

MEETING DATE 8/15/05

AGENDA ITEM Consideration of Approval of a Contract with William Avery
and Associates to Secure Executive Recruitment Services for
Assistant Chief Administrative Officer

ATTACHMENTS

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July 22, 2005

Serena Wright
City of Culver City
9770 Culver Boulevard
Culver City, CA 90232-0507

Dear Serena

Thank you for considering our firm to assist the City of Culver City in the recruitment of a new Assistant Chief Administrative Officer. We understand your desire to accelerate this recruitment effort. This letter will serve as a proposal and scope of services for this assignment.

I would like to share that we have just recently completed recruitment for the Assistant City Manager for the City of Camarillo, and are currently in the midst of searches for two Deputy City Administrators for the City of Huntington Beach and for an Assistant City Manager for the City of Vacaville. The contacts we've established during these recruitments will be very beneficial to your assignment.

Recruitment Team

Paul Kimura will serve as the project lead for this search. The recruitment team will consist of either Gary Rogers, former Director of Human Resources for the Town of Los Gatos or Ann Slate, former Director of Human Resources for the City of San Luis Obispo and the administrative staff of Avery Associates. As project lead, my role would include initial client meetings to identify priorities of the position and the ideal candidate profile, development of the outreach strategy, interview, evaluation and assessment of the top candidates, presentation of the applicant pool, and facilitation of the final interview process. Both Gary or Ann and I would identify and contact potential candidates for the position.

Recruitment Plan and Scope of Services

I Position Profile and Organizational Assessment

The initial assessment phase is a critical component of the search process. I will meet with you and other members of the city executive staff you feel are appropriate in establishing the ideal candidate profile for this position. Our goal for this aspect of the recruitment process is to

- Understand the city and departmental priorities for this position

- Develop a clear understanding and consensus on the expertise, experience, education, performance attributes, interpersonal skills and operational style of the ideal candidate
- Discuss the goals, objectives, deliverables, and challenges related to this position
- Gain insight of the various organizational dynamics and departmental issues that exist within the organization
- Identify the compelling aspects to this opportunity

These discussions will result in a formal position announcement which details the ideal candidate profile and priorities of the position. Additionally, we would use the position announcement for marketing, advertising and exposure for the position.

II Development of the Search Strategy

The search strategy is developed in conjunction with the organizational assessment. We anticipate the following activities to be a part of our overall outreach effort:

- Development and direct contact of a targeted candidate list based on our extensive data base of city management personnel, from recommendations of key contacts in the public sector, through referrals and contacts in local government
- Marketing and listing the position with various agencies, counties and cities within the state, region and county
- Advertising in WESTERN CITY magazine, JOBS AVAILABLE magazine and posting on websites that are related to the ideal candidate profile
- Development and distribution of the comprehensive position announcement to various city, county, and state departments, as well as agencies throughout the state and country

III Candidate Presentation

All applicants who submit a resume will be evaluated based on their professional experience and education. Those applicants who meet the qualifications of the position will be interviewed by me. Recommended candidates will be presented to the City with a summary overview of experience, the submitted cover letter of interest and resume, our formal assessment of the candidate based on the interview, and two initial reference interviews.

IV Candidate Selection

The final candidates will interview with the City in a process facilitated by me. We will develop the interview process, develop panel interview books, create interview questions, coordinate travel planning and maintain candidate communication. When the city is able to narrow its candidate pool to a final one or two candidates, we will conduct thorough background checks and final reference checks as desired.

Consulting Fee

Avery Associates will provide a discounted fee for this recruitment. Based on the services described in our proposal, our normal Professional Services Consulting Fee would be \$14,900 and reimbursement of direct out-of-pocket expenses with a not-to-exceed limit of \$7,500. For Culver City, we will charge a Professional Services Fee of \$12,500 and a not-to-exceed expense limit of \$4,750.

Our Professional Fee will consist of an initial retainer of \$5,500 at the outset of the search. The final invoice of \$7,000 will be billed at the completion of the recruitment. Expenses will include clerical time, print and internet advertising, phones/fax/stationary/postage, printing, and consultant travel for client discussions and local and out-of-area candidate interviews. The consulting fee will be inclusive of all services defined within this proposal unless otherwise stated.

Guarantees and Ethics

Whenever William Avery & Associates, Inc. is retained, we make several guarantees and commitments to a client. Due to our experience, knowledge and success within the management consulting field, we assure a client that we will only present candidates who meet a substantial majority of the ideal qualifications that you have outlined. We are also committed to continue our search efforts until a successful candidate is employed.

It is also our practice to replace a candidate who may voluntarily resign during the first 12 months of his/her employment. This same commitment applies if the client finds it necessary to terminate or to request the resignation of the selected individual in the first 12 months for reasons which would have precluded his/her employment had they been known at the time employment started. In either case, we invoice a client only for out-of-pocket expenses incurred in identifying a replacement.

Serena, thank you for the opportunity to support your executive recruitment needs Culver City is a premier client of our firm and we appreciate the positive relationship with your city Please feel free to call me at 408 399-4424 if I can answer any questions regarding this proposal or our services

Sincerely,
Avery Associates

Paul Kimura, Principal