



**Request for Proposal #2022-034  
RECRUITING CONSULTANT**

Eklego Workforce Solutions  
110 Marina Drive  
Rochester, NY 14626

Tony Coccitto  
President  
585.230.6658

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## **Section II**

### **Qualification of Eklego Workforce Solutions**

Eklego Workforce Solutions is a senior care workforce solutions company. Eklego works exclusively in senior care helping organizations recruit, hire, and sustain a mission-driven workforce. Based in Rochester, NY, Eklego partners with senior care organizations in over 15 states, including partners throughout the state of New York. Eklego has been serving the senior care industry since 2006 and has helped our partners make over 7,000 hires in 2021. Eklego provides workforce consulting, recruitment process outsourcing, and professional and clinical search services.

### **Resumes**

Profiles of Tony Coccitto, President and Holly Eschberger, Vice President of Operations attached.

## **Section III**

### **Client References**

Dutch Hayward, COO  
Wesley Community  
131 Lawrence St.  
Saratoga Springs, NY 12866  
(518) 691-1402

Mike Perrotta, Vice President  
Friendly Senior Living  
3156 East Ave.  
Rochester, NY 14618  
(585) 703-2995

## **Section IV**

### **Implementation Plan**

Upon receiving final approval from Shaker Place, Eklego will initiate the partnership implementation process. Holly Eschberger, Vice President of Operations, will lead



implementation, working closely with Shaker Place key stakeholders. This process will take up to 4 weeks and predicated on receiving necessary items and communication from Shaker Place.

Sample Implementation task list:

<b>New Partner Implementation Worksheet</b>			
Launch Date:			
Main Client Contact(s):			
<b>Hiring Process Flow</b>			
Kick off meeting date:			
Organizational Intake call scheduled:			
Hiring Manager (HM) Intakes:			
HR/HM ATS Training: First 2 days after launch			
<b>Process Details: Need from HR</b>	<b>Who</b>	<b>Deadline</b>	<b>Completed By</b>
Requisition Form			
Application			
References (requirements)			
ATS Users/Job Title and Contact Info			
Departments			
Job Titles			
Shifts			
Declination Letter			
Disqualifcation Reasons			
Payrates/Shift Diffs			
FEIN #			
Benefits Info			
Logo/Artwork			
Candidate Interview Reporting Instructions			
EEO Statement			
Internal Job Numbers (if you utilize them)			
Employee Referral Program			
Current Sourcing Contacts/Networks			
Internal and Former Employees Process			
Offer process			
Job Descriptions for all open positions			



<b>Client email account for recruitment</b>			
LinkedIn page info for indexing			
Marketing Contact (for social media requests, etc)			
Social Media "How" - requests, charge backs			
HRIS linking			

## Section V

### Cost Proposal

#### SERVICES

#### **Recruitment Process Outsourcing**

Eklego provides full recruitment services for Client for the hiring of all positions below Director level. Services to include

#### **Applicant Tracking System:**

- A. Eklego will furnish Client with a customized applicant tracking system (ATS). The ATS is designed to support the recruitment program and allow Client to be linked to Eklego's recruitment activity.
- B. **Requisition:**  
Upon receipt of approved requisition from Client Human Resources, Eklego will conduct a position intake with Client to ensure hiring criteria is established.
- C. **Sourcing & Recruitment Implementation:**  
Eklego will post open position in the ATS and will be indexed to over 20 job boards. Candidate search licenses for Indeed and ZipRecruiter, and other free recruitment sources. Any additional fee-based sourcing must be approved by Client and will billed at cost.
- D. **Candidate Pre-Screening:**  
Candidates will be reviewed and screened by Eklego to determine job fit (review licensure/certification if applicable, work history, skills, experience, location, hours, and availability).
- E. **Interview Scheduling:**  
Eklego will coordinate interviews between candidates and Hiring Managers using predetermined times provided by Client.
- F. **On-Boarding:**  
Eklego will provide reference checks on selected candidates.



**G. Director or “Specialized Search” Positions**

Client has the option to engage Eklego on all Director Level or specialized positions. The recruitment fee will be 15% of hired employee’s annual salary.

Billing will occur at four search milestones: 25% at search engagement, 25% at interview conducted, 25% at job offer, 25% when employee starts employment. Eklego will provide a six-month replacement guarantee on all specialized search engagements.

**SERVICE METRICS & REPORTING**

Eklego to provide weekly dashboard report to include the following:

- I. Current open positions being recruited
- II. Number of scheduled interviews
- III. Number of offers
- IV. Number of pending starts
- V. Number of filled positions

Eklego to provide quarterly analytics to key stakeholder to enhance partnership and equip Client with actionable items when it comes to recruitment and hiring.

