REQUEST FOR PROPOSALS (RFP) NO. 27-5832

TO

PROVIDE VIDEO PRODUCTION SERVICES

FOR

UNIVERSITY OF HAWAIʻI SYSTEM

HONOLULU, HAWAIʻI

SEPTEMBER, 2026

BOARD OF REGENTS

UNIVERSITY OF HAWAIʻI

HONOLULU, HAWAIʻI

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NOTICE TO OFFERORS

The University of Hawaiʻi RFP No. 27-5832, to Provide Video Production Services for University of Hawaiʻi System is issued and will be awarded through the State of Hawaiʻi's electronic procurement system (HIePRO). **All proposal responses must be submitted electronically through HIePRO no later than 2:30 p.m., October 7, 2026**. Proposals received after the due date and time or received in a form other than electronically through HIePRO will not be considered.

Offerors are advised that they should not wait until the last minute to submit their proposal through HIePRO. Offerors are solely responsible for ensuring that their electronic submission through HIePRO is complete and all necessary files are attached to their offeror prior to the RFP due date and time. The University shall not be responsible for any delay or failure of any Offeror to submit any materials updated through the RFP process on a timely basis.

Electronic Procurement
Offerors interested in responding to this electronic solicitation must be registered on HIePRO. To register, visit the following link: https://hiepro.ehawaii.gov/videos/video/vendor_registration.html. Reference the Vendor Quick Reference Guide for additional information at https://hiepro.ehawaii.gov/static-resources/VendorQuickReferenceGuide.pdf.

HIePRO will be the system of record for the issuance of the RFP, to receive the proposal requirements, issue Amendments, and make award for the RFP. Amendments and other information and materials provided through HIePRO, may include additions or changes with respect to the due date and time.

Special instructions in HIePRO related to this solicitation are incorporated herein and made a part of this RFP through reference. Offerors shall review all special instructions located in HIePRO.

Questions and Clarifications
All questions and requests for clarifications must be submitted electronically through HIePRO. Questions must be submitted by **September 16, 2026**. Responses will be posted on **September 23, 2026**.

The University may refuse to answer any questions received outside of HIePRO or after the Questions/Answers deadline.

Luis Salaveria
Chief Procurement Officer
University of Hawaiʻi

Posting Date: September 3, 2026

Vendors are responsible for notifying the Procurement Specialist Trisha Shibuya (e-mail: tnishino@hawaii.edu) for accessibility concerns related to this RFP.

SECTION 1
ADMINISTRATIVE OVERVIEW

1.1 INTRODUCTION

This Request for Proposals (RFP) is being issued by the University of Hawaiʻi to solicit proposals from Offerors who wish to be considered to Provide Video Production Services for the benefit of the University of Hawaiʻi System, Honolulu, Hawaii. The University of Hawaiʻi is seeking the development of a cohesive series of videos that promote the University of Hawaiʻi's 10-campus system, its expanding portfolio of online degree programs, its direct admission program for public high school seniors, and a targeted national recruitment campaign designed to elevate the out-of-state profile of the University of Hawaiʻi at Mānoa across key continental mainland markets.

1.2 AUTHORITY

This Request for Proposals (RFP) is issued under the provisions of the Hawaiʻi Revised Statutes, Chapters 103 and 103D. All prospective Contractors are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective Contractor shall constitute admission of such knowledge on the part of such prospective Contractor.

1.3 RFP ORGANIZATION

This RFP is organized into the following sections:

Section 1, Administrative Overview -- Provides Offerors with general information on the objectives of this RFP, procurement schedule, and procurement overview.

Section 2, Scope of Work -- Provides Offerors with a general description of the tasks to be performed, delineates University and Contractor's responsibilities, and defines deliverables.

Section 3, Proposal Requirements -- Describes the required format and content for the Offeror's proposal.

Section 4, Criteria to Evaluate Proposals -- Describes how proposals will be evaluated by the University of Hawaii.

Section 5, Special Provisions -- Provides Offerors the terms and conditions under which the work will be performed.

1.4 SCHEDULE OF KEY DATES

The schedule of key dates set forth herein represents the University's best estimate of the schedule that will be followed. Any of the dates listed below may be changed at any time at the sole discretion of the Director, Office of Procurement Management:

RFP Advertised and Issued	September 3, 2026
Closing Date for Submission of Questions	September 16, 2026
University Response to Offeror's Questions	September 23, 2026
Closing Date for Receipt of Proposals	October 7, 2026
Proposal Review Period	October 8 - 16, 2026
Contractor Selection and Award	October 19, 2026
Contract Start Date (Tentative)	November 1, 2026

1.5 SUBMISSION OF QUESTIONS

Offerors may submit questions via HIePRO. The deadline for submission of questions is no later than 4:00 p.m., Hawaiʻi Standard Time, on September 16, 2026.

Responses to questions submitted via HIePRO will be made no later than 4:00 p.m., Hawaiʻi Standard Time, on September 23, 2026.

1.6 SUBMISSION OF PROPOSALS

Offerors shall read, complete, and submit all required information as specified in the Request for Proposals. All proposals must be submitted via HIePRO by the date and time specified on the NOTICE TO OFFERORS. No hardcopy proposals will be accepted.

1.7 COSTS FOR PROPOSAL PREPARATION

Any costs incurred by Offerors in preparing or submitting a proposal shall be the Offeror's sole responsibility.

1.8 DISQUALIFICATION OF PROPOSALS

The University reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the scope of the work. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP may be disqualified without further notice.

An Offeror may be disqualified and the proposal may be automatically rejected for any one or more of the following reasons:

1. The proposal shows any noncompliance with applicable law.
2. The proposal is conditional, incomplete, or irregular in such a way as to make the proposal indefinite or ambiguous as to its meaning.
3. The proposal has any provision reserving the right to accept or reject award, or to enter into a contract pursuant to an award, or provisions contrary to those required in the solicitation.
4. The Offeror is debarred or suspended.

1.9 PROCUREMENT OFFICER

This RFP is issued by the Office of Procurement Management, University of Hawai‘i. The Procurement Officer responsible for overseeing the contract is Karlee Hisashima, Interim Director of the Office of Procurement Management.

