

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 at Hilo University Relations (Department/Campus)

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

Video production services to create dynamic short-format digital media pieces in/through Olelo Hawaii that will serve as powerful communication tools to showcase and disseminate compelling storytelling and messaging about University of Hawaii at Hilo's programs, current events, and the exciting work being done by students, faculty, staff, and community partners across digital platforms such as the University's website and social media

Vendor: To be determined
(If known)

Address:

Term of Contract: (If known)	From:	To:	Cost: \$40,000.00 (est)
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Direct any inquiries to:
Department: University of Hawaii at Hilo University Relations

Contact Name/Title: Amy Kalili, Interim Director

Address: 200 W. Kawili Street, PB-21 110
Hilo, Hawaii 96720

Phone Number:
808-932-7731

Fax Number:

Date Posted: October 23, 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

UNIVERSITY OF HAWAII
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

To: Kalbert K. Young, VP for Budget & Finance/CFO **Date:** October 11, 2024
Chief Procurement Officer, University of Hawai'i

Via: Office of Procurement Management

From: UH Hilo, University Relations
(Campus & Department/Program)

Vendor/Contractor: To be determined

Estimated Amount: \$40,000

Term of Contract, if applicable: To start as soon as possible for a 6-month period

Pursuant to University Administrative Procedure 8.220, and consistent with Hawaii Revised Statutes §103D-102(b)(4) and Hawaii Administrative Rules Chapter 3-120, the department requests a procurement exemption to purchase the following (attach additional sheets if necessary):

1. Description of the goods or services:

See attached.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

See attached.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

See attached.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

See attached.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

See attached.

6. Direct questions to: Amy Kalili Email Address: akalii@hawaii.edu

Certification: I certify that the information provided herein is true and correct to the best of my knowledge.

Amy Kalili
Full Name of Principal Investigator, Department Head, or Administrator

Amy Kalili Digitally signed by Amy Kalili
Date: 2024.10.10 14:05:43 -10'00' 10/10/24
Signature Date

Carrie P Masanda
Full Name of Fiscal Administrator

Carrie P Masanda Digitally signed by Carrie P Masanda
Date: 2024.10.10 15:43:07 -10'00' 10/11/24
Signature Date

APPROVED:

Bonnie D. Irwin
Full Name of Vice President or Chancellor

Bonnie D Irwin Digitally signed by Bonnie D Irwin
Date: 2024.10.18 10:30:22 -10'00' 10/18/24
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED


CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

November 1, 2024
DATE

Description of goods, services, or construction:

Video production services to create dynamic short-format digital media pieces produced in/through 'ōlelo Hawai'i that will serve as powerful communication tools to showcase and disseminate compelling storytelling and messaging about UH Hilo's programs, current events, and the exciting work being done by our students, faculty, staff, and community partners across digital platforms such as our website and social media. It is critical that the vendors selected for this project are fluent in Hawaiian, as the media pieces will require engagement with subjects speaking in Hawaiian. The ability to connect with these subjects in their native language, not just in English, is a highly specialized skill that extends beyond traditional video production. This contract will be specifically for services requiring fluency in 'ōlelo Hawai'i.

Explanation detailing why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available or by other standard methods of source selection:

Due to the artistic and creative nature of the services being sought, as well as the specific need for a vendor who can fluently provide services in and through 'ōlelo Hawai'i, the standard competitive procurement process is not practical or advantageous for the University of Hawai'i. The project requires a highly specialized skill set that combines professional digital media creation with fluency in Hawaiian, which is necessary to authentically engage with subjects speaking in Hawaiian throughout the production process. This skill set is rare, and a limited number of vendors possess both the professional expertise and language fluency required.

The success of these pieces will heavily rely on the expertise of the content producer, who will utilize professional-grade video and audio equipment to capture and produce high-quality digital media. These pieces will effectively convey UH Hilo's programming and activities through the use of compelling, well-composed, dynamic visuals, graphics, and sound.

