



San Luis Obispo County Community College District Board of Trustees



Board Date: Wednesday, March 9, 2011

Title: Proposed Superintendent/President Recruitment Plan
 Description: Discussion of Proposed Superintendent/President Recruitment Plan
 Agenda Section: Discussion/Action
 Originator: Human Resources Other:
 Presented by: Pat Mullen and Laura Cyphers-Benson

Background Information: Discussion of a timeline, key dates and committee structure for the recruitment of a new Superintendent/President.

Current Considerations:

Committee Structure:

General discussion regarding the appropriate constituencies and groups to be participants in the selection and interview committees for the Superintendent/President recruitment. Those groups may include: Academic Senate, community members, CCFT, CCCUE, Cuesta College Foundation, and Management Senate.

In-House vs. Consulting Firm:

General discussion regarding hiring a consulting firm versus an in-house recruitment process to conduct the Superintendent/President recruitment.

Projected Timeline:

Discussion of general timeframes for recruitment, interviews and deliberation.

Late Spring 2011	Meet initially with recruitment committee.
June – August	Advertise the position and begin the recruitment process.
Fall 2011	Screening, interviewing, deliberation and selection.
January, 2012	Beginning date of employment for new Superintendent/President.



San Luis Obispo County Community College District Board of Trustees



Fiscal Impacts: The cost to recruit is an investment in the success of the college. Expenditures may include, but are not limited to: advertising, staff time/salary, and interview expenses, depending upon options chosen.

Recommendation: Review and consider for approval, the proposed Superintendent/President Executive Recruitment Plan as presented.

Agenda Approval: _____, Gilbert H. Stork, Ed.D,
Superintendent/President

Date: _____



San Luis Obispo County Community College District

M E M O R A N D U M

TO: Laura Benson,
Executive Director of Human Resources and Labor Relations

FROM: Lori Lawson

DATE: February 2, 2011

SUBJECT: **Information – Superintendent/President Search**

After some research from the previous Superintendent/President Search, I have attached the information below for your review.

- A list of 14 executive search companies that were contacted in 2006-07 for the Superintendent/President search.
- The letter forwarded to each search company requesting a proposal for their services as a consultant.
- The agreement between the District and the consultant hired (Community College Search Services)
- A list of the Search Committee List (with the contact person for each group), a total of 9 groups.
- The letter forwarded to each person on the above search committee list asking for feedback on the recruitment process.
- October 4, 2006 Board of Trustees Agenda Item: Cuesta College--Superintendent/President Transition/Recruitment Plan.
- Superintendent/President Salary, Benefits Survey (conducted in 2010).
- Recruitment expenses from previous recruitment 2007-08.
- Projected expenses for 2011 recruitment.
- A copy of the e-mail forwarded to John Rocha in order to project advertising expenses for the current recruitment.
- Projected timeline for Superintendent/President Search – 2011

LBC:lll

Attachments

Projected Budget
Superintendent/President
Recruitment - 2011

<u>Advertising Source</u>	<u>Cost</u>
Chronicle of Higher Ed (1/4 page ad-run one time) (print ad will run June 3-June 16)	\$2,175.00
Chronicle.com (free for 30 days with add above; 6/3-6/30)	\$0.00
Chronicle.com (on web site 30 days more; 7/1-07/30)	\$260.00
Chronicle.com (on web site 15 days - 8/1-8/15)	\$130.00
CCWeek.com (post for 30 days; 6/1 - 6/30)	\$345.00
CCWeek.com (post for 30 days more 7/1-7/30)	\$345.00
CCC Registry	\$0.00
ACCCA.com (\$500 for unlimited postings)	\$500.00
HigherEdJobs.com	\$0.00
InsideHigherEd.com	\$0.00
EdJoin	\$0.00
Academickeys.com (a world-wide web site for jobs)	\$195.00
Post Job information on HR Web page	\$0.00
<u>Sub-total projected advertising:</u>	<u>\$3,950.00</u>
Meeting Accomodations (for interviews)	
San Luis Obispo County Office of Education	\$0.00
Travel Expenses for Interview Candidates	
Projected reimbursement for travel:	\$2,500.00
Food/Refreshments	
Projected costs-coffee, lunch, etc.	\$1,250.00
Site Visits	
Projected Air or Rental Car	\$6,650.00
Short-term Human Resources Staff Fee	
Short-term HR Staff person hired to process applications, set up interviews, etc.	\$15,000.00
<u>Grand Total:</u>	<u>\$25,400.00</u>

AGENDA

PLANNING MEETING – PRESIDENTIAL SEARCH

WEDNESDAY, MAY 4, 2011 – 11:30 A.M. – 1:00 P.M.

