

**UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS**

The President, University of Hawaii, is in the process of reviewing the request from
Office of Student Affairs, University of Hawaii - West Oahu (Department/Campus) for exemption
from Chapter 103D, HRS, for the following goods, services, or construction:
Consulting services to provide undergraduate and graduate enrollment growth solutions for the University of
Hawaii - West Oahu.

Vendor: EAB Global, Inc.
(If known)
Address: 2445 M Street, NW
Washington, District of Columbia 20037

Term of Contract: (If known)	From: To be determined	To: To be determined	Cost: \$1,153,928.00
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Direct any inquiries to:
Department: Office of Student Affairs, University of Hawaii - West Oahu
Contact Name/Title: Judy Oliveira, Vice Chancellor for Student Affairs
Address: 91-1001 Farrington Highway, C 245
Kapolei, Hawaii 96707

Phone Number:
(808) 689-2677

Fax Number:
(808) 689-2691

Date Posted: November 13, 2019

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

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Office of Student Affairs, University of Hawai'i - West O'ahu

(Department/Program)

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

Description of goods, services, or construction:

Consulting services are being sought to provide undergraduate enrollment growth solutions for the University of Hawai'i West O'ahu (UHWO). Services needed include the following: 1) identification of parents via a national parent database in order to engage parents as a means towards enrolling and graduating students; 2) tracking of students and measurement of student behavior from pre-enrollment to post-enrollment via a comprehensive data system capable of interfacing with Banner; 3) assistance with recruitment and retention using a predictive analytics platform; 4) access to best practice research across all sectors of higher education; and 5) a portal for high school counselors to enable electronic submissions of college application materials.

Estimated Cost: \$ 1,153,928 (FY '20-'22)

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

Procurement by standard competitive means, involving the preparation and advertising of a formal request for proposals, will not permit UHWO to enter into a contract in time to impact Spring 2020 and Fall 2020 enrollment targets. Enrollment for UHWO has declined in the past year. Spring 2018 to Spring 2019 enrollment fell 1.6%. Fall 2018 to Fall 2019 enrollment fell 2.5%. Potential students are deciding where to apply for Spring 2020 admissions. Entering in a contract with UHWO with services to begin immediately is necessary to begin positively impacting recruitment and retention rates for Spring 2020 and Fall 2020 to meet UHWO enrollment targets, as shown in the attached document entitled, "UHWO's Enrollment Projections and Targets."

EAB is currently partnering with UH Manoa and UH Hilo on undergraduate enrollment management services. EAB is uniquely positioned to service UHWO more efficiently, given the extensive nature of the existing relationship and depth of knowledge of the University of Hawai'i System, which will inform EAB's work.

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

In anticipation of time constraints applicable to this procurement, UHWO conducted an informal survey of the following consulting firms that provide enrollment management services: 1) EAB Global, Inc., 2) Capture Higher Ed, 3) Fire-Engine Red, and 4) Ruffalo Noel Levitz. Each firm was evaluated to determine whether the five essential components noted above under "Description of goods, services or construction" could be provided. Upon completion, this survey was reviewed by Judy Oliveira, UHWO Vice Chancellor for Student Affairs. EAB Global, Inc. was the only firm capable of providing all five essential components. See attachment.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and
The Office of Procurement Management will assist in reviewing the contract for services with EAB Global Inc. Expenditures will be subject to review, approval and processing in conformity with contract specifications and in compliance with University policies and procedures.

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

Maenette Benham, Chancellor, UHWO
Judy Oliveira, Vice Chancellor for Student Affairs, UHWO
Ellen Lokelani Kenolio, Acting Director for Enrollment Services, UHWO
Kevin Ishida, Vice Chancellor for Administration, UHWO
Sheri Ching, Fiscal Manager, UHWO

Direct questions to: Judy Oliveira Phone: 689-2677

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

Judy Oliveira Judy Oliveira 10/14/19
Full Name of Principal Investigator, Department Head, or Administrator Signature Date

Sheri Ching Sheri Ching 10/14/19
Full Name of Fiscal Officer Signature Date

APPROVED:

