

Board Office Use: Legislative File Info.	
File ID Number	16-2540
Introduction Date	12-14-16
Enactment Number	16-1927
Enactment Date	12-14-16 <i>lf</i>



OAKLAND UNIFIED
SCHOOL DISTRICT

Community Schools, Thriving Students

Memo

To Board of Education

From Antwan Wilson, Superintendent
Tara Gard, Interim Deputy Chief Talent Officer

Board Meeting Date 12-14-16

Subject Contract Agreement – LinkedIn – Talent Division 944

Action Requested Ratification by the Board of Education of a contract agreement between the District and LinkedIn, Mountain View, CA, for the latter to provide Jobs Dashboard Manager, Silver Plus Career Pages, Job Wrapping, Job Slots, Corporate Recruiter, and Talent Direct Package, for the period of November 18, 2016 through November 17, 2017.

Background

A one paragraph explanation of the the MOU.

The Agreement for services needed to make our target recruitment process more effective, optimizing our talent management.

Discussion

One paragraph summary of the MOU.

Linked In, to provide the following:

- Jobs Dashboard Manager
- Silver Plus Career Pages
- Job Wrapping
- Job Slots
- Corporate Recruiter
- Talent Direct Pack

Recommendation

Ratification by the Board of Education of a contract agreement between the District and LinkedIn, Mountain View, CA, for the latter to provide Jobs Dashboard Manager, Silver Plus Career Pages, Job Wrapping, Job Slots, Corporate Recruiter, and Talent Direct Package, for the period of November 18, 2016 through November 17, 2017.

Fiscal Impact

Funding resource General Purpose not to exceed \$35,813.

Attachments

- Contract Agreement, including scope of work



OAKLAND UNIFIED
SCHOOL DISTRICT

Communities Schools. Thriving Students.

CONTRACT JUSTIFICATION FORM
This Form Shall Be Submitted to the Board Office
With *Every* Consent Agenda Contract.

Legislative File ID No. 16-2540

Department: Talent Division 944

Vendor Name: LinkedIn

Contract Term: Start Date: 11/18/2016 End Date: 11/17/2017

Annual Cost: \$ 35,813.00

Approved by: Tara Gard

Is Vendor a local Oakland business? Yes ☐ No ☒

Why was this Vendor selected?

We reviewed a number of different companies and determined that this company was the best fit for our need.

Summarize the services this Vendor will be providing.

LinkedIn, to provide the following:

- Jobs Dashboard Manager
- Silver Plus Career Pages
- Job Wrapping
- Job Slots
- Corporate Recruiter
- Talent Direct Pack

Was this contract competitively bid? Yes ☐ No ☒

If No, answer the following:

1) How did you determine the price is competitive?

We used this vendor last year.

2) Please check the competitive bid exception relied upon:

- ☐ **Educational Materials**
- ☐ **Special Services** contracts for financial, economic, accounting, legal or administrative services
- ☐ **CUPCCAA exception** (Uniform Public Construction Cost Accounting Act)
- ☐ **Professional Service Agreements** of less than \$87,800 (increases a small amount on January 1 of each year)
- ☐ **Construction related Professional Services** such as Architects, DSA Inspectors, Environmental Consultants and Construction Managers (require a "fair, competitive selection process)
- ☐ **Energy** conservation and alternative energy supply (e.g., solar, energy conservation, co-generation and alternate energy supply sources)
- ☐ **Emergency** contracts [requires Board resolution declaring an emergency]
- ☐ **Technology** contracts
 - ☐ electronic data-processing systems, supporting software and/or services (including copiers/printers) over the \$87,800 bid limit, must be competitively advertised, but any one of the three lowest responsible bidders may be selected
 - ☐ contracts for computers, software, telecommunications equipment, microwave equipment, and other related electronic equipment and apparatus, including E-Rate solicitations, may be procured through an RFP process instead of a competitive, lowest price bid process
 - ☐ Western States Contracting Alliance Contracts (WSCA)
 - ☐ California Multiple Award Schedule Contracts (CMAS) [contracts are often used for the purchase of information technology and software]
- ☐ **Piggyback" Contracts** with other governmental entities
- ☐ **Perishable Food**
- ☐ **Sole Source**
- ☐ **Change Order for Material and Supplies** if the cost agreed upon in writing does not exceed ten percent of the original contract price
- ☐ **Other, please provide specific exception**



LinkedIn
2029 Stierlin Ct.
Mountain View, CA 94043
Phone: 650.687.3600
Fax: 1.650.429.2122
www.linkedin.com

Pricing Valid Through: November 18, 2016

Proposed by:
Stephanie Alberti
salberti@linkedin.com
(415) 500-8431

CONTRACT CONTACT: Tara Gard

Sold to Customer Oakland Unified School District

BILL TO: Please review the below billing details and edit if necessary.

