

MEETING DATE: 8/14/06

AGENDA ITEM: Approval of a Contract with William Avery and Associates
to secure Executive Recruitment Services for Risk Manager

ATTACHMENTS

PAGE

1. Proposal from William Avery and Associates

1-6

PROPOSAL FOR THE CITY OF CULVER CITY RECRUITMENT FOR THE NEW RISK MANAGER

Avery Associates - Profile

Avery Associates is a Los Gatos, California based Management Consulting firm incorporated in 1982. We specialize in Executive Search and Human Resources/Management Consulting. Our firm currently has two Principals and several key Consultants. Bill Avery heads the Firm and the Management/Labor Relations practice in addition to participating in key searches. Paul Kimura is the Principal who oversees the Search and Recruitment practice. Ann Slate, Cris Piasecki and Gary Rogers form the core recruitment team for the firm. Jackie Collins and Leah Jakusovszky handle administrative support.

We offer a unique recruitment service as the background and capabilities of our firm Consultants gives us the ability to provide recruitment services that positively differentiates us from other strictly public sector search firms. We do so by incorporating private sector search methodologies into our public sector recruitment process, and combining "best" practices from each of the sectors in which we operate.

Firm Qualifications

The majority of the recruitment activity is completed by our firm Principals. This hands-on involvement includes client interface, candidate identification and qualification, interviewing and assessment, presentation of candidates, participation in final interviews, and support in bringing successful closure with the selected candidate. We're pleased that each of our recruitments has resulted in a successful closure within the projected timeframe. More importantly, our clients have expressed a high degree of satisfaction in the quality and depth of our service.

Mr. Avery, having served in the past as a City Manager, provides the direct experience and knowledge of local government. Mr. Kimura's expertise in executive, technical and business recruitment, which he gained during his nineteen years of high technology experience, provides the basis for many of the recruitment strategies and tactics utilized by the firm. Collectively, the firms Principals offer exceptional expertise in the area of executive recruitment. Their profiles are included as part of this proposal.

Recruitment Team for the City of Culver City

Paul Kimura will serve as the Principal in charge of this project and will be assisted by Gary Rogers. Mr. Kimura will be personally involved in client meetings, interview and assessment of candidates, and will be available throughout the search process to provide other related consulting services.



Recruitment Plan and Services Provided

I. Position Profile and Organizational Assessment

The initial assessment phase is a critical component of the search process. Mr. Kimura will meet with the key decision makers to discuss the organizational needs and position requirements. Our goal for this aspect of the recruitment process is to:

- Understand the City priorities for this position.
- Develop a clear understanding and consensus on the expertise, experience, education, performance attributes 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.

The formal position description and a subsequent ideal candidate profile would be developed from the above discussions and incorporated into the formal position announcement. The candidate profile is also utilized in various other means as a marketing tool, for advertising copy, postings, and for other announcements.

II. Development of the Search Strategy

The search strategy is developed in conjunction with the organizational assessment. The final approach is based on your input and considerations during the assessment activity. For this assignment, we feel it is critical to develop a high level of visibility with a comprehensive outreach program supplemented by a focused targeted recruitment approach. We would incorporate the following elements into this search:

- Original research, which consists of the identification of names and contacts of Personnel/Risk Managers in the municipal sector and in comparable agencies or organizations. Those identified are contacted and developed as candidates (if they meet the profile for the position) or as a source for additional candidates. This tactic, commonly referred to as “sourcing” is designed to identify and recruit candidates who are not actively seeking a new position.
- Sending out mailings to professional organizations such as PARMA (Public Agency Risk Managers Associations), ARIA (America Risk and Insurance Association), and The Public Entity Risk Institute.



- Advertising in WESTERN CITY magazine, JOBS AVAILABLE magazine, and appropriate Risk Management publications or periodicals deemed appropriate for this search.
- Listing the position on the Internet in the Public Sector employment bulletin boards and on our corporate website (www.averyassoc.net).
- Utilizing extensive contacts of appropriate personnel from our corporate database.

III. Candidate Assessment

Our assessment process involves several “tiers” of evaluation. All candidates responding to this position will initially, be evaluated based on their resume and if appropriate, an extensive phone “screening” by a firm Consultant. Based on our previous recruitments for your city, we also understand you may prefer a Council Subcommittee to identify the candidates to formally interview. Extended personal interviews typically take one hour and a thorough discussion of their experience, accomplishments, management philosophy and interpersonal style takes place. Those individuals who best fit the position requirements will have a Candidate Assessment Report developed by the Consultant who conducted the interview. We also conduct initial, yet thorough reference interviews on candidates selected for presentation to our clients.

IV. Candidate Presentation

Upon completion of formal interviews, a selection of candidates for presentation is made. Typically, the number of final candidates requested by our clients range from four to seven. We feel our extensive qualification, interview, and reference interviewing process and the knowledge gained during our initial assessment period, enable our client to proceed with fewer rather than more finalists.

The final candidates are presented in our candidate presentation “book”. Each finalist will have a file consisting of a candidate summary sheet, a resume, the Candidate Assessment Report (based on the formal interview), and two initial candidate reference interviews.

V. Selection Process

Once the final candidate interview group is identified, we will assist in the structuring of the interview process. Our firm will also provide candidates with guidance related to travel planning, hotel accommodations, as well as other interview planning issues.



VI. Position Closure and Follow-Up

Based on the firm's experience in human resource management and executive search, we are able to assist our clients in formulating appropriate compensation and other employment arrangements. We will be available throughout our retention to assist in this process.

As a matter of policy, Avery Associates monitors the transition and progress of any executive we place with a client. Within the first three to six months following the hired individual joining the City, we will speak with that individual to ensure the transition has effectively occurred. During the same period we will also review the individual's status with your office.

Consulting Fee

Based on the services described in our proposal, the professional services consulting fee for this recruitment will be \$15,400. If awarded the search, we would provide our first consulting invoice in the amount of \$6,900 at the outset of the search. The final balance of \$8,500 would be invoiced at the completion of the search.

Normal and direct out-of-pocket expenses associated with the search are charged back to the client. For this recruitment out-of-pocket expenses will have a not-to-exceed limit of \$7,500. These expenses include: advertising, clerical time, supplies, printing, telephone, postage, and consultant travel for client discussions, meetings and in-state and out-of-state candidate interviews. All expense items will be detailed and billed on a monthly basis or on a one-time basis at the completion of the search.

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 year 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 year 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.



CITY OF CULVER CITY RISK MANAGER - RECRUITMENT SCHEDULE

Description (Weeks)	1 2 3 4	5 6 7 8	9 10 11 12	13 14 15 16	17 18 19 20
Initial meeting(s)	<u>1</u>				
- Job announcement draft	<u>3</u>				
- Advertising and marketing in place.	<u>3 - 4</u>				
- Recruitment strategy finalized	<u>3 - 4</u>				
- Approve and print job announcements	<u>4 - 5</u>				
Recruitment period		<u>4 - 10</u>			
- Candidate screening		<u>6 - 10</u>			
Candidate Interviews			<u>11 - 12</u>		
- Complete references				<u>13</u>	
- Preparation of candidate book				<u>13</u>	
Presentation of candidates				<u>14</u>	
Final interviews				<u>16</u>	