

EXECUTIVE COMMITTEE



ACTION ITEM #1.4

SUBMITTAL DATE: August 7, 2014

SUBJECT: Monster Worldwide Inc. / Monster Evolutions Public Sector and Education Adult and Youth Web Portals

RECOMMENDATION: Authorize the Sole Source License renewal and purchase of two (2) Monster Evolutions Public Sector and Education (PSE) web portals for WIA Youth and WIA Adult/Dislocated Worker participants, in the amount of \$297,505 for a period of three (3) years.

BACKGROUND: The Riverside County Economic Development Agency/Workforce Development Division (EDA/WDD) continues to serve a significant number of adult and youth job seekers by using a variety of electronic media to find employment. In August 2009, Monster PSE developed a Youth Portal and in December 2011, Monster PSE developed an Adult Job Seeker portal for EDA/WDD that offers solutions to help the County's youth and adult job seekers with career exploration, career readiness, career transition services and a multitude of on-line accessible resources. In PY 2013/14, approximately 215 WIA Adult/Dislocated Worker job seekers and 1,385 WIA Youth were actively utilizing the portals. In 2014/15, it is anticipated that an additional 1,000 WIA Adult/Dislocated Worker job seekers and 2,000 WIA Youth will utilize the portals.

Monster Adult Portal (www.RivCoNetwork.com)

The Monster PSE will continue to deliver a branded, regional online career community to connect impacted job seekers with the most relevant news, local market intelligence, career insights and events, and the nation's largest job database. The Monster PSE is highly flexible and is a customized gated community that is password protected and available to job seekers 24/7 accessible through www.rivcoworkforce.com. Tools available include:

- Job search and job application functionality
- Proactive customizable resume search agents
- Application Management System
- Online discussion boards
- Career related content relevant to Riverside County
- Relevant career news
- Relevant local career event news
- Educational opportunities
- Ability to post exclusive jobs

The following enhancements are included:

- Design/branding, images, tagline, URL, and targeted user experience
- Front end ability to update and add content to the Content Management System
- Blogging
- Discussion threads
- Chat
- Calendar

- Video upload
- Email blast ability
- File uploads (images, docs, pdfs, ppts, etc)
- Mobile version of the site
- Mobile App
- Success Stories and Success Story Scroller
- Featured (Premier) Events
- Custom profile questions (and/or “Elevator Pitch”)
- Sign on/create an account with Facebooks or Twitter ID
- Google analytics integration
- RSS feeds (jobs from Monster and/or other feeds)
- “Like” articles and content, share them on social networks
- Addition of Woofound Compass assessment tool with integrations to jobs, careers, and available degrees (from list of Riverside Community Colleges).
- Full support with upgrade from Ning 2.0 platform to Ning 3.0 platform in 2015.

Monster Youth Portal (www.myIEcareer.com)

The Monster Evolutions Portal will deliver a branded, regional online career community to connect impacted job seekers with the most relevant news, local market intelligence, insights and events, and the nation’s largest job database. The Portal will remain a password protected online community available 24/7 and accessible via internet for regional citizens. The site will continue to provide:

- Job search and job application functionality
- Proactive customizable resume search agents
- Application Management System
- Online discussion boards
- Career related content relevant to Riverside County
- Relevant career news
- Relevant local career event news
- Educational Opportunities
- Ability to post exclusive jobs

Monster Evolutions will redesign the www.myIEcareer.com portals’ look and feel and user experience with a new Platform Ning 3.0 upgrade, including the following:

- Design/branding update, images, tagline, url, and a more targeted user experience
- Front end ability to update and add content to the Content Management System
- Easy video uploads (Social channel integration with Vimeo and YouTube)
- Blogging
- Social Sign-on
- Discussion threads
- Chat
- Custom navigation
- Improved events calendar
- Video upload
- Email blast ability
- File uploads (images, docs, pdfs, ppts etc)

- Mobile version of the site
- Mobile App
- Success Stories and Success Story Scroller
- Featured (Premier) Events
- Custom profile questions (and/or “Elevator Pitch”)
- Sign on/create an account with Facebook or Twitter ID
- Google analytics integration
- RSS feeds (jobs from Monster and/or other feeds)
- Ability to like/dislike comments, add friends, comment on a profile and give status updates
- “Like” articles and content, share them on social networks
- Addition of WooFound Compass

Monster PSE is well known, respected and trusted by job seekers and employers alike because of its access to thousands of Monster employers and tens of thousands of jobs at any point in time. During the past five years, Monster PSE has provided a comprehensive on-line portal to Riverside County’s job seekers.

Cost Per Year Breakdown

| Portal | Base Year | Option Year 2 | Option Year 3 | Total |
|------------------|-----------|---------------|---------------|-----------|
| RivCoNetwork.com | \$35,621 | \$34,232 | \$33,596 | \$103,449 |
| myIEcareer.com | \$69,379 | \$82,091 | \$81,594 | \$233,064 |
| Total | \$105,000 | \$116,323 | \$115,190 | \$336,513 |

Discounted Price (Combined)

| Portal | Base Year | Option Year 2 | Option Year 3 | Total |
|------------------|-----------|---------------|---------------|-----------|
| RivCoNetwork.com | \$35,621 | \$28,409 | \$28,410 | \$92,440 |
| myIEcareer.com | \$69,379 | \$68,091 | \$67,595 | \$205,065 |
| Total | \$105,000 | \$96,500 | \$96,005 | \$297,505 |

Term

The term of the Agreement would be effective September 1, 2014, through August 31, 2017. Year 2 and 3 are optional years for either portal.

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| EXECUTIVE COMMITTEE Date: Approval: Yes | BOARD OF SUPERVISORS CONCURRENCE Required: Yes |
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