



Date: May 17, 2016

**Contract for Component Executive Search Services  
For Human Resources Director, Police Chief, and Utilities Director Positions  
By and Between Strategic Government Resources and City of Fort Smith, Arkansas**

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City of Fort Smith, Arkansas  
c/o Carl Geffken, City Administrator  
[cgeffken@FortSmithAR.gov](mailto:cgeffken@FortSmithAR.gov)  
("Client")

Strategic Government Resources  
c/o Cyndy Brown, Managing Director  
[CyndyBrown@GovernmentResource.com](mailto:CyndyBrown@GovernmentResource.com)  
("SGR")

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**Scope of Services.** SGR offers individually priced executive search components to deliver only the specific services you need. Unless otherwise noted, all services are rendered remotely. Onsite visits, if desired, are considered a separate component and subject to additional professional fees and travel expenses. Each of the individual components, and the pricing for each, is included below.

- **Stakeholder Survey / \$1,000**
  - SGR will provide recommended survey questions within three (3) business days of project initiation. SGR will set up an online survey within one (1) day after Client has reviewed and approved the survey questions. Stakeholders can be directed to a web page or invited to take the survey by email. SGR and Client will agree to the open survey time period, typically ten (10) to thirty (30) days.
  - *Client shall be responsible for marketing and promoting the survey to stakeholders.*
  - A written summary of results is provided to Client within three (3) business days of survey close date. *Survey is not validated statistically.*
- **Position Profile Brochure / \$1,500**
  - SGR utilizes a professional graphic designer and professional writer to produce a three (3) to five (5) page brochure based on information and photos provided by the client. The brochure is reviewed and revised in partnership with the Client until Client agrees that it accurately reflects the community, organization, position, and desired attributes.
  - *Client shall provide photos, graphic images, and other information (job description, budget documents, links to web pages, etc.) needed to develop position profile brochure.*

- SGR will provide draft of profile within ten (10) days of receiving all pertinent information from the Client. Any revisions to the brochure requested by the Client will be completed within two (2) business days.
- **Recruitment Video / \$5,000<sup>+</sup>**
  - SGR offers the option of developing a custom video recruitment ad for posting on YouTube and linking to the video from other media sources. The base price is \$5,000 with client provided footage. There will be an additional charge of \$1,000 per day plus travel expenses for SGR videographer to travel and shoot professional video footage onsite.
  - SGR will provide initial video for Client to review within three (3) weeks of receiving all footage.
- **Social Media & Marketing Package / \$6,000**
  - ***Includes Position Profile Brochure as described above.***
  - SGR offers a social media and marketing package that spans over a minimum of thirty (30) day to a maximum of forty-five (45) days, as specified by Client.
  - Within the specified time period, SGR agrees to: post position in SGR's 10 in 10 e-newsletter; feature position on SGR website; feature ad on SGR's Job Board for thirty (30) to forty-five (45) days; email blast to SGR's profession specific opt-in subscriber list; post position on SGR's Facebook page; post position on SGR's LinkedIn page; promotion via SGR's multiple Twitter feeds; evaluation and recommendation for ad placement based on type of position and location; placements of ads (pass-through cost of ad placements not included); and, at Client's request, further marketing via LinkedIn for an additional cost (pass-through cost).
  - ***Client shall be responsible for receipt of applications and communication with prospective applicants. Prospective applicants will be directed to contact Client regarding the position. This package does not include SGR communication with candidates or receipt of resumes through SGR's application management system, unless Application Management & Initial Screening of Resumes option is selected in conjunction with this option.***
  - If Client is not satisfied with applicant pool, SGR must be notified within three (3) weeks of the close of the marketing/promotion period, and SGR will then coordinate with Client to re-market the position, at no additional charge to Client (with the exception of pass-through expenses). After the second round of marketing, each additional round of marketing will be charged as a new position for the full amount of \$4,500.
  - If the job description and position title change during the marketing period, and there is a need to remarket based on a new position and job description, marketing and promotion will be charged as a new position for the full amount of \$4,500.

