

Request for Proposal Crocker Art Museum CEO Search

Issue Date: March 1, 2024

Response Deadline: March 18, 2024

Crocker Art Museum
216 O Street
Sacramento, CA 95814
crockerartmuseum.org

Request for Proposal
Executive Search, CEO
Crocker Art Museum

I. Purpose

The Board of Directors of the Crocker Art Museum Association (the "Board" and the "Crocker", respectively) requests proposals from executive search firms to lead a search for highly qualified candidates for the position of Executive Director/Chief Executive Officer (the "CEO" or "Position").

The selected firm will work closely with the Board, its appointed Search Committee, selected members of staff, and community representatives to identify potential candidates, conduct interviews, and make recommendations to the Search Committee for presentation to the Board, which will make the final decision regarding recommended candidates.

The Crocker intends to select a qualified search firm by April 1, 2024.

II. About the Crocker

The Crocker Art Museum is an anchor institution that draws visitors to the Sacramento region from across the state, nation, and beyond. Pre-COVID, Crocker welcomed more than 275,000 visitors annually, current visitation is just under 200,000, and membership is just under 13,000 households. The Crocker's budget is \$12 -14 million annually and it employs a staff of 83. The Crocker's collection numbers about 28,000 objects. It has the world's largest on-view collection of California art and is internationally renowned for its unusually rich and historic collection of approximately 1,400 European Master Drawings. The Museum also holds a significant collection of international ceramics that date from prehistoric to contemporary times as well as collections of Asian, African, and Oceanic art.

Established as a public-private partnership in 1885 by a deed of gift in trust from Margaret Crocker to the City of Sacramento, the Crocker Art Museum is the longest continuously operating art museum west of the Mississippi. At just over 150,000 square feet the Museum ranks in the top third of AAMD's institutions. The Museum's endowment and other invested funds are currently valued at approximately \$50 million.

Geographically, the Crocker is situated near the Sacramento Riverfront and in the heart of the City's downtown renaissance. The opening of the Gwathmey Siegel-designed Teel Family Pavilion in 2010 tripled the Museum's size, beginning the transformation of

downtown and elevating Sacramento's cultural scene. Blocks away, a \$1 billion entertainment district is under construction, anchored by the Golden 1 Center. Civic leaders predict that in the coming years, 10,000 new housing units will be built within 1-2 miles of the Museum's front door. The demand on the Crocker for community engagement, diverse and relevant exhibitions and programs, and event space continues to grow.

III. Eligibility

To be eligible to respond to this RFP, the proposing firm must demonstrate that they or their principals assigned to the project have successfully completed services substantially similar to those specified in the Scope of Work section for institutions comparable in size and complexity to the Crocker.

IV. Scope of Work

The selected search firm will be engaged to provide the following services:

1. Assist Crocker in developing a position description and candidate profile that is aligned with its mission, vision, values, and goals.
2. Assist Crocker in developing strategies for carrying out an effective recruitment process, including outreach to encourage applicants from diverse backgrounds to apply.
3. Identify potential contacts and conduct personal outreach recruiting to recognized, highly qualified individuals.
4. Receive and review candidate CVs and resumes for appropriate background and required qualifications; conduct interviews to clarify each applicant's experience and interest; and prepare a written summary of screened candidates with a goal of identifying highly qualified candidates to move forward in the search process.
5. Finalize a process with Crocker to coordinate qualified candidates' participation in interviews; assist Crocker with candidate evaluation.
6. Conduct in-depth reference checks with individuals who are or have been in a position to evaluate the candidate's performance on the job. Through these reference checks, ascertain the candidate's strength in personal dimensions identified by the position description and candidate profile. Verify selected candidates' educational background, and conduct criminal, financial, and media background checks.
7. Debrief with the Crocker following interviews and reference checks.
8. Assist the Crocker in preparing materials on each finalist to be used for the

- final selection by the Search Committee and recommendation to the Board.
9. Contact candidates removed from further consideration at appropriate juncture(s).
 10. Assist Crocker in crafting an appropriate compensation and benefits package and preparing and negotiating an employment agreement with the finalist.
 11. Stay in close, regular contact with Crocker and its designated committees and staff personnel consistently throughout the process.

V. Proposal Requirements

Qualified and interested firms should submit the following information:

1. History of the search firm and types of clients served.
2. Suggested Search Process that should include:
 - Overall approach and methodology;
 - Search coordination and communication process between the search firm and the Crocker's Search Committee;
 - Suggested timeline and milestones with specific steps identified to reach the targeted selection date.
3. Proposed search fee and any additional costs or expenses. Please provide a suitable breakdown by fee type if applicable and include a payment schedule.
4. Background of proposed key firm personnel who will be directly involved in working with the Crocker, identifying the team leader (e.g., brief professional biography, including years employed by the executive search firm and specific search processes similar to the Crocker's that the individual has been involved with that have resulted in successful employment).
5. Five recent successful searches by the firm for CEOs/Executive Directors with comparable client organizations. Please indicate which proposed team members were involved in completed searches if different from the individuals identified above.
6. A list of clients that the firm will not recruit from as a result of prior agreements.
7. A draft Engagement Letter reflecting the firm's proposed terms and conditions regarding its participation in this executive search process. Please include how your firm would propose to address a situation in which the finalist candidate were to leave the position within three to twelve months. Please discuss under what terms a suitable replacement candidate would be selected either from previously identified candidates or newly identified candidates.

8. Key Questions to be answered via the proposal:
- What makes your firm stand out from others;
 - What is your experience in and knowledge of the Sacramento Region, if any;
 - How will the firm ensure we reach a diverse pool of potential candidates;
 - What kind of expectations does the firm have with respect to the Crocker's Board, Search Committee, and staff; and
 - How will search costs be budgeted, monitored, and managed.

VI. Our Selection of the Finalist Firm

Our selection of search firm finalists will be based on a comparison of the responses received. The two finalist firms will be invited to make an in-person or virtual presentation to the Search Committee at a date to be mutually agreed upon. Applicant firms must possess a strong ethical and professional approach to providing search services that we believe to be compatible with our culture. Although the cost of the service and related engagement terms will be important factors, other factors, as previously outlined in this RFP, will be considered.

VII. Submission Instructions:

Proposals should be sent electronically in PDF format to both: Garry Maisel at g.maisel@westernhealth.com and Lial Jones at ljones@crockerartmuseum.org

The proposal must include a cover sheet signed by an official of the firm who has the authority to submit the RFP and conduct negotiations with the Crocker regarding being retained as the executive search firm.

Proposals must be received no later than **5PM Pacific time on March 18, 2024**. It is the responsibility of the search firm to confirm that its proposal was received.

Under no circumstances should members of the search firm attempt to directly contact Crocker Board members, donors to the Crocker or other Crocker personnel regarding this search firm selection process.

The Crocker reserves the right to reject any and all proposals and bears no responsibility for any costs of preparing any proposal. Each received RFP will be treated confidentially. Questions pertaining to the RFP should be directed to both Garry Maisel at g.maisel@westernhealth.com and Lial Jones at ljones@crockerartmuseum.org