

SAN DIEGO UNIFIED PORT DISTRICT

MEMORANDUM

Date: May 9, 2018

To: Board of Port Commissioners

Via: Keith Coffey
CTO, Information Technology
kcoffey@portofsandiego.org

From: Michelle Corbin
Director, Human Resources
mcorbin@portofsandiego.org

Subject: Sole Source Justification: LinkedIn

The Information Technology Department recommends Requisition (42360) to renew our current agreement with LinkedIn for 3 years through June 12, 2021.

LinkedIn provides the Port with a social media platform where individuals searching for employment opportunities may learn more about the Port, our culture and our position vacancies. LinkedIn is considered one of the top job search engines for professionals for sharing information and seeking job opportunities. Human Resources specifically use LinkedIn for target recruiting, advertising jobs and direct job marketing. We have successfully been able to reach qualified applicants in many different parts of the country and have had a wider advertising-presence. Our current agreement with LinkedIn ends in mid-June.

The purpose of this memo is to provide a sole source justification for this Information Technology request based on following facts:

1. LinkedIn Proprietary Software provides:

- Recruiter Seat (1) – This product allows the Port the ability to search, source, and message over 500 million members on the network.
- Job Slots (11) – Direct advertises the Port's current openings to candidates with matching skills sets.

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- Work With Us –Viewing people’s profiles is the #1 activity on LinkedIn; this feature allows us to turn every single employee into a brand ambassador by using the space next to each profile to advertise jobs or careers at the Port.
 - Career Page – Showcase the Port’s culture by highlighting talent brand to the world. This feature drives advertisement to increase engagement. People who view our career page are 2 times more likely to respond to inmails (LinkedIn’s version of email) and 3 times as likely to apply to jobs.
 - Job Wrapping – Automatically pull from our Application Tracking System (NeoGov) to populate jobs on LinkedIn.
2. The products incorporate software which is proprietary to LinkedIn and no third party is authorized to develop modifications, bug fixes or new releases of the LinkedIn proprietary software. LinkedIn sells its products directly.

The total cost, including a five year TCO, is \$244,155 (assuming a 10% increase) which requires the Board’s authority per BPC Policy No. 110 II(H & U).

If the Port does not take immediate action on this request, the current software agreement will expire on 6/11/2018 and Human Resources will no longer have the capability to recruit, advertise jobs and conduct direct job marketing with the LinkedIn software. This is a request to renew our agreement with LinkedIn through June 2021.

Should you have any questions, please contact Keith Coffey at 619.990.2018 (cell) or kcoffey@portofsandiego.org or contact Michelle Corbin at 619.686-6431 or mcorbin@portofsandiego.org.