

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 Communications (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: Facebook
(If known)

Address:

1 Hacker Way
Menlo Park, California 94025-1456

Term of Contract:
(If known)

From: December 2020 (est.) To: May 2020 (est.)

Cost:
\$21,600.00 (est.)

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

Date Posted: December 3, 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 Communications

(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: \$ 21,600.00 (estimated)

(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;

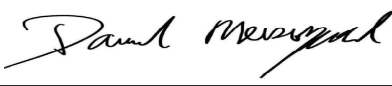
See attached.

(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  11/30/20
Full Name of Principal Investigator, Department Head, or Administrator Signature Date

Blanche Fountain, Director, System Administrative Services  12/1/20
Full Name of Fiscal Administrator Signature Date
Digitally signed by Blanche Fountain
Date: 2020.12.01 08:50:17 -10'00'



APPROVED:

Jan Gouveia, Vice President for Administration  12/3/20
Full Name of Vice President or Chancellor Signature Date
Digitally signed by Jan Gouveia
Date: 2020.12.03 08:54:45 -10'00'

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

  December 11, 2020
Digitally signed by David Lassner
Date: 2020.12.11 14:42:51 -10'00'
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 advertising spot developed by the Office of Communications to run on Facebook, a social media platform. Social media platforms are experiencing increased traffic as more people look for places to connect because of the current COVID-19 pandemic and practicing physical distancing. The social media campaign will target potential students, Hawai'i 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 audience will also include adults looking for improved economic opportunity or a career change. The campaign may also provide the latest enrollment information, such as application deadlines, for the ten University campuses.

It is crucial to advertise via a social media platform 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, as well as direct engagement with this target audience.

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 via a social media platform geared towards a specific target audience. 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 has identified Facebook as the most effective platform in reaching our target audience, as well as the most engagement with this target audience. 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

Dan Meisenzahl - Director, University of Hawaii, Office of Communications

Brent Suyama - Associate Director, University of Hawaii, Office of Communications

Jon Anthony Burdios - Social Media Specialist, University of Hawaii, Office of Communications