1.10 TECHNICAL REPRESENTATIVE OF THE PROCUREMENT OFFICER (TRPO)

The individual listed below is the Technical Representative of the Procurement Officer (TRPO):

Lesli Yogi
Director of Marketing and Communications
Office of the Vice President for Community Colleges
2327 Dole Street
Honolulu, Hawaii 96822
Telephone: (808) 956-5852
Email: lyogi@hawaii.edu

1.11 ISSUING OFFICER

The individual listed below is the issuing officer and the official contact for all communication regarding this RFP:

Trisha Shibuya
Office of Procurement Management
University of Hawai‘i
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822
Phone: (808) 956-2122
Email: tnishino@hawaii.edu

1.12 CHANGES TO CONTRACTOR'S FEE

It is recognized that audit disallowances and other changes may require adjustments in the compensation due to the Contractor. In the event that future actions would either disallow or minimize the payments already made to the Contractor, the Contractor shall assist the University in defending the correctness of the claim for reimbursement. If the disallowance or adjustment is upheld, then the Contractor will participate in the payback to the extent the amount of the disallowance or adjustment contributed to the total fee received by the Contractor. Payment to the University shall be made within THIRTY (30) calendar days from which official notice is received by the Contractor from the University.

1.13 RFP AMENDMENTS

The University reserves the right to amend the RFP any time prior to the closing date for best and final offers.

1.14 AWARD ON INITIAL PROPOSALS

The University may award a contract on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the Offeror's best terms.

1.15 AVAILABILITY OF FUNDS

Offerors are advised that the award of this contract is contingent upon availability of funds. If funds are not available, the University reserves the right not to make award of this contract.

1.16 NOTICE TO PROCEED

The University shall not be responsible for work done, even in good faith, prior to the University's Notice to Proceed unless specific provisions are made in the contract.

1.17 RFP SUBMITTALS BECOME PROPERTY OF THE UNIVERSITY

All proposals and other material submitted shall become the property of the University and may be returned only at the University's option.

SECTION 2
SCOPE OF WORK

2.1 PROJECT OVERVIEW AND BACKGROUND

The University of Hawaiʻi's 10-campus system provides educational opportunities across the state, from workforce certificates and career technical training (trades) to associate, bachelor's, graduate and doctoral degrees.

Together, these campuses and four education centers serve students at every stage of life and across every island, creating a statewide network of opportunity that supports Hawaiʻi's workforce and communities.

The University of Hawaiʻi (UNIVERSITY) aims to obtain the services of a CONTRACTOR to create a strategic marketing campaign that highlights both the unique strengths of each campus and the collective power of the UNIVERSITY System, ensuring that every student can find a place within the UNIVERSITY.

2.2 OBJECTIVE

The UNIVERSITY is seeking a CONTRACTOR to produce FOUR (4) cohesive and complementary video series that promote the UNIVERSITY's 10-campus system, its expanding portfolio of online degree programs, its direct admission program for public high school seniors and a targeted national recruitment campaign designed to promote the University of Hawaiʻi at Mānoa nationally.

The first video series shall highlight the UNIVERSITY as a 10-campus system, the sole public higher education provider in the state and a primary driver of local workforce development and economic mobility—supporting student recruitment, strengthening institutional reputation, and advancing the state's long-term economic vitality.

The second video series shall focus on showcasing the over 50 online degree programs at the UNIVERSITY, emphasizing accessibility, flexibility, and opportunities for learners of all ages across Hawaiʻi and beyond.

The third video series shall promote the UNIVERSITY's Direct2UH program, a direct admission pathway for Hawaiʻi public high school seniors to all 10 UNIVERSITY campuses based on campus-specific GPA requirements, allowing eligible students to receive direct admission to a UNIVERSITY campus without completing a traditional application.

The fourth video series shall focus on national student recruitment for the University of Hawaiʻi at Mānoa, specifically targeting prospective undergraduate students nationally in markets (including California, Arizona, Texas, Florida, Colorado and the Pacific Northwest). These videos will position the University of Hawaiʻi at Mānoa as a premier, culturally rich destination university that offers top-tier academics, hands-on research opportunities, and a vibrant campus community unlike any institution on the continental United States.

Target audiences include high school seniors and recent graduates (ages 17 to18), traditional college age students (ages 18 to 24), adult learners and career changers (ages 25 to 54), and working professionals seeking degree completion or career advancement.

2.3 DEFINITIONS

A. CONTRACT – The written agreement between the parties, including but not limited to the Request for Proposal ("RFP") and its specifications, terms and conditions; solicitation addenda and contract amendments, if any; and will be the resulting Contract to Provide Video Production Services.

B. CONTRACTOR – The person or the Organization with whom the UNIVERSITY has contracted for the provision of services and receipt of rights pursuant to this CONTRACT, including all of its officers, employees, agents, representatives, and subcontractors.

C. OFFEROR – Any respondent to this RFP. The successful OFFEROR becomes the CONTRACTOR. Statements referring to the term "Offeror" generally indicate requirements by any respondent, which must be included in its proposal. Statements referring to "Contractor" generally indicate requirements that will become contractual obligations.

D. PROPOSAL – The OFFEROR'S response to the RFP.

E. RFP – The University of Hawaiʻi System Request for Proposal No. 27-5832 to Provide Video Production Services.

F. UNIVERSITY – The corporate entity known as the University of Hawaiʻi.

2.4 SCOPE OF WORK

A. Creative Development Requirements

1) CONTRACTOR shall conduct a kickoff and discovery meeting with UNIVERSITY stakeholders to review project goals, target audiences, institutional priorities, campaign objectives and brand considerations.

2) CONTRACTOR shall maintain weekly communication with the UNIVERSITY System marketing team throughout the creative development

process.

3) For each video series, CONTRACTOR shall:

   a. Develop and present creative concepts, themes and storytelling approaches for UNIVERSITY review and approval.

   b. Work collaboratively with the UNIVERSITY to refine messaging, key audience takeaways and calls to action.

   c. Develop scripts, storyboards and/or production outlines for review and approval prior to filming.

   d. Provide recommendations regarding visual style, music, tone, pacing and overall creative direction to ensure a cohesive campaign.

   e. Incorporate UNIVERSITY feedback and revisions into creative concepts and scripts prior to production.

B. Video Series Requirements

1) CONTRACTOR shall develop FOUR (4) cohesive and complementary video series.

