Request for Proposals (RFP) for Executive Search Firm
Release Date: August 26, 2021
Due Date: September 14, 2021

Senior Connections seeks to retain a consultant, firm or organization to assist the board and staff to recruit and hire the organization’s next Executive Leadership. This RFP outlines the expectations and timeline for the scope of work. The selected firm will possess capacity and competencies on a full range of services, including experience with conducting successful executive searches for similar-sized nonprofit organizations and implementing equitable and inclusive recruiting and hiring processes. We look forward to working with the firm to attract a qualified and diverse set of candidates to hire our next Executive Leadership to carry forth Senior Connections, The Capital Area Agency on Aging.

Background on Senior Connections, The Capital Area Agency on Aging:

Senior Connections, The Capital Area Agency on Aging, serves the citizens of Planning Service Area 15 (PSA 15) which included the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan, and the City of Richmond. Our office is located at 24 E. Cary Street, Richmond, VA 23219.

Senior Connections is part of a nationwide network of Area Agencies on Aging (AAAs) that provide information, advocacy and direct services to older adults and their families. There are 25 AAAs in Virginia and more than 650 nationwide.

Senior Connections receives federal funding under the provisions of the Older Americans Act and state funds administered by the Virginia Department of Aging and Rehabilitative Services. Funding is also provided by city and county governments. In addition, the organization receives grant funds from other sources for some programs, such as Ride Connection which is funded in part by the Virginia Department of Rail and Public Transportation.

As a private nonprofit organization, Senior Connections accepts community support in the form of monetary donations, contributions, and volunteer service. Senior Connections actively fundraise to further enhance our ability to meet the needs of older
adults and caregivers. Volunteers also play a vital part in furthering our ability to provide needed services.

Senior Connections, The Capital Area Agency on Aging co-led the Longevity Project with VCU’s Department of Gerontology with the mission to make our region a wonderful place for all people to grow old.

RFP Selection Process Timeline
Proposals are due September 14, 2021, 5:00PM, with a preferred start date of October 11, 2021.
August 26, 2021: RFP Released
September 14, 2021, Applications due
September 20-22, 2021, First review
September 24, 2021, Interviews
September 28, 2021, Recommendation to Executive Committee of the Board
October 4, 2021, Final firm selected and awarded
October 11, 2021, proposed start date

Scope of Work
The selected firm will:
- Work in close coordination with Board of Directors’ Search Committee, Leadership staff and other partners charged with supporting the search.
- Perform an extensive search with a focus on local candidates for the next Executive Leadership of Senior Connections.
- Provide guidance in structuring the recruitment and hiring process and timeline; and
- Support the process of final negotiations that result in an accepted Letter of Hire.

A successful search is one that ends in the recruitment of a candidate(s) that effectively meets all the job requirements and qualifications, and which receives approval for hire from the Board of Directors. The end of engagement will be marked by a signed Letter of Hire. The Board of Directors are hopeful this will occur expeditiously. If the process does not result in a signed offer, Senior Connections will work with the firm to negotiate extensions and/or adjustments to the process to identify a wider pool of candidates that results in a successful hire.

Project Team
The executive search firm will report to the Board Chair, Michelle Johnson, or designee, and will work in close coordination with the Transition Planning Team, an ad-hoc group of board, staff and key stakeholders providing support to the search process. The search firm and the Transition Planning Team will work collaboratively to develop an inclusive process that includes regular and consistent communication with staff
members and other key stakeholders. The Executive Search Committee will conduct the initial interviews of identified top candidates. The Board of Directors will make the final hiring decision.

**RFP Submission Requirements**

Proposals should be no more than six (6) pages, not including references, and cover the following:

1. **Organization Description:** Brief history and summary of your firm and expertise.
2. **Recruitment Approach:** Please tell us about the process you would go through to find a successful candidate for Senior Connections. Detail how you will accomplish the above scope of work, including a clear delineation of what we should expect the firm to be responsible for and what you expect from Senior Connections. Include what networks you can access on behalf of this search.
3. **Deliverables:** How will we measure success throughout the process?
4. **Proposed Timeline:** Estimate the start and end dates for each phase of the search process.
5. **Budget:** Proposed cost along with narrative description of what is included in this cost.
6. **References:** Provide two references:
   a. A successful Executive Director search, where the Executive Director has been with the organization more than three years. Please provide contact information for both the Executive Director and, if possible, the board member contacted whom the firm contracted.
   b. A recent (within the past 12 months) Executive Director placement. Please provide contact information for the Executive Director as well as the board or staff contact with whom the firm worked most closely.

Proposals must be sent electronically in a single PDF file to: aphelon@youraaa.org, Subject Line: Executive Search RFP, by September 7, 2021, at 5:00PM. By submitting a proposal, the firm authorizes Senior Connections to contact references to evaluate the firm’s qualifications for this project.

**Evaluation Criteria**

All proposals will be evaluated based on the following key criteria:

- Performance capability—the extent to which the proposal demonstrates the firm’s ability to provide the depth and breadth of experience, skills, knowledge, and creativity required by this project.
- Understanding of and commitment to Senior Connections’ mission, values, programs, and strategic objectives.
- Demonstrated experience with similar-sized nonprofit organizations.
- Completeness and quality of response, including clear deliverables and reasonable approach.
- Proposed cost and timeline
- References.

Top-rated candidates may be invited to interview with the board and/or staff members.

The selected consultant and Senior Connections will then mutually discuss and refine the scope of work for the project and shall negotiate final conditions, compensation, and performance schedule for the subsequent contract to be executed.

Senior Connections is an equal opportunity employer and provides equal employment opportunities to all employees (and applicants for employment) without regard to race, creed, color, religion, gender, gender identification or expression, or sexual orientation, ancestry, family and medical genetic information, disability, perceived disability, pregnancy, age, national origin, marital status, civil union status, domestic partnership status, or veteran status, in accordance with all applicable federal, state and local laws and regulations.