

REQUEST FOR AMENDMENT TO EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT MANAGEMENT

FROM: Office of Communications  
(Department/Program)

Pursuant to APM Section A8.220, the Department requests an amendment to a contract or purchase order issued under a previously approved procurement exemption.

Purchase Order No./Contract No. N/A

Name of Contractor: Facebook

Description of goods, services, or construction:

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.

Original Purchase Price: \$ 15,000.00 Amended Purchase Price: \$ 24,900.00

(1) The scope of work will be revised as follows:

The ad will stay the same but the time of performance will be extended for as long as the University campuses will accept enrollment applications and until funds are exhausted. In addition, the amount of the purchase will be increased to cover the additional time needed to continue the campaign.

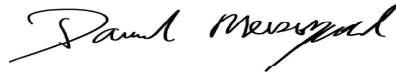
(2) Explanation of the reasons that the amendment is necessary:

This amendment is necessary to continue the recruitment efforts by the University of Hawaii System. As the University may seek to extend the deadlines for acceptance of applications, it is important to keep the ad running to ensure that that public is aware of the application deadlines and to continue to build a positive brand presence in the community.

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  
Full Name of Principal Investigator, Department Head, or Administrator



07/14/20

Signature

Date

Trisha Shibuya, Fiscal Manager, System Administrative Services  
Full Name of Fiscal Administrator

Trisha Shibuya

Digitally signed by Trisha Shibuya  
Date: 2020.07.14 15:42:07 -10'00'

07/14/20

Signature

Date

APPROVED:

Jan Gouveia, Vice President for Administration  
Full Name of Vice President or Chancellor

Jan Gouveia

Digitally signed by Jan Gouveia  
Date: 2020.07.17 17:37:14 -10'00'

7/17/20

Signature

Date

FOR OPM USE ONLY

OPM COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



APPROVED

DENIED



Digitally signed by David Lassner  
Date: 2020.07.31 11:49:52 -10'00'

7/31/2020

PRESIDENT, UNIVERSITY OF HAWAII

DATE