



Louisiana Housing
Corporation

Proposal for Executive Search Services

October 2021

SSA
Consultants

9331 Bluebonnet Boulevard, Baton Rouge, Louisiana
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INTRODUCTION

Since 1970, SSA Consultants (SSA) has provided consulting, executive recruitment, and development services for a wide variety of private and publicly traded companies and federal, state, and local governmental agencies. Today, SSA is a Hudson-certified, woman-owned small business offering consulting services through a team of professionals with diverse academic credentials and complementary, real-world management experience. The expertise of this team enables SSA to provide the quality of comprehensive consulting services that help organizations improve their performance.

The Louisiana Housing Corporation (LHC) seeks to engage a firm to assist them to conduct a national search for their next Executive Director. SSA has had a series of successful engagements with the LHC and has extensive work with conducting searches for governmental agencies in Louisiana. We are pleased to provide this proposal to LHC to assist the agency to recruit and select a highly qualified individual for this important role.

METHODOLOGY

SSA's executive search methodology includes three basic components:

1. Define/clarify client needs and create an ideal executive profile;
2. Advertise for, network, and recruit qualified applicants; and
3. Screen applicants and develop final recommendations.

Step 1: Define/Clarify Client Needs and Create an Ideal Executive Profile

The first step in the executive search methodology is focused on understanding the organization's culture and gaining consensus regarding the organization's needs and priorities. SSA will work closely with the LHC Board and/or their designated search committee to gather input and information to create a candidate profile describing the optimal candidate. The profile will be used throughout the search process – to guide SSA's advertising, networking, recruiting, and screening efforts.

The Louisiana Housing Corporation's mission is to ensure that every Louisiana resident is granted an opportunity to obtain safe, affordable, energy-efficient housing.

Step 2: Advertise, Network, and Recruit Qualified Applicants

This second step is focused on casting an appropriately wide net to produce a variety of qualified applicants. Utilizing the candidate profile, SSA will design and place job advertisements on relevant online sites such as Indeed and LinkedIn and in newspapers across the state. In addition, SSA will post the position on the National Council of State Housing Agencies (NCSHA) job opportunities page on their website and on other industry appropriate websites.

Because most top candidates are not looking at advertisements for available positions, SSA will create a customized job flyer for more targeted distribution to potential applicants through available professional networks. SSA employs a unique process to source highly qualified candidates who may not be currently seeking a new job but may be an excellent fit for our clients.

Step 3: Screen Applicants and Develop Final Recommendations

SSA takes an objective, team-based approach to reviewing resumes and conducting the initial screening of applicants. Through a series of screening interviews and client engagement, we identify top (best fit) candidates. SSA compares relevant personal and professional characteristics of each high-potential candidate. Utilizing a version of the Hogan Leadership Assessment, SSA then performs an overall job fit analysis on each of the final candidates utilizing client descriptions of organizational culture and expectations compared to candidate characteristics. We also conduct in-depth reference checks and provide basic due diligence designed to verify candidate legitimacy.

Finally, SSA presents the results of this analysis to our client to help guide them through their assessment of each short-listed candidate and the final selection process. Working closely with a Search Committee or key decision-maker, SSA will provide the final recommended candidate or candidates to the client for consideration.

TIMELINE

The graphic below illustrates the proposed major phases of the search process. SSA works with the client to develop a realistic timeline and project plan to ensure a successful placement.



INVESTMENT

The financial investment required for this executive search is \$43,500. This fee includes profile development, materials for the search, mailings, job posting costs, Hogan BASIS assessments, all networking calls, reference checks, etc. Travel for candidates and extensive background checks will be handled by LHC, or if requested, SSA will handle these activities and invoice LHC for the actual cost of the items with supporting documentation.

Because this is a guaranteed search, SSA will continue the search process until a candidate is hired by LHC. Additionally, SSA's search services are guaranteed for one year from the date of hire. If the selected candidate leaves or is terminated, SSA will conduct a new search at no additional charge (other than travel and extraordinary hard costs).

SSA will invoice LHC according to the following schedule:

- 33% of the project fees (\$14,500) due 14 days after the LHC authorizes the project,
- 33% of the fees (\$14,500) due 45 days into the search,
- 23% of the fee (\$10,150) due 90 days into the search, and
- A hold-back of 10% (\$4,350) will be invoiced when a candidate is hired.

ABOUT SSA CONSULTANTS

SSA Consultants is an organizational development and management consulting firm based in Baton Rouge, Louisiana. Our consulting services are designed and delivered to meet clearly defined client needs and our clients span both the public and private sectors and range from nonprofits to Fortune 500 companies to government entities (state and local). We utilize a collaborative methodology – combining our insights and expertise with those of our clients – to create straightforward consulting services and simple organizational tools with the power to create new understanding and positive change.

