



DIVERSE TALENT, LLC

RFP: RAYTOWN C-2 SCHOOL DISTRICT

Board of Education

Superintendent Search

OVERVIEW

Diverse Talent, LLC., an executive search and placement firm based in Denver, Colorado, is pleased to submit a proposal to provide an executive search for Raytown C-2 School District next Superintendent. This search will be led by Michelle Campbell, Diverse Talent, CEO in collaboration with William Miller, Diverse Talent Senior Executive Search Consultant.

The Objective

- Conduct an in-depth organization assessment, that will frame the candidate's qualifications.
- Collaborate with the Raytown C-2 School District Board of Education collectively and individually, PTA leadership from individual schools, and staff members to ensure a well-structured process outline, assess the District's culture, and present candidates that reflect the District's mission.
- Identify qualified candidates that align with the Raytown C-2 School District core values.
- Adhere to the start date established by the District and Diverse Talent.

The Solution

- Utilize Diverse Talent's expertise and global network, to establish an excellent leader for Raytown C-2 School District and Community.



OUR PROPOSAL

Diverse Talent is a premier executive search and placement firm that leverages expertise in diversity, equity, and inclusion. Diverse Talent has established its commitment to dismantling the notion that a pipeline issue exists when it comes to attracting diverse candidates. Michelle Campbell, CEO, brings 30 years of professional experience in the STEM, Education, and Legal industries searches. In addition, she conducts corporate assessments that identify cultural gaps and prepares DEI strategies that assist organizations in meeting their goals.

William Miller, Diverse Talent Senior Executive Search Consultant, brings more than 30 years of diverse professional recruiting experience. William has a passion for diversity recruiting and has helped organizations such as Accenture, Children International, City of Kansas City, Missouri, Eastern Band of the Cherokee Tribal Nation, Hallmark Cards, Samuel Rogers Health Center, Sprint, and Water.org to recruit executives and senior leadership.

We are prepared to partner with the Raytown C-2 School District because of its commitment and mission in serving a demographic that supports equity, education, and philanthropy. Diverse Talent exists to serve the community, by ascertaining its needs and delivering sustainable candidates that understand the Raytown C-2 School District community.

We take pride in being highly proficient at connecting diverse candidates with organizations that are committed to fostering an equitable and inclusive work culture. We have developed genuine relationships and community partners that support our mission in leveraging diverse candidates.

Our Track Record

Diverse Talent has a proven track record of successfully placing, CEO/President and C-suite executives in various industries including:

- Colorado Inclusive Economy, Chief Executive Officer
- Stride Community Health, Chief Operations Officer
- Safe Sport, J.D. Executive Investigators
- Colorado Mountain Club, Executive of Technology
- National Multiple Sclerosis, Chief Operating Officer - In-house Counsel and VP of Diversity, Equity, and Inclusion
- Mile High Psychiatry, Chief Financial Officer and Chief Human Resource Officer
- The Colorado Trust Foundation, Vice President of Grants
- Culhane Meadows, P.C., Partner Shareholder Attorney
- Denver Museum of Nature and Science, Vice President of Marketing and Development



Execution Strategy

The Diverse Talent execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Should we be rewarded the opportunity to lead this search, the following next steps will occur:

1. Agreement
 - a. Contract to be sent via DocuSign (Please see exhibit 1) to obtain approving signature(s).
2. Cultural Assessment
 - a. RAYTOWN C-2 SCHOOL DISTRICT Board of Education, collectively and individually, PTA leadership from individual schools and District staff intake meetings with Diverse Talent to learn more about the organization's culture, mission, vision, goals, and values, to ensure that we understand the District's culture.
 - b. During the preliminary meetings, we will discuss required collateral, including creating and/or refining the jobrequisite, determining suitable salary range, interview questions and process.
3. Criteria
 - a. Establish the candidate grading scale rubric and interview questions; to be used by Diverse Talent and the search committee, in reviewing applications and interviewing candidates.
4. Pipeline
 - a. Diverse Talent will utilize its Applicant Tracking System (ATS) to search for candidates.
5. Professional Network
 - a. Diverse Talent will promote the position within our professional network and may post ads on job boards.
 - b. Diverse Talent will head hunt for candidates via our global network.
6. Court Candidates
 - a. Diverse Talent will reach out to candidates accordingly, for either rejecting or first round screenings.
7. Initial screening
 - a. Diverse Talent will conduct 15–30-minute preliminary phone or video calls.
 - b. We will refer to the criteria questions and scale.
8. Second Round
 - a. Candidates who successfully pass the initial screening call, will be invited to a second-round interview. During the interview, a video cover letter will be recorded (with the candidate's permission).
9. Videos & Resume Links
 - a. All video submissions, resumes, and cover letters will be reviewed and scored by Diverse Talent per the grading scale rubric.
 - b. Approved applicants will be submitted to RAYTOWN C-2 SCHOOL DISTRICT hiring committee via link, provided by Diverse Talent.
10. A link will be administered by Diverse Talent that will contain candidate's resumes and videos.
11. Candidate Selection
 - a. Raytown C-2 School District hiring committee will determine which candidates they would like to interview internally; and Diverse Talent will coordinate scheduling with the committee and candidates.
 - b. Raytown C-2 School District committee will select the top candidates for final interviews; determine a prompt for finalists to execute, then make an offer to a candidate.
12. Offer Extended
 - a. Diverse Talent will communicate offer, negotiate salary, and return a signed offer letter back to Raytown C-2 School District hiring committee.
 - b. Once the offer is mutually accepted Raytown C-2 School District may forward onboarding documents to the Diverse Talent Sr. Account Manager to manage or directly to the candidate.



