

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:

Digital media campaign to include Facebook/Instagram and YouTube advertisements to continue to build statewide awareness among the general public about the 10-campus University of Hawaii system.

Vendor: KHNL/KGMB LLC
(If known)

Address:
420 Waiakamilo Road, Suite 205
Honolulu, Hawaii 96817

Term of Contract:
(If known)

From:
To be determined

To:
To be determined

Cost:
\$20,942.40 (estimated)

Direct any inquiries to:

Department: Office of Communications

Contact Name/Title: Daniel Meisenzahl, Director

Address: 2444 Dole Street, Bachman Annex 2
Honolulu, Hawaii 96822

Phone Number:
(808) 348-4936

Fax Number:
(808) 956-3441

Date Posted: May 17, 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 System 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:

The University of Hawai'i is seeking to circumvent the "summer melt" (when students who enroll in the spring do not show up in the fall) and continue building statewide awareness among the general public about the 10-campus UH system, mission and how it serves the people of Hawai'i, as well as enhance its student recruitment efforts by promoting the benefits of attending one of the 10 UH campuses through the continuation of a digital media campaign including Facebook/Instagram and YouTube advertisements. The vendor is expected to manage placement for various advertisements over a two month period during the summer targeted to reach prospective student audiences in selected regions. Monthly analytical reports should also be included as part of the overall quote.

Estimated Cost: \$ 20,942.40

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

Please 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;

Please see attached.

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

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:
Please see 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 4/27/23
Signature Date

Blanche Fountain
Full Name of Fiscal Administrator

Blanche Fountain 5/5/23
Signature Date
Digitally signed by Blanche Fountain
Date: 2023.05.05 18:50:54 -10'00'

APPROVED:

Kevin Ishida
Full Name of Vice President or Chancellor

Kevin Ishida Date: 2023.05.08 12:03:15 -10'00'
Signature Date
Digitally signed by Kevin Ishida
Date: 2023.05.08 12:03:15 -10'00'

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

David Lassner 6/2/23
Digitally signed by David Lassner
Date: 2023.06.02 16:15:16 -10'00'

PRESIDENT, UNIVERSITY OF HAWAII

DATE

PRINT

RESET

Request for Exemption from Chapter 103D, HRS Digital Media Advertising Campaign

Description of goods, services, or construction:

The University of Hawai'i is seeking to circumvent the "summer melt" (when students who enroll in the spring do not show up in the fall) and continue building statewide awareness among the general public about the 10-campus UH system, mission and how it serves the people of Hawai'i, as well as enhance its student recruitment efforts by promoting the benefits of attending one of the 10 UH campuses through the continuation of a digital media campaign including Facebook/Instagram and YouTube advertisements. The vendor is expected to manage placement for various advertisements over a two-month period during the summer targeted to reach prospective student audiences in selected regions. Monthly analytical reports should also be included as part of the overall quote.

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

Due to the COVID-19 pandemic, social media platforms and website searches experienced increased traffic as people turn to virtual options to research and connect. It is crucial to advertise digitally to ensure UH's messaging is received by multiple audiences, with a targeted focus on prospective students.

The goals of the digital media campaign are to:

- Circumvent the "summer melt" and keep UH top of mind
- Increase in-state applications, resulting in higher enrollment
- Promote brand awareness of UH for both in-state and out-of-state residents
- Improve UH website search engine optimization (SEO)

The primary target demographic group is split into: prospective students' ages 18-24 years old and parents/guardians as well as non-traditional students' ages 35-64 years old.

Based on the above specific target audience requirements, procurement by standard competitive means is not practicable nor advantageous as the University will be advertising in various digital platforms using narrowly defined audience demographics. This is consistent with Section 3-120-4, Hawai'i Administrative Rules (HAR), which 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. Although advertising through digital media is not included as part of the aforementioned exemption, the premise is the same.

In addition to the above, due to the varying capabilities and/or limitations of each vendor, as well as the subjective nature of the recommendations requested involving strategic ad placement and timing, the Superquote process cannot be clearly stated so that all vendors are able to bid on exactly the same product, as each vendor is being asked to maximize their own campaigns across the three platforms (YouTube, Facebook and Instagram). Procurement by standard competitive means involving the preparation and advertising of a formal request for proposals will delay UH's ability to meet target recruitment dates that are pertinent to addressing the "summer melt" and increasing enrollment. Continuation with the same vendor used for the October 2022-March 2023 digital media campaign is ideal since they already have our campaign in cue and can seamlessly execute our stated digital media plan within our budget.

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

The University researched several potential digital platforms and has identified YouTube, Facebook and Instagram as the most effective means of reaching our target audience and their influencers (parents, family, friends and community members).

Prior relevant experience, ability to meet the schedule set by UH, the proposed cost of services to be provided and the quality of the proposal will be taken into consideration. The campaign with the previous vendor has proven results based on the monthly reports which show a high percentage of completed views, click-thru rates, engagement and post clicks.

A list of department personnel below will evaluate the vendor's proposal based on the following:

- Ability to provide strategic ad placement and planning for all three requested platforms (YouTube, Facebook and Instagram) within the estimated budget
 - Base quote must be within reasonable range of estimated budget amount
 - UH Communications will provide the creatives for both video and social media posts
 - Target audiences must include all requested Hawai'i prospective student audience demographics and regions
 - Timeframes for ad postings should strategically align with UH's systemwide recruitment timeframe
 - Access to analytical reports must be included in quote
- To ensure that the University receives the most benefit for its budget, the analytics for all three platforms (YouTube, Facebook and Instagram) will be

reviewed on a monthly basis, with parameters adjusted to further refine target audience demographics and click-through rates.

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

The vendor will provide access to analytical reports on monthly basis, allowing UH Communications and the personnel listed below to monitor all aspects of the digital media campaign for YouTube, Facebook and Instagram ads to ensure that the University's goals are met and that all aspects of the campaign are covered. UH will have the opportunity to optimize the strategy on an ongoing basis.

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

Daniel Meisenzahl, UH Communications, Director

Brent Suyama, UH Communications, Associate Director

Dyan Kleckner, UH Communications, Communications Specialist

Jon Burdios, UH Communications, Social Media Specialist