

**SUPPLEMENT B
DEPARTMENT OF BUDGET AND MANAGEMENT
ACTION AGENDA**

SERVICES CONTRACT

ITEM: 1-S **Agency Contact:** Jamie Tomaszewski
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DEPARTMENT/PROGRAM: Budget and Management (DBM)
Office of Personnel Services and Benefits (OPSB)
Recruitment & Examination Division

CONTRACT ID: Project # 050B0400003;
On-Line Job Postings and Employment Advertising
ADPICS BPO No. 050B0400003; 050B1400024

CONTRACT DESCRIPTION: Two Statewide Contracts to provide on-line job postings and employment advertising to assist DBM and all other State of Maryland agencies in obtaining qualified job candidates to fill State employment openings and to include a link to the State agencies' website to allow candidates to complete applications on-line.

AWARDS: Monster Worldwide, Inc. (Monster.com)
New York, NY

Infosoft Group, Inc. dba MarylandJobNetwork.com
Milwaukee, WI

TERM: 10/1/2010 – 9/30/2012 (w/1 one-year renewal option)

AMOUNTS: *Monster.com:*
\$157,000 NTE (2 Years; Base Contract)
\$ 78,500 NTE (1 Year; Renewal Option)
\$235,500 NTE Total (3 Years)

MarylandJobNetwork.com:
\$ 92,000 NTE (2 Years; Base Contract)
\$ 48,000 NTE (1 Year; Renewal Option)
\$140,000 NTE Total (3 Years)
\$375,500 NTE Grand Total for both Contracts

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PROCUREMENT METHOD: Multi-Step Competitive Sealed Bidding

BIDS OR PROPOSALS: See Attachment

MBE PARTICIPATION: None (See Requesting Agency Remarks below)

PERFORMANCE SECURITY: None

INCUMBENT: Monster Worldwide, Inc. (Monster.com)
(See Requesting Agency Remarks below)

REQUESTING AGENCY REMARKS: A notice of the availability of the Invitation for Bids (IFB) was advertised on *eMarylandMarketplace.com*. Copies of the solicitation notice were mailed directly to 33 prospective vendors, none of which are Maryland firms, and included no MBEs. A copy was also sent to the Governor's Office of Minority Affairs.

Six bids were received in response to the IFB. However, two bids were determined to be non-responsive and were rejected. Of the four remaining bids, awards are recommended to the two lowest priced bidders. Therefore, Infosoft Group, Inc. dba MarylandJobNetwork.com and Monster Worldwide, Inc. (Monster.com) are recommended for awards.

Each State of Maryland Agency is responsible for its own recruiting and advertising of open positions within the agency. The Department of Budget and Management (DBM) is the approval authority for this type of State service contract. Over the past 12 months, there has been a contract to allow State agencies to post open positions as a single purchasing entity, with a commensurate group rate savings. Through these two Contracts, DBM will continue this practice of establishing a group rate for posting positions on-line with job branding to entice potential employees.

These two Contracts will enable each State agency to utilize a lower posting rate to reach the maximum number of candidates on-line for job openings and provide substantial savings to the State of Maryland. A standard single posting with Monster.com would cost between \$210 and \$395 based on the location of the "Employer". The 30-day price per posting group rate for the State is only \$130.00, which is a 38 - 67% savings for Monster.com. A standard single posting

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with MarylandJobNetwork.com would cost \$275. The 30-day price per posting group rate for the State with MarylandJobNetwork.com in Year 1 is \$135.00, which is a 51% savings. In Year 2 and the renewal option year, if exercised, the 30-day price per posting is \$145.00, which is a 47% savings over the current single posting price. Monster.com has the same price per posting for all years of the contract, including the renewal option.

