



STATE PROCUREMENT OFFICE  
 NOTICE & REQUEST FOR SOLE SOURCE

TO: Chief Procurement Officer  
 FROM: DAGS/Office of Enterprise Technology Services (ETS)  
*Name of Requesting Department*

Pursuant to HRS §103D-306 and HAR chapter 3-122, Subchapter 9, the Department requests sole source approval to purchase the following:

1. Describe the goods, services, or construction to be procured.  
 LinkedIn is a social media recruiting tool that will allow ETS to market itself, through branding, as an employer of choice to highly qualified candidates and source passive candidates more effectively. LinkedIn provides a number of features to assist employers with accomplishing these recruitment goals. First, member-employers create a personalized employer LinkedIn page to market themselves as an employer of choice. Second, member-employers purchase the advertising space on the profiles of existing employees thereby marketing themselves to the professional networks of their employees. Last, LinkedIn employer membership provides unlimited access to the names, profiles and qualifications of all existing LinkedIn members; including those with "hidden" profiles. Employer-members will be able to search for well qualified candidates (i.e., candidate source) for difficult to fill jobs. LinkedIn pulls from employers existing job board and advertises current job postings on the employer's LinkedIn page. ETS seeks to procure a 6 month pilot to test effectiveness of this recruiting method.

2. Vendor/Contractor/Service Provider Name: LinkedIn Corporation	3. Amount of Request: \$22,894.00
4. Term of contract (shall not exceed 12 months), if applicable: From: <del>Oct 16</del> 10/16/2016 <sup>sc 9/23/16</sup> To: <del>Apr 17</del> 04/17/2017 <sup>sc 9/23/16</sup>	5. Prior SPO-001, Sole Source (SS) No.:

6. Describe in detail the following:

a. The unique features, characteristics, or capabilities of the goods, service or construction.  
 LinkedIn is the only known service provider that provides a social media platform for employers and professionals exclusively focused on recruitment and professional networking across a wide range of professional fields. This membership-only based social media platform allows employers full access to LinkedIn's unique membership community for the purposes of candidate sourcing. LinkedIn is the only social media platform that allows organizations to purchase advertising space on the pages of their employees and thereby market themselves to the professional networks of their employees. Research efforts to support this claim included internet searches for similar social media platforms. Other personal social media forums, such as Twitter and Facebook, which are primarily personal accounts, are not created to be professional networks. Access to this extensive membership base can only be achieved through purchasing an employer membership with LinkedIn.

b. How the unique features, characteristics or capabilities of the goods, service or construction are essential for the department  
 This six month pilot project will help ETS to test the advantages and effectiveness on behalf of other departments who have already expressed interest. Other departments who have expressed interest include, DOH, DHS, PSD, and Boards & Commissions. Many state departments face difficulty recruiting certain unique or specialized positions and LinkedIn may provide a new method of recruitment that may prove effective - a six month pilot project will help to determine its effectiveness.

7. Describe the efforts and results in determining that this is the only vendor/contractor/service provider who can provide the goods, services or construction.

This is a new option at recruitment using social media. No other provider can provide this type of social media professional network. As ETS' turnover rate steadily increases and new jobs are created within in, it is imperative that the ETS include candidate sourcing within the scope of its recruitment function and develop a platform to market itself as an employer of choice in an increasingly competitive job market. The consequences of not securing a contract with LinkedIn include an inability to add candidate sourcing to the suite of recruitment services offered by human resources. Further, LinkedIn is the largest and most significant piece of HR's employer marketing/branding plan. Failure to secure the services of LinkedIn will greatly compromise the success of this plan.

8. Alternate source. Describe the other possible sources for the goods, services, or construction that were investigated but did not meet the department's needs.

None. LinkedIn is the only known service provider for the desired service. LinkedIn sells its services directly. Its services are not available through a distributor. Other social media sources, such as Twitter, Facebook, and Instagram do not include professional networks.

9. Identify the primary responsible staff person(s) conducting and managing this procurement. (Appropriate delegated procurement authority and completion of mandatory training required.)

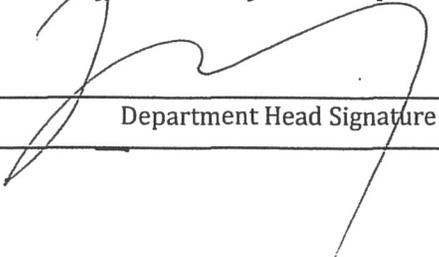
\*Point of contact (Place asterisk after name of person to contact for additional information).

Name	Division/Agency	Phone Number	E-mail Address
*Keith DeMello	DAGS/ETS	(808)586-1920 x325	Keith.DeMello@hawaii.gov
Quinn Cikaitoga * sc 9/21/16	DAGS/ETS	(808)586-1920 x321	quinn.k.cikaitoga@hawaii.gov

Department shall ensure adherence to applicable administrative and statutory requirements, including HAR chapter 3-122, Subchapter 15, Cost or Pricing Data if required.

**All requirements/approvals and internal controls for this expenditure is the responsibility of the department.**

**I certify that the information provided is to the best of my knowledge, true and correct.**



Department Head Signature

SEP 15 2016

Date

**For Chief Procurement Officer Use Only**

Date Notice Posted: 9/20/2016

Submit written objection to this notice to issue a sole source contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

Approval is granted for the period 10/16/2016 to 04/17/2017 and is pursuant to HAR §3-122-81(e), which states "Approval for sole source procurement may be granted by the chief procurement officer for a good or service in limited quantity for test or evaluation purpose." This rule applies as LinkedIn Corporation has offered DAGS/ETS a 6-month agreement to test the advantages and effectiveness of this recruiting method. This approval is for the solicitation process only, HRS Section 103D-310(c) and HAR Section 3-122-112 shall apply (i.e. vendor is required to provide proof of compliance and may use the Hawaii Compliance Express) and the award is required to be posted on the Awards Reporting System. Copies of the compliance and the awards posting are required to be documented in the procurement/contract file.

Department is also reminded that sole source contracts in excess of \$100,000 require certified cost or pricing data pursuant to HAR Chapter 3-122, subchapter 15 and are required to be documented in the procurement/contract file.

If there are any questions, please contact Kevin Takaesu at 586-0568 or kevin.s.takaesu@hawaii.gov.

Approved       Disapproved       No Action Required

*Maeda S. W. O.*  
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en Chief Procurement Officer Signature      Date 9/28/16