Administration Building 8008

1. Overview of Committee Structure and Board of Trustees Expectations
2. Confidentiality Statement – Review by all committee members and sign
3. Timeline of all dates for recruitment process
4. Advertising Sources
5. Superintendent/President Job Description
6. Announcement: A. review content; B. review application process and materials requested

December 10, 2009

Name
Company Name
Address
City, State Zip

Dear Mr./Ms.

The San Luis Obispo County Community College District has initiated the process to select a new superintendent/president. The board of trustees seeks the services of a consultant to assist in the search and selection process. The board requests your proposal to provide the services of a consultant to guide the college in selecting a new superintendent/president. Following are the services the board would like the consultant to provide:

1. Assist in the development of expectations for the next superintendent/president;
2. Advise the board on the selection process, taking into consideration the existing college process;
3. Provide guidance in establishing appropriate internal and external communication, working with the Director of Marketing and Communication;
4. Recruit candidates to supplement the applicant pool;
5. Screen applications;
6. Investigate and evaluate candidates;
7. Work with the board and the committee during discussions of candidates;
8. Assist the board and committee in preparing for and during interviews and the applicants' campus visits;
9. Conduct reference checks and report information;
10. Assist with final selection and contract negotiation, and help establish expectations between the board and the superintendent/president.

The San Luis Obispo County Community College District is a dual-campus, public, community college district. More than 12,500 students enroll in day and evening classes offered at Cuesta's campuses in San Luis Obispo, Paso Robles and South County Centers. The San Luis Obispo campus is located on the Central Coast, with the more rural Paso Robles and South County locations in the northern and southern areas of the county.

In order for the board of trustees to evaluate your proposal, please provide information on your experience in the California community colleges, along with your specific experience in assisting other colleges in the selection of a new CEO. Please indicate the results of these selection processes and provide references.

The information should indicate the specific consultant from your firm who participated in this search. It would be helpful to indicate the specific services you have provided to other institutions in the search and selection process. Please see attachment for a tentative list of responsibilities and steps in the process. Finally, please state your cost proposal.

Please submit your proposal to me at Cuesta College Human Resources, P. O. Box 8106, San Luis Obispo, CA 93403-8106 no later than **Tuesday, December 22, 2009**

Sincerely,

Patrick Mullen, President
Board of Trustees
Cuesta College

cc: Annette Loria, Executive Director
Human Resources & Labor Relations

Attachment

I. Roles and Responsibilities

A. Board

1. Approves hiring procedures.
2. Interviews and selects a search consultant.
3. Approves position announcement.
4. Determines makeup of and officially appoints members to the screening/interview committee.
5. Approves specifications for the position (qualities and qualifications to be sought).
6. Reserves the right to extend timelines or re-initiate the search and selection at any time.
7. Interviews finalists and conducts follow-up interview, if necessary.
8. If desired, appoints board subcommittee to make site visits.
9. Negotiates terms of employment with person selected.
10. Makes official appointment of superintendent/president.

B. Committee

1. Drafts the position brochure.
2. Recommends qualities and qualifications to be sought.
3. Reviews applications and selects semi-finalists.
4. Develops interview procedures.
5. Interviews semi-finalists and recommends an unranked list of three to five finalists to the board.

C. Search Consultant

1. Directs the search as approved by the board.
2. Serves as staff to the board and may serve as non-voting chair of the screening/interview committee during the search and selection process.
3. Assists committee and board in defining expectations of the new superintendent/president.
4. Assists in drafting position announcement, brochure, and advertising copy based upon criteria approved by the board.
5. Conducts confidential personal recruiting.
6. Screens applicants and assists committee in determining candidates to be interviewed.
7. Assists the board and committee in preparing for and during interviews.
8. Conducts in-depth reference checking.
9. Assists the board with final selection and negotiations with identified candidate(s).

