

**UNIVERSITY OF HAWAI'I
NOTICE OF EXEMPTION CHAPTER 103D, HRS**

The Chief Procurement Officer, University of Hawai'i, is in the process of reviewing the request from University of Hawaii - West Oahu - Information Technology (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:
Cloud~based enrollment tools, data analysis, consulting and comprehensive marketing services to provide undergraduate enrollment growth solutions for University of Hawaii - West Oahu.

Vendor/Contractor: EAB Global Inc
(If known)
Address: 2445 M Street, NW
Washington, DC 20037

Term of Contract: (If known)	From: July 1, 2025	To: June 30, 2026	Cost: \$254,000.00
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Direct any inquiries to: Department: University of Hawaii - West Oahu Contact Name/Title: David McDonald, Vice Chancellor for Administration Address: 91-1001 Farrington Highway, A 106 Kapolei, Hawaii 96707	Phone Number: 808-689-2513 Fax Number: N/A
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Date Posted: June 13, 2025

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 Young **Date:** 4/22/2025
Chief Procurement Officer, University of Hawai'i

Via: Office of Procurement Management

From: UH West Oahu Information Technology
(Campus & Department/Program)

Vendor/Contractor: EAB

Estimated Amount: \$254,000

Term of Contract, if applicable: July 1, 2025 to June 30, 2026

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:

Cloud-based enrollment tools, data analysis, consulting and comprehensive marketing services to provide undergraduate enrollment growth solutions for UHWO.

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:

EAB has a proven, trusted partnership with the University of Hawaii Manoa (UHM). In the past, UH West Oahu (UHWO) did work with EAB and the relationship was very productive and effective. The exemption is requested because UHWO currently has an application and enrollment deficit that is detrimental to the campus. UHWO is seeking the contract with EAB for one year to provide immediate support to reverse the current UHWO trends and boost enrollment. EAB has agreed to a one-year contract period to enable UHWO to meet immediate enrollment priorities while the university prepares to seek a more long-term solution.

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

EAB is the industry leader in the student enrollment, recruitment and marketing space. They have student and family centric marketing that will effectively promote UHWO degrees and programs to students that desire to enroll in those areas. This effectiveness stretches the UHWO marketing monies and allows university enrollment goals to be met.

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

The Office of Procurement Management will assist in reviewing the contracts for services with EAB to match the needs of the campus and that will be most advantage to the UHWO.
The UHWO Chancellor's Office and UHWO Office of Enrollment Management will oversee the work of EAB and all expenditures under the contract. They will be responsible for review, approval and processing of the contract line items within the boundaries of the UH procurement policies and procedures.

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

Maenette Benham, UHWO Chancellor
Dee Uwono, UHWO Vice Chancellor of Student Affairs
Martin Motooka, UHWO Director of Admissions
David McDonald, UHWO Vice Chancellor of Administration

6. Direct questions to: David McDonald Email Address: davidamc@hawaii.edu

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

David McDonald

Full Name of Principal Investigator, Department Head, or Administrator

[Signature]
Signature

4/23/25
Date

Teri Ann Yashida-Freitas

Full Name of Fiscal Administrator

[Signature]
Signature

4/24/25
Date

APPROVED:

[Signature]
Full Name of Vice President or Chancellor
Sar M. Benham

Signature

Date

FOR OPM USE ONLY

OPM COMMENTS:



APPROVED

____ DENIED

Sarah Allen

Digitally signed by Sarah Allen
Date: 2025.06.23 07:25:11 -10'00'

06/23/25

CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

DATE



UNIVERSITY
of HAWAII®
WEST O'AHU

Ke Kulanui o Hawai'i-O'ahu Komohana

Office of the Chancellor

June 3, 2025

TO: Wendy Hensel
President, University of Hawai'i

FROM: Maenette Benham 
Chancellor, University of Hawai'i West O'ahu

SUBJECT: Out of Office Notification June 12 - 27, 2025

I will be out of the office from June 12 through June 27 and will be returning to campus on Monday, June 30, 2025.

During my absence, David McDonald, davidamc@hawaii.edu, Vice Chancellor for Administration, will act on my behalf and have signing authority. Should there be an emergency, please contact Serina Makaiwa, (serina@hawaii.edu), or by phone at (808) 689-2770.

c: Amy Luke
Officers Assistants
Christine Neves

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