

**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 President for Academic Planning and Policy (Department/Campus)
for exemption from Chapter 103D, HRS, for the following goods and services:
The University of Hawaii is seeking to attract state residents looking to attend post-secondary educational institutions by placing a thirty second advertisement spot developed by the Office of Communications to run on social media platforms and websites.

Vendor: Google LLC dba YouTube
(If known)
Address:
901 Cherry Avenue
San Bruno, California 94066

Term of Contract: (If known)	From: May 2020 (est.)	To: July 2020 (est.)	Cost: \$10,000.00
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Direct any inquiries to: Department: Office of the Vice President for Academic Planning and Policy Contact Name/Title: Dan Meisenzahl, Director of Communications Address: 1627 Bachman Place, Bachman Annex 2 Honolulu, Hawaii 96822	Phone Number: (808) 348-4936 Fax Number: (808) 956-3441
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Date Posted: April 24, 2020

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 President for Academic Planning and Policy
(Department/Program)

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

Description of goods, services, or construction:
See attached.

Estimated Cost: \$ 10,000.00

(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: Dan Meisenzahl Phone: (808) 348-4936

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

Dan Meisenzahl, Director of Communications		04/24/20
Full Name of Principal Investigator, Department Head, or Administrator	Signature	Date

Blanche Fountain, Director, System Administrative Services	Blanche Fountain <small>Digitally signed by Blanche Fountain Date: 2020.04.24 12:01:33 -10'00'</small>	04/24/20
Full Name of Fiscal Administrator	Signature	Date

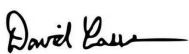
APPROVED:
 Donald Straney, Vice President for Academic Planning and Policy

Donald Straney, Vice President for Academic Planning and Policy		<small>Digitally signed by Donald O. Straney Date: 2020.04.24 12:38:29 -10'00'</small> 04/24/20
Full Name of Vice President or Chancellor	Signature	Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

	<small>Digitally signed by David Lassner Date: 2020.05.04 14:55:24 -10'00'</small>	5/4/2020
PRESIDENT, UNIVERSITY OF HAWAII		DATE

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

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

The University is seeking to attract state residents looking to attend post-secondary educational institutions by placing a thirty second advertisement spot developed by the Office of Communications to run on social media platforms and websites. Social media platforms are experiencing increased traffic as more people look for places to connect because of the current stay-at-home orders. The social media campaign will target potential students, Hawaii residents who are students who attend college out of state, and parents and families who have an influence on and/or finance their college education. The target audiences will also include adults looking for improved economic opportunity or a career change. The campaign will also inform the viewers of the ability to still enroll at any of the ten University campuses since the deadline has been extended for the four-year campuses and the deadline to enroll at the community colleges remains at August 1, 2020.

It is crucial to advertise on different social media platforms to ensure the message is received by multiple groups of decision makers. This includes the students themselves and their influencers such as parents, other family members, friends and community members. In addition, advertising on social media will create top-of-mind awareness about the University and build positive brand presence in the community. The platforms will allow for the targeting of the specific audiences identified in specific geographical locations, which in this case is the entire state of Hawai'i.

The University will also consider targeted ads that will pair with keyword searches involving college applications.

The goals for the campaign are as follows:

- Keep UH top-of-mind
- Attract more students to apply
- Inform the public that applications are still being accepted
- Remind potential students of the opportunities here in the islands
- Provide alternatives to those who are not able to work at this time
- Offset the probable loss of international and mainland students

Based on the above, procurement by standard competitive means is not practicable nor advantageous as the University will be advertising in various social media platforms geared towards specific target audiences. This is consistent with Section 3-120-4, Hawaii 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 on social media is not included as part of the aforementioned exemption, the premise is the same.

(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 social media platforms and have identified three social media platforms with YouTube being one of the three. It has been determined that the target audience utilizing YouTube would be individuals that live in Hawaii, all genders from the ages of eighteen and older, and include ads targeting the languages of English, Filipino, Chinese, Japanese, Korean and Spanish.

To ensure that the University receives the most benefit for its budget, the University will be able to identify the target audience and identify the number of days of the campaign. Based on this information, YouTube will provide the estimated number of impressions each time the ad is shown,

the number of views and the average cost per view. The campaign will appear as an ad before the video as well as a sidebar with other related videos. Once the campaign begins, the University will be able to monitor the number impressions and views that the ad has received. This will be monitored by the University on a weekly basis. YouTube will also provide a recap at the end of the campaign.

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

The University's Office of Communications will monitor all aspects of the campaign and monitor the social media advertising to ensure that the University's goals are met and that all aspects of the campaign are covered.

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

Donald Straney, Vice President for Academic Planning & Policy
Dan Meisenzahl - Director, University of Hawaii, Office of Communications
Jon Anthony Burdios, Social Media Specialist