The President, University of Hawaii, is in the process of reviewing the request from Enrollment Management/Office of Admissions, University of Hawaii at Manoa for exemption from Chapter 103D, HRS, for the following goods and services:

Institutional branded videos for the recruitment of undergraduate students to help drive enrollment for the University and make an impact on the upcoming fall 2021 recruitment cycle.

Vendor: To be determined.  
Address:  

Term of Contract: From: To be determined. To: To be determined. Cost: $50,000.00 (estimated)

Direct any inquiries to:  
Department: Enrollment Management/Admissions Office, University of Hawaii at Manoa  
Contact Name/Title: Ryan Yamaguchi, Acting Associate Vice Chancellor for Enrollment Management/Director of Admissions  
Address: University of Hawaii at Manoa  
2600 Campus Road, QLC 214  
Honolulu, Hawaii 96822  
Phone Number: (808) 956-3584  
Fax Number: (808) 956-8095

Date Posted: March 31, 2021

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

FROM: Enrollment Management/Office of Admissions

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

Description of goods, services, or construction:
Institutional branded videos for the recruitment of undergraduate students to help drive enrollment for the university and make an impact on the upcoming fall 2021 recruitment cycle.

Estimated Cost: $50,000

(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:
Ryan Yamaguchi - Interim Assistant Vice Chancellor for Enrollment Management and Director of Admissions
Robynn Yokooji - Administrative Officer

Direct questions to:  Robynn Yokooji  Phone:  956-2628

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

Ryan Yamaguchi, interim Assistant VC
Full Name of Principal Investigator, Department Head, or Administrator

Robynn Yokooji
Full Name of Fiscal Administrator

APPROVED:
David Lassner
Full Name of Vice President or Chancellor

FOR OPM USE ONLY

OPM COMMENTS:
________________________________________

[V] APPROVED   [ ] DENIED

Digitally signed by David Lassner
Date: 2021.04.13 12:38:53 -10'00'

DATE

PRESIDENT, UNIVERSITY OF HAWAII
1. **Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University**

The application deadline for fall 2021 was March 1st and the intent to enroll deadline is May 1st. Time is of the essence as these institutionally branded videos will not meet the critical enrollment deadlines if undergoing the standard procurement process. Our university depends on its ability to market and advertise the university in such a way that resonates with our targeted audience, by these specific deadlines.

The videos produced will allow us to showcase our university through social media channels, email communications, online websites, and also broadcast media. Videos will also be used in conjunction with the UH System Communication Office contract with Hawaii News Now to advertise and promote the university through digital means, specifically targeting the fall 2021 recruitment cycle. The contract with Hawaii News Now ends on May 31, 2021. This digital media buy focuses on top enrolling key feeder markets and these videos will help support this digital marketing campaign.

Estimated cost is $50,000 for approximately 11 institutional branded videos.

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

We will solicit bids from a minimum of three vendors to provide a bid proposal based on the level of professional work and experience. These vendors shall possess a very young visual sense and capture a story in a very social and engaging way with their audience. Their work shall showcase storytelling skills with high impact imagery, motion, and sound that resonates and engages with future prospective students and related audiences.

A committee composed of the Director of Branding and Marketing, Associate Director of Admissions, Admissions Counselor, and a staff from the UH System Communications Office will conduct an evaluation of all proposals which meet the minimum requirements and collectively score each proposal submitted based on set criteria. Each vendor will be given written specifications identifying specific video goals and proposal requirements. A grading system composed of set criteria will be used to ensure all
vendors will undergo a fair and open competition. The grading system criteria includes the following: 1) specific requested video samples; 2) skills and experience to direct, produce, and edit for social media but also for broadcast; 3) ability to capture the university’s narrative in varying lengths and in varying avenues of communication; 4) proposed cost of the services to be provided; and 5) ability to meet our urgent deadline. The committee shall select and submit a written justification on the vendor that best identifies with the ability to meet the University’s marketing efforts to drive recruitment and enrollment of students from Hawaii and abroad.

3. A description of the Department’s internal controls and approval requirements for the exempted procurement

Since the purchase will be over $25,000, the Office of Procurement Management will assist in reviewing all related support document, including vendor contract, bid specification and submittals, and justification for vendor selection. Purchase will be subject to review to ensure University expenditures policies and procedures are met.

The Director of Branding and Marketing will monitor all aspects of the campaign and work closely with the selected vendor to ensure that all aspects of the videos produced are met in the varying lengths, formats, and include the key messaging.