- **Application Management & Initial Screening of Resumes / \$4,500**
  - SGR will receive resumes and cover letters on behalf of Client through SGR's applicant tracking system, communicate with applicants throughout the application submittal period, evaluate and triage resumes after the position closes, and conduct a briefing via phone or online with Client after position closes.
  - Job will be opened within two (2) business days after Client provides position profile brochure and job description information. Client will specify how long job will remain open, up to a maximum of 45 days.
  - ***Client is responsible for all advertising and marketing of position, unless Social Media & Marketing Package option is selected in conjunction with this option.***
  - Within one (1) week of position close date, SGR will conduct a phone or online briefing with Client, after position closes, and present a triage ranking of candidates.
  - Client agrees to provide SGR with a list of any candidates to be released within two (2) weeks following the triage briefing with SGR. At that time, SGR will release any candidates that will not continue in the process and email the remaining candidates that the Client will be the primary contact from that point forward. If the Client does not provide a list of candidates to be released, SGR will email all candidates and notify them that the Client will be the primary contact from that point forward. SGR will then consider services fulfilled.
  - If Client is not satisfied with applicant pool, SGR must be notified within three (3) weeks of triage briefing date, and SGR will then coordinate with Client to reopen position, for a maximum of 45 days, at no additional charge to Client (with the exception of reimbursable expenses). After the second posting of position, each additional opening will be charged as a new position for the full amount of \$4,500.
- **Individual Resume Analysis and Customized Candidate Questions / \$250 per candidate**
  - SGR provides a written analysis of a candidate's application materials (typically resume and cover letter), along with a list of suggested questions to ask the candidate for further clarification. SGR will deliver a written report within five (5) business days from receiving application materials from Client.
- **Questionnaire / \$250 per candidate**
  - SGR develops a written exercise customized to the position. SGR distributes questionnaire to candidates, evaluates questionnaires, and holds a phone or online briefing with Client after questionnaires are received.
  - SGR will provide a draft questionnaire to Client within three (3) business days of request. SGR will send questionnaires to candidates within two (2) business days of Client's approval of questionnaire. Candidates are typically given one (1) week

to complete the questionnaire. SGR will be prepared to hold briefing with Client within three (3) business days after receiving completed questionnaires from candidates.

- **Online Interviews / \$250 per candidate**

- SGR provides recommended position-specific questions for Client approval, prompts candidates to complete online interviews, and emails a link to Client to view the recorded interviews.
- Candidates are typically given five (5) to seven (7) days to complete the interviews. SGR will provide a link with the candidate interviews within two (2) business days after candidates complete the recorded interviews.

- **Comprehensive Media Reports / \$500 per candidate**

- Each Media Report is compiled from information gathered using SGR's proprietary online search process. This is not an automated process, and it produces far superior results than a standard media or Google search. The report may include news articles, links to video interviews, blog posts, social media posts, etc.
- SGR will provide media report via email or on flash drive with two (2) weeks of receiving completed release form from candidate.

- **Management Style Analysis / \$150 per candidate**

- SGR uses the DiSC Management psychometric assessment to provide detailed insights regarding how a candidate would lead and manage an organization. SGR will also provide a DiSC Management Comparison Report, which presents a side-by-side view of each candidate's preferred management style.
- Candidates are typically given two (2) to three (3) business days to complete the assessments. The assessment reports will be provided to Client within two (2) business days of assessment completion by candidates.

- **Interview Support / \$350**

- Interview support includes provision of customized interview questions (designed for onsite interviews), a guide to the legal aspects of interviewing, and an SGR assessment exercise specific to the position.
- These documents will be provided to Client within five (5) business days of request.

- **Background Checks / \$300 per candidate**

- Through SGR's partnership with a licensed private investigations firm, we are able to provide detailed comprehensive background reports.
- Background check reports include: SSN trace and address verification; credit and financial summaries and credit bureau report; personal information, address,

and employment comparisons; county criminal and civil records search (for last three counties of residence); state criminal records search (for last three states of residence); county wants and warrants; Federal criminal records search; InstaCriminal national search; Global homeland security search; sex offender records search; driving/motor vehicle records; and education verification for highest degree obtained.