Bill To Doing Business As:

Contact: MaryClaire Delgado
Oakland Unified School District

Address: 1000 Broadway
Suite 295

City/State/Zip: Oakland CA 94607

Country: United States

Email: maryclaire.delgado@ousd.org

Phone: (510) 501-7073

By Initialing here, I agree that the billing details are current and accurate. _____

SHIP TO: Oakland Unified School District

Ship To Doing Business As:

1000 Broadway
Suite 295
Oakland, CA 94607
United States

ORDER INFORMATION

Contract #: CS1922173-15

Billing Period: Quarterly
Billing Method: Invoice

Billing Instructions:

For Internal Only:

Master Agreement (LSA): Oakland Unified School District-2015 Package

Type: Renewal

Rep Region: LTS-NA-US-NAT2-CORP-SMB-RM-NPRF

Agency Name:

Currency: USD

Customer Requested Start Date*:

Contract Start Date: November 18, 2016

Contract End Date: November 17, 2017

*The start date of the services on this Order Form will be the later of the Customer Requested Start Date or the date that the Order Form is fully executed.

Renewals Only: Customer may select a later Start Date; however, this will cause a gap in service.

Product Name - Description	Qty	Rate	Total	Unit Price	Sub Total	Total
Product Name: Jobs Dashboard Manager Product SKU: JBWMGRSET Product Description: Seat to manage Jobs in LinkedIn Recruiter without the people search functionality of the standard recruiter seat	1	12		\$0.00	\$0.00	\$0.00
Product Name: Career Pages - Silver Plus Product SKU: LCPSPD1-1409 Product Description: Custom content on LinkedIn company profile page. Includes: preferred placement on company page for custom content, careers tab, customizable modules on the careers tab. 12-month package includes up to 433,000 targeted ad impressions; contracts for fewer or more than 12 months will include a prorated number of targeted ad impressions. All Career page "traffic driver" ad impressions launch within 90 days from the contract start date using social ad units and targeting generated by LinkedIn.	1	12		\$20,000.00	\$10,000.00	\$10,000.00
Product Name: Job Wrapping (11-20 slots) Product SKU: JWROD11-1302 Product Description: Client's jobs will automatically be wrapped from one source to LinkedIn job slots	1	12		\$3,000.00	\$0.00	\$0.00
Product Name: Job Slots 11-20 Product SKU: JBSLOT20 Product Description: Reserved annual job posting with ability to change, update, remove on demand.	15	12		\$1,500.00	\$644.20	\$9,663.00

a conflict between this Order Form, the IAB Terms, or the Privacy Policy, the Order Form shall govern followed by the Privacy Policy and then the IAB Terms.

• The term "Order Form" has the same meaning as the term "Insertion Order" in the IAB Terms.

• Unless agreed to otherwise by LinkedIn, Customer will pre-pay for all orders and orders are non-cancelable and non-refundable.

• Pre-paid orders will expire 12 months from Order Form Start Date. Impressions are deemed delivered the earlier of the: (i) actual delivery and (ii) 12 months from Order Form Start Date.

• Specific to IAB term section XIV(d), California will be inserted into 2 places within this section.

• LinkedIn does not guarantee audience availability. LinkedIn does not guarantee a specific number of impressions or other level of performance, targeting, or deliverable. No make goods or credit will be given. LinkedIn's ad server measurement will be deemed the controlling measurement. If LinkedIn invoices upon delivery of impressions, LinkedIn will invoice Customer based upon LinkedIn's measurements.

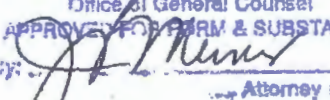
• Each message delivery for InMails requires a minimum of \$15,000 (or equivalent in local currency if your order is in that local currency) for delivery to a maximum of 2500 members for a single target audience; for clarity, delivery to fewer than 2500 members will cost at least \$15,000 and delivery to more than 2500 members will cost more than \$15,000. LinkedIn will suggest two audiences if Customer has not chosen a target audience prior to signing this Order Form. Customer will choose from LinkedIn's list of suggestions.

• If and to the extent Customer provides to LinkedIn any personal data of European Union residents in connection with its use of the Services (not including data provided by members to LinkedIn), LinkedIn Corporation and Customer will comply with standard contractual clauses as set forth at <https://business.linkedin.com/c/15/10/ku-ec>, which are incorporated by reference into this Order Form.

