

UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

The Vice President for Budget and Finance/Chief Financial Officer, University of Hawaii, is in the process of reviewing the request from Office of the Vice President for Student Affairs, UH Community Relations (Department/Campus) for exemption from Standard Methods of Source Selection for the following goods, services, or construction:
Communication consulting services for the development and implementation of a strategic communication plan for the University of Hawaii System.

Vendor: TBD
(If known)
Address:

Term of Contract: (If known)	From:	To:	Cost: \$60,000 (est.)
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Direct any inquiries to: Department: Office of the Vice President for Student Affairs and University Community Relations Contact Name/Title: Rockne Freitas/Vice President for Student Affairs and Community Relations Address: 2444 Dole Street, Bachman 109H Honolulu, Hawaii 96822	Phone Number: (808) 956-8862 Fax Number: (808) 956-9701
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Date Posted: June 15, 2011

Submit written objections to this notice to issue an exemption from Standard Methods of Source Selection, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822

REQUEST FOR EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Office of the Vice President for Student Affairs, University and Community Relations

(Department/Program)

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

Description of goods, services, or construction:

Communication consulting services for the development and implementation of a strategic communication plan for the University of Hawaii System.

Estimated Cost: \$ 60,000.00

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

Because of the highly subjective nature of the services being sought and the need to retain these services on an expedited basis, procurement by standard competitive means involving the preparation and issuance of a formal request for proposals was not considered practical. These services are similar to those provided by a professional services firm where a more informal process consisting of the review of statements of qualifications and the holding of discussions with prospective firms and individuals is advantageous.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

The Vice President for Student Affairs, University, and Community Relations has conducted research to identify prospective firms engaged in communication consulting services identified through prior experience and recommendations from University personnel. The Vice President intends to enter into informal discussions with the identified firms and evaluate them based on the following criteria: prior experience in developing strategic communication plans for organizations of similar size and nature in Hawaii and on the mainland, references, and knowledge of and familiarity with the programs and mission of the University of Hawaii. Based on this review and evaluation, the Vice President will determine the firm most qualified of those firms under consideration to provide the consulting services.

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

The Office of Procurement and Real Property Management will assist in the preparation of a services contract with the selected firm. Expenditures will be subject to review, approval and processing in conformity with the specifications of the contract and the University's administrative procedures.

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

- 1. Vice President for Student Affairs and University and Community Relations
- 2. Associate Vice President for External Affairs and University Relations
- 3. System Administrative Services Director
- 4. Associate General Counsel and/or Executive Assistant to the President

Direct questions to: Rockne Freitas Phone: 956-6405

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

Rockne Freitas
Full Name of Principal Investigator, Department Head, or Administrator

Rockne Freitas 6/15/11
Signature Date

Blanche Fountain
Full Name of Fiscal Officer

[Signature] 6/15/11
Signature Date

APPROVED:

Rockne Freitas
Full Name of Vice President or Chancellor

Rockne Freitas 6/15/11
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

Recommend Approval

APPROVED DENIED

[Signature] 6/28/11
VICE PRESIDENT FOR BUDGET & FINANCE/CHIEF FINANCIAL OFFICER, UNIVERSITY OF HAWAII DATE