2) For each video series, CONTRACTOR shall:

   a. Develop a common theme/storyline that ties individual videos into a cohesive marketing campaign. Videos within each series should incorporate a consistent visual identity, music style, opening and closing frames, and overall creative approach.

   b. Include music, voiceover, subtitles, and closed captioning for all television-ready video assets.

   c. Produce videos in both horizontal (16:9) and vertical (9:16) formats optimized for television, streaming, web, and social media platforms.

   d. Conduct filming of all videos. The UNIVERSITY shall assist with coordinating talent, finding locations to film, scheduling, releases, and other production logistics necessary to complete filming.

   e. Work collaboratively with the UNIVERSITY to refine messaging and ensure alignment with institutional priorities and campaign goals.

f. Schedule weekly update meetings with the UNIVERSITY System marketing team to provide progress updates and address concerns, revisions, or project changes.

g. Deliver all raw footage, edited video files, project files, scripts, graphics, captions, and other creative assets to the UNIVERSITY upon completion for unrestricted future use.

h. Provide a minimum of:

i) TWO (2) rounds of revisions for creative concepts, messaging and scripts

ii) TWO (2) rounds of revisions for rough-cut video edits

iii) ONE (1) round of revisions for final video edits prior to delivery.

C. Video Series No.1 – UNIVERSITY’s 10-Campus System

CONTRACTOR shall create a series of THREE (3), THIRTY (30)-second videos, each produced in both horizontal (16:9) and vertical (9:16) formats highlighting the UNIVERSITY’s10-campus system as Hawai‘i’s sole public higher education provider and a driver of workforce development, economic mobility, and student opportunity.

1) Each video shall include:

a. B-roll of students and academic programs in real-world settings showcasing the diversity of UNIVERITY campuses and learning experiences.

b. Messaging that supports student recruitment and strengthens institutional reputation.

2) Estimated production time for each video shall be up to ONE-HALF (1/2) day (SIX [6] hours) of filming.

a. Filming locations shall be on O‘ahu, with specific sites determined by the UNIVERSITY.

3) CONTRACTOR shall:

a. Produce ONE (1) FIFTEEN (15)-second cutdown from each THIRTY (30)-second video (SIX [6] cutdowns in total) for social media advertising.

b. Produce ONE (1) THIRTY (30)-second radio spot aligned with the campaign theme.

D. Video Series No. 2 – Online Degree Programs

CONTRACTOR shall create a series of THREE (3), THIRTY (30)-second videos, each produced in both horizontal (16:9) and vertical (9:16) formats, highlighting the UNIVERSITY's expanding portfolio of over 50 online degree programs and forthcoming online degree website.

The purpose of this series is to promote accessibility, flexibility, and educational opportunity for learners across Hawaiʻi and beyond, including working adults, career changers, and students seeking flexible pathways to degree completion.

1) Each video shall include:

   a. B-roll of students participating in online learning in classroom, home, workplace, or community settings to demonstrate program flexibility.

   b. B-roll that reflects aspirational student outcomes, including career advancement, workforce success, and graduation.

   c. Messaging that emphasizes convenience, affordability, flexibility, and the value of earning a UNIVERISTY degree online.

2) Estimated production time for each video shall be up to ONE-HALF (1/2) day (SIX [6] hours) of filming.

   a. Filming locations shall be on Oʻahu, with specific sites to be determined in collaboration with the UNIVERSITY.

3) CONTRACTOR shall:

   a. Produce ONE (1) FIFTEEN (15)-second cutdown from each THIRTY (30)-second video (THREE [3] cutdowns in total) for digital and social media advertising.

   b. Produce ONE (1) THIRTY (30)-second radio spot aligned with the campaign theme and messaging.

E. Video Series No. 3 – Direct2UH

CONTRACTOR shall create ONE (1) THIRTY (30)-second video, produced in both horizontal (16:9) and vertical (9:16) formats, promoting the UNIVERSITY's Direct2UH program, a direct admission pathway for Hawaiʻi public high school seniors to UNIVERSITY campuses based on campus-specific admissions criteria.

The purpose of this video is to increase awareness and participation in Direct2UH and encourage eligible students to pursue postsecondary education at a University of Hawaiʻi campus immediately following high school graduation.

1) The video shall include:

   a. B-roll of high school seniors and college students that visually capture the excitement, confidence, and opportunity associated with receiving direct admission to a UNIVERSITY campus.

   b. Messaging that highlights the simplicity of the process, removes barriers to enrollment, and encourages students to take the next step toward college.

2) Estimated production time: up to ONE-HALF (1/2) day (SIX [6] hours) of filming.

   a. Filming locations will be on Oʻahu, with specific sites to be determined in collaboration with the UNIVERSITY.

3) CONTRACTOR shall:

   a. Produce ONE (1) FIFTEEN (15)-second cutdown from the THIRTY (30)-second video in horizontal (16:9) and vertical (9:16) formats (TWO [2] cutdowns in total) for digital and social media advertising.

   b. Produce ONE (1) THIRTY (30)-second radio spot aligned with the campaign theme and messaging.

F. Video Series No. 4 – University of Hawaiʻi at Mānoa

CONTRACTOR shall create a series of TWO (2) THIRTY (30)-second videos, each produced in both horizontal (16:9) and vertical (9:16) formats, promoting the University of Hawaiʻi at Mānoa.

The purpose of this video series is to create a series of high-impact, aspirational videos designed to capture the attention of mainland high school seniors and transfer students, shifting their perception of the University of Hawaiʻi at Mānoa from a "vacation destination" to a serious, world-class academic institution.

1) Each video shall include:

   a. B-roll of diverse out-of-state and mainland students transitioning seamlessly into campus life, visually capturing the unparalleled fusion of top-tier research environments, active campus lifestyle, and unique cultural integration unique to the University of Hawaiʻi at Mānoa.

b. Messaging that shifts the perception of the University of Hawaiʻi at Mānoa from a vacation destination to an academic institution; ideas include: highlighting the Western Undergraduate Exchange (WUE) tuition incentives to alleviate out-of-state cost barriers; and building confidence in mainland students and parents regarding campus safety, student support infrastructure, and institutional return on investment (ROI).

2) Estimated production time: up to ONE-HALF (1/2) day (SIX [6] hours) of filming per video.

a. Filming locations shall be on Oʻahu, with specific sites to be determined in collaboration with the UNIVERSITY.

3) CONTRACTOR shall:

a. Produce ONE (1) FIFTEEN (15)-second cutdown from each THIRTY (30)-second video in horizontal (16:9) and vertical (9:16) formats (FOUR [4] cutdowns in total) for digital and social media advertising.

b. Produce ONE (1) THIRTY (30)-second radio spot aligned with the campaign theme and messaging.

