Memorandum of Understanding

Between

ACEC Indiana

and

______________________________________________________

This Memorandum of Understanding (MOU) sets for the terms and understanding between ACEC Indiana and _________________________________ to engage in the TMap Partnership.

Background
According to Engineering Inc. magazine, “A 2015 survey of engineering firm C suite and human resources directors found that 52 percent of engineering firms face difficulties filling salaried professional positions. At the same time, industry reports indicate that up to 50 percent of the current engineering workforce will likely retire by 2020 or soon thereafter.”

Within ACEC Indiana's 107 consulting engineering members, it is estimated that firms expect to hire 500 new employees in 2019. Firm employment needs are expected to increase as senior workforce retire and Indiana funding sources continue to grow.

ACEC Indiana is best suited to spearhead this effort. The association is known as the voice of the industry and Workforce Development is a critical business issue for the full membership. This research indicates that this is an industry-wide problem that requires an industry-wide solution. ACEC Indiana will be the first ACEC Member Organization with a dedicated workforce development approach, bringing the association in line with other Indiana industry associations, ICI, ICR and Conexus.

Purpose
TMap and ACEC Indiana will partner to execute a community-based talent attraction campaign that will identify, engage, recruit and place individuals who live outside of Indiana into ACEC Indiana member companies.

Traditional recruiting firms work on a job by job and company by company basis. They start with a job description and then attempt to build a pool of qualified candidates who match their criteria. It is a sequential process of identify, contact, screen, match, introduce, and recruit. All these activities are crammed into a 90-day search, on average, and are highly inefficient and expensive. TMap deconstructs that process, by pre-identifying "willing" candidates and engaging them in community-based recruiting activities before the actual position is identified. This allows TMap to have a dramatically larger target pool that is pre-qualified when a firm begins the search process. This proprietary pool of active candidates will give each participating firm a big head start in the hiring process. It makes everyone much more efficient and effective.
Our shared objective is to build a repeatable, economically viable process through which talent can be hired into ACEC Indiana companies at scale. TMap will work together with ACEC Indiana to build a marketplace for talent that consists of two sides:

1. Talent
   a. Indiana ‘Brain Gain’ partnerships with universities help us engage and identify Indiana college graduates who live out of state or internationally and are interested in returning to the State of Indiana to live and work. This is in progress and beginning to scale.
   b. Candidates are identified through targeted campaigns utilizing TMap’s proprietary database, candidate scoring and engagement platform.
   c. Candidate and overall workforce databases are expandable through partnerships with municipalities and high schools to collect alumni data that can be utilized to expand the targeting pool and build future campaigns to stay connected with talent from Indiana schools.

2. ACEC Indiana Companies
   a. TMap will leverage the ACEC Indiana member companies to build a network of such employers who will hire and absorb talent through the TMap program.

The above goals will be accomplished by undertaking the following activities:

TMap and ACEC Indiana will partner to execute a community-based talent attraction campaign that will identify, engage, recruit and place individuals who live outside of Indiana into ACEC Indiana member companies. TMap uses technology and state-of-the-art consumer marketing to find, engage and place top talent with ACEC Indiana member companies.

TMap’s proprietary platform maps an addressable talent pool and builds detailed profiles for each individual. TMap uses that data to engage the pool with highly targeted, highly personalized marketing campaigns, then match individual candidates with ACEC Indiana member companies.

ACEC Indiana serves as the collective voice of Indiana’s consulting engineering community. Workforce development and talent attraction is a focus for their membership as the labor market tightens due to increased demand for talent and a contracting labor pool.

TMap will work with ACEC Indiana to develop and execute a talent attraction strategy for Indiana firms. Through this partnership TMap will:

- Run targeted talent attraction campaigns using the TMap platform and through partnerships to deploy and test marketing messages that work to identify qualified candidates outside of Indiana for ACEC Indiana member firms.
- Generate data to help inform and refine talent attraction strategy and messaging specific to Indiana’s civil, environmental, mechanical and electrical engineering consulting industry.
- Create a pipeline of candidates who will be hired into ACEC Indiana member firms.
Point of Contact
If you request to engage as a participating firm in the initiative, your firm will have two contact points for liaison with TMap. The primary contact should be the first point of contact and response for program requests. The secondary contact will have visibility to firm information and will respond to program requests in the event that the primary contact is unable to assist.

