

UNIVERSITY OF HAWAII
NOTICE OF AMENDMENT TO EXEMPTION FROM CHAPTER 103D, HRS

Purchase Order No. / Contract No. C180055 & C180056

Name of Contractor: EAB Global Inc.

Description of goods or services:

Consulting services to provide undergraduate and graduate enrollment growth solutions for the University of Hawaii at Manoa and University of Hawaii at Hilo.

The scope of work for the purchase is revised as follows:

Services to be extended through October 31, 2023. The University of Hawaii at Manoa scope of work will include all of the same services and additional financial aid optimization services for the William S. Richardson School of Law. The scope of work for the University of Hawaii at Hilo will remain the same but will not include financial aid optimization services.

Original Purchase Price:
\$ 4,587,662.00

Amended Purchase Price:
\$ 5,678,721.00

Direct any inquiries to:

Department: Enrollment Management, University of Hawaii at Manoa

Contact Name/Title: Nikki Chun, Vice Provost for Enrollment Management

Address: 2600 Campus Road, QLC 214
Honolulu, Hawaii 96822

Phone Number:
(808) 956-3584

Fax Number:
(808) 956-8095

Date Posted: September 2, 2022

Submit written objections to this notice of intent to amend a procurement exemption purchase within seven (7) calendar days from the date posted to:

Office of Procurement Management
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822
email: OPM@hawaii.edu

REQUEST FOR AMENDMENT TO EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT MANAGEMENT

FROM: UH Manoa (Enrollment Management) and UH Hilo (Division of Student Affairs)
(Department/Program)

Pursuant to APM Section A8.220, the Department requests an amendment to a contract or purchase order issued under a previously approved procurement exemption.

Purchase Order No./Contract No. UHM #218905/UHH #222662

Name of Contractor: EAB Global Inc.

Description of goods, services, or construction:
UH Manoa and UH Hilo are seeking an extension of our current contracts with EAB Global Inc. Since the spring of 2018, EAB Global Inc. has provided UH Manoa and UH Hilo with consulting services to assist with undergraduate and graduate enrollment growth. Services have included tracking students and measuring student behavior from pre-enrollment to post-enrollment via a comprehensive data system capable of interfacing with Banner; providing assistance with recruitment and retention using a predictive analytics platform; identifying parents via a national parent database to engage parents in the enrollment process; and accessing best practice research across all sectors of higher education.

Original Purchase Price: \$ 4,587,662 Amended Purchase Price: \$ 5,678,721

(1) The scope of work will be revised as follows:
For both institutions, the contract end date will be extended to cover July 1, 2022 - October 31, 2023.
The UH Manoa scope of work will continue to include all of the same services (search and Inquiry fulfillment; application marketing and tech; yield optimization; and financial aid optimization). For this extension, UH Manoa is adding Financial Aid Optimization for the Law School. Financial Aid optimization data has been highly beneficial for undergraduate enrollment strategies. The Law School has similar strategic goals to ensure that their financial aid practices reflect their strive toward inclusive excellence. There is a pressing need to include the Law School in this extension and avail the financial aid optimization tools to them as soon as possible.
The UH Hilo scope of work will continue to include all of the services except financial aid optimization. UH Hilo has not found any benefit from this service in the first five years of the contract, so we have removed it from the proposed contract extension.

(2) Explanation of the reasons that the amendment is necessary:

An amendment is necessary to extend services with EAB Global, Inc. through October 31, 2023 to facilitate a smooth transition off of EAB tools and processes in order that UHM and UHH will be equipped to conduct sustained marketing and communication strategies for the fall class of 2023. It is proposed that UHM and UHH be allowed to continue using the tools, processes, and approaches proprietary to EAB to afford the University needed time to develop, test, and fully implement its own admissions application as well as develop and implement its own communications campaign.

In light of our current operational needs, especially around the admissions application, a one-year extension would:

>Allow for EAB to complete the admission cycle for Fall 2022 semester, which they have already begun recruitment for.

>Accommodate UHM/UHH application needs around Spring 2023 recruitment. The EAB app platform is already open for the Spring 2023 semester. There is no other alternative application available for the campuses to use at this time if this extension is not approved.

>Provide time for UH to work with ITS and develop a new application and platform for an April 1, 2023 implementation so that we may accept Spring 2024 applications on the new (non-EAB) platform.

Direct questions to: Nikki Chun

Phone: (808) 956-3584

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

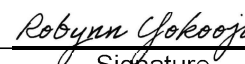
Nikki Chun, UHM/Farrah-Marie Gomes, UHH

Full Name of Principal Investigator, Department Head, or Administrator

 Farrah-Marie K Gomes
Digitally signed by Farrah-Marie K Gomes
Date: 2022.07.07 10:11:06 -10'00' 7/7/2022
Signature Date

Robynn Yokooji, UHM/Carrie Masanda, UHH


Full Name of Fiscal Administrator

 Robynn Yokooji
Carrie P Masanda
Digitally signed by Carrie P Masanda
DN: cn=Carrie P Masanda, o=UH Hilo, ou=Business Office, email=cmasanda@hawaii.edu, c=US
Date: 2022.07.12 12:50:12 -10'00' 7/7/22
Signature Date

APPROVED:
Bonnie D. Irwin, UHH Chancellor

David Lassner, UH President

Full Name of Vice President or Chancellor

Bonnie D. Irwin
Digitally signed by Bonnie D. Irwin
Date: 2022.07.15 09:33:18 -10'00'
 Digitally signed by David Lassner
Date: 2022.08.12 22:20:17 -10'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

 Digitally signed by David Lassner
Date: 2022.09.15 14:05:19 -10'00'

9/15/2022

PRESIDENT, UNIVERSITY OF HAWAII

DATE