



**Sonoma County Library**

**REQUEST FOR PROPOSAL  
EXECUTIVE SEARCH FIRM  
Recruiting Services for  
Executive Library Positions  
(Multiple)**

November 2, 2020

Ann Hammond

Library Director

6135 State Farm Drive

Rohnert Park, CA 94928

707-755-2001

Electronic proposal submittals due on November 30, 2020

To

Sonoma County Library

Deanna Katzung

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(707) 545-0831 ext. 1582

November 2, 2020

**REQUEST FOR PROPOSAL FOR EXECUTIVE RECRUITING SERVICES  
FOR SONOMA COUNTY LIBRARY**

**LIBRARY ADMINISTRATION HEADQUARTERS 6135 STATE FARM DRIVE,  
ROHNERT PARK, CA 94928**

**DUE DATE: NOVEMBER 30, 2020 AT 5:00 PM  
PST**

- I. **EXECUTIVE SEARCH FIRM.** The Sonoma County Library (Library) invites qualified executive search firms and consultants to submit a written proposal to conduct executive recruitments for the Library, including Chief Financial Officer.

There is no expressed or implied obligation of the Library to reimburse responding firms for any expenses incurred in preparing proposals in response to this request or for attending any meetings or conferences. The Library shall consider the entire proposal for, but not limited to, proposal completeness, ability to meet requested service needs, experience in conducting executive search and recruitment, expertise and availability of key personnel, cost to the Library, and client references.

- II. **ELIGIBILITY.** The executive search firm should specialize in recruitment for executive and senior-level management positions in public library service institutions with knowledge of California labor regulations. To be eligible for consideration, the proposing firm must demonstrate that it, or the principal(s) assigned to the project, has successfully completed similar services to those specified in the Scope of Work section of this RFP, with institutions similar in size and complexity to the Library. The successful proposer will work directly with the Library Director, Library's Hiring Committee, as well as the Human Resources Manager and any other Library representative selected to be involved with activities associated with this project.

The successful proposer may be responsible for the following activities including, but not limited to assisting with the development of the position description/ candidate profile, the recruitment advertisement and candidate search strategy, screening candidates and introductory interviews, providing report(s) of candidate assessment, and recommending the most qualified candidates for interview opportunities with the Library's Hiring Committee.

For consideration, proposals must contain evidence of the proposer's experience and abilities in the specified area and other disciplines directly related to the proposed services. All proposers shall provide profiles and resumes of the staff to be assigned to the project. Proposals will be evaluated by the Library's Executive Search Firm Selection Committee and will be ranked in accordance with the following criteria:

- Completeness and quality of response
- Ability to meet requested service needs
- Experience with library executive recruiting, specifically in California
- Expertise and availability of key personnel
- Total cost to library
- Client references

### III. **BACKGROUND.**

Sonoma County represents the best of Northern California —over 50 state and regional parks, miles of rugged Pacific coastline, towering redwood forests, 425 wineries, thriving arts and cultural activity, and close proximity to San Francisco's Golden Gate Bridge, make it an exciting place to live and work. .

Funded primarily by sales and property taxes, the Sonoma County Library—a Joint Powers Agreement Special District—serves the cities of Cloverdale, Healdsburg, Rohnert Park, Cotati, Petaluma, Santa Rosa, Sebastopol, Sonoma, and the town of Windsor, as well as the unincorporated areas of the County.

An eleven member, city-appointed Library Commission, governs the Sonoma County Library. The Commission is responsible for hiring the Director, approving the budget, and strategically guiding the organization.

For more information, be sure to review the Library's website at [sonomalibrary.org](http://sonomalibrary.org).

### IV. **SCOPE OF WORK.** The executive search firm ("firm") shall set meetings with the Library's Hiring Committee and other stakeholders upon execution of a contract with the Library Director ("Director"). The firm will:

- Develop a candidate profile.
- Develop a recruitment strategy including recommending an appropriate advertisement.
- Carry out recruitment process (es).
- Screen all applications and create a recommended candidate list.
- Design and finalize the interview process, prepare interview questions for the Hiring Committee's consideration, and other associated tasks.

- Participate in the interview process.
- Perform appropriate reference, media, and background, checks.

