



## Request for City Council Committee Action from the Department of BIS

Date March 28, 2011

To: The Honorable Betsy Hodges, Chair, Ways and Means Committee

Subject: LinkedIn Contract Term Extension

Recommendation Authorize proper City officials to extend the term of contract C-28528 with LinkedIn through May 2012 using LinkedIn's contract document instead of the City's Standard Agreement Form

Prepared by Elise Ebhardt, BIS Interagency Coordinator, 673-2026

Submitted by Beth Cousins \_\_\_\_\_, 673-2820  
Director, BIS

Approved by Steven Bosacker \_\_\_\_\_  
City Coordinator

Presenter in Committee Otto Doll, Chief Information Officer

Policy Review Group  Not Applicable

Permanent Review Committee (PRC)  Not Applicable

Prior Related Directives:  
May 22, 2009 the City Council approved Business Information Services to execute a contract with LinkedIn Corporation using LinkedIn's contract document instead of the City's Standard Agreement Form.

**Financial Impact:** None.

<p><b>Financial Impact</b> (Check those that apply)</p> <p><input checked="" type="checkbox"/> No financial impact (If checked, go directly to Background/Supporting Information)</p> <p><input type="checkbox"/> Action requires an appropriation increase to the Capital Budget</p> <p><input type="checkbox"/> Action requires an appropriation increase to the Operating Budget</p> <p><input type="checkbox"/> Action provides increased revenue for appropriation increase</p> <p><input type="checkbox"/> Action requires use of contingency or reserves</p> <p><input type="checkbox"/> Other financial impact (Explain):</p> <p><input checked="" type="checkbox"/> Request provided to department's finance contact prior to the Committee Coordinator</p>
--

## **Background/Supporting Information**

BIS in conjunction with Human Resources would like to extend the contract with LinkedIn Corporation so the City continues to have access to LinkedIn's professional and social network as an employment recruiting tool.

BIS is seeking the City Council's approval to extend the contract term through May 2012 using LinkedIn's contract document instead of the City's Standard Agreement Form. The contract document has been approved by the City Attorney's Office and includes language that protects the City's interests. The contract amount for the period May 2011 through May 2012 is \$15,580, well under the \$50,000 cap established by the City's Standard Agreement form.

We have been using LinkedIn's Internet tool since 2009 and renewed our contract in May 2010. Since then, we have posted 15 positions on LinkedIn's Job Board. More than 20,000 users have viewed those postings.

Staff has also used the tool to conduct searches for people with profiles that may match a City position and to spread the word about position openings among professional networks. Since May 2010, we have conducted 170 targeted searches and have sent more than 350 individual messages to people whose profiles may match our position.

The City has used LinkedIn for hard-to-fill and high-level (appointed position) searches, instead of retaining executive level search firms. With a recent department head level search, 23% of applicants sited LinkedIn as their recruiting source. Without retaining an executive search firm, cost savings are estimated between \$10,000 and \$20,000 per search.

Funding for this tool is covered within the existing BIS and Human Resources Department budgets.