2.5 QUALIFICATIONS OF OFFEROR

A. OFFEROR shall have at least TEN (10) years of extensive experience working with higher education institutions developing recruitment, marketing and brand awareness campaigns.

B. OFFEROR shall have extensive experience within the last THREE (3) years executing the full video production pipeline—including scriptwriting, on-location filming, and post-production editing—to deliver high-quality video assets rooted in visual storytelling.

C. OFFEROR shall have experience within the last THREE (3) years developing and promoting successful marketing and branding campaigns across multiple media platforms—including television, radio, and social media—specifically optimized to reach and engage high school seniors and recent graduates (ages 17 to 18), traditional college age students (ages 18 to 24), adult learners and career changers (ages 25 to 54), and working professionals seeking degree completion or career advancement.

D. OFFEROR shall have a modern approach to higher education enrollment marketing by linking creative storytelling directly to institutional outcomes (increasing enrollment, transfer success or graduation rates), ensuring visual assets operate as part of a cohesive brand strategy.

E. OFFEROR shall have an understanding of modern higher education enrollment marketing and the role of video storytelling in supporting measurable institutional outcomes, including but not limited to student recruitment, enrollment growth, transfer success, adult learner engagement, workforce development, and institutional reputation. OFFEROR shall have creative strategies aligned with campaign goals and audience engagement outcomes in prior work.

F. OFFEROR must be available during standard Hawaiʻi business hours: 8:00 a.m. to 4:30 p.m., Hawaii Standard Time, to address concerns and issues regarding the UNIVERSITY's project.

G. OFFEROR must have at least ONE (1) senior staff member who has experience coordinating communications or marketing in higher education.

SECTION 3
PROPOSAL REQUIREMENTS

3.1 INTRODUCTION

This section indicates the proposal requirements for this RFP which shall be submitted by the deadline set for submission of proposals. Fulfillment of all proposal requirements listed is mandatory for consideration of proposals.

The Proposal shall include the following subsections:

Proposal Letter

Business Classification Certification Statement

Price Quotation Sheet

Company History and Organization

Project Narrative

Offeror Qualifications

References

Offeror's proposals should include each of the appendices and be placed in the order provided in sections 3.2 through 3.8. To assist the Offeror, a checklist and Appendices A through G are provided as a separate document.

3.2 PROPOSAL LETTER (APPENDIX A)

The Proposal Letter shown in Appendix A shall be signed by an individual authorized to legally bind the Offeror, dated, and be affixed with the corporate seal (if corporate seal is available). If said individual is not the corporate president, evidence shall be submitted showing the individual's authority to bind the corporation. The fully executed proposal letter shall be submitted along with the proposal.

3.3 BUSINESS CLASSIFICATION CERTIFICATION STATEMENT (APPENDIX B)

Offerors shall complete and submit the Business Classification Certification Statement document with the proposal.

3.4 PRICE QUOTATION SHEET (APPENDIX C)

Offeror shall submit their price quote to provide video production services as detailed in Appendix C.

3.5 COMPANY HISTORY AND ORGANIZATION (APPENDIX D)

Offeror shall provide information regarding their company history and organization in the following areas:

A. Provide a description of the Offeror's operation.

B. Provide a list of the Offeror's key personnel, description of their roles on the University's project and a brief description of their qualifications and experience working with higher education institutions.

3.6 PROJECT NARRATIVE (APPENDIX E)

Offeror shall provide details on how they meet the creative development requirements and video series requirements of the University as referred to in Section 2.4, Scope of Work as follows:

A. Provide a detailed plan that describes the approach to the project, outlines the overall strategy, and specific messaging ideas and campaign objectives for each video series.

B. Provide a work plan which includes a project management plan, rate structure, budget tracking and expenditure reporting, plan to communicate with the University project team (e.g., status reports, meetings to discuss progress), and a timeline for the production of each video series detailing the cost of each milestone deliverable for creative development, filming, editing, revisions, and final delivery of each video series. The aggregate cost of the milestone deliverables shall be the same as the total cost entered in the Price Quotation Sheet (Appendix C). The work plan shall also identify key University responsibilities for the project.

C. Describe how Offeror will work with the University to develop key messaging themes to be used in each video series.

D. Describe how Offeror will update the University System marketing team on the progress of the video production and address any concerns or changes, and describe how Offeror will ensure that senior leadership or project managers are available to meet with the University team through phone calls, emails, online meetings, or in-person meetings, at no cost to the University.

3.7 OFFEROR QUALIFICATIONS (APPENDIX F)

Offeror shall provide details on how they meet the qualifications in Section 2.5, Qualifications of Offeror, as follows:

A. Provide portfolio of work with the quantity, descriptions and dates of a variety of comparable projects completed as evidence that the Offeror has at least TEN (10) years of extensive experience working with higher education institutions developing recruitment, marketing and brand awareness campaigns.

B. Provide description, including client name, reference contact person and telephone number, of THREE (3) case studies or video production projects of similar scope and purpose as the UNIVERSITY's project (at least ONE [1] case study or video production project must be directly related to a higher education institution) that the Offeror has executed within the last THREE (3) years with the following:

   1) Creative visual storytelling and brand awareness for educational institutions.

   2) Full video production pipeline—including scriptwriting, on-location filming, and post-production editing, delivering high-quality video assets rooted in visual storytelling.

   3) Modern approach to enrollment marketing where content formatting and visual storytelling are creative and tie directly to institutional outcomes (increasing enrollment, transfer success, graduation rates, student recruitment, adult learner engagement, workforce development, institutional reputation), ensuring visual assets operate as part of a cohesive strategy.

   4) Optimized to engage specific target populations in Hawaiʻi, across all of the following audiences:

      a. High school seniors and recent graduates (ages 17 to 18), traditional college age students (ages 18 to 24) via short-form, vertical, or social-first video frameworks.

      b. Adult learners and career changers (ages 25 to 54), and working professionals seeking degree completion or career advancement via career-focused, flexible, or lifestyle-integrated video narratives.

C. Identify any senior staff members who will be working on the University's project and their experience coordinating communications or marketing in higher education.

3.8 REFERENCES (APPENDIX G)

Offeror shall provide THREE (3) references of educational institutions or programs for whom similar services have been provided.

The name of the educational institutions or programs, addresses, and name, title, phone number, and email address of at least ONE (1) contact person currently employed at the institution or program shall be furnished. Offeror is highly encouraged to select references of similar size, complexity, and demographic scope to the University of Hawaiʻi. The University reserves the right to contact the references for additional information.

