4. **Reasonableness of Cost:** The School believes the proposed cost is reasonable based on the specialized nature of the product/service, the value it provides to the University, and our review of available alternatives. We have worked directly with the vendor to obtain the most favorable pricing available to Mississippi University for Women. Given the absence of comparable products capable of meeting our documented business needs, competitive bidding would not result in a comparable solution.

For these reasons, we respectfully request approval to procure this product/service through the sole source process.

Thank you for your consideration.





April 6, 2026

To Whom It May Concern,

Please accept this sole source letter as an explanation of unique and custom services offered by Teaching Channel that are not available via alternate vendors.

Brief Summary:

The Teaching Channel Platform provides a proprietary suite of content, resources, and tools that connect a robust video library of exemplars, with self-reflection, instructional coaching, peer collaboration, observation, video-based calibration, and data and reporting all in one place to permanently impact how all educators involved in teacher growth are supported. The platform breaks new ground in proving how video-based professional learning can generate data that effectively and efficiently drives professional growth.

Unique Features:

- Resource Center
 - Teaching Channel Library - Search and watch over 2500+ exemplar videos featuring classroom lessons and coaching conversations. All videos are filmed and produced by Teaching Channel and are not available from any other source. Users can create their own favorites and playlists and discover playlists curated by the Teaching Channel team. Videos can be added to the Activity Center for asynchronous collaborative discussion.
 - Account Library - Collect and upload your own video exemplars, lesson plans, links, resources, and more by your account administrator. The videos in your library can also be added to the Activity Center for collaborative discussion.
- Coaching and Mentoring tools
 - Upload user videos, reflect on user & library videos, share & submit videos, informal & formal coaching, discuss Teaching Channel videos & in-person observations.
 - Assigned Client Success Manager to your account to help with onboarding, training, and any ongoing questions.
- Calibration
 - This optional tool helps to ensure observers, coaches, and evaluators are calibrated to give framework-aligned feedback to teacher and school leaders.
- Data & Reports
 - Resource Reports - Usage, Resource Videos Watched
 - Activity Reports - Video Statistics, Videos Shared, Videos Submitted, Instructional Focus, Observation Data

We look forward to the opportunity of supporting your school(s)/university.

Sincerely,

Michael A. Smith

Mike- A. Smith

President

Teaching Channel