UH Hilo's UR staff must have input at every stage of the video production process and will depend on the flexibility of the content producer to make adjustments as needed. This level of collaboration requires in-depth interviews and ongoing meetings with a video producer throughout the filming and editing phases. As such, providing detailed specifications for this project and conducting a competitive procurement process is not feasible.

In addition to the creative process involved in this work and the continuous input and collaboration with UR staff, which makes a competitive procurement process impractical, these services are required within strict project timelines and constraints, which a formal RFP process involving the preparation and advertising of a formal request for proposals, would hinder. As a reasonable alternative, it is being proposed that invitations to submit proposals be extended to at least three prospective vendors that are well-versed in digital media storytelling, including the ability to understand and convey messaging through visual narratives, collaborate effectively to shape content, conduct insightful interviews with subjects, and produce high-quality photography and videography. Additionally, these vendors should have expertise in post-production editing, integrating music, applying motion graphics, and delivering polished, professional media pieces. Furthermore, these vendors must have a working level of fluency in the Hawaiian language in order to best relate to and engage subjects, as well as be able to create content with attention to a Hawaiian perspective, informed by said fluency.

This competitive but less formal procedure will provide the University, in a timely manner, with a sufficient number of proposals from vendors with the experience and expertise necessary to successfully produce engaging digital media content that not only highlights UH Hilo's programs and initiatives but also resonates with its audiences, fostering deeper connections and garnering sustained support for the university's mission and work.

Invitations to submit proposals will be extended to the following prospective vendors based on their level of professional work and experience.

- 'Ōiwi Television
- Aumiki
- Kama'āina Creations LLC

These vendors should bring a fresh visual perspective, coupled with years of relevant expertise, to the project to ensure the development of compelling stories that resonate socially and effectively engage their audience. Their work to date will showcase storytelling skills with high-impact imagery, motion, and sound that resonate with and engage a broad audience.

Each vendor will be given written specifications identifying specific video goals and proposal requirements. A scoring system composed of set criteria will ensure a fair and open process. The

system criteria will include the following: 1) specifically requested video samples, with particular attention to Hawaiian language products; 2) skills and experience to direct, produce, and edit for social media but also broadcast; 3) ability to capture the university's narrative in varying lengths and varying avenues of communication; 4) proposed cost of the services to be provided; and 5) ability to meet our urgent deadline.

A review group composed of the UR Director, the UR Content Coordinator, and a Campus Community Engagement Coordinator will evaluate all proposals that meet the minimum requirements and make the initial scoring. The UR Director and Campus Community Engagement Coordinator will then interview each vendor to gain more insight into their interpersonal skills and ability to connect with people, a crucial element in storytelling. This will also provide insight into the vendor's level of fluency as the interview will be conducted in Hawaiian. Since compelling storytelling requires a deep connection with the subjects, assessing how well vendors can engage in real-world interactions is essential beyond what can be conveyed in written proposals. Additionally, reviewing work samples and discussing their creative process in person will provide a clearer understanding of their approach and suitability for the project. The UR Director and Campus Community Engagement Coordinator will do a second scoring tier.

The vendor that scores the highest based on the evaluation criteria will be selected.

Description of the Department's internal controls and approval requirements for the exempt procurement:

The UR Director will monitor all aspects of the campaign and work closely with the selected vendor to ensure that the videos produced meet all aspects, including critical messaging, in varying lengths and formats.

Since the purchase will be over \$25,000, the Office of Procurement Management will assist in reviewing all related supporting documents, including the vendor contract, bid specifications and submittals, and justification for vendor selection. The purchase will be subject to review to ensure that University expenditure policies and procedures are met.

Department personnel who will be involved in the approval process and administration of the contract:

- Amy Kalili, Interim Director of University Relations, UH Hilo
- Carrie Masanda, Fiscal Administrator, UH Hilo Office of Contracts, Procurement and Payments
- Office of Procurement Management