C. Executive Director, Human Resources & Labor Relations

1. Monitors all elements of search and selection procedure.
2. Prepares position announcement.
3. Prepares and places advertisements in approved publications.
4. Announces opening and requests nominations through community college list serves.

5. Communicates with candidates regarding interviews.
6. Prepares screening forms for committee.
7. May serve as resource to screening/interview committee during screening and interviewing.
8. Serves as liaison to consultant for setting up meetings with board and committee.
9. Communicates with campus about process.

II. Scope of Recruiting

The search for a new superintendent/president is to be national in scope. Recruiting is to include distribution of announcements, advertising, and personal contact.

A. Announcements

1. A promotional announcement will be prepared as a preliminary announcement by the screening/interview the design, layout, and copy is to be based upon procedures, criteria, and qualifications approved by the board.
2. Announcements will be distributed to existing and augmented mailing lists.
3. Flyers announcing the position are to be distributed to district employees.

B. Advertisements

1. Appropriate advertisements will be developed from the announcement.
2. Advertising will be placed in at least the following:
 - a. ACCCA Reports
 - b. Community College Registry
 - c. College Times
 - d. Chronicle of Higher education
 - e. Black Issues in Higher Education
 - f. Hispanic Outlook
 - g. Cuesta College web site
 - h. Local newspapers
 - i. Notices will be mailed to all California community colleges

III. Screening Procedures

A. Initial Screening

1. Initial paper screening will be conducted by the Cuesta College human resources office and the consultant to assess for completeness of application materials, minimum qualifications and experience, personal qualities and qualifications for the position as described in the position announcement.
2. All applications received will be available to the committee.

B. Committee Screening

1. Members of the committee will read and rate the applications of the candidates identified by human resources and the consultant.
2. The consultant will conduct preliminary reference checks to assist the committee in selecting semi-finalists.

3. The committee will select the most qualified the candidates (semi-finalists) for interviews.
4. The committee will interview the semi-finalists and recommend three to five finalists to the board of trustees. All finalists will be deemed to be acceptable.
5. Names of finalists will be forwarded to the board without ranking, but the committee may include summary comments about each finalist.

Note: The board reserves the right to stop and reinitiate the search and selection process at any time.

C. Final Selection and Board Appointment

1. The board will interview the final candidates with the assistance of the search consultant.
2. The board will select a preferred appointee.
3. The board will review confidential background checks completed by the search consultant. If the initial preferred appointee does not clear the background checks, the board may select a second appointee from among the finalists.
4. A preliminary offer will be made and appropriate negotiations conducted with the appointee, once background checks have been cleared.
5. The board officially approves employment of the new superintendent/president.

IV. Recommended Policy Guidelines

- A. The district will pay travel expenses for semi-final and subsequent interviews.
- B. All proceedings of the committee and board will be strictly confidential.
- C. The board of trustees will direct any public announcements during and at the conclusion of the hiring process.

Executive Search Companies

Dr. Jack D. Bessire
Professional Personnel Leasing, Incorporated (PPL)
President/Chief Executive Officer
2927 Colton Road
Pebble Beach, CA 93953
jbessire@prodigy.net
831-649-6310
Fax (815) 346-3112

Brian Wright, CPC
Executive Leadership Solutions (ELS)
12331 Towne Lake Drive, Suite #11 & #12
Ft. Myers, FL 33913
1-800-485-9726
Fax 866-388-1073

Dr. Dabney Park
AACC Executive Search Service
2121 Ponce de Leon Boulevard Suite 422
Coral Gables, FL 33134
aacc@performancesearch.com
Fax (305) 443-0110

Morris & Berger
500 North Brand Boulevard Suite 2150
Glendale, CA 91203-1923
www.morrisberger.com
mb@morrisberger.com
(818) 507-1234
Fax (818) 507-4770

Al Fernandez
Community College Search Services
376 Hamilton Ave
Ventura, CA 93003
ccss@sbcglobal.net
(805)650-2546

