



Office of the City Manager

CONSENT CALENDAR
March 14, 2023

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Aram Kouyoumdjian, Director of Human Resources
Subject: Purchase Orders – Glassdoor to Provide Search Engine Optimization (SEO) and Ad Work

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute purchase orders with Glassdoor to provide search engine optimization (SEO) and ad work for two years from April 1, 2023 until March 31, 2025 in an amount not to exceed \$150,000.

FISCAL IMPACTS OF RECOMMENDATION

Purchase orders will be made from April 1, 2023 until March 31, 2025 in an amount not to exceed \$150,000. Partial funding is already budgeted annually in the Human Resources budget (147-72-742-835-0000-000-422-612410) and may be supplemented by other departments, according to their level of need and availability of funds.

CURRENT SITUATION AND ITS EFFECTS

The Human Resources Department has been working diligently on several recruitment initiatives to boost interest in positions with the City of Berkeley. Indeed and Glassdoor have formed a partnership which will prove beneficial and supportive to ongoing efforts specifically with regard to SEO work, recruitment, and branding.

BACKGROUND

Indeed and Glassdoor have formed a partnership that positions them as a leading recruitment and branding platform in the United States. Their service helps increase profile views and drives more candidates to apply for jobs posted through the platform. This service is only available through this organization and will result in branded job postings on Indeed.com for all city vacancies. It will offer a variety of back-end functionality, branded alerts to city followers, search engine optimization and recruitment ads through Glassdoor, and will allow the City to track what recruitment techniques are working and which are not so that the City's online presence can be enhanced and optimized.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There is no known environmental sustainability and climate impacts.

RATIONALE FOR RECOMMENDATION

The City is experiencing significant recruitment challenges and needs to enhance its outreach efforts in order to market itself to potential applicants. This will support our goal to attract and retain a talented and diverse City workforce, and shrink the current vacancy rate.

ALTERNATIVE ACTIONS CONSIDERED

Continuing recruitment without utilizing these platforms which have proven to be effective for many other municipalities.

CONTACT PERSON

Aram Kouyoumdjian, Director of Human Resources, (510) 981-6807.

RESOLUTION NO. ##,###-N.S.
PURCHASE ORDERS - GLASSDOOR TO PROVIDE SEARCH ENGINE
OPTIMIZATION (SEO) AND AD WORK

WHEREAS, the Human Resources Department for the City of Berkeley is primarily responsible for the oversight of recruitment and retention of talented City staff; and

WHEREAS, the Berkeley Human Resources Department has taken the lead role in engaging public-private partners in support of recruitment and retention efforts Citywide; and

WHEREAS, the funding obtained will be utilized to support supports the City's Strategic Plan's goal to attract and retain a talented and diverse City workforce.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute purchase orders with Glassdoor to provide recruitment and branding services for two years from April 1, 2023 until March 31, 2025 in an amount not to exceed \$150,000.

