

UNIVERSITY OF HAWAI'I NOTICE OF EXEMPTION CHAPTER 103D, HRS

The Chief Procurement Officer, University of Hawai'i, 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:

The University of Hawai'i is seeking to build on the momentum of generating 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 the continuation of a successful digital media campaign including Facebook/Instagram and YouTube advertisements.

Vendor/Contractor: Gray Media Group, Inc. dba KHNL/KGMB LLC.
(If known)

Address: 420 Waiakamilo Road, Suite 205
Honolulu, Hawaii 96817

Term of Contract: (If known)	From: January 1, 2025	To: May 31, 2025	Cost: \$52,356.00
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Direct any inquiries to:

Department: Office of Communications

Contact Name/Title: Daniel Meisenzahl, Director

Address: 2444 Dole Street, Bachman Annex 2
Honolulu, Hawaii 96822

Phone Number:
808-348-4936

Fax Number:
808-956-3441

Date Posted: November 29, 2024

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

UNIVERSITY OF HAWAI'I
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

To: Kalbert K. Young **Date:** 9/26/24
Chief Procurement Officer, University of Hawai'i

Via: Office of Procurement Management

From: UH Office of Communications
(Campus & Department/Program)

Vendor/Contractor: Gray Media Group, Inc. dba KHNL/KGMB LLC

Estimated Amount: \$52,356.00

Term of Contract, if applicable: _____

Pursuant to University Administrative Procedure 8.220, and consistent with Hawaii Revised Statutes §103D-102(b)(4) and Hawaii Administrative Rules Chapter 3-120, the department requests a procurement exemption to purchase the following (attach additional sheets if necessary):

1. Description of the goods or services:

Please see attached.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

Please see attached.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

Please see attached.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

Please see attached.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

Please see attached.

6. Direct questions to: Daniel Meisenzahl Email Address: dmeisenz@hawaii.edu

Certification: I certify that the information provided herein is true and correct to the best of my knowledge.

Daniel Meisenzahl
Full Name of Principal Investigator, Department Head, or Administrator

Daniel Meisenzahl Digitally signed by Daniel Meisenzahl
Date: 2024.09.26 15:14:08 -10'00'
Signature Date

Blanche Fountain
Full Name of Fiscal Administrator

Blanche Fountain Digitally signed by Blanche Fountain
Date: 2024.10.10 15:54:26 -10'00'
Signature Date

APPROVED:

Sheri Ching
Full Name of Vice President or Chancellor

Sheri Ching Digitally signed by Sheri Ching
Date: 2024.10.10 16:21:37 -10'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

____ APPROVED _____ DENIED

CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

DATE

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

1. Description of the goods or services:

The University of Hawai'i is seeking to build on the momentum of generating 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 the continuation of a successful digital media campaign including Facebook/Instagram and YouTube advertisements. The vendor is expected to manage placement for various advertisements over a period effective from the execution of procurement to May 31, 2025, targeted to reach prospective student audiences in selected regions during the peak recruitment period. Monthly analytical reports should also be included as part of the overall quote.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

Due to the COVID-19 pandemic, social media platforms and website searches experienced increased traffic as people turn to virtual options to research, connect and seek information. This still holds true today. 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:

- Build upon momentum from previous digital campaigns with Hawai'i News Now
- Keep UH top of mind
- 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' and those seeking a career change, ages 35-64 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). Procurement by standard competitive means involving the preparation and advertising of a formal request for proposals will delay UH's ability to meet target recruitment dates that are pertinent to application deadlines and staying engaged with prospective students. Continuation with the same vendor used for the October 2022-March 2023, June-August 2023 "summer melt," October 2023-April 2024 and May 2024 digital media campaigns is ideal since they already have our campaign in cue and can seamlessly execute our stated digital media plan within our budget.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

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 (parents, family, friends and community members).

Selecting the vendor (Gray Media Group, Inc. dba KHNL/KGMB LLC) is imperative due to prior relevant experience, ability to meet the schedule set by UH, the proposed cost of services to be provided and the quality of the proposal, all of which were taken into consideration. The campaign with the previous vendor (Gray Media Group, Inc. dba KHNL/KGMB LLC) has proven results based on previous monthly reports which show a high percentage of completed views, click-thru rates, engagement and post clicks which demonstrates the vendor's ability to provide strategic ad placement and planning for all three requested platforms within the estimated budget targeting all requested Hawai'i prospective student audience demographics and regions.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

The vendor will provide access to analytical reports on monthly 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. UH will have the opportunity to optimize the strategy on an ongoing basis.

(4) Provide 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