Jan Greenwood
Greenwood & Associates, Inc.
42 Business Center Drive Suite 207
Miramar Beach, FL 32550
jangreenwood@greenwoodsearch.com
(850) 650-2277
Fax (850) 650-2272

Dr. Thomas B. Courtice, Senior Consultant
Academic Search, Inc.
1825 K Street NW Suite 705
Washington, DC 20006
(614) 405-9209
www.academic-search.com
Tom.Courtice@academic-search.com

Registry for College and University Presidents
George Matthews
Three Centennial Drive
Peabody, Massachusetts 01960
http://www.registry-online.org/profiles_about.asp
978-532-4777

Ralph Andersen and Associates
Stan Arterberry
5800 Stanford Ranch Road Suite 410
Rocklin, CA 95765
www.ralphandersen.com
916-630-4900
Fax 916-630-4911
Cell 707-567-4402

Dr. Allen E. Koenig, Senior Consultant
R. H. Perry & Associates
2607 31st Street, NW
Washington, DC 20008
(614) 798-0538
akoenig@rhperry.net

Walter B. McNichols, Senior Vice President
Gary Kaplan & Associates
201 South Lake Avenue Suite 600
Pasadena, CA 91101
(626) 204-2214 or (626) 204-2216
wmcnichols@gkasearch.com

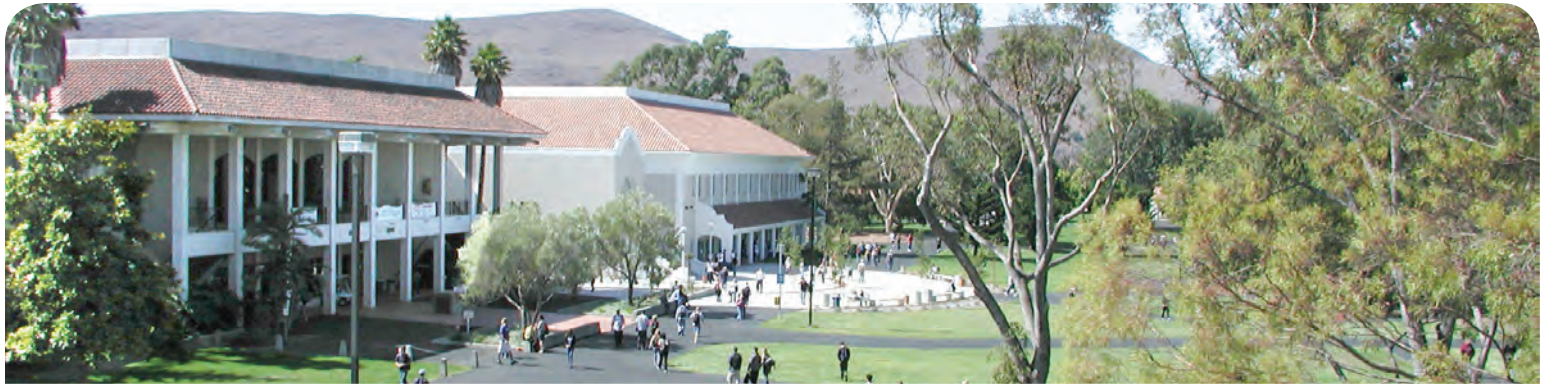
Ms. Sally Cofer-Lindberg
bhc Associates, Inc.
PMB 201
2401 E. Orangeburg #675
Modesto, CA 95355
(209) 575-4924
Sallys_c@earthlink.net

Dr. Pamila Fisher, Consultant
ACCT
1233 20th Street NW Suite 301
Washington, DC 20036
Alternate: 3251 Hillcrest Drive
Bozeman, MN 59715
(406) 570-0516
pamfisher@bresnan.net
www.acct.org

Angela D. Provart, President
Pauly Group, Inc.
1900 Sangamon Avenue Suite B
Springfield, Illinois 62702
(217) 241-5400
Fax (217) 241-5401
www.PaulyGroup.com
aprovart@paulygroup.com