- Background reports will be delivered (password protected via email) to Client within six (6) business days of receiving completed release forms from the candidates.
- **Reference Checks / \$100 each**
  - *Client shall provide list of references with contact information.*
  - Cost is \$100 per completed reference check.
  - SGR will provide an overview of reference checks, either verbally or in writing, depending on Client's preference. Feedback on candidate will be summarized, but no specific comments will be attributed to named individuals.
  - Timeframe will be agreed upon between Client and SGR.
- **Site Visits / \$1,000 per day plus travel expenses**
  - At the Client's request, SGR will make onsite visits to a candidate's current community and workplace to gain additional insights into how a candidate is perceived in the community and by coworkers.
  - SGR will provide an overview of the onsite visit, either verbally or in writing, depending on the Client's preference. Feedback on candidate will be summarized, but no specific comments will be attributed to named individuals.
  - Timeframe will be agreed upon between Client and SGR.
- **Team Building Workshop / \$4,000 plus travel expenses & \$150 per person for I-OPT reports**
  - At the Client's request, SGR will provide a customized team building workshop after the new employee is hired. SGR utilizes I-OPT, which is a validated measurement tool that shows how a person perceives and processes information.
  - Price is \$4,000 for a half-day onsite workshop, plus travel expenses and \$150 per person for I-OPT team reports, which include Individual Analysis Report, Emotional Impact Management Report, Change Management Report, and Team Management Report. Two-Person Reports can be ordered for an additional fee of \$50 per report.
- **Supplemental Services / \$250 per hour**
  - If the Client desires any supplemental services not mentioned in this section, an estimate of the cost and hours to be committed will be provided at that time,

and no work shall be done without approval. Supplemental services will be billed out at \$250 per hour.

**Summary of Pricing.**

<b>Service</b>	<b>Pricing (excludes reimbursable expenses or add-ons)</b>
Stakeholder Survey	\$1,000
Position Profile Brochure	\$1,500
Recruitment Video	\$5,000 base price
Social Media & Marketing Package	\$6,000 base price (includes Position Profile Brochure)
Application Management & Initial Screening of Resumes	\$4,500
Individual Resume Analysis and Customized Candidate Questions	\$250 per candidate
Questionnaire	\$250 per candidate
Online Interviews	\$250 per candidate
Comprehensive Media Reports	\$500 per candidate
Management Style Analysis	\$150 per candidate
Interview Support	\$350
Background Checks	\$300 per candidate
Reference Checks	\$100 each
Site Visits	\$1,000 per day plus travel expenses
Team Building Workshop	\$4,000 plus travel expenses and \$150 per person for I-OPT reports
Supplemental Services	\$250 per hour

**Reimbursable Expenses.**

- **Ad Placement and Social Media Marketing Fees.** Ad placements and social media marketing are billed at actual cost. No ad placement or marketing costs will be incurred without prior approval of Client.
- **Reproduction and Binding Costs.** Copies are billed at 23 cents per page, plus the cost of binders/binding.
- **Flash Drives.** Flash drives are billed at \$10 each.
- **Shipping.** Shipping charges are billed at actual cost.
- **Travel.** When traveling at the client’s expense, SGR will, in all cases, seek to obtain the lowest possible fares and rates by scheduling travel in the manner that will be the most economical. Meals are billed at \$10 for breakfast, \$15 for lunch, and \$25 for dinner. Mileage will be billed at the Standard Mileage Reimbursement Rate established by the IRS. All other travel-related expenses are billed back at actual cost, with no markup for overhead. **SGR will use these guidelines when invoicing the client for travel reimbursement unless the organization notifies SGR of its preferred travel reimbursement procedures *in writing* prior to contract execution.**

**Payment.** SGR will invoice for each component option immediately upon completion. This may result in multiple invoices for this contract, depending on how many service options are selected by the Client. Payment terms are thirty (30) days from date of invoice.

**Terms and Conditions.**

- **Obligation.** This contract provides enabling authority only, and no work will be initiated without the advance authorization of Client. There is no obligation under this agreement for the Client to utilize any of these services or any minimum volume of these services.
- **Severability.** The Client reserves the right to terminate this agreement at any time upon giving SGR seven (7) days advance written notice. In such event, SGR will be compensated for all work satisfactorily completed up to and through the date of termination. From and after the effective date of termination, neither party shall have any obligation to the other.
- **Confidentiality.** The Client acknowledges that the nature of executive recruitment is such that SGR engages in discussions with prospects who may or may not ultimately become a candidate, and that SGR may utilize its proprietary network of relationships to identify and engage prospective candidates, and that premature release of such proprietary information, including names of applicants and prospective applicants, may be damaging to the prospects and to SGR. Accordingly, the Client acknowledges and, to the extent provided by law, agrees that all information related to this search is proprietary and remains the property of and under the exclusive control of SGR, regardless of whether such information has been shared with the Client, including all decisions regarding release of information.

Approved and Agreed to this the 23 day of May, 2016,  
by and between

  
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Carl Geffken, City Administrator  
City of Fort Smith, Arkansas

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Cyndy Brown, Managing Director  
Strategic Government Resources