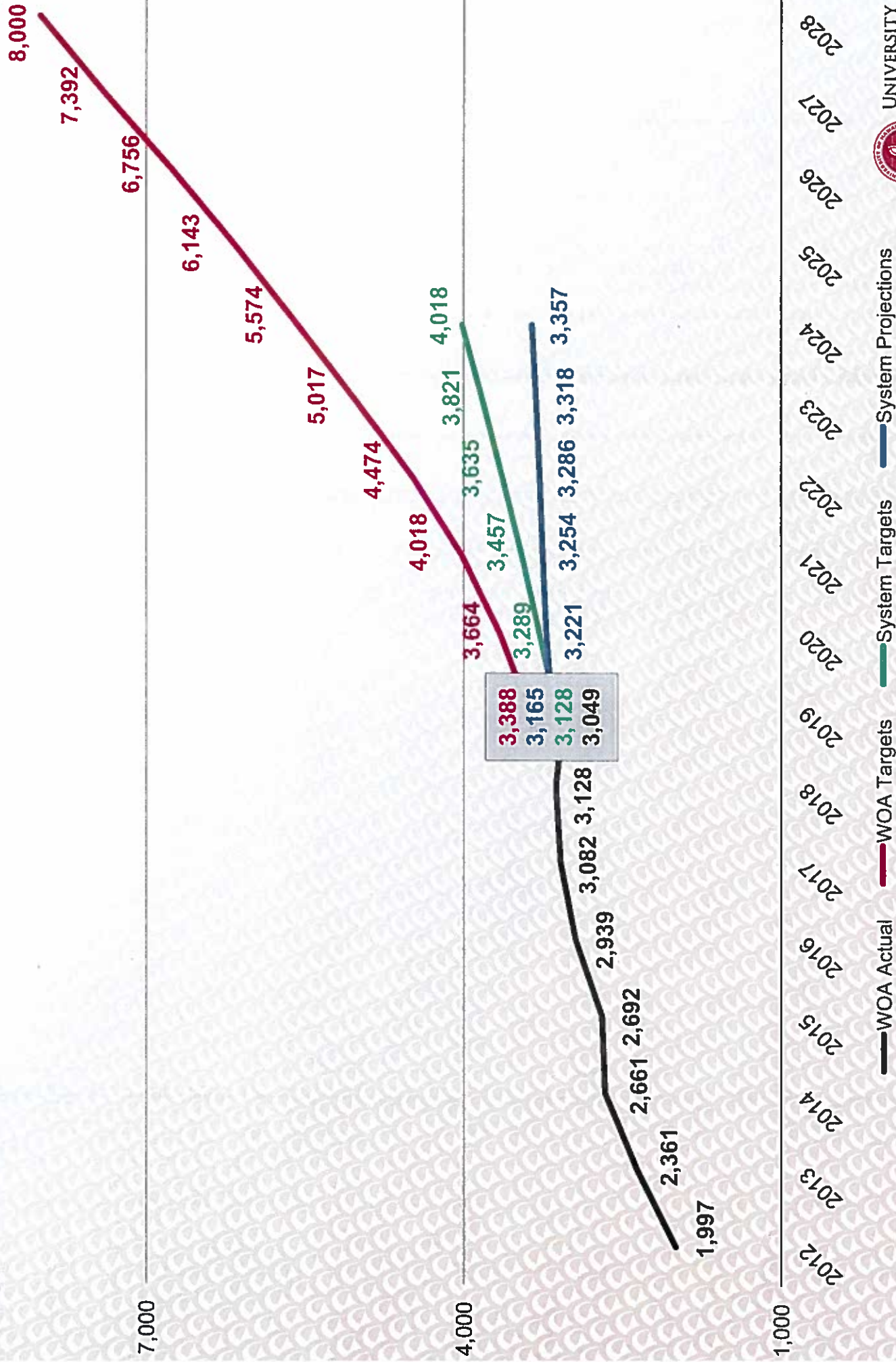
Maenette Benham Maenette Benham 10/14/19
Full Name of Vice President or Chancellor Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

APPROVED DENIED
David O'Neil 12/10/19
PRESIDENT, UNIVERSITY OF HAWAII DATE

University of Hawai'i-West O'ahu Enrollment Projections and Targets



2019 figures are as of 09/27/2019



Survey Results of Enrollment Management Consulting Firms – October 2019

Services Reviewed	Enrollment Management/ CRM Company			
	EAB Global, Inc.	Capture Higher Ed	Fire-Engine Red	Ruffalo Noel Levitz
1. Parent database to link parental information to prospective student data to better manage communication and engage parents.	Yes	No	No	No
2. Comprehensive data system to track student pre-to-post enrollment.	Yes	Yes	No	No
3. Predictive analytic platform to assist with both recruitment and retention.	Yes	No	Yes	Yes
4. Access to best practice research across all sectors of higher education.	Yes	No	Yes	Yes
5. Portal for high school counselors to enable electronic submission of college application materials.	Yes	No	No	No