

Executive Summary

Board of Governors Meeting, December 15, 2021

Professional Networking and Talent Acquisition Services

Topic

Citizens is requesting approval to contract with LinkedIn Corporation for a one (1) year term for an amount not to exceed \$173,727.05. Services include job postings, recruiting of “passive” candidates not actively seeking new employment, employer branding, and professional networking.

History

This Action Item requests approval to contract for the services listed above with LinkedIn Corporation. Citizens’ current contract with LinkedIn ends in April of 2022. The proposed contract would be in effect from April 2022 – April 2023.

The proposed contract has an annual cost of \$173,727.05, as compared to an annual cost of \$208,844 for the current contract. While the proposed contract will involve a slight reduction in scope from the prior contract, Citizens will see cost savings while still retaining the core LinkedIn services that best fit our Talent Acquisition needs.

LinkedIn has been a mainstay of professional networking for many years. Its user base has increased to a worldwide reach of some 800 million members (66 million in the U.S.). In the last 12 months of our current contract, Citizens has experienced a nearly 40% increase in ‘Company Followers’ and filled 36 jobs as a result of having LinkedIn as a key part of its talent acquisition strategy.

The proposed contract provides Citizens with enhanced access to LinkedIn’s 800m users, including the ability to identify and contact potential job candidates who may not be actively seeking new employment. The services also provide Citizens the ability to post job openings, and to create customized ‘Company Pages’ that promote Citizens as an employer of choice. These valuable tools are not available to regular users.

Citizens has partnered with LinkedIn for similar services since 2015 as a complement to the overall Talent Acquisition strategy. Citizens uses LinkedIn’s products to strengthen its employer brand in an increasingly competitive labor market, through well-coordinated strategies across multiple business units and divisions. Citizens has used LinkedIn to spearhead initiatives to increase awareness and to attract candidates for a wide range of vacancies. This has been achieved through direct job postings as well as features and articles that create an enhanced ‘candidate experience’ thus increasing the likelihood of receiving quality applicants.

Citizens has to compete fiercely for talent that is in short supply, with a talent pool that is now considering employment nationally because of remote or virtual offerings. 2020 and 2021 have seen unprecedented changes in the availability of talent as well as a shift in what potential applicants expect from their next employer, especially for employers within the insurance industry. Factors include a national exodus from the labor market (estimated at over 19 million between April and August 2021 by McKinsey & Co), record low unemployment for the insurance sector (0.8%), and most companies now offering a remote or distributed workforce.

Executive Summary

Board of Governors Meeting, December 15, 2021

The LinkedIn platform and this proposed contract allows Human Resources to find and connect with this scarce talent and gives Citizens a vehicle to promote a positive, employee-based narrative that educates prospective hires on the culture and values of our organization. This increases the quantity and quality of applications received.

The contract, while narrower in scope compared to the current contract, will allow Citizens to make use of the core features and tools of LinkedIn when responding to changes in labor market trends and internal hiring needs.

The proposed contract will be procured through the GSA Cooperative Purchasing Program using Carahsoft Multiple Award Schedule (MAS) contract GS-25F-0119Y. In accordance with s.287.057, F.S, the Florida Department of Management Services permits Citizens to participate in the GSA Cooperative Purchasing Program and purchase from MAS/Schedule 70 contracts including GS-35F-0119Y. A Request for Quotes was posted on the GSA quotation system on November 10, 2021, which included the preferred brand justification for LinkedIn, and resulted in the quote from Carahsoft under GS-35F-0119Y. As a result, the LinkedIn product codes will be purchased via that GSA MAS contract particular to LinkedIn as essential for Citizens' Talent Acquisition and Citizens' Employer Branding efforts.

Recommendation

Staff proposes that the Board of Governors:

- a) Authorize Citizens to contract Professional Networking and Talent Acquisition Services with LinkedIn Corporation. in the amount not to exceed \$173,727.05 for a term from April 10, 2022 – April 9, 2023
- b) Authorize staff to take any appropriate or necessary action consistent with this Action Item.