Eklego to also provide regular feedback and recommendations to Client on the marketplace related to their open positions. Goal would be to assist Client in attracting and engaging hireable candidates.

**FEES**

**Monthly Service Fees:** \$5,000.00

\$500.00 per hire

Invoices to be paid by the 5<sup>th</sup> of each month and payable to:

Eklego Workforce Solutions  
110 Marina Drive  
Rochester, NY 14626

**Section VI**

Mandatory documentation forms attached.

# Tony Coccitto, PHR

## Summary:

With over 25 years of recruitment and business relationship experience, my focus is developing partnerships with senior care organizations to help them attract, hire, and build a mission-minded workforce. Our purpose at Eklego is to have a profound impact on our client's ability to attract talent that will support their mission of serving elders.

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## Experience:

### Eklego Workforce Solutions

5 years 3 months

President

January 2021 - Present (1 year 3 months) Rochester, New York Metropolitan Area

As the President, I work closely with leaders in Senior Care to help improve their ability to attract, hire, and retain a mission-driven workforce. Leveraging over 25 years of recruitment and business relationship experience, my fundamental goal is to help our partners achieve their strategic workforce goals.

Vice President

January 2017 - December 2020 (4 years) Rochester, NY

### St. Ann's Community

Executive Director of Strategic Partnerships June 2015 - January 2017 (1 year 8 months) Rochester, NY

As the Executive Director of Strategic Partnerships, my focus was building business relationships that advance the St. Ann's Mission & Brand. St. Ann's Community is the third largest healthcare system in Rochester with \$85 million in revenues and the 20th largest private employer.

Working in concert with the senior leadership team, I provided a strategic plan to identify future customers, health partners, and market opportunities that support the strategic growth of St. Ann's Community. The goal was to advance and elevate St. Ann's value proposition to key external stakeholders making the organization "Top of Mind" at partner organizations.

## **The Premier Partners**

### **Managing Partner**

September 2004 - May 2015 (10 years 9 months) Rochester, NY

As a Managing Partner with The Premier Partners, my focus was working with executives in senior living to help them reduce staff vacancy and turnover. Whether the organization desired system-wide or targeted recruitment solutions, I helped implement a sustainable recruitment, selection, and hiring system.

Premier has filled over 5,000 healthcare positions in 2014; we've helped our clients drive down workforce costs by an average of \$200,000/year; we have reduced the time to fill positions by an average of 45%; and our partners experience an increase of applicant flow by 3x.

## **Ablest Staffing**

### **Area Manager**

October 1997 - September 2004 (7 years)

Rochester, NY

As an Area Manager for a national staffing company, my focus was developing client partnerships while building and developing a winning service team.

We have helped organizations with their flexible staffing needs and targeted professional searches.

Our branch was awarded with multiple Service Excellence awards and I had the honor to be a three time national Star Performer for Ablest.

## **Interim Personnel**

Sales Representative - Branch Manager September 1993 - May 1997 (3 years 9 months) Baltimore, Maryland

As a Sales Representative for a national staffing company, I was responsible for business development in the Baltimore market. We offered contract staffing and professional search services. Organizations depended on our team's ability to fill positions in a timely manner with people possessing the right skills, attitudes, and motivation.

During my last six months before relocating, I served as the Branch Manager having the overall responsibility of the operation's performance and profitability.

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## **Education**

### **Alfred University**

Bachelor's Degree, Business Administration and Marketing · (1988 - 1992)

### **Brockport High School**

High School Diploma, Business Administration · (1985 - 1988)



# Holly Eschberger

## Summary

Over 25 years of innovative recruiting and customer service experience focused on Client Relations, Strategic and Creative Talent Acquisition, and Workforce Development and Consulting. My focus has been and continues to be on building valuable partnerships with Senior Care, Healthcare and Non-Profit Organizations to complement and enhance existing practices to attract, hire and engage a mission minded workforce.

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## Experience:

### Eklego Workforce Solutions

6 years 3 months

Vice President of Operations 2019 - Present (3 years) Rochester, NY

### Senior Director of Client Services

2017 - 2019 (2 years)

Rochester, New York Area

### Director of Client Services

January 2016 - 2017 (1 year)

Rochester, New York Area

As the Director of Client Services, I work collaboratively with our mission- minded clients and our dedicated internal team to implement, maintain and enhance service levels of our proven recruitment and hiring model.

### The Premier Partners

#### Director of Client Services

June 2003 - December 2016 (13 years 7 months) Rochester, NY

### Adecco

#### Branch Manager

1996 - 2002 (6 years)

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## Education:

St. John Fisher College

BA, English

Hornell

High School Diploma · (1990)

Hilbert College

AAS, Human Services