SECTION 4
CRITERIA TO EVALUATE PROPOSALS

The evaluation of proposals received in response to the RFP will be conducted comprehensively, fairly, and impartially. Award of the contract, if awarded, shall be made to the responsive, responsible Offeror receiving the highest score from the evaluation committee and whose proposal is determined in writing to be the most advantageous to the University taking into consideration the evaluation factors set forth in this RFP.

A committee will evaluate and score each proposal submitted based on the following criteria:

4.1 The Offeror has key personnel with recent experience in developing enrollment, recruitment, and brand marketing campaigns for higher education institutions and at least ONE (1) senior staff member with experience coordinating communications or marketing in higher education. **(25 points maximum)**

4.2 The Offeror has a workplan that meets the University's project objectives. **(15 points maximum)**

4.3 Ability of the Offeror to demonstrate expertise and experience in video production, which will be evaluated as follows: **(30 points maximum)**

A. At least TEN (10) years of extensive experience working with higher education institutions developing recruitment, marketing, and brand awareness campaigns of similar scope and complexity as the University's project. (10 points maximum)

B. Case studies or video production projects within the last THREE (3) years with: (20 points maximum)

1) Creative visual storytelling and brand awareness, and full video production pipeline – including scriptwriting, on-location filing, and post-production editing, delivering high-quality video assets rooted in visual storytelling.

2) Modern approach to enrollment marketing where content formatting and visual storytelling are creative and tie directly to institutional outcomes (increasing enrollment, transfer success, graduation rates, student recruitment, adult learner engagement, workforce development, institutional reputation), ensuring visual assets operate as part of a cohesive strategy.

3) Optimized to engage specific target populations in Hawai'i: High school seniors and recent graduates (ages 17 to 20), traditional college age students (ages 18 to 24) via short-form, vertical, or social-first video frameworks, and adult learners and career changers (ages 25 to 54), and working professionals seeking degree

completion or career advancement via career-focused, flexible, or lifestyle-integrated video narratives.

4.4 Cost for Video Production Services: **(20 points maximum)**

Overall, a maximum of TWENTY (20) points of the total evaluation points will be assigned to evaluate cost. In converting cost to points, the lowest cost proposal will automatically receive the maximum number of points allocated to the Cost for Video Services, 20 points. The point allocations for cost on the other proposals will be determined through the method set forth as follows:

[Lowest Cost Proposal x 20 points (max.)] / [Offeror Proposal Cost] = Points

4.5 The Offeror has demonstrated experience and performance on projects of similar scope and complexity as the University's project. References will be evaluated as follows: **(10 points maximum)**

A. Satisfaction with quality of work.

B. Satisfaction with timeliness.

C. Satisfaction with professionalism.

D. Satisfaction with communication.

TOTAL POSSIBLE POINTS = 100 POINTS

SECTION 5
SPECIAL PROVISIONS

5.1 SCOPE

The Providing of Video Production Services shall be in accordance with the terms and conditions of RFP No. 27-5832 and the General Provisions dated September, 2013 included by reference. Copies of the General Provisions are available at the Office of Procurement Management, University of Hawaii, 1400 Lower Campus Road, Room 15, Honolulu, Hawaii 96822 or the General Provisions may be viewed at: https://www.hawaii.edu/procurement/vendor-info/terms-and-conditions/general-provisions-for-goods-and-services/

5.2 TECHNICAL REPRESENTATIVE OF THE PROCUREMENT OFFICER (TRPO)

The Technical Representative of the Procurement Officer is Lesli Yogi, Director of Marketing and Communications, phone: 808 956-5852, email: lyogi@hawaii.edu.

5.3 OPENING OF PROPOSALS

Proposals will be opened at the date and time specified in Subsection 1.4, SCHEDULE OF KEY DATES, or as amended, at the proposal submittal office. The proposal opening will not be open to the public. Proposals may be available for public inspection upon notice of award and shall be available for public inspection after the contract is signed by all parties.

5.4 BEST AND FINAL OFFERS

Priority-listed OFFERORS may be afforded the opportunity to submit best and final offers as determined by the UNIVERSITY. If the UNIVERSITY requests best and final offers, and the priority-listed OFFERORS do not submit a new offer, their immediate previous offer shall be considered as their best and final offer. If best and final offers are requested, and after best and final offers are received, final evaluations will be conducted by the UNIVERSITY for purposes of award of the contract.

5.5 CONTRACT INVALIDATION

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

5.6 RISK OF LOSS

Any and all goods, wares, merchandise, furniture, equipment and personal property of any kind or description which may be on the premises at any time during the term of the CONTRACT, regardless of ownership of such property, shall be at the sole risk and hazard of the CONTRACTOR, and the CONTRACTOR shall not hold the

UNIVERSITY liable or responsible for any loss thereof or damage thereto caused by water, gas, defective electrical wiring, fire, or by or for any other cause whatsoever unless the same shall be due to any act or omission of the UNIVERSITY, its officers, agents, employees or invitees.

5.7 RIGHTS AND REMEDIES OF THE UNIVERSITY FOR DEFAULT

In the event any service furnished by the CONTRACTOR in the performance of the CONTRACT should fail to conform to the specifications, the UNIVERSITY may reject the same, and it shall thereupon become the duty of the CONTRACTOR to correct same to conform to specifications, without expense to the UNIVERSITY provided that should the CONTRACTOR fail, neglect, or refuse to do so, the UNIVERSITY shall thereupon have the right to purchase in the open market, for the performance of such service and to deduct from any monies due or that may thereafter become due the CONTRACTOR, the difference between the price named in the CONTRACT and the actual cost thereof to the UNIVERSITY. In case any money due the CONTRACTOR is insufficient for said purpose, the CONTRACTOR shall pay the difference upon demand by the UNIVERSITY.

5.8 TERM

The successful OFFEROR agrees to enter into a CONTRACT with the UNIVERSITY commencing on the date designated in the Notice to Proceed, with satisfactory completion of video production services no later than SIX (6) consecutive calendar months from the date designated in the Notice to Proceed.

