

DEPARTMENT OF HOMELAND SECURITY
CYBERSECURITY AND INFRASTRUCTURE SECURITY AGENCY
STATEMENT OF WORK (SOW)
FOR
LINKED IN LICENSES AND SUBSCRIPTION SERVICES

1.0 GENERAL

1.1 BACKGROUND

The Cybersecurity and Infrastructure Security Agency (CISA) mission is to lead the national effort to protect and enhance the resilience of the nation's physical and cyber infrastructure. CISA includes the CISA Management and Business Service Offices and four Divisions: the Cybersecurity Division (CSD), the Emergency Communications Division (ECD), the Integrated Operations Division (IOD), Infrastructure Security Division (ISD), the Stakeholder Engagement Division (SED), as well as, the National Risk Management Center (NRMC), which are headquartered with the National Capital Region (NCR).

Within CISA, the Office of the Chief Human Capital Officer (OCHCO) has a range of responsible that require a strategic approach to recruiting and workforce planning. As the agency continues to grow, maintaining a high-quality workforce has become a challenge. The challenges have demanded a change in recruitment approach and activities. The strategic objective is to ensure the agency's workforce is capable of meeting future staffing needs, retaining the current workforce, and obtaining the best skill to support the agency's mission. The impact of this growth has expanded the need for career network platform that will connect CISA recruiters and candidates. OCHCO intends to transition recruitment efforts to utilize recruiting platform subscription and online recruitment marketing media outreach.

1.2 SCOPE

This acquisition is to procure License and Subscription Services for LinkedIn for Government, a social network platform subscription to support OCHCO recruitment efforts for the CISA workforce.

1.3 OBJECTIVE

Obtain business and employment-oriented services that operates via websites and mobile apps to enhance recruitment initiative.

2.0 LICENSES AND SUBSCRIPTION REQUIREMENTS

The licenses and subscriptions shall include the following but not limited to features, access and capabilities for the end users.

2.1 TASK ONE. Recruiter Seats and Dashboard Manager

Recruiter Seats shall provide unlimited access to professional social network platform with searching capabilities, collaborate with Hiring Managers, save/repeat search strings, leverage project folders for current and future use, create talent pipelines, run job title searches, and send up to 150 InMail per month to prospective candidates and provide Hiring Manager seats. Provide

the ability to add jobs, remove jobs, post jobs and run reports. Provide Dashboard Manager seats for report access and manage job activities.

- Quantity Required: Six (6) Recruiter Seat
- Quantity Required: Five (5) Dashboard Managers
- OPTIONAL: Additional Two (2) Recruiter Seats
- OPTIONAL: Additional One (1) Dashboard Managers

2.2 TASK TWO. Job Slots

Shall provide LinkedIn's Artificial Intelligence and Machine Learning that will automatically match job skills and requirement to qualified members profiles, to include job wrapping. Reserved annual job postings with ability to change, update, or remove on demand.

- Quantity Required: Twenty (20) Job Slots
- OPTIONAL: Ten (10) Job Slots

2.3 TASK THREE. Career Page

Shall provide custom content on LinkedIn company profile page. Shall include preferred placement on company page for custom content, Jobs and Life page activation, with 5 customizable page views. 12-month package includes 700,000 targeted, follower ad impressions and includes Advanced Page Analytics.

- Quantity Required: One (1) Annual Page

2.4 TASK FOUR. Sponsored Updates and Pipeline Builder

The Sponsored Updates shall provide an advertising solution that allows brands to promote any post from a LinkedIn company page to specific people in their news feeds. The Pipeline Builder shall have the capability to generate and manage leads for hiring purposes.

- Quantity Required: One (1) Sponsored Updates and Pipeline Builder

2.5 TASK FIVE. Talent Insights – Workforce Planning

Shall have the capability to access in-depth 'data on demand' analytics for any job title, target audience, competitor, skill gaps, recruiting trends, diversity data in real time. Shall provide the ability to identify specific targeted audiences and automatically generate qualified leads for open jobs.

- Quantity Required: Six (6) Insights Leader Licenses
- Quantity Required: Two (2) Insights Admin Licenses

2.6 TASK SIX. Marketing and Outreach Campaign (OPTIONAL)

The contractor shall provide if exercised for Marketing and Outreach tools for strategic sourcing, talent brand development and personalized job targeting, all informed by robust metrics and analytics.

- OPTIONAL: Three (3) Marketing & Outreach Campaigns

3.0 PERIOD OF PERFORMANCE

- Access to Linked IN for Government shall be within ten (10) business days from the award.
- The period of performance is for one (1) 12-month base period and three (3) 12-month option periods from September 18, 2021 to September 17, 2025.

Performance Period	Performance Period Dates
Base Period	9/18/2021 - 09/17/2022
Option Period 1	9/18/2022 - 09/17/2023
Option Period 2	9/18/2023 - 09/17/2024
Option Period 3	9/18/2024 - 09/17/2025

4.0 DELIVERY INSTRUCTIONS FOR LICENSES

Delivery shall be made no later than ten (10) business days after award.

The Contractor shall deliver all items in the following manner:

Electronic Delivery

Contractor shall deliver all items to CISA Office of the Chief Human Capital Officer. Associate Chief, Workforce Planning Talent Management Branch, Associate Chief, shall identify the end users of the Clearance Jobs subscription.