• In addition to the IAB Terms and Privacy Policy, Sponsored Update orders (only) are subject to the Sponsored Products Program Terms (<https://linkedin.spp.com/v/auctionproductsternsenglish>) ("SPP Terms"), which are hereby incorporated by reference. In the event of a conflict between the Order Form, the IAB Terms, Privacy Policy and the SPP Terms, the SPP Terms will prevail.

CUSTOMER OR APPROVED AGENCY		LINKEDIN CORPORATION	
Signature:		Signature:	
Name:	Tara Gard	Name:	Marshla Escobar
Title:	Interim Deputy Chief Talent Officer	Title:	Senior Manager, Revenue Recognition
Date:	November 2, 2016	Date:	October 31, 2016

Except as otherwise provided in the LSA, this is a non-cancelable and non-refundable purchase. I hereby represent that I am an authorized signatory and have read and agreed to the terms of this Order Form.

OAKLAND UNIFIED SCHOOL DISTRICT
Office of General Counsel
APPROVED FOR FORM & SUBSTANCE

Attorney at Law



LinkedIn
2029 Sierlin Ct.
Mountain View, CA 94043
Phone: 650.687.9600
Fax: 1.650.429.2122
www.linkedin.com

Pricing Valid Through: November 18, 2016

Proposed by:
Stephanie Alberti
salberti@linkedin.com
(415) 500-8431

CONTRACT CONTACT: Mary Claire Delgado

Sold to Customer Oakland Unified School District

BILL TO: Please review the below Billing details and edit if necessary.

Bill To Doing Business As:

Contact: MaryClaire Delgado
Oakland Unified School District

Address: 1000 Broadway
Suite 295

City/State/Zip: Oakland CA 94607

Country: United States

Email: maryclaire.delgado@ousd.org

Phone: (510) 501-7078

By Initialing here, I agree that the Billing details are current and accurate.

SHIP TO: Oakland Unified School District

Ship To Doing Business As:

1000 Broadway
Suite 295
Oakland, CA 94607
United States

ORDER INFORMATION

Contract #: CS2967948-16

Billing Period: Annually Upfront

Billing Method: Invoice

Billing Instructions:

For Internal Only:

Master Agreement (USA): Oakland Unified School District-starter package

Type: Non-Sub Svcs

Rep Region: LTS-NA-US-NAT2-CORP-SMB-RM-NPRF

Agency Name:

Currency: USD

Customer Requested Start Date*:

Contract Start Date :

Contract End Date:

**The start date of the services on this Order Form will be the later of the Customer Requested Start Date or the date that the Order Form is fully executed.

Renewals Only: Customer may select a later Start Date; however, this will cause a gap in service.

Product Name	Qty	Unit Price	Total Price	Net Price	Tax
Product Name: Talent Direct Package Product SKU: TDPK001 Product Description: Highly targeted and scalable communication to candidates based on profile characteristics - client can send 1 message to up to 2,500 profiles.	1	12	\$15,000.00	\$7,500.00	\$7,500.00
SUB TOTAL					\$7,500.00
ESTIMATED TAX*					\$0.00
ESTIMATED ORDER TOTAL					\$7,500.00

PURCHASE ORDER INFORMATION Is a Purchase Order required for the purchase or payment of the products on this order form? Please Enter (Yes or No): No If yes, please enter PO Number: PAYMENT OPTIONS <ul style="list-style-type: none">Customer Payment Terms: 30 DaysUSA Customers: Check, Credit Card, or Bank Wire TransferNon-US Customers: Credit Card or Bank Wire Transfer only	TAX INFORMATION Check here if your company is tax exempt: Please attach any/all exemption certificates or email documentation to taxsupport@linkedin.com. Your order will be taxed using the applicable tax rate for your shipping address. The tax listed on your order form is only an estimate and is calculated on the net price. Your invoice will reflect the final total taxes in effect at the time of invoicing and may differ from the amount listed on this order form. For customers located in AZ, CT, FL, IL, IN, MA, MN, MI, NY, NC, OH, PA, TN, TX, UT, VT, WA and WI, LinkedIn may be required to charge sales tax on your order pursuant to certain state and local sales tax laws. Any applicable sales tax charges will appear separately on your final invoice. For customers located in other states, your state and/or local government may require you to report your purchase and pay appropriate sales and/or use tax amounts to them directly.
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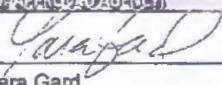