5.9 INDEPENDENT CONTRACTOR

In the performance of services required under this Agreement, the CONTRACTOR is an "independent CONTRACTOR", with the authority and responsibility to control and direct the performance and details of the work and services required under the CONTRACT; however, the UNIVERSITY shall have a general right to inspect work to determine whether, in the UNIVERSITY'S opinion, the services are being performed by the CONTRACTOR in compliance with the CONTRACT. The CONTRACTOR and CONTRACTOR'S employees and agents are not by reason of this CONTRACT, agents or employees of the UNIVERSITY for any purpose, and the CONTRACTOR and the CONTRACTOR'S employees and agents shall not be entitled to claim or receive for the UNIVERSITY any vacation, sick leave, retirement, worker's compensation, unemployment insurance, or other benefits provided to UNIVERSITY employees. Furthermore, the CONTRACTOR intentionally, voluntarily, and knowingly assumes the sole and entire liability to the CONTRACTOR'S employees and agents in the course of their employment, and to any individual not a party to the CONTRACT, for all loss, damage, or injury caused by the CONTRACTOR, or the CONTRACTOR'S employees or agents in the course of their employment. The CONTRACTOR is responsible for securing all employee-related insurance coverage for the CONTRACTOR and the CONTRACTOR'S employees and agents that is or may be required by law, and for payment of all premiums, cost, and other liabilities associated with securing the insurance coverage.

5.10 INSURANCE

CONTRACTOR shall, and shall ensure that all CONTRACTOR Agents shall, during the entire term of the CONTRACT, at no cost to UNIVERSITY, procure and maintain, or cause to be procured and maintained, the following insurance described below, issued by an insurance company or companies authorized to do business in the State of Hawai'i with at least an A – VII Financial Rating according to the current edition of Best's Key Rating Guide:

A. Required Insurance Coverage.

(1) Commercial General Liability Insurance. Commercial general liability insurance written on occurrence basis covering claims with respect to injuries or damages to persons or property sustained as a result of the activities of the CONTRACTOR and/or the CONTRACTOR Agents within, on, or about the Premises and/or the UNIVERSITY Campus, with limits not less than the following:

Bodily Injury and Property Damage Combined Single Limit
$1,000,000.00 Each occurrence
$2,000,000.00 General Aggregate per policy year
$2,000,000.00 Products and Completed Operations Aggregate per policy year

Personal/Advertising Injury – Each occurrence	$1,000,000.00
Medical Expenses -- Any one person	$ 5,000.00
Damage to Rented Premises – Each occurrence	$ 250,000.00

Personal/Advertising Injury coverage shall include coverage for mental injury, sexual harassment, sexual molestation or misconduct, invasion of privacy, and wrongful detention.

Such limits may be achieved through the use of umbrella/excess liability insurance sufficient to meet the requirements of this Section 5.10, Insurance covering the CONTRACTOR'S conduct of the services on or within the Premises and/or the UNIVERSITY Campus and all of the activities and operations of the CONTRACTOR and the CONTRACTOR Agents in connection therewith.

(2) Automobile Insurance. Automobile Liability Insurance to include coverage for any owned, non-owned, leased, or hired automobiles with limits of not less than the following:

Bodily Injury – Per Person	$1,000,000.00

Bodily Injury – Per Accident	$1,000,000.00
Property Damage – Each Accident	$1,000,000.00
Basic No-Fault Insurance	As required by Hawai'i law

In the event there is a change in Hawai'i law regarding financial responsibility and insurance requirements of automobile owners or users which make this requirement obsolete, UNIVERSITY shall have the right to impose a new requirement consistent with the then Applicable Laws.

(3) Workers' Compensation Insurance. Workers' Compensation insurance with respect to work by employees of the CONTRACTOR and the CONTRACTOR Agents on or about the Premises and/or the UNIVERSITY Campus, with coverage, amounts, and limits as required by law.

(4) Employers Liability Insurance: Employers Liability Insurance with limits not less than:

Bodily Injury – Each Accident	$1,000,000.00
Bodily Injury by Disease – Policy Limit	$1,000,000.00
Bodily Injury by Disease – Each Employee	$1,000,000.00

The CONTRACTOR shall ensure that the CONTRACTOR Agents (if any) obtain workers compensation and employer's liability insurance with the limits described herein to cover the work performed.

(5) Pollution Liability Insurance. If required by UNIVERSITY in the event Hazardous Materials (as defined herein) are or may be involved or used, Pollution Liability insurance coverage with a combined single limit coverage of at least $1,000,000 per occurrence which shall cover environmental liabilities, including, without limitation, claims for bodily injury, property damage, environmental damage, and remediation costs resulting from pollution conditions caused by the CONTRACTOR or the CONTRACTOR Agents and/or the conduct of the services.

B. Common provisions. Each insurance policy that CONTRACTOR and/or any of the CONTRACTOR Agents are obligated to obtain under the CONTRACT shall be subject to the following:

1. Notice of changes. CONTRACTOR will be required to notify UNIVERSITY of any cancellation, limitation in scope, material change, or non-renewal of any insurance coverage right away (but no later than five (5) business days of receiving notice from the insurer).

2. UNIVERSITY insurance not primary. Insurance obtained by CONTRACTOR and/or any CONTRACTOR Agents pursuant to this CONTRACT will be primary and any UNIVERSITY insurance will apply

3. only in excess of and not contribute with such insurance obtained by CONTRACTOR and/or any CONTRACTOR Agents.

4. Name UNIVERSITY as an additional insured. UNIVERSITY shall be named as an additional insured on all insurance coverage that CONTRACTOR and/or any CONTRACTOR Agent is required to obtain under the CONTRACT except for workers compensation and employers liability insurance.

5. Waiver of subrogation. All insurance obtained by CONTRACTOR will contain a waiver of subrogation endorsement in favor of UNIVERSITY.

6. UNIVERSITY not required to pay premiums. CONTRACTOR and CONTRACTOR Agents will be responsible for paying all costs associated with obtaining the required insurance coverage described in the CONTRACT, including all premiums. UNIVERSITY will not be responsible for paying any such costs.

7. Acceptable deductibles. The terms and amounts of any deductibles for the required insurance coverage under the CONTRACT must be reasonable and acceptable to UNIVERSITY based upon the type of insurance involved and the conduct of the services.

C. Deposit insurance certificates. CONTRACTOR will timely deposit and keep on deposit with UNIVERSITY, certificates of insurance necessary to satisfy UNIVERSITY that the insurance requirements of the CONTRACT have been and continue to be satisfied during the term of the CONTRACT.

D. UNIVERSITY may cure failure to obtain/maintain insurance. If CONTRACTOR fails to provide and maintain the insurance required by the CONTRACT after written notice to comply from UNIVERSITY, UNIVERSITY may, but shall not be required to, procure such insurance at the sole cost and expense of CONTRACTOR, who shall be obligated to immediately reimburse UNIVERSITY for the cost thereof plus ten percent (10%) to cover UNIVERSITY'S administrative overhead.