SSA's services include: strategic planning, executive search services, organizational design and development, operational design and planning, work process redesign, performance management and improvement, systems integration and design, cultural transformation, training and leadership development, customer service improvement, stakeholder outreach, project management, best practice research and analysis (including public policy), grant writing, facilitation/negotiation/problem-solving, compensation and benefit studies, and communications development and management.

OUR MISSION

We are in the business of helping our clients improve their performance.

SSA and its clients have received numerous awards as a result of their projects. Some of the more notable awards are the Better Business Bureau for South Central Louisiana's 2008 Douglas Manship Jr. Torch Award for Ethics in Business; the Press Ganey Compass Award for the most improvement in Customer Satisfaction scores in large hospitals awarded to Covenant Medical System in Texas; the Journal of Emergency Medical Services (JEMS) award for the nationally-recognized "Carpe Diem" program designed for Acadian Ambulance; and the Louisiana Quality Award for process improvement work with Rapides Regional Medical Center.

SSA Consultants has provided executive search services for numerous clients. Below is a sample of relevant executive level searches conducted by SSA.

- Louisiana Emergency Response Network (LERN) – Executive Director
- Louisiana Board of Medical Examiners – Director of Operations
- French Market Corporation – Executive Director
- Louisiana Cancer Research Center – Chief Administrative Officer
- Louisiana Department of Health, Office of Public Health – COVID Coordinator and Director of the Bureau of Community Preparedness
- Coastal Protection and Restoration Authority – Executive Director
- Baton Rouge Area Chamber (BRAC) – President and CEO
- The Water Institute of the Gulf – President and CEO
- Audubon Nature Institute – Human Resources Director
- Audubon Nature Institute – Assistant to the CEO
- Aunt Sally's Pralines – Chief Executive Officer
- BREC – Executive Director
- MidSouth Bank – Chief Operating Officer
- Louisiana Physical Therapy Board – Executive Director
- Louisiana Community and Technical Colleges System (LCTCS) – Executive Assistant to CEO

"Audubon has used the services of SSA for executive searches, strategic planning, economic impact reports, and organizational structure studies to name a few. My Senior Vice President for Customer Service and Human Resources was found by SSA from 354 candidates. SSA's work is professional, timely, reasonable in price, and effective."

William H. Kurtz
Retired Senior Executive Vice President and Chief of Staff, Audubon Nature Institute

OUR VALUES

- Sensitive, responsive to customer needs
- Loyalty to customers and company
- High quality
- Ethics and integrity
- Teamwork
- Trust and openness in dealing with others
- Ongoing learning
- Self-evaluation for continuous improvement
- Sensitive to individual's needs and family
- Commitment to community

PROJECT DIRECTOR



Christel Slaughter, PhD | Chief Executive Officer and Partner

Dr. Christel Slaughter is a partner at SSA Consultants, and for over 30 years, she has led executive searches and organizational change efforts for hundreds of clients across the United States with a concentration of this work focused in the public sector.

Some of her work includes leading the cultural organization transformation of a publicly traded community bank; designing and implementing an award-winning customer service program for a large health care institution; leading an ongoing organizational development, design, and build-out of the Louisiana Emergency Response Network; and designing integration strategies for the State of Louisiana's multibillion-dollar coastal protection and restoration efforts. Christel also worked to establish and implement Blueprint Louisiana, a statewide grassroots reform effort. She was the Project Director of the East Baton Rouge City-Parish Green Light Plan, serving as the direct link between government officials, program management team members, and the communities and stakeholders they both support.

In addition to client engagements, she is also a nationally recognized public speaker, presenting at notable conferences such as the National Association of Bar Executives, the Louisiana Association of Nonprofit Organizations, and the Diocesan Fiscal Management Conference.

Prior to embarking on her consulting career, Christel served as a faculty member at Louisiana State University for seven years as a Distinguished Alumni Professor. She holds a Bachelor of Science in Marketing and a doctorate degree in Systems Management and Organizational Design from LSU, and while preparing for her doctorate, the Academy of Management Doctoral Consortium selected Christel as one of the top 35 doctoral students in the nation. In 2009, Christel accepted an invitation from the Dean of LSU's E.J. Ourso College of Business to teach a course in the Flores MBA Program as an adjunct professor.

Education & Certifications

- PhD Systems Management and Organizational Design, LSU
- B.S. Marketing, LSU
- Certified Hogan Assessment Systems Leadership Consultant

Areas of Expertise

- Executive Searches
- Compensation and Benefit Studies
- Change Management
- Performance Improvement
- Strategic Planning
- Outreach and Education
- Training and Development
- Facilitation
- Leadership Selection and Development
- Organizational Design and Development

Representative Clients

- CPRA
- Louisiana Emergency Response Network
- Louisiana Department of Hospitals
- Louisiana Housing Corporation
- BREC
- The French Market Corporation

Other SSA staff will be utilized according to their expertise.