The Library will have complete authority over the interview process and the development of the interview questions; however, recommendations from the firm will be welcomed. All candidate applications will be made available to the Human Resources Manager prior to the finalization of a candidate list. The search firm will be responsible for:

- Posting the position through local, regional, and national channels, journals, and publications.
- Receiving and reviewing resumes of applicants, determining that the candidates meet minimum qualifications and following up with telephone interviews to clarify each applicant's qualifications and experience.
- Preparing and presenting to the Hiring Committee a written summary of at least ten (10) candidates with the most promising qualifications and experience.
- Assisting the Hiring Committee in evaluating these candidates and further identifying the top candidates for serious consideration and interviews.
- Conducting in-depth reference checks with individuals to evaluate candidates' past job performance, criminal history, financial background, and any other pertinent factors.
- Ascertaining the strengths and personal dimensions of each candidate and report to the Hiring Committee.
- Advising the Hiring Committee of any other areas, services, or important steps to take that are not listed above.

The selected firm will:

- Work with Human Resources department to coordinate the candidates' schedule and participation in the interviews.
- Debrief the interview committee following each candidate interview and identify additional candidates if necessary.
- Verify selected candidate's educational background, employment record, and any other information identified in the strategy process.
- Notify applicants not selected.
- Assist the Library's Human Resources Manager with compensation negotiations.

V. **TERMS AND CONDITIONS.** The Director intends to select one firm to provide this service but reserves the right to reject any or all proposals without explanation. If the selected firm does not execute a written signed agreement with the Director within a reasonable amount of time, the Director reserves the right to enter an agreement with the next most qualified firm. The Director reserves the right to request clarification of information submitted and investigate the ability of the executive search firm to meet the required needs. The Director reserves the right to waive all requirements for this proposal.

VI. **SCHEDULE.**

November 2, 2020	Release of Request for Proposal
November 9, 2020	Deadline for submission of written questions
November 16, 2020	Library responds to written questions (if necessary)
November 30, 2020	Proposals due
December 8, 2020	Recommendation for award
December 8, 2020	Status communicated

VII. **FORMAT AND CONTENTS OF PROPOSAL.** The proposal shall include:

- a. Cover letter. Please include the RFP subject, name of firm, address, contact person with all applicable contact information, and date of preparation.
- b. Qualifications. Describe the background, experience, and capabilities of your firm as it relates to the Scope of Work outlined above. Highlight any successful placements in other large public libraries during the last five years.
- c. Scope of Services. Provide a scope of services and a proposed outline of tasks, products, and schedules. Also, identify the extent of Library personnel involvement deemed necessary, including key decision points at each stage of the project. Major proposed deviations from the desired scope of services outlined above should be clearly noted and justified.
- d. Cost. Provide cost proposal for scope of services including fixed costs, fees, expenses (including anticipated advertising expenses), reimbursable costs, and any other anticipated costs.
- e. Consulting staff. Provide the name, title, background, and experience of the primary consultant for this project. Identify all staff who would be assigned to

work directly or indirectly on this search and throughout the project.

- f. Insurance. List all relevant insurance policies and coverage amounts carried by the firm. The selected proposer will be required to submit evidence of and comply with all insurance requirements deemed necessary by the Sonoma County Library Commission.
- g. References. Provide a list of at least three clients the firm has contracted with in the past three years who can verify your firm's ability to provide the scope of services requested. Provide name, title and complete contact information for each reference. Provide a list of current clients who are receiving services like those requested in this RFP with a brief description of the work.
- h. Performance Guarantee. If your firm offers a performance guarantee, describe the terms and conditions under which the guarantee applies.
- i. Additional Services. The selected firm is welcome to outline additional services or alternative approaches that it feels are in the best interest of the Library.
- j. Subcontractors: Proposers shall identify all subcontractors they intend to use for the proposed scope of work. For each subcontractor listed, proposers shall indicate: 1. what products and/or services are to be supplied by that subcontractor and; 2. what percentage of the overall scope of work that subcontractor will perform.

VIII. **PROPOSAL SUBMISSION.** Deadline for submission is November 30, 2020 at 5:00 pm PST. The proposer must submit one (1) signed electronic version (PDF) of the proposal by the deadline to Deanna Katzung at [dkatzung@sonomalibrary.org](mailto:dkatzung@sonomalibrary.org).

Proposals should be limited to 25 pages and be prepared simply and economically, with an emphasis on completeness and clarity of content. **Proposal contents will not be kept confidential once proposal deadline has passed.**