PROFESSIONAL NETWORKING AND TALENT ACQUISITION SERVICES ACTION ITEM

ACTION ITEM

New Contract

Contract Amendment

Other _____

CONSENT ITEM

Contract Amendment

Existing Contract Extension

Existing Contract Additional Spend

Previous Board Approval

Other _____

Action Items: Items requiring detailed explanation to the Board. When a requested action item is a day-to-day operational item or unimously passed through committee it may be moved forward to the board on the Consent Index.

Move forward as Consent: This Action item is a day-to-day operational item, unimously passed through committee or qualifies to be moved forward on the Consent Index.

Consent Items: Items not requiring detailed explanation to the Board of Governors. Consent items are contract extensions, amendments or additional spending authorities for items previously approved by the Board.

Item Description	Professional Networking and Talent Acquisition Services
<p>Purpose/Scope</p>	<p>This Action Item requests Board approval of a new contract with LinkedIn Corporation for a one (1) year term for an amount not to exceed \$173,727.05. LinkedIn is the world’s largest and most unique business-focused professional networking company. LinkedIn is unlike other social media sites as it’s designed solely for the purpose of talent attraction, retention, and professional networking. Citizens current contract has a yearly cost of \$208,844 and the proposed new contract is priced at \$173,727.05. There is a slight reduction in scope as compared to the current contract; however, Citizens will still retain the core functionality of the LinkedIn platform that best serves the organization.</p> <p>LinkedIn continues to assist Citizens in raising brand awareness, promoting career opportunities, and educating potential future employees on the culture and values of our organization. LinkedIn provides a wide range of services that assists Citizens in meeting its talent objectives. These services include:</p> <ul style="list-style-type: none"> • Employment Branding • Brand Awareness which drives talent to Citizens’ job opportunities • Building Talent Connections • Professional Networking • Talent Strategy <p>Since the commencement of the previous contract term in 2020, Citizens has continued to compete for talent in an increasingly complex and competitive labor market.</p> <p>Over the last 12 months we have increased the Citizens’ “Company Followers” by 40% and filled 36 jobs as a result of having LinkedIn as a part of our talent acquisition strategy.</p>

PROFESSIONAL NETWORKING AND TALENT ACQUISITION SERVICES ACTION ITEM

Contract ID	Professional Networking and Talent Acquisition Services Current Contract ID: 401463 LinkedIn Corporation
Budgeted Item	<input checked="" type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Procurement Method	This proposed contract was procured through the GSA Cooperate Purchasing Program using Carahsoft Multiple Award Schedule (MAS) contract GS-35F-0119Y. In accordance with s.287.057, F.S, the Florida Department of Management Services permits Citizens to participate in the GSA Cooperative Purchasing Program and purchase from MAS/Schedule 70 contracts including GS-35F-0119Y. A Request for Quotes was posted on the GSA quotation system on November 10, 2021, which included the preferred brand justification for LinkedIn, and resulted in the quote from Carahsoft under GS-35F-0119Y. As a result, the LinkedIn product codes will be purchased via that GSA MAS contract particular to LinkedIn as essential for Citizens' Talent Acquisition and Citizens' Employer Branding efforts.
Contract Amount	\$173,727.05
Contract Terms	April 10, 2022 – April 9, 2023
Board Recommendation (DOES NOT go through Committee)	Citizens' Staff proposes that the Board of Governors: <ul style="list-style-type: none"> a) Authorize the Action Item to contract with LinkedIn Corporation for Professional Networking and Talent Acquisition Services for a term of one (1) year for an amount not to exceed \$173,727.05 as set forth in this Action Item; and a) Authorize staff to take any appropriate or necessary action consistent with this Action Item.
CONTACTS	Violet Bloom, Chief Human Resources Silvana Iuretig, Director – Talent Strategy & Planning