UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawaii, is in the process of reviewing the request from University of Hawaii, System Office of Communications (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:

Development of a digital media campaign including Facebook/Instagram and YouTube advertisements for the University of Hawaii to build awareness among the general public about the 10-campus University of Hawaii system and how it serves the people of Hawaii as well as enhance its student recruitment efforts.

Vendor: To be determined.
(If known)
Address:

<table>
<thead>
<tr>
<th>Term of Contract:</th>
<th>From:</th>
<th>To:</th>
<th>Cost:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(If known)</td>
<td>To be determined</td>
<td>To be determined</td>
<td>$80,000 (Est.)</td>
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Direct any inquiries to:
Department: University of Hawaii, Systems Office of Communication
Contact Name/Title: Daniel Meisenzahl, Director
Address: University of Hawaii Office of Communication
1627 Bachman Place, Bachman Annex 2
Honolulu, Hawaii 96822

Phone Number: (808) 348-4936
Fax Number: (808) 956-3441

Date Posted: 8/26/22

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, Hawaii 96822
email: OPM@hawaii.edu
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT MANAGEMENT
    UH System Office of Communications

FROM: (Department/Program)

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

Description of goods, services, or construction:

The University of Hawai‘i is seeking to build statewide awareness among the general public about the 10-campus UH system, mission and how it serves the people of Hawai‘i, as well as enhance its student recruitment efforts by promoting the benefits of attending one of the 10 UH campuses through a digital media campaign including Facebook/Instagram and YouTube advertisements. The vendor is expected to manage placement for various advertisements over a recruitment timeframe targeted to reach prospective student audiences in selected regions. Monthly analytical reports should also be included as part of the overall quote.

80,000
Estimated Cost: $ ____________

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

Please 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:

Please see attached.
(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and
Please see attached.

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

Direct questions to: Daniel Meisenzahl Phone: 808-348-4938

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

Daniel Meisenzahl  
Full Name of Principal Investigator, Department Head, or Administrator  
Signature  
Date  
8/24/22

TRISHA SHIDUYA  
Full Name of Fiscal Administrator  
Signature  
Date  
8/24/22

APPROVED:

JAN COUVEIA  
Full Name of Vice President or Chancellor  
Signature  
Date  
8/23/22

FOR OPM USE ONLY

OPM COMMENTS:

________________________________________________________________________

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________________________________________________________________________

✓ APPROVED  ___ DENIED

David Lassner  
Digitally signed by David Lassner  
Date: 2022-09-08 09:59:55 -10'00'

PRESIDENT, UNIVERSITY OF HAWAII

- 2 -
Description of goods, services, or construction:

The University of Hawai‘i is seeking to build statewide awareness among the general public about the 10-campus UH system, mission and how it serves the people of Hawai‘i, as well as enhance its student recruitment efforts by promoting the benefits of attending one of the 10 UH campuses through a digital media campaign including Facebook/Instagram and YouTube advertisements. The vendor is expected to manage placement for various advertisements over a recruitment timeframe targeted to reach prospective student audiences in selected regions. Monthly analytical reports should also be included as part of the overall quote.

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

Due to the COVID-19 pandemic, social media platforms and website searches are experiencing increased traffic as people turn to virtual options to research and connect. It is crucial to advertise digitally to ensure UH’s messaging is received by multiple audiences, with a targeted focus on prospective students.

The goals of the digital media campaign are to:

- Increase in-state applications, resulting in higher enrollment
- Promote brand awareness of UH for both in-state and out-of-state residents
- Improve UH website search engine optimization (SEO)
  
  The primary target demographic group is split into: prospective students’ ages 18-24 years old and parents/guardians as well as non-traditional students’ ages 40-60 years old.

Based on the above specific target audience requirements, procurement by standard competitive means is not practicable nor advantageous as the University will be advertising in various digital platforms using narrowly defined audience demographics. This is consistent with Section 3-120-4, Hawai‘i 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 through digital media is not included as part of the aforementioned exemption, the premise is the same.

In addition to the above, due to the varying capabilities and/or limitations of each
vendor, as well as the subjective nature of the recommendations requested involving strategic ad placement and timing, the Superquote process cannot be clearly stated so that all vendors are able to bid on exactly the same product, as each vendor is being asked to maximize their own campaigns across the three platforms (YouTube, Facebook and Instagram).

(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 digital platforms and has identified YouTube, Facebook and Instagram as the most effective means of reaching our target audience and their influencers (parent, family, friends and community members).

A list of potential vendors were assembled and three social media advertising companies were contacted and notified of the opportunity to submit quotes. The list of department personnel below will select a single HCE compliant vendor to handle the YouTube, Facebook and Instagram campaigns. Quotes will be evaluated based on:

- Ability to provide strategic ad placement and planning for all three requested platforms (YouTube, Facebook and Instagram) within the estimated budget
- Base quote must be within reasonable range of estimated budget amount
- UH Communications will provide the ad samples for both video and social media posts
- Target audiences must include all requested Hawai‘i prospective student audience demographics and regions
- Timeframes for ad postings should strategically align with UH’s systemwide recruitment timeframe
- Access to analytical reports must be included in quote

To ensure that the University receives the most benefit for its budget, the analytics for all three platforms (YouTube, Facebook and Instagram) will be reviewed on a monthly basis, with parameters adjusted to further refine target audience demographics and click-through rates.

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

The vendor will provide access to analytical reports on an ongoing basis, allowing UH Communications and the personnel listed below to monitor all aspects of the digital media campaign for YouTube, Facebook and Instagram ads 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:

Daniel Meisenzahl, UH Communications, Director
Brent Suyama, UH Communications, Associate Director
Dyan Kleckner, UH Communications, Communications Specialist
Jon Burdios, UH Communications, Social Media Specialist