

UNIVERSITY OF HAWAII NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawaii, is in the process of reviewing the request from
Office of the Provost - Branding & Marketing, University of Hawaii at Manoa (Department/Campus)

for exemption from Chapter 103D, HRS, for the following goods and services:

Provide television air time and digital media spots to recruit local students and create awareness about the positive things offered on campus through a multi-media recruitment campaign. This campaign is aimed at encouraging local high school and community college students, as well as young working professionals to consider the University of Hawaii at Manoa, the flagship campus of the University of Hawaii System, when pursuing a degree in higher education. The campaign will include commercial on television as well as spots on digital platforms and social media.

Vendor: KHNL/KGMB LLC
(If known)

Address:

420 Waiakamilo Road, Suite 205
Honolulu, Hawaii 96817

Term of Contract:
(If known)

From: March 2023 (est.)

To: June 2023 (est.)

Cost:
\$64,989.50 (est.)

Direct any inquiries to:

Department: Office of the Provost - Branding & Marketing
University of Hawaii at Manoa

Contact Name/Title: Jennel Sesoko, Director of Branding/Marketing

Address: 2500 Campus Road, Hawaii Hall 118
Honolulu, Hawaii 96822

Phone Number:
(808) 729-1293

Fax Number:
N/A

Date Posted: March 8, 2023

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

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

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT MANAGEMENT

FROM: UH Manoa, Office of the Provost, Branding & Marketing
(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:

Provide television air time and digital media spots to recruit local students and create awareness about the unique academic and collegiate opportunities offered at Manoa through a multimedia recruitment campaign. The campaign is targeting local high school and community college students, as well as potential 2nd degree, or graduate level degree seeking student professionals to consider the University of Hawaii at Manoa, the flagship campus of the UH System, when pursuing a degree in higher education. The campaign will include commercials on television as well as spots on digital platforms and social media.

Estimated Cost: \$ 64,989.50

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;
See attached.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;
See attached.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and
See attached.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:
See attached.

Direct questions to: Jennel Sesoko Phone: 808-729-1293

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

Jennel Sesoko
Full Name of Principal Investigator, Department Head, or Administrator

Jennel Sesoko Digitally signed by Jennel Sesoko
Date: 2023.03.02 14:31:43 -10'00'
Signature Date

Jenine Isawa
Full Name of Fiscal Administrator

Jenine Isawa Digitally signed by Jenine Isawa
Date: 2023.03.06 13:27:01 -10'00'
Signature Date

APPROVED:

David Lassner, UH President
Full Name of Vice President or Chancellor

David Lassner Digitally signed by David Lassner
Date: 2023.03.08 11:11:49 -10'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

David Lassner Digitally signed by David Lassner
Date: 2023.03.28 15:25:23 -10'00'
PRESIDENT, UNIVERSITY OF HAWAII

03/28/2023
DATE

**Request for Exemption from 103D, HRS
Digital Campaign for UH Mānoa Recruitment Campaign**

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University

Procurement by standard competitive means is not practicable or advantageous; the campaign is geared towards specific target audiences. Section 3-120-4, Hawai'i Administrative Rules, identifies the purchase of radio and television airtime as a procurement that is exempt from Chapter 103D, HRS, when the selection is based on targeted audiences. The University's specific campaign will also include digital media and Facebook. Although digital media and Facebook are not a part of the referenced radio and television airtime exemption, it is essential that the campaign targets the same audiences under all media types. As such, procurement by standard competitive means is neither practicable nor advantageous to the University for this entire media campaign.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable

Following a record breaking year in applications submitted and student enrollment numbers across the Mānoa campus, a concerted marketing and advertising strategy is imperative to support and maintain the recruitment and enrollment for future classes. UH Mānoa is producing a marketing initiative that promotes a valuable, world-class education and positive, one-of-a-kind student experience by 1) promoting programs/degrees offered at UH Mānoa, 2) emphasizing the value of a Mānoa degree in comparison to competing institutions locally and abroad, 3) the importance of and value of a secondary/higher education, and 4) the opportunity to better one's future through a academic/career path. The campaign will highlight the quality of education, affordability and extensive choices of degree programs offered to its students. Furthermore, some of the numerous student programs available to a large variety of student interests, specifically in the 18-24 age range, will be featured in the media campaign. Entering it's fifth year of a successful multichannel marketing campaign, this campaign supports the university's narrative in keeping the identity and branding of our campus top of mind, setting our institution apart from our competitors, ultimately driving student recruitment, enrollment, and retention.

KHNL/KGMB, LLC (Hawai'i News Now) has offered the University a proposal with a cost- effective budget that will effectively reach its desired target demographic audiences. The core of the proposal which begins in March 2023, involves airing 349 30-second spots on both KGMB, KHNL and KFVE. The spots are expected to reach more than 50 percent of the UH target group, with a targeted digital campaign featuring 100,000 in-banner :30 second video ads on HawaiiNewsNow.com and mobile, as well as a social media contest tied into the current #TakeMeToManoa social campaign. The proposal is strategically designed for airtime during programs with the highest ratings (number of viewers tuned in) and share of audience (proportion of all viewers watching television at the time) amongst UH Mānoa's target audience, best possible frequency and reach of messaging, and threshold of views for viewer association and recall for a successful advertising campaign. Hawai'i News Now is also providing added value campaign elements worth \$64,400.

Digital elements include both pre-roll video and in-banner video on both the Hawai'i News Now and targeted display platforms. The in-banner video format also includes multiple calls-to-action (CTA) to the viewing audience. Monthly performance reports with metrics that cover video plays, completions and impressions, video clicks and interactions with the CTA in the ad, and a quarterly website audit will be provided through Google Analytics. The digital component will provide high impact local reach beyond a television audience in a user-initiated, highly engaged online environment driving viewers to the "UH Mānoa admissions" website that showcases pathways and programs available at UH Mānoa.

In addition, Hawai'i News Now will run an exclusive "#TakeMeToManoa" social media contest leveraging Hawai'i News Now followers.

A minimum of 116 public service announcement commercials will also run throughout the campaign period on Hawai'i News Now stations.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement

The UH Mānoa Branding and Marketing office will monitor all aspects of the campaign and work closely with the selected vendor to ensure that the University's goals are met and that all aspects of the campaign are covered on all media types.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract

Jennel Sesoko - Director of Branding & Marketing, UH Mānoa Office of the Provost
Michael Bruno - Provost, UH Mānoa
Jenine Isawa - Fiscal Admin, UH Mānoa Office of the Provost