E. Lapse in insurance constitutes a breach. Any lapse in, or failure by CONTRACTOR or any CONTRACTOR Agents to procure and maintain the insurance coverage required under the CONTRACT, at any time during and throughout the term of the CONTRACT, shall be a breach of the CONTRACT and UNIVERSITY may terminate the rights of CONTRACTOR and all CONTRACTOR Agents to conduct the services.

i. Insurance shall not limit CONTRACTOR liability. Obtaining the required insurance coverage will not be construed to limit CONTRACTOR'S liability hereunder or to fulfill CONTRACTOR'S indemnification, defense, and hold harmless obligations under the CONTRACT. Notwithstanding the required insurance coverage, CONTRACTOR shall be obligated for the full and total amount of any damage, injury, or loss arising from acts or omissions of CONTRACTOR and/or the CONTRACTOR Agents.

G. UNIVERSITY may adjust insurance requirements. UNIVERSITY may, upon reasonable notice and reasonable grounds, increase or change the form, type, coverage, or coverage limits of the insurance required hereunder, in which event CONTRACTOR shall, and shall cause the CONTRACTOR Agents to, obtain insurance, as modified. UNIVERSITY'S requirements shall be reasonable and shall be designed to provide protection against the kind and extent of risks that exist at the time a change in insurance is required. CONTRACTOR shall satisfy all UNIVERSITY risk management requirements that are in effect as of the Effective Date and as may be amended from time to time.

5.11 PROPERTY RIGHTS

All inventions, documents, reports, and materials of any kind and nature prepared by the CONTRACTOR in whole or part under this CONTRACT shall be the property of the UNIVERSITY. CONTRACTOR shall provide all such inventions, documents, reports and materials to the UNIVERSITY upon completion of this CONTRACT and shall cooperate with the UNIVERSITY in its acquisition of any copyright, trademark, or patent for such inventions, documents, reports and materials if requested. All documents, reports, and materials furnished to the CONTRACTOR by the UNIVERSITY shall be returned to the UNIVERSITY.

5.12 PAYMENT

The Contractor shall be remunerated upon submission of a properly executed original invoice for completed milestones for each video series indicating the contract number, to University of Hawaii, Office of the Vice President for Community Colleges, 2327 Dole Street, Honolulu, Hawaii 96822, no later than THIRTY (30) calendar days following receipt of invoice or satisfactory delivery of goods or services, whichever is later.

APPENDIX A
PROPOSAL LETTER
UNIVERSITY OF HAWAII

We propose to provide the video production services named in the Request for Proposals (RFP) No. 27-5832, Provide Video Production Services for University of Hawaiʻi System, Honolulu, Hawaii.

It is understood that this proposal constitutes an offer.

It is understood and agreed that we have read the University of Hawaiʻi's specifications described in the RFP and that this proposal is made in accordance with the provisions of such specifications. By signing this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all such specifications.

We agree, if awarded the contract, to deliver goods or services which meet or exceed the specifications.

Respectfully submitted,

Legal Name of Offeror	Date
Authorized Signature (original) (**Typed Name**)	Title
Street Address	Telephone No.
City, State, Zip Code	Fax No.
Social Security OR Federal Tax Payer ID No.	Email
Remittance Address (if different from street address)	Hawaii General Excise Tax License No.
City, State, Zip Code	
Location of Offeror's Plant	

Offeror is: __ Individual __ Partnership __ Corporation* __ Joint Venture

State of Incorporation: __ Hawaii __ Other:

Is Corporate Seal Available In Hawaii: __ Yes** __ No

* Attach to this page evidence of authority of the above officer to submit an offer on behalf of the corporation, giving also, the names and addresses of the other officers.

** If yes, affix corporate seal

BUSINESS CLASSIFICATION CERTIFICATION STATEMENT

CONTRACTORS: Please complete the information below. Terms used are taken from the U.S. Small Business Administration (SBA) Rules and Regulations (https://www.sba.gov/) and the U.S. Code of Federal Regulations (CFR). The term "controlled" refers to the management and daily operation of the business concern.

The company identified below (check all that apply):

1. ________ **IS NOT** a small business concern as defined in the regulations
   (If you checked here, STOP. GO TO CERTIFICATION BELOW.)

   ________ **IS a small business concern,** defined as one that is independently owned and operated, is organized for profit, is not dominant in its field, meets the SBA size standard eligibility (*see* reverse side of this form for examples of size standards), is registered and has its status represented in the U.S. Government's System for Award Management (SAM) database. *See* http://www.sba.gov/content/what-sbas-definition-small-business-concern.
2. ________ IS a **small disadvantaged business concern** of which at least 51% is unconditionally and directly owned and controlled by one or more socially disadvantaged and economically disadvantaged persons who are U.S. citizens. *See* 13 CFR 124.105 for exceptions.
3. ________ IS a **women-owned small business concern** of which at least 51% is unconditionally and directly owned and controlled by one or more women who are U.S. citizens. *See* 13 CFR 127.
4. ________ IS a **HUBZone small business concern** that meets the certification eligibility requirements set by the U.S. SBA. *See* 13 CFR 126.
5. ________ IS a **veteran-owned small business concern** of which at least at least 51% is unconditionally and directly owned by one or more veterans or service-disabled veterans. *See* 38 CFR 74.
6. ________ IS a **service-disabled veteran-owned small business concern** of which at least 51% is unconditionally and directly owned by one or more service-disabled veterans. In the case of any publicly owned business, not less than 51% of the stock of which is owned by one or more service-disabled veterans. The management and daily business operations of which are controlled by one or more service-disabled veterans, or in the case of a veteran with a permanent and severe disability, a spouse or permanent caregiver of such veteran. *See* 13 CFR 125.11 et al.

CERTIFICATION

I hereby certify the information supplied herein to be true and correct. (Any misrepresentation shall be subject to the provisions stated in item B on the next page.)

Company Name: ______________________________ ______________________________
Signature of Company Officer

Company Address: ______________________________ Print Name: ______________________

______________________________ Title: ______________________

______________________________ Date: ______________________

Type of Goods/Services: ____

North American Industry Classification System (NAICS) Code: ________

A. A small business concern is one that is independently owned and operated, is organized for profit, is not dominant in its field, has a place of business in the U.S., and operates primarily within the U.S. or makes a significant contribution to the U.S. economy. Size standard eligibility is based on the average number of employees for the preceding 12 months or on sales volume averaged over a 3-year period. *See* 13 CFR 121.201 for size standards identified by NAICS codes. The size standards for a few industries are shown below and are subject to change at any time.

