



# County of San Mateo

## Inter-Departmental Correspondence

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**Department:** HUMAN RESOURCES

**File #:** 22-214

Board Meeting Date: 3/22/2022

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**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Rocio Kiryczun, Human Resources Director  
Theresa Rabe, Deputy Director of Human Resources

**Subject:** Agreement with Spin Recruitment, Inc. for Recruitment Services

### **RECOMMENDATION:**

Adopt a resolution authorizing an amendment with Spin Recruitment, Inc. for recruitment advertising and marketing services, extending the term of the agreement through January 31, 2023, and increasing the amount by \$150,000 to an amount not to exceed \$350,000.

### **BACKGROUND:**

When departments within the County of San Mateo have vacancies for employees, the Talent Acquisition Division of the Human Resources Department facilitates the recruitment processes in collaboration with the hiring departments. In order to attract well-qualified candidates, it is important to advertise these vacancies appropriately, e.g., on job boards, websites of professional journals, diverse platforms, social media sites, etc.

Since at least 2017, the Talent Acquisition Division has used Spin Recruitment, Inc. (doing business as Spin Recruitment Advertising) for the majority of advertising services. Spin is a small, women-owned advertising company that has best provided expertise in finding niche advertising sites.

### **DISCUSSION:**

There is a strong need to continue Spin's advertising and marketing services and increase the contract amount. As the County strives to attract and retain talented, well-qualified individuals for vacancies to ensure excellent service provision to the community, advertising and marketing efforts have become critical in the technologically advanced recruitment and selection practices. Spin Recruitment's vast knowledge and connections with specialty advertising locations makes this company invaluable to the recruitment advertising needs of our County departments.

The fee schedules of Spin Recruitment are reasonable and in-line with the prices we have been paying over the last few years. Spin also provides a "pay as you use" model for services in which the County will pay only for the specific services requested and utilized.

The resolution contains the County's standard provision allowing amendment of the County's fiscal obligations by a maximum of \$25,000 (in aggregate).

The agreement with Spin Recruitment, Inc. and the resolution have been reviewed and approved by County Counsel as to form.

**PERFORMANCE MEASURE:**

Measure	FY 2019-20 Actual	FY 2020-21 Projected
Response time for general advertising requests	Within 24 hours	Within 24 hours
Report on success rate of advertisement	Within seven days after closing of recruitment	Within seven days of closing of recruitment

**FISCAL IMPACT:**

The cost of advertising varies depending on the job posting sites the hiring department and HR determine will be the most beneficial for attracting well-qualified candidates.

There is an increase of \$150,000 associated with the amendment for a total obligation not to exceed \$350,000. The funding for these services comes from the hiring departments. The Human Resources Department is billed for the advertising services utilized and then charges the expenditure back to the hiring department. All advertising is discussed with and agreed upon by the hiring department.