Presidential Search Committee Representatives

<u>Academic Senate</u>	<u>Position</u>	<u>Email Address</u>
Kevin Bontenbal	Academic Senate Curriculum Chair & FT Librarian	Kbotenb@cuesta.edu
<u>CCFT</u>		
Allison Merzon	FT PE Instructor & CCFT President	AMerzon@cuesta.edu
<u>CCCUE</u>		
Hunter Perry	Classified Representative & Job Developer-WED	Helen_perry@cuesta.edu
<u>Mangement Senate</u>		
Todd Frederick	Executive Administrative Assistant, President's Office and Management Senate President	tfrederi@cuesta.edu
<u>Executive Administrative Staff</u>		
Sandee McLaughlin Committee Chair	Exec. Dean of North County Campus and South County	smclaugh@cuesta.edu
Bill Benjamin	Exec. Director of HR	William_Benjamin@cuesta.edu
Toni Sommer	Assist. Superintendent/Vice President, Admin. Services	TSommer@cuesta.edu
<u>Community</u>		
Roxanne Carr	Foundation Board Member	Roxannecarr1@gmail.com
<u>Foundation</u>		
Barbara George	Foundation Member	bgeorge@babsgeorge.com
<u>Student</u>		
Kayli Mozingo	ASCC President-Fall 2011	Asccpres@cuesta.edu
		Kayli@mozingoconstruction.com



SAN LUIS OBISPO COUNTY COMMUNITY COLLEGE DISTRICT

Invites applications for SUPERINTENDENT/PRESIDENT



ABOUT THE DISTRICT

Formed in 1963, Cuesta College serves as the heart of the San Luis Obispo County Community College District on California's scenic Central Coast. During the past 48 years, the college has enjoyed an exemplary reputation and extraordinary community and college Foundation support.

Cuesta College operates as a single college district with instruction offered at three physical sites and distance education. The San Luis Obispo campus anchors the District with an enrollment of over 9,000 students, beautifully landscaped instructional and administrative facilities, and a new state of the art Cultural and Performing Arts Center. The North County Campus, established primarily with private gift support in 1998, is located in Paso Robles and serves over 3,000 students. The second permanent building, a two-story Learning Resource Center is under construction on that site. The South County Center in Arroyo Grande, serving approximately 800 students, operates in leased school district facilities. The College, in collaboration with Foundation members and the community is conducting a search for a permanent South County facility.

Cuesta College offers a wide array of degrees and certificates, community and Career Technical Education programs and continuing education. The College also boasts the highest transfer population to Cal Poly San Luis Obispo of any community college in the state.

The College is also known for high caliber career technical programs. Cuesta College is recognized as one of the foremost automotive training programs in California, boasts a talented music department that performs locally as well as internationally, and has a Registered Nursing program with a statewide reputation of excellence. First time pass rate for Cuesta College RN students taking their NCLEX exam is consistently above the state and national average.

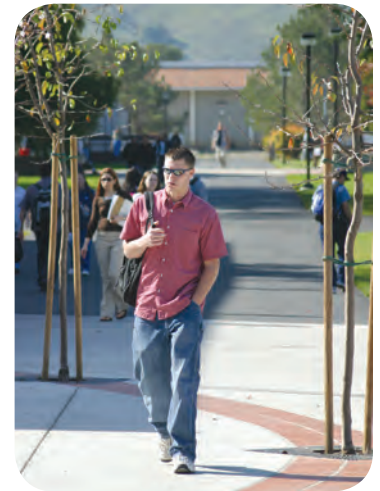
The College identifies its educational emphasis for the next five years in terms of nine predominant directions: sustainability, adapting College programs and services to the current and emerging needs of the local service area, access and success, reaffirming the college's instructional core, looking to the future for instructional delivery, strengthening the college's capacity to respond to current and emerging labor market needs, resource development, institutional effectiveness and continuing to develop a college culture that honors diversity, dialogue, and open communication.

Cuesta has outstanding and innovative faculty, staff and managers.

The faculty brings a variety of experiences and expertise to the college. Many of the 150 full-time and several of the 380 part-time faculty have doctorates, are widely published, give numerous presentations at professional conferences, serve on professional committees and boards, and have received numerous awards and recognition for their excellent teaching and contributions to their disciplines.

The Cuesta College Marketing Department routinely wins awards and recognition for their production of technologically innovative and award winning communications collateral.

