

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

**TO:** OFFICE OF PROCUREMENT MANAGEMENT

**FROM:** Office of the Vice President for Community Colleges  
(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: \$ 5000.00

(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.

Tammi Oyadomari-Chun  
Full Name of Principal Investigator, Department Head, or Administrator

Tammi Chun Digitally signed by Tammi Chun  
Date: 2020.05.27 14:26:47 -10'00' 5/27/2020  
Signature Date

Lisa Tsuhako  
Full Name of Fiscal Administrator

Lisa Tsuhako Digitally signed by Lisa Tsuhako  
Date: 2020.05.27 15:59:29 -10'00' 5/27/2020  
Signature Date

APPROVED:

Erika Lacro  
Full Name of Vice President or Chancellor

Erika Lacro 5/29/20  
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

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APPROVED  DENIED

David Lassner Digitally signed by David Lassner  
Date: 2020.06.10 16:27:01 -10'00'  
PRESIDENT, UNIVERSITY OF HAWAII

6/10/2020  
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 Community Colleges are seeking to attract recent high school graduates by placing a thirty second advertisement spot developed by the Office of Communications to run on Facebook. 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 recently graduated high school, and parents and families who have an influence on and/or finance their college education. The campaign will also inform the viewers that 2020 High School Graduates can attend free Next Steps: Career Exploration classes.

It is crucial to advertise on Facebook 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 Hawaii.

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
- Encourage high school graduates to enroll in UHCC summer classes
- Emphasize the free classes as a foundation for future success

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 for a similar initiative at the University level and based on initial metrics from that campaign identified Facebook as having the most appropriate reach for this campaign. It has been determined that the target audience under Facebook would be individuals that live in Hawaii ranging from the ages of eighteen to sixty-five.

To ensure that the University receives the most benefit for its budget, the University will be able to identify the target audience on Facebook, identify the number of days of the campaign. Based on this information Facebook will provide the estimated number of clicks the ad receives as well as the estimated number of individuals that the campaign will reach. Once the campaign begins, the

University will be able to monitor the number of hits that the ad has received and the number of individuals that have been reached. This will be monitored by the University on a weekly basis. Based on this weekly monitoring, the parameters can be adjusted by the University if it feels that the identified target audience and number of anticipated clicks has not been met.

**(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**

Tammi Chun, Interim Associate Vice President for Academic Affairs, University of Hawai'i, Office of the Vice President for Community Colleges  
Dan Meisenzahl - Director, University of Hawaii, Office of Communications  
Jon Anthony Burdios, Social Media Specialist