

## MEMORANDUM

**TO:** Governing Board Members

**FROM:** Sandra Close Turnquest, Deputy Executive Director, Corporate Resources

**DATE:** March 8, 2006

**SUBJECT:** Public Notice and Recruitment Advertising – OT060868

### **Background**

The District has had a contract for recruitment advertising services for more than 10 years. In 2004 public notices required by statute and related advertisement were added to the contract to centralize advertising activity, provide process improvement, and cost savings to the District. The contractor manages volume discounting with newspapers and negotiates rates for advertisement on major internet recruitment sites.

### **How this helps meet the District's 10-year Strategic Plan:**

Through the use of this contract, the District is able to minimize cost and outsource efforts that would require staff time in four departments, subscriptions to multiple periodicals, and numerous vouchers for payment. Under this contract the District is presented with one invoice monthly along with the "tear sheet" proof of advertisement. Furthermore, recruitment advertisement is media cost only as the agency is paid by the media, not the District.

The contractor provides information regarding job fairs, local and national downsizing information as well as specific data pertaining to all areas of recruitment advertising. The District's mission includes attracting and retaining the best qualified workforce that mirrors the population it serves.

**Funding Source:** This agreement is not to exceed \$1,125,000 of which \$270,260 is budgeted and authorize the disencumbrance of funds from PO P500453 and P501712 in the amount of \$54,740 and a budget transfer of those funds from the Department of Public Information to the HR Solutions Department; the remainder is subject to Governing Board approval of the FY07-08 budgets.

### **This Board item impacts what areas of the District, both resource areas and geography:**

Cost savings are realized by HR Solutions, Regulation, Procurement and Finance & Accounting. These four departments provide services to all resource areas across the District.

### **What concerns could this Board item raise?**

This contract is the result of a competitive process managed by the District's Procurement Department in accordance with established process. The existing vendor presented the low price bid.

### **Why should the Governing Board approve this item?**

This contract achieves a number of goals of the District for process improvement, cost savings and outsourcing.

If you have any questions, please don't hesitate to call me at ext. 6351.

SCT/ra  
Attachment - Resolution