* Services under this Order Form are provided pursuant to the IAB/AAA Standard Terms and Conditions for Internet Advertising for Media Buys 1 year or less version 3.0 ("IAB Terms") located at <https://www.iab.com/pressroom/standard-terms-conditions-for-advertising/> and LinkedIn's Privacy Policy (<https://www.linkedin.com/legal/privacy-policy>) ("Privacy Policy"), which are hereby incorporated by reference. In the event of

Product Name: Recruiter - Corporate (1-2 Seats) Product SKU: NRCRU02 Product Description: LinkedIn Recruiter account with team collaboration, auditing, and unparalleled network search capabilities. Includes at least 150 inMails/month per license as well as basic training and support.	2	12		\$9,900.00	\$4,325.00	\$8,650.00
					SUB TOTAL	\$28,313.00
					ESTIMATED TAX*	\$0.00
					ESTIMATED ORDER TOTAL	\$28,313.00

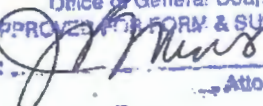
PURCHASE ORDER INFORMATION Is a Purchase Order required for the purchase or payment of the products on this order form? Please Enter (Yes or No): No If yes, please enter PO Number:	TAX INFORMATION Check here if your company is tax exempt: Please attach any/all exemption certifications or email documentation to taxexempt@linkedin.com. Your order will be taxed using the applicable tax rate for your shipping address. The tax listed on your order form is only an estimate and is calculated on the net price. Your invoice will reflect the final total taxes in effect at the time of invoicing and may differ from the amount listed on this order form. For customers located in AZ, CT, FL, HI, IL, IN, MA, MN, NE, NJ, NY, NC, OH, PA, TN, TX, UT, VT, WA and WI, LinkedIn may be required to charge sales tax on your order pursuant to certain state and local sales tax laws. Any applicable sales tax charges will appear separately on your final invoice. For customers located in other states, your state and/or local government may require you to report your purchase and pay appropriate sales and/or use tax amounts to them directly.
PAYMENT OPTIONS • Customer Payment Terms: 30 Days • USA Customers: Check, Credit Card, or Bank Wire Transfer • Non-US Customers: Credit Card or Bank Wire Transfer only	


TERMS

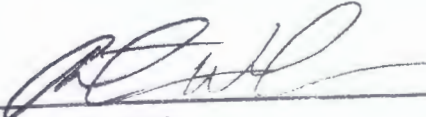
- Services provided under this Order Form will terminate on the expiration date of the Term or the date terminated by either party as provided in the LinkedIn Subscription Agreement. Order forms with contiguous dates will ensure no gap in service.
- Please allow up to 3 business days for account provisioning.
- Jobs posted pursuant to available Job Slots will expire upon the expiration or termination of this Order Form.
- Add-on Products Orders must be continuous with the originating contract.
- Future Incremental Add-On or Renewal orders will be at list price at time of purchase.
- LinkedIn may adjust the dates of the Term, without increasing the Total Price, based on the date LinkedIn activates the products above. Any adjustments will be made internally.
- Services provided under this Order Form are provided pursuant to the LSA between the parties, the terms of which are incorporated into this Order Form.
- If Customer is charging for the Services purchased under this Order Form, LinkedIn will charge Customer's credit card upon receipt of the credit card information.
- If and to the extent Customer provides to LinkedIn any personal data of European Union residents in connection with its use of the Services (not including data provided by members to LinkedIn), LinkedIn Corporation and Customer will comply with standard contractual clauses as set forth at <https://business.linkedin.com/e/15/10/su-act>, which are incorporated by reference into the LinkedIn Subscription Agreement.

CUSTOMER OR APPROVED AGENCY		LinkedIn Corporation	
Signature: 		Signature: 	
Name: Tara Gard		Name: Marsha Escobar	
Title: Interim Deputy Chief Talent Officer		Title: Senior Manager, Revenue Recognition	
Date: November 2, 2016		Date: November 1, 2016	

Except as otherwise provided in the LSA, this is a non-cancelable and non-refundable purchase. I hereby represent that I am an authorized signatory and have read and agreed to the terms of this Order Form.

OAKLAND UNIFIED SCHOOL DISTRICT
Office of General Counsel
APPROVED FOR FORM & SUBSTANCE
By: 
Attorney at Law


James Harris
President, Board of Education


Antwan Wilson
Secretary, Board of Education

LinkedIn Confidential and Proprietary
Rev. September 2016

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By: 8