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<tr>
<td>Firm Primary Point of Contact Name</td>
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| Firm Secondary Point of Contact Name |                                      |
| Title                       |                                      |
| E-mail                      |                                      |
| Telephone                   |                                      |

Funding
ACEC Indiana will pay TMap - $2,000 per month for the second period of the program. This fee will be used to support program setup which includes data sourcing, scoring and storage, data analysis, provisioning of a marketing platform and Customer Relationship Management (CRM), coordinating message and campaign development, technology development, and project coordination.

Participation Fees
ACEC Indiana will charge each participating member firm a Subscription Fee to support ongoing expenses associated with the program and will also subsidize a portion of ACEC Indiana’s other workforce development initiatives. The fee structure for the second subscription period will be $1,000 for firms with Full-Time Employee (FTE) counts of 50 or less and $1,500 for firms with FTE counts of 51 or more. This fee structure intends to align a higher cost with firms that likely have a larger volume of open positions.

Access
Subscription to the TMap program provides full access to every candidate generated through the program. This will ensure that candidates are presented to all subscribing firms and therefore enhance the candidates’ chances at finding a successful match with a firm in Indiana.

Subscription Term
Initial Subscription term is for a period of six (6) months + one (1) month commencing on June 1, 2020 and extending to Nov. 30, 2020. Subscription fees shall be paid via credit card or check by the participating firm to ACEC Indiana within the enrollment process.

Initial ______________
Candidate Interviewing Fees
TMap will reimburse a candidate for airfare up to $500 if they meet the following criteria: 1. They are conducting a second (or later) interview with a minimum of three (3) companies. 2. At least one (1) company has verbally notified TMap of their intention to make an offer to the candidate.

Placement Fees
Participating firms extend an offer to desired candidates directly, as typical with other recruiting partners. Participating firms’ hiring specialist must notify TMap of a successful placement within ten (10) business days of an accepted offer in writing by the recruited employee. For each successful placement within a participating firm through the program, TMap will collect a fee of $8,000 from the firm in which the individual was placed. Payment to TMap will be made within 30 days of the new hire’s date of employment.

Each firm is responsible for the relocation expense for each candidate successfully placed at their firm.

In the event the candidate’s employment lasts less than 180 calendar days, and if firm notifies TMap in writing of the termination within 30 days thereafter, TMap shall refund $4,000 to firm.

Non-Solicitation. Participating firms will not hire outside of the parameters set by TMap for the candidates sourced solely under this MOU and presented to the firm by TMap. Firms are free to continue to retain/ practice their own recruitment efforts including engaging other recruiting partners provided that the terms of the Non-Solicitation provisions are not violated.

For the purposes of this Agreement, the term “Non-Solicitation Period” shall mean the period commencing on the Effective Date and extending to 90 days after the expiration of the Subscription Term.

A subscribing firm agrees that during the Non-Solicitation Period, it shall not directly or indirectly hire a candidate in any capacity that was initially recruited by TMap under the terms of its agreement with ACEC Indiana. If the subscribing firm has documented active conversations with a candidate within 90 days prior to TMap’s presentation of the candidate to the firm, the firm must disclose that information to TMap for consideration.

If it is discovered that a firm has violated the terms of the Non-Solicitation provisions, the firm will be assessed the placement fee of $8,000 and will be in breach of the terms of this MOU. In addition, the firm will no longer have access to TMap candidate information or future participation in the TMap Partnership.

Initial ___________________
Firm Principal/ Owner ______________________________________________________
Title _______________________________________________________________________
E-mail _____________________________________________________________________
Telephone __________________________________ ________________________________

Firm Primary Point of Contact __________________________________________________
Title _______________________________________________________________________
E-mail _____________________________________________________________________
Telephone __________________________________________________________________

_________________________________________   Date: ______________________
Signature of Firm Principal/ Owner

_________________________________________   Date: ______________________
Signature of Firm Primary Point of Contact

[Signature]
Date: ______________________
Signature of Beth Bauer, ACEC Indiana, Executive Director