

# Executive Summary

Board of Governors Meeting, December 7, 2022

## Professional Networking and Talent Acquisition Services

### Topic

Citizens is requesting approval to enter into a contract with LinkedIn Corporation (“LinkedIn”). The base term of the contract will be a two (2) year term period. There are no renewal options. The total contract amount for the two (2) year term is not to exceed \$395,577.40. LinkedIn services include job postings, recruiting of “passive” candidates not actively seeking new employment, employer branding, and professional networking.

### History

Citizens has partnered with LinkedIn for similar services since 2015 as a complement to Citizens’ overall Talent Acquisition strategy. Citizens utilizes LinkedIn 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. Citizens has achieved these initiatives through direct job postings as well as features and articles that create an enhanced ‘candidate experience’ that increases the likelihood of receiving quality applicants. In the last 12 months of the current contract, Citizens has experienced a 15% increase in ‘Company Followers’ and filled 69 positions as a result of interaction with our content on LinkedIn. The current contract with LinkedIn was for a one-year term at the cost of \$173,727.05. The proposed contract is for a two-year term, at \$395,577.40.

Citizens must fiercely compete for talent that is in short supply, with a talent pool that is now considering employment nationally because of remote or virtual offerings. Since 2020, Citizens has 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. The insurance sector remains highly competitive and consistently trends lower in unemployment levels (2.1% vs. 3.5% *Source: US Bureau of Labor Statistics*) and with job openings increasing nearly 50% since 2020 (*Source: US Bureau of Labor Statistics*).

The proposed contract will include the same services as the existing contract, which will continue to provide Citizens with enhanced access to LinkedIn’s 810 million users, maintain the ability for Citizens’ Talent Acquisition team to identify and contact potential job candidates who may not be actively seeking new employment, and retain the core LinkedIn services that best fit our Talent Acquisition needs.

The proposed contract was procured through the General Services Administration (GSA) Cooperative 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. On September 21, 2022,

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Citizens posted a Request for Quotes on the GSA quotation system, which included the preferred brand justification for LinkedIn. This resulted in the quote from Carahsoft under GS-35F-0119Y. As a result, the LinkedIn product codes will be purchased via the GSA MAS contract particular to LinkedIn as essential for Citizens' Talent Acquisition and Citizens' Employer Branding efforts.

## Recommendation

Citizens' Staff proposes the Board of Governors:

- a) Authorize the Action Item to contract with LinkedIn Corporation (through GSA Cooperate Purchasing Program using Carahsoft Multiple Award Schedule (MAS) contract GS-35F-0119Y) for a two (2) year term for Professional Networking and Talent Acquisition Services for an amount not to exceed \$395,577.40 as set forth in this Action Item; and
- b) Authorize staff to take any appropriate or necessary action consistent with this Action Item.

## Professional Networking and Talent Acquisition Services

### 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 unanimously 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, unanimously 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.

<b>Item Description</b>	Professional Networking and Talent Acquisition Services
<b>Purpose/Scope</b>	<p>This Action Item seeks Board approval of a new contract with LinkedIn Corporation that assists Citizens in meeting its' talent strategies and objectives. The contract would be effective April 10, 2023.</p> <p>If approved, LinkedIn services will provide Citizens the ability to continue to promote career opportunities, raise brand awareness, and create customized 'Company Pages' that promote Citizens as an employer of choice. The LinkedIn platform and this proposed contract allows Human Resources to find and connect with 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. The services offered by LinkedIn increases the quantity and quality of applications received.</p>
<b>Contract ID</b>	<p><b>Professional Networking and Talent Acquisition Services</b></p> <p>Contract ID: TBD</p> <p>Recommended vendor: LinkedIn Corporation</p>
<b>Budgeted Item</b>	<p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Funding to be included in the Annual Operating Budget for each respective contract term year.</p>
<b>Procurement Method</b>	This proposed contract was procured through GSA Cooperate Purchasing Program using Carahsoft Multiple Award Schedule (MAS) contract GS-35F-0119Y. In accordance with Florida Statute 287.057, F.S, the Florida Department

## Professional Networking and Talent Acquisition Services

	of Management Services permits Citizens to participate in the GSA Cooperative Purchasing Program and purchase from MAS/Schedule 70 contracts including GS-35F-0119Y. On September 21, 2022, a Request for Quotes posted on the GSA quotation system, 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.
<b>Contract Amount</b>	The total estimated contract amount is \$395,577.40 for the two (2) year term.
<b>Contract Terms</b>	Base Term: April 10, 2023 – April 9, 2025
<b>Board Recommendation</b> (DOES NOT go through Committee)	<p>Citizens' Staff proposes the Board of Governors:</p> <ul style="list-style-type: none"> <li>a) Authorize the Action Item to contract with LinkedIn Corporation (through GSA Cooperate Purchasing Program using Carahsoft Multiple Award Schedule (MAS) contract GS-35F-0119Y) for a two (2) year term for Professional Networking and Talent Acquisition Services for an amount not to exceed \$395,577.40 as set forth in this Action Item; and</li> <li>b) Authorize staff to take any appropriate or necessary action consistent with this Action Item.</li> </ul>
<b>Contacts</b>	<p>Violet Bloom, Chief Human Resources  Huw O'Callaghan, Director, Talent Strategy &amp; Planning</p>