Just over half (51%) of the College's first time students, under the age of 21 years, come from outside the District. The top three local feeder high schools are Paso Robles High School and Atascadero High School in northern San Luis Obispo County and Arroyo Grande High School in the southern region.



ABOUT THE COUNTY

Located midway between San Francisco and Los Angeles, San Luis Obispo County is a popular destination boasting clean air, beautiful natural landscapes, vineyards, and beaches, a blend of rural and suburban lifestyles and a community with highly rated schools and institutes of higher education. San Luis Obispo County has nearly 270,000 residents.

Link to Economic Vitality Corporation:
<http://www.sloevc.org/>

Link to SLO Chamber:
<http://www.slochamber.org/cm/Home.html>

Link to Paso Robles Chamber:
<http://www.pasorobleschamber.com/>

Link to Arroyo Grande Chamber:
<http://www.agchamber.com/>



CHALLENGES AND OPPORTUNITIES

The Superintendent/President of Cuesta College must be a leader with the demonstrated ability to:

- Lead a district in developing a culture of continuous process improvement and accountability to student needs with an emphasis on integrated planning and efficient college operations.
- Encourage and recognize innovation in student learning and student support programs and promote student success at every level.

- Provide a high level of support for philanthropic opportunities by prioritizing and leading resource development activities with the Foundation.
- Provide leadership in developing sustainable operational practices and curriculum in alignment with county, state and national trends in higher education.
- Apply knowledge of the California Educational Code, collective bargaining, and accreditation standards to district issues.
- Promote and foster a culture of openness and accessibility that respects and values the contributions of all constituents and motivates all to perform at the highest level.

Link to Job Description:

<http://academic.cuesta.edu/humres/administrativejds.htm>

Link to District website:

<http://cuesta.edu>

Link to President's website:

<http://academic.cuesta.org/president/>

APPLICATION PROCESS

Nominations and applications will be accepted until the position is filled. However, to ensure full consideration, applications should be submitted on-line at jobs.cuesta.edu no later than August 25, 2011. All inquiries, nominations, and applications will be held in the strictest confidence.

In order to receive consideration, candidates for this position must submit the following documents at: <https://jobs.cuesta.edu/>

- A San Luis Obispo Community College District application for Academic or Administrative positions (on-line application);
- Transcripts (unofficial or copies are acceptable);
- A cover letter (not to exceed 2 pages);
- A current resume including an e-mail address and cell telephone number;
- Three recent letters of recommendation (within the last year). The letters of recommendation must be from letter writers different



than those listed on the nine references. These must be uploaded on job.cuesta.edu, or mailed directly to Lori Lawson, Human Resources, Cuesta College, P. O. Box 8106, San Luis Obispo, CA 93403-8106. Mailed letters of recommendation must meet the deadline date of 8/25/2011.

- A list with the names, home and business telephone numbers, and e-mail addresses of nine references: two supervisors, two employees reporting directly to the candidate, two faculty members, one student, and two business or community leaders. (Applicants from sectors other than education should submit comparable references.) Note: References will be contacted only after written authorization is received from the applicant.



SELECTION PROCESS

Complete confidentiality will be maintained until the search committee recommends the finalists to the Board of Trustees.

- All completed application materials will be screened by the search committee, composed of students, faculty, staff, managers, administrators, and community leaders.
- Selected candidates will be invited for an initial interview with the search committee. First interviews are scheduled for September 29 and 30, 2011.
- Campus Forums/Meetings will take place on October 11, 2011.
- Finalist will be interviewed by the Board of Trustees on October 12, 2011. The District may reimburse candidates invited as finalists for reasonable travel expenses.
- The new Superintendent/President will assume duties in January 2012.



APPLICATIONS AND INQUIRIES

All application materials must be submitted on-line at: <https://jobs.cuesta.edu/>

Inquiries about the position or the search process should be directed to:

Lori L. Lawson

Human Resources Consultant
San Luis Obispo County
Community College District
P. O. Box 8106

San Luis Obispo, CA 93403-8106
Telephone: 805-546-3100, ext. 2456
E-mail: llawson@cuesta.edu