5.0 INVOICING AND PAYMENT

Refer to FAR 52.212-4 Contract Terms and Conditions – Commercial Items (OCT 2018) Section (g) incorporated at the GSA Contract level for detailed information regarding invoices. In addition to invoice preparation as required by the FAR, the Contractor's invoice shall include the following information:

- 1) Cover sheet identifying DHS/CISA
 - 2) Task Order Number;
 - 3) Modification Number, if any;
 - 4) DUNS Number;
 - 5) Month services provided
 - 6) CLIN and Accounting Classifications
 - 7) ATTN: CISA/OUS
- A. Contract Line Item Number (CLIN) and description for each billed item.
 - B. Any additional backup information as required by this contract.
 - C. The Contractor shall submit the invoice electronically to the address below:

E-mail: 

- D. Simultaneously provide an electronic copy of the invoice to the following individuals at the addresses below:



The contractor shall submit invoices to the email addresses above. Additionally, the contractor shall prepare and submit a sufficient and procurement regulatory compliant invoice and receiving

report for technical certification of inspection/acceptance of services and approval for payment. The contractor shall attach back up information to the invoices and receiving reports substantiating all costs for services performed. The receiving agency's written or electronic acceptance by the COR and date of acceptance shall be included as part of the backup documentation.

If the invoice is submitted without all required back up documentation, the invoice shall be rejected. The Government reserves the right to have all invoices and backup documentation reviewed by the Contracting Officer prior to payment approval.

6.0 DHS POINTS OF CONTACT

Contracting Officer (CO):



Contract Specialist (CS):



Contracting Officer's Representative (COR):



7.0 SECTION 508 REQUIREMENTS

Section 508 of the Rehabilitation Act (classified to 29 U.S.C. § 794d) requires that when Federal agencies develop, procure, maintain, or use information and communications technology (ICT), it shall be accessible to people with disabilities. Federal employees and members of the public with disabilities must be afforded access to and use of information and data comparable to that of Federal employees and members of the public without disabilities.

All products, platforms and services delivered as part of this work statement that, by definition, are deemed ICT shall conform to the revised regulatory implementation of Section 508 Standards, which are located at 36 C.F.R. § 1194.1 & Appendixes A, C & D, and available at <https://www.ecfr.gov/cgi-bin/text-idx?SID=e1c6735e25593339a9db63534259d8ec&mc=true&node=pt36.3.1194&rgn=div5>. In the revised regulation, ICT replaced the term electronic and information technology (EIT) used in the original 508 standards. ICT includes IT and other equipment.

Exceptions for this work statement have been determined by DHS and only the exceptions described herein may be applied. Any request for additional exceptions shall be sent to the Contracting Officer and a determination will be made according to DHS Directive 139-05, Office of Accessible Systems and Technology, dated November 12, 2018 and DHS Instruction 139-05-001, Managing the Accessible Systems and Technology Program, dated November 20, 2018, or any successor publication.

7.1 Section 508 Requirements for Technology Products

Section 508 applicability to Information and Communications Technology (ICT): License and Subscription Service

Applicable Exception: N/A **Authorization #:** N/A

Applicable Functional Performance Criteria: All functional performance criteria in Chapter 3 apply to when using an alternative design or technology that results substantially equivalent or greater accessibility and usability by individuals with disabilities than would be provided by conformance to one or more of the requirements in Chapters 4 and 5 of the Revised 508 Standards, or when Chapters 4 or 5 do not address one or more functions of ICT.

Applicable 508 requirements for electronic content features and components (including but not limited to Internet or Intranet website): All requirements in E205 apply, including all WCAG 2.0 Level A and AA Success Criteria apply as specified in E205

Applicable 508 requirements for software features and components (including but not limited to Web, desktop, server, mobile client applications; Electronic content and software authoring tools and platforms; Software infrastructure)

Applicable 508 requirements for hardware features and components: Does not apply

Applicable 508 requirements for support services and documentation: All requirements in Chapter 6 apply

7.2 Section 508 Deliverables

1. **Section 508 Accessibility Conformance Reports:** For each ICT item offered through this contract (including commercially available products, and solutions consisting of ICT that are developed or modified pursuant to this contract), the Offeror shall provide an Accessibility Conformance Report (ACR) to document conformance claims against the applicable Section 508 standards. The ACR shall be based on the Voluntary Product Accessibility Template Version 2.0 508 (or successor versions). The template can be found at <https://www.itic.org/policy/accessibility/vpat>. Each ACR shall be completed by following all of the instructions provided in the template, including an explanation of the validation method used as a basis for the conformance claims in the report.

8.0 ENTERPRISE ARCHITECTURE COMPLIANCE

All solutions and services shall meet DHS Enterprise Architecture (EA) policies, standards, and procedures. Specifically, the contractor shall comply with the following Homeland Security (HLS) EA requirements:

- All developed solutions and requirements shall be compliant with the HLS EA.

- All IT hardware and software shall be compliant with the HLS EA Technical Reference Model (TRM) Standards and Products Profile.
- Description information for all data assets, information exchanges and data standards, whether adopted or developed, shall be submitted to the Enterprise Data Management Office (EDMO) for review, approval and insertion into the DHS Data Reference Model and Enterprise Architecture Information Repository.
- Development of data assets, information exchanges and data standards will comply with the DHS Data Management Policy MD 103-01 and all data-related artifacts will be developed and validated according to DHS data management architectural guidelines.
- Applicability of Internet Protocol Version 6 (IPv6) to DHS-related components (networks, infrastructure, and applications) specific to individual acquisitions shall be in accordance with the DHS Enterprise Architecture (per OMB Memorandum M-05-22, August 2, 2005) regardless of whether the acquisition is for modification, upgrade, or replacement. All EA-related component acquisitions shall be IPv6 compliant as defined in the U.S. Government Version 6 (USGv6) Profile National Institute of Standards and Technology (NIST) Special Publication 500-267) and the corresponding declarations of conformance defined in the USGv6 Test Program.