

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 Vice Provost for Enrollment Management, University of Hawaii at Manoa (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:
Consulting services to provide undergraduate and graduate enrollment growth solutions for the University of Hawaii at Manoa.

Vendor: EAB Global, Inc.
(If known)
Address:
2445 M Street, NW
Washington, District of Columbia 20037

Term of Contract: (If known)	From: April 2024	To: June 2026	Cost: \$4,090,100.23 (estimated)
--	------------------	---------------	-------------------------------------

Direct any inquiries to: Department: Office of the Vice Provost for Enrollment Management Contact Name/Title: Nikki K. 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: March 28, 2024

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: Office of the Vice Provost for Enrollment Management, University of Hawaii at Manoa
(Department/Program)

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

Description of goods, services, or construction:

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

Estimated Cost: \$ 4,090,100.32 (FY 24-26)

(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: Nikki K. Chun Phone: 808-956-3584

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

Nikki K. Chun, Vice Provost for Enrollment Mgt.
Full Name of Principal Investigator, Department Head, or Administrator



Digitally signed by Nikki Chun
Date: 2024.03.28 12:55:03 -10'00'

Signature

Date

Robynn Yokooji
Full Name of Fiscal Administrator

Robynn Yokooji

Digitally signed by Robynn Yokooji
Date: 2024.03.28 11:55:35 -10'00'

3-28-24

Signature

Date

APPROVED:

Alexandra French, Chief Business Officer
Full Name of Vice President or Chancellor

Alexandra French

Digitally signed by Alexandra French
Date: 2024.03.28 13:44:39 -10'00'

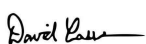
Signature

Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED



Digitally signed by David Lassner
Date: 2024.05.30 18:55:05 -10'00'

05/30/24

PRESIDENT, UNIVERSITY OF HAWAII

DATE

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS
CONSULTING SERVICES TO ASSIST WITH
UNDERGRADUATE AND GRADUATE
FOR THE UNIVERSITY OF HAWAI'I AT MĀNOA**

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

Since the Spring of 2018 through the Fall of 2023, EAB Global (EAB) provided consultant services for undergraduate and graduate enrollment growth solutions for the University of Hawai'i at Mānoa (UH Mānoa). UH Mānoa is seeking to re-engage with EAB to continue with this effort.

Procurement by standard competitive means, involving the preparation and advertising of formal Request for Proposals or Invitation for Bids, would not be practicable or advantageous to the University as UH Mānoa and EAB maintained a highly successful partnership with the previous engagement. In addition, EAB has developed extensive knowledge of UH Mānoa 's Enrollment Management strategies, processes and requirements and seeking other options would be highly disruptive to our operations. Continuing our relationship with EAB is needed for the following reasons: UH Mānoa had 1) significantly increased the volume of undergraduate application 2) significantly increased metrics in yield/enrollment; 3) increased capacity of Enrollment Management's (EM) ability to develop and execute effective communication campaigns; 4) streamlined EM's ability to capture applicants and facilitate completion; and 5) developed and executed effective strategies related to awarding and leveraging financial aid to meet enrollment targets when utilizing EAB's proprietary modeling tool.

UH Mānoa is requesting a procurement exemption to ensure continued services with a partner that has a proven success record.

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

During the initial UH Mānoa procurement process in 2018, several companies that provide enrollment consulting services were surveyed by the former Associate Vice Chancellor for EM. A total of nine companies were surveyed across four essential services and EAB was identified as the vendor with the capability to deliver all services. EAB has been, and continues to be, considered the gold standard among enrollment consulting companies, through today. In addition, the current Vice Provost for EM Chun has directly worked with two of the nine enrollment consulting companies previously surveyed (Fire Engine Red and Ruffalo Noel-Levitz), as well as with a smaller enrollment consulting firm called GDA, Inc. She can confirm that EAB remains the most competitive company to offer the full array of enrollment services that UHM has relied upon for its recent enrollment growth solutions. Since EAB continues to be the strongest company to serve UHM's enrollment needs, and EAB has a proven record of success with UHM, it would be most practicable, effective, and efficient to continue to utilize EAB as its enrollment consulting firm.

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

The Office of Procurement Management will assist in reviewing the contracts for services with EAB Global, Inc. to match the needs of the campus and that will be most advantageous to the university.

The Office of the Vice Provost for Enrollment Management will oversee the work of EAB and all expenditures under the contract will be subject to review, approval, and processing in conformity with specifications of the contracts and 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

Nikki Chun, Vice Provost for Enrollment Management, UH Mānoa
Robynn Yokooji, Fiscal Administrator, Office of the Vice Provost for Enrollment Management, UH Mānoa
Alexandra French, Chief Business Officer, UH Mānoa