

## UNIVERSITY OF HAWAII NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawaii, is in the process of reviewing the request from  
University of Hawaii System, Office of Communications (Department/Campus)  
for exemption from Chapter 103D, HRS, for the following goods and services:  
Consultant services for a multi-phase community survey to gather statewide Hawai'i perceptions and sentiment  
towards the University of Hawai'i and perceptions on how the University of Hawai'i has changed over the last 5 to  
10 years.

**Vendor:** To be determined  
(If known)  
**Address:**

<b>Term of Contract:</b> (If known)	From:	To:	Cost: not to exceed \$64,000.00
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<p><b>Direct any inquiries to:</b> Department: Office of Communications</p> <p>Contact Name/Title: Daniel Meisenzahl, Director</p> <p>Address: 2444 Dole Street, Bachman Annex 2 Honolulu, Hawaii 96822</p>	<p>Phone Number: (808) 348-4936</p> <p>Fax Number: (808) 956-3441</p>
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Date Posted: May 04, 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 AND REAL PROPERTY MANAGEMENT**

**FROM: Office of Communications**

(Department/Program)

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

**Description of goods, services, or construction:**

Consultant services for a multi-phase community survey to gather statewide Hawai'i perceptions and sentiment towards UH and perceptions on how UH has changed over the last 5 to 10 years.

**Estimated Cost: \$ Not to exceed \$64,000**

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

Please refer to the attached.

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

Please refer to the attached.

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

Please refer to the attached.

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

Please refer to the attached.

Direct questions to: Daniel Meisenzahl Phone: 808-348-4936

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

Daniel Meisenzahl  
Full Name of Principal Investigator, Department Head, or Administrator

Daniel Meisenzahl  
Signature Date 4/25/23

Blanche Fountain  
Full Name of Fiscal Officer

Blanche Fountain  
Signature Digitally signed by Blanche Fountain  
Date: 2023.04.28 18:23:43 -10'00' 4/28/23  
Date

APPROVED:

Kevin Ishida  
Full Name of Vice President or Chancellor

Kevin Ishida  
Signature Digitally signed by Kevin Ishida  
Date: 2023.05.03 10:40:51 -10'00' Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

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APPROVED  DENIED

David Lassner Digitally signed by David Lassner Date: 2023.05.24 08:40:01 -10'00' 5/24/23  
PRESIDENT, UNIVERSITY OF HAWAII DATE

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**  
(Consultant - Multi-Phase Campus Community Survey on UH perceptions)

**Description of goods, services, or consultation:**

Consultant services are sought for the planning, development, deployment, and data analysis regarding one or more phone and/or electronic surveys of individuals in the community ranging from:

- Young adults (18-24 years old);
- Adults ages 40-64;
- A mix of industries, including service sector and professional services;
- Variety of ethnic backgrounds
- High school, bachelor's, and graduate degrees;
- Variety of employment status;
- Variety of income level

Services also encompass preparation of a comprehensive report to the University including an executive summary, presentation of data, findings, and recommendations for potential message development.

The community survey will focus primarily, but not exclusively, on gathering qualitative and quantitative feedback from Hawai'i citizens to better understand the community's perceptions of UH, accessibility to applying, assessment of how to increase enrollment, and the community's general thoughts about how UH has performed over the last 5 years. The findings of the survey will be used to identify opportunities to refine marketing messages to better engage with the community and inspire potential students to enroll at one of the 10 campuses.

The consultant is expected to be generally familiar with community surveys that have been conducted at the University and/or other institutions of higher learning across the U.S. The Office of Communications will coordinate work related to the survey and serve as the principal contact for the Consultant.

**PHASE I: Planning & Development of Survey**

This phase will develop a work plan to guide all work by the consultant and organize all preliminary work leading up to the telephone and/or electronic survey, including collaborating with UH to develop questions and the survey instrument to be administered to community members. This phase also includes planning for and promoting participation by individuals in the state of Hawai'i in the survey.

**PHASE II: Review By The UH Office of Communications**

This phase will encompass eliciting and incorporating comments on the survey instrument developed by the consultant by the University's Office of Communications before the administration of the survey.

### **Phase III: Survey Deployment/ Administration**

This phase will encompass administering/deploying the survey to selected individuals in the state of Hawai'i in a manner that will maximize the rate of participation in the survey.

### **Phase IV: Data Analysis and Report**

This phase will encompass analyzing the data collected during the administration of the survey, preparing survey findings, and making recommendations based on the survey findings, and preparing a comprehensive report to the University.

Continuation of consultation services between phases shall not be automatic and shall be at the discretion of the University.

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

Procurement by standard competitive means involving the preparation and advertising of a formal request for proposals will not permit the completion of the consultant selection process to fulfill performance completion deadlines as follows: Work shall commence upon execution of contract. Phase I (Planning & Development of Survey), encompassing all work described therein, to begin within two weeks of contract execution; Phase II (Review by the UH Office of Communications and System Marketing Group) to begin within one week following the completion of Phase 1 and be completed within two weeks; Phase III (Survey Deployment/Administration) encompassing all work described therein, to begin within two weeks of the completion of Phase II and be completed by within two weeks; and Phase IV (Data Analysis & Report), encompassing all work described therein, to begin within two weeks of the completion of Phase III and be completed within two weeks.

Employing the consultant selection process created by the procurement by standard competitive means will delay the University's ability to meet target completion dates that are in part predicated with reducing "summer melt," a phenomenon where students gain college acceptance, enroll, and may even pay a deposit, but then never show up on campus in the fall, as well preparing for the height of UH's recruitment period to encourage local high school students to apply and commit. Delays in the consultant selection process by standard competitive means will also hinder the University's ability to start developing new marketing strategies and messages for local student recruitment.

As a competitive alternative, it is proposed that pricing on similar services from national market data or other vendors' will be researched and used for the cost price reasonableness justification. Invitations may be extended to consultants who are known to have expertise in the subject area and may have interest in providing consultant services to the University. The informal procedure should provide the University, in a timely manner, with proposals from firms or consultants who have the experience necessary to successfully assist the University with all of the work described herein, including the development and deployment of a community survey, analysis of data from survey, preparation of a report regarding the survey(s) findings and recommendations for the University's marketing and recruitment efforts.

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

Pricing on similar services from national market data or other vendors' will be researched and used for the cost price reasonableness justification. Informal invitations for proposals may be extended to potential consultants who have been identified as previously conducted projects similar in scope to those described in the above phases, have a prior record of successful completed projects, and who have consultant experience with the University. The UH Office of Communications and System Marketing Group (which consists of communication professionals from the 10-campus) will review all timely submitted proposals, taking into consideration prior relevant experience, ability to meet the schedule set by the University, the proposed cost of the services to be provided, and the quality of the proposal. The UH Office of Communications and System Marketing Group will provide an overall assessment of the strengths and weaknesses of each proposal and select the consultant who can best meet the University's needs and objectives with respect to the services to be performed.

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

The Office of Procurement Management and the Office of Communications will have oversight of the process, implementation and controls to ensure the process is effective, and that UH procedures and policies are properly followed. Expenditures will be subject to review, approval, and processing in conformity with the specifications outlined in the contract and the University expenditure policies and procedures.

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

Daniel Meisenzahl, University of Hawai'i Director of the Office of Communications  
Brent Suyama, University of Hawai'i Associate Director of the Office of Communications  
Karlee Hisashima, University of Hawai'i, Interim Director of the Office of Procurement  
Management