



Legislation Details (With Board Report)

**File #:** A 12-097                      **Name:** Recruitment Advertising FY 12/13  
**Type:** BoS Agreement                **Status:** Passed  
**File created:** 5/15/2012              **In control:** Board of Supervisors  
**On agenda:** 6/12/2012                **Final action:** 6/12/2012

**Title:** Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendments No. 3 to the Agreements (A-11863) with Spin Recruitment Advertising, and (A-11864) with Schipper Design, for Recruitment Advertising Services, pursuant to the terms of Request for Proposal (RFP #9600-5) at NMC, extending the Agreements to June 30, 2013 for a total amount of all Agreements not to exceed \$600,000 (no increase from the previously approved amount) in the aggregate, with the authority to open purchase orders and distribute these funds between each vendor under the Agreement.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Spin Recruitment Advertising, 2. Schipper Design (Recruitment Advertising) Legistar, 3. Spin Recruitment Advertising Spend Sheet, 4. Schipper Design (Recruitment Advertising) Spend Sheet, 5. Completed Board Order Item 61

Date	Ver.	Action By	Action	Result
6/12/2012	1	Board of Supervisors	approved	

Authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendments No. 3 to the Agreements (A-11863) with Spin Recruitment Advertising, and (A-11864) with Schipper Design, for Recruitment Advertising Services, pursuant to the terms of Request for Proposal (RFP #9600-5) at NMC, extending the Agreements to June 30, 2013 for a total amount of all Agreements not to exceed \$600,000 (no increase from the previously approved amount) in the aggregate, with the authority to open purchase orders and distribute these funds between each vendor under the Agreement.

**RECOMMENDATION:**

It is recommended the Board of Supervisors authorize the Purchasing Manager for Natividad Medical Center (NMC) to execute Amendments No. 3 to the Agreements (A-11863) with Spin Recruitment Advertising, and (A-11864) with Schipper Design, for Recruitment Advertising Services, pursuant to the terms of Request for Proposal (RFP #9600-5) at NMC, extending the Agreements to June 30, 2013 for a total amount of all Agreements not to exceed \$600,000 (no increase from the previously approved amount) in the aggregate, with the authority to open purchase orders and distribute these funds between each vendor under the Agreement.

**SUMMARY/DISCUSSION:**

The Board of Supervisors originally approved the Request for Proposals (RFP) #9600-5 for Recruitment Advertising Services on October 5, 2010. The original approval was for \$200,000 per year to be distributed among the preferred vendors for these services (Spin Recruitment Advertising and Schipper Design). On April 12, 2011 the Board of Supervisors approved a \$100,000 increase to the annual “not to exceed” amount for a total aggregate amount of \$300,000 per year. This amount was also to be distributed among the previously approved vendors as needed. Both agreements were renewed for an additional year fiscal year (2011-2012) of services, per the terms of the RFP, by the Board of Supervisors on October 18, 2011. This brought the total aggregate amount of the two approved vendor Agreements to \$600,000. As a result of the current Amendments No. 3 for each Agreement, no additional dollars will be added to the current approved aggregate amount of \$600,000. As of May 15, 2012, a total of \$366,230 has been spent for services among the two vendors. Remaining funds from previous years purchase orders (approximately \$233,770) will be rolled over for Fiscal Year 2012/2013.

Natividad Medical Center has utilized recruitment firms/advertising agencies for more than twelve years to assist with recruitment efforts including, but not limited to, the development of advertising campaigns for placement in newspapers, journals and other specialty publications, and posting on Internet websites.

As a result of the nursing shortage, Natividad Medical Center's aggressive recruitment efforts require the assistance of these vendors to assist with the purchase of potential applicants' names and addresses from various licensing agencies and journals, development of direct mail post cards and the creation of e-mail blasts. In addition, the agencies assist NMC in keeping abreast of new journals, internet sites and other advertising sources to ensure the greatest exposure to potential applicants.

The companies selected to perform this service (Spin Recruitment Advertising and Schipper Design) have a significant number of years of recruitment experience specific to the Health Care Industry and provided impressive references and samples from other health care facilities.

Over the past year, NMC has seen an increase in the turnover of clinical and managerial staff resulting in an increase in associated recruitment and advertising costs.

**OTHER AGENCY INVOLVEMENT:**

The Amendments have been reviewed and approved by County Counsel, the Auditor/Controller's office, the Natividad Medical Center Finance Committee and Board of Trustees.

**FINANCING:**

As a result of the current Amendments No. 3 for each Agreement, no additional dollars will be added to the current approved aggregate amount of \$600,000. As of May 15, 2012, a total of \$366,230 has been spent for services among the two vendors. Remaining funds from previous years purchase orders for both vendors (approximately \$233,770) will be rolled over for Fiscal Year 2012/2013. The \$233,770 is included in the Fiscal Year 2012/13 Recommended Budget. This action will not require any additional General Fund subsidy.

Prepared by: Janine Bouyea, HR Director, 783-2701

Approved by: Harry Weis, Chief Executive Officer, 783-2553

Attachments: Spin Recruitment Advertising: Agreement, Renewal, Increase Approval, Spend Sheet and Amendment 1.  
Schipper Design: Agreement, Renewal, Increase Approval, Spend Sheet and Amendment 1.