1. SPECIALTY TRADE CONTRACTORS – “Small” if average annual receipts for preceding 3 years do not exceed $15 million.

2. CONSTRUCTION, GENERAL CONTRACTORS – “Small” if average annual receipts for preceding 3 years do not exceed $36.5 million.

3. MANUFACTURING – “Small” if 500 employees or less, except for some specific products which will increase the complement of employees to 750 or 1,000.

4. TRANSPORTATION – “Small” if average annual receipts for preceding 3 years do not exceed the amount shown for specific services.

$27.5 million – general freight trucking, local.

5. WHOLESALE TRADE, DURABLE AND NON-DURABLE GOODS – “Small” if 100 employees or less.

6. RETAIL TRADE – “Small” if average annual receipts for preceding 3 years do not exceed the amount shown for specific products.

   $7.5 million – hardware stores.

7. SERVICES – “Small” if average annual receipts for preceding 3 years do not exceed the amount shown for specific services:

   a) $27.5 million – computer systems design services, custom computer programming services $20.5 million – security guards and patrol services
   b) $18 million – janitorial services
   c) $38.5 million – passenger car rental
   d) $32.5 million – office machinery and equipment rental & leasing
   e) $7.5 million – general automotive repair

Annual receipts of a concern which has been in business for less than 3 complete fiscal years means the total receipts for the period the concern has been in business divided by the number of weeks in business, multiplied by 52. *See* 13 CFR 121.104.

B. Notice. Under 15 U.S.C. 645(d), any person who misrepresents a firm’s status as a small business concern, a qualified HUBZone small business concern, a small business concern owned and controlled by socially and economically disadvantaged individuals, or a small business concern owned and controlled by women in order to obtain a contract to be awarded under the preference programs established pursuant to 15 U.S.C. sections 637(a), 637(d), 638, 644, or 657(a), shall:

1. Be punished by imposition of fine, imprisonment, or both;
2. Be subject to administrative remedies including suspension and debarment; and
3. Be ineligible for participation in a program conducted under the authority of the Small Business Investment Act of 1958.

APPENDIX C
PRICE QUOTATION SHEET

Name of Firm ____

Name of Authorized Representative ___________________________________

Title of Authorized Representative ____________________________________

Signature of Authorized Representative _______________________________

Date ____________________________

Total cost ____

Total cost shall be the fee to provide video production services, inclusive of all hardware, software, man-hours, materials, resources, travel-related expenses, overhead, and all applicable fees and taxes.

APPENDIX D
COMPANY HISTORY AND ORGANIZATION

Provide information regarding the Offeror's company history and organization in the following areas:

A. Provide a description of the Offeror's operation.

B. Provide a list of the Offeror's key personnel, description of their roles on the University's project and a brief description of their qualifications and experience working with higher education institutions.

APPENDIX E
PROJECT NARRATIVE

Provide details on how the Offeror meets the creative development requirements and video series requirements of the University as referred to in Section 2.4, Scope of Work as follows:

A. Provide a detailed plan that describes the approach to the project, outlines the overall strategy, and specific messaging ideas and campaign objectives for each video series.

B. Provide a work plan which includes a project management plan, rate structure, budget tracking and expenditure reporting, plan to communicate with the University project team (e.g., status reports, meetings to discuss progress), and a timeline for the production of each video series detailing the cost of each milestone deliverable for creative development, filming, editing, revisions, and final delivery of each video series. The aggregate cost of the milestone deliverables shall be the same as the total cost entered in the Price Quotation Sheet (Appendix C). The work plan shall also identify key University responsibilities for the project.

C. Describe how Offeror will work with the University to develop key messaging themes to be used in each video series.

D. Describe how Offeror will regularly update the University System marketing team on the progress of the video production and address any concerns or changes, and describe how Offeror will ensure that senior leadership or project managers are available to meet with the University team through phone calls, emails, online meetings, or in-person meetings, at no cost to the University.

APPENDIX F
OFFEROR QUALIFICATIONS

Provide details on how the Offeror meets the qualifications in Section 2.5, Qualifications of Offeror as follows:

A. Provide portfolio of work with the quantity, descriptions and dates of a variety of comparable projects completed as evidence that the Offeror has at least TEN (10) years of extensive experience working with higher education institutions developing recruitment, marketing and brand awareness campaigns.

B. Provide description, including client name, reference contact person and telephone number, of THREE (3) case studies or video production projects of similar scope and purpose as the UNIVERSITY's project (at least ONE [1] case study or video production project must be directly related to a higher education institution) that the Offeror has executed within the last THREE (3) years with the following:

1) Creative visual storytelling and brand awareness for educational institutions.

2) Full video production pipeline—including scriptwriting, on-location filming, and post-production editing, delivering high-quality video assets rooted in visual storytelling.

3) Modern approach to enrollment marketing where content formatting and visual storytelling are creative and ties directly to institutional outcomes (increasing enrollment, transfer success, graduation rates, student recruitment, adult learner engagement, workforce development, institutional reputation), ensuring visual assets operate as part of a cohesive strategy.

4) Optimized to engage specific target populations in Hawaiʻi, across all of the following audiences:

   a. High school seniors and recent graduates (ages 17 to 18), traditional college age students (ages 18 to 24) via short-form, vertical, or social-first video frameworks.

   b. Adult learners and career changers (ages 25 to 54), and working professionals seeking degree completion or career advancement via career-focused, flexible, or lifestyle-integrated video narratives.

C. Identify any senior staff members who will be working on the University's project and their experience coordinating communications or marketing in higher education.

APPENDIX G
REFERENCES

Provide references of THREE (3) educational institutions or programs for whom similar services have been provided. The name of the educational institutions or programs, addresses, and name, title, phone number, and email address of at least ONE (1) contact person currently employed at the institution or program shall be furnished. Offeror is highly encouraged to select references of similar size, complexity, and demographic scope to the University of Hawaiʻi. The University reserves the right to contact the references for additional information.

Institution or Program Name:	
Address:	
Contact Person (Name and Title):	
Phone number and Email address:	

Institution or Program Name:	
Address:	
Contact Person (Name and Title):	
Phone number and Email address:	

Institution or Program Name:	
Address:	
Contact Person (Name and Title):	
Phone number and Email address:	