

<p><b>CONTRACT ID:</b></p>	<p><b>Professional Networking Services</b> <i>Recommended Vendor: LinkedIn</i></p>
<p><b>BUDGETED:</b></p>	<p>Yes; funding is included in the approved 2016 Annual Operating Budget.</p>
<p><b>CONTRACT HISTORY:</b></p>	<p>LinkedIn was originally a single source purchase approved April 2013. Additional services were added to the contract in November 2013. Recruiting procured another contract with LinkedIn for 2014 and 2015, again utilizing single source. We are requesting additional spending authority for a two-year contract with LinkedIn.</p> <p>Breakdown of cost since 2013:</p> <ul style="list-style-type: none"> <li>• 2013 LinkedIn contract cost: \$34,900 (April 2013-April 2014)</li> <li>• 2014 LinkedIn contract cost: \$63,342 (April 2014-April 2015)</li> <li>• 2015 LinkedIn contract cost: \$83,337 (April 2015-April 2016)</li> </ul> <p><b>Total cost for 2013-2016 = \$181,579</b> (Paid through April 2016)</p>
<p><b>CONTRACT AMOUNT:</b></p>	<p>LinkedIn Renewal Costs:</p> <ul style="list-style-type: none"> <li>• Job Wrapping (11-20 slots) renewal for two years: <b>\$5,820</b></li> <li>• Career Pages – Silver renewal for two years: <b>\$19,400</b></li> <li>• Jobs Manager Seat renewal for two years: <b>Free</b></li> <li>• Jobs Slots renewal for two years: <b>\$43,650</b></li> <li>• Recruiter – Corporate license for two years: <b>\$92,150</b></li> <li>• Recruitment ads renewal for two years: <b>\$13,189</b></li> </ul> <p><b>Above includes a \$5,388 discount off the renewal cost. Total cost is \$174,209.</b></p>
<p><b>CONTRACT TERM(S):</b></p>	<p>April 9, 2016 through April 9, 2018</p>
<p><b>PURPOSE / SCOPE:</b></p>	<p>This Action Item represents additional contract spend on the renewal of LinkedIn licenses and support for two years</p> <p>LinkedIn allows registered users to maintain a list of contact details of people with whom they have some level of relationship, called “connections”. The list of connections can then be used in the following ways:</p> <ol style="list-style-type: none"> <li>1) Building connections;</li> <li>2) Members can upload resumes or design their own profile in order to showcase work and community experiences. This can be used by members to search for jobs, people and business opportunities recommended by someone in one's contact network;</li> <li>3) Employers can list jobs and search for potential candidates;</li> </ol>

- 4) Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them;
- 5) Users can follow different companies and can get notification about new opportunities and available offers; and
- 6) Users can save i.e., bookmark

The collective functionality identified above is not available from competitors of the above-mentioned vendor. Also, what makes LinkedIn unique from other vendors is the depth of their member base, particularly passive candidates i.e., qualified prospective employees that are not currently looking for new employment. LinkedIn is also unique with regard to system functionality and analytical tools available within the system.

**PROCUREMENT METHOD:**

In accordance with the Citizen's Purchasing Policy, Citizens will utilize a purchase order in the total amount of \$174,209 to be paid in equal quarterly payments over the two-year contact period.

**RECOMMENDATION:**

Staff recommends that Citizens' Board:

- a) Approve the two-year contract spend authorization of \$174,209 to LinkedIn as set forth in the Professional Networking Services Action Item; and
- b) Authorize staff to take appropriate or necessary action consistent with this Action Item.

**CONTACTS:**

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