The Deliverables include, but are not limited to:

- A. The ability to post as many job openings as requested during the two-year term of the Contract. A single posting with an unlimited word count is to be available for periods of either 14 days (Monster.com = \$125.00 per posting; MarylandJobNetwork.com = \$85.00 per posting) or 30 days (Monster.com = \$130.00 per posting; MarylandJobNetwork.com = \$135.00 per posting), with the expectation that different advertised job positions can be changed by the purchasing State agency an unlimited number of times during either respective posting period (14 day or 30 day periods).
- B. Permit State agencies to remove a job posting prior to the 14 days or 30 days and to maintain control over how long a posting is available for viewing on-line.
- C. At the election of a State agency, have customized Job Branding to look like State agency websites to grab the attention of prospective employees and convey the benefits of employment with the State. This is Elective #1. Any agency interested in this elective would pay a flat fixed rate per year of the contract (Monster.com = \$5,500; MarylandJobNetwork.com = \$0.00 – free of charge).
- D. At the election of a State agency, have an on-line application link to the State agency website to enable candidates to post applications on-line. This is Elective #2. Both Monster.com and MarylandJobNetwork.com are providing this elective free of charge.
- E. The ability to include the State of Maryland and/or an individual State agency as a featured employer on the vendor's website or commercial advertising.
- F. Separately invoicing each individual State agency that submits a posting.
- G. Provide each State agency with a monthly recap of active job postings to include the number of viewings/hits and the number of applicants that either applied on-line or went to the State agency's website.

Posting preferences by State agencies may be made depending on the price and/or target market (e.g. local; national; global) for the job posting need (e.g. job category/family). Job categories are grouped as either skilled jobs or professional jobs. A State agency may, within the agency's sole discretion, post a job with one or both of the awardees.

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The Bid Price and the Award Amount are based upon a model of estimated annual usage by State Agencies for the estimated number of postings or potential electives based upon historical data. These are fixed unit price indefinite quantity contracts. State Agencies will pay the established individual price per posting or elective selected for each contract year. There is no guaranteed minimum or maximum number of postings or electives to be purchased by a State Agency.

The Award Amount for each contract presumes State Agencies will post on-line with both Monster.com and MarylandJobNetwork.com for each job being advertised. In reality, State Agencies could post just with Monster.com reaching a national target market or just with MarylandJobNetwork.com reaching a local target market. DBM anticipates reality will be somewhere in between the two. Therefore, even though the estimated expenditure for the MarylandJobNetwork.com contract falls within DBM's delegation to approve, DBM is requesting the BPW approve both contracts as if State Agencies utilize both contracts for all job postings.

In addition, in order to assist non-State of Maryland governments, the Contracts require the Contractors selected to provide the same services to non-State of Maryland governments and agencies as the Contracts require for State agencies, for the same activities and at the same rates. Any usage of the Contracts by non-State of Maryland governments or agencies will not be counted within the established not-to-exceed (NTE) amount for these Contracts. Nonetheless, non-State of Maryland governments or agencies Contract usage shall be at the same rates and with the same types and level of service as is required for State agencies.

The contracts are solely to publish "on-line" internet job postings. No print media and other services are required and no subcontracting functions could be identified. Therefore, no MBE participation goal was established for this solicitation.

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FUND SOURCE: Various

APPROP. CODE: Various

RESIDENT BUSINESSES: No for both

MD TAX CLEARANCES: 10-5315-0111 (Monster)
10-5316-0010 (MarylandJobNetwork.com)

Board of Public Works Action - The above referenced Item was:

APPROVED	DISAPPROVED	DEFERRED	WITHDRAWN
WITH DISCUSSION		WITHOUT DISCUSSION	

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ATTACHMENT

6B
BPW 9/22/2010

BIDS OR PROPOSALS (Cont.):

<u>BIDDERS</u>	<u>2 YEAR BASE PRICE</u>	<u>1 YEAR RENEWAL OPTION PRICE</u>	<u>TOTAL EVALUATED BID PRICE *</u>
Infosoft group, Inc. dba MarylandJobNetwork.com Milwaukee, WI	\$92,000	\$48,000	\$140,000
Monster Worldwide, Inc. New York, NY	\$157,000	\$78,500	\$235,500
Symlicity Corporation Arlington, VA	\$210,000	\$105,000	\$315,000
Hirezon Corporation dba Interview Exchange Westborough, MA	\$498,000	\$249,000	\$747,000

Note: * The Bid Price and the Award Amount are based upon a model of annual usage by State Agencies for an estimated number of postings or potential electives based upon historical data. These are fixed unit price indefinite quantity contracts. State Agencies will pay the established individual price per posting or elective selected for each contract year. There is no guaranteed minimum or maximum number of postings or electives to be purchased by a State Agency.