Project Deliverables

Deliverable	Description
Job Description and Advertising	Diverse Talent will create or refine the job description and produce marketing collateral to promote within our global network.
Interview Questions	Diverse Talent will provide thoughtful interview questions, tailored for Raytown C-2 School District.
Qualified Candidate Pool	Diverse Talent will provide a diverse candidate pool; that has been vetted prior to initial engagement, to ensure qualifications and value alignment exists.
New CEO/ President	Diverse Talent will guarantee a permanent placement.

Timeline for Execution

Key project dates are outlined below. Dates are best guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date
Client Intake: assessment and scope of work meeting	8/16/2021	8/20/2021
Submittal: First round of candidates to search committee	9/1/2021	9/17/2021
Raytown C-2 School District internal interviews begin first round	9/20/2021	9/30/2021
Submittals continue as needed	9/1/2021	TBD
Raytown C-2 School District internal interviews continue	10/1/2021	10/15/2021
Offer to candidate and negotiations	10/18/2021	10/31/2021
Candidate starts by TBD	11/1/2021	Project Complete

Supplied Material

The following materials are to be supplied by Raytown C-2:

Materials to be supplied by Raytown C-2 School District	Due Date*
Signed contract and client intake meeting	8/20/21 or ASAP
Key point of contact for all communication, scheduling, and logistics	8/20/21 or ASAP
List of minimum qualifications, requirements to include in the job description, and timeline defined	8/20/21 or ASAP

Expected Results

We expect to successfully produce the new Superintendent for Raytown C-2 School District and adhere to deadline requirements.



STANDARD CONTRACT (EXHIBIT 1)

The following content below is the Diverse Talent standard contract, please read carefully. Negotiations will be considered case by case.

Diverse Talent Fee Agreement

Dear RAYTOWN C-2 SCHOOL DISTRICT Board of Education,

Thank you for selecting Diverse Talent, LLC, an executive search, and placement firm, for your hiring needs. The purpose of this letter is to detail the terms and conditions of Diverse Talent providing certain recruitment services, as provided in greater detail below (the "Agreement"), to **The RAYTOWN C-2 SCHOOL DISTRICT Board of Education** hereafter referred to as "the Company."

Diverse Talent is to provide recruitment services for the purpose of locating and presenting suitable candidates for the **Superintendent** position. The services to be provided under this agreement are as follows: utilize Diverse Talent's global network to recruit and source candidates, once candidates are identified Diverse Talent will conduct initial phone and video interviews, those selected from the "first round" interview will be invited to meet with the Company and begin the interview process. Diverse Talent will provide the Company with a candidate introduction video, attached with their resume and preliminary background check.

Diverse Talent will use its skills and experience in recruitment as well as industry knowledge to locate, screen, interview, and test candidates. Certain tests such as drug-testing, background-checks and credit-checks are not performed by Diverse Talent. Diverse Talent will be the provider of recruitment services for the Superintendent for at least six (6) months.

Should the Company choose to work with Diverse Talent for their recruiting needs, "the company" will pay a recruitment fee of **30%** of the "assigned position's" first year base salary. This fee will include a retainer search fee of \$10,000 credited towards the total placement fee and paid at the time of execution of this agreement. Once a candidate has been selected and placed with the Company, the Company will be required to pay Diverse Talent the recruitment fee within 14 days of the placement. Additional expenses incurred for the candidate search, such as candidate travel, meals or lodging, and other related expenses are the Company's sole responsibility, and shall be invoiced to the Company.

If the Company, however, has had proven contact, in the form of a submitted resume or an interview, with a Candidate within a year prior to Diverse Talent's submittal, then Diverse Talent waves the right to the Recruitment Fee. To disqualify Diverse Talent from the Recruitment Fee, the Company must notify Diverse Talent of a pre-existing relationship between the Company and the Candidate within three (3) days of Diverse Talent's submittal of the Candidate.

Failure of the Company to timely pay any fees due under this Agreement may terminate the recruiting relationship between the Company and Diverse Talent and will result in a late fee of 3% of the amount due, per month.

If the Candidate's employment is terminated within one year from the start date for any reason other than a reduction in force, Diverse Talent agrees to provide a credit, in the original amount paid, towards a new placement within the same department so long as Diverse Talent is notified within 14 days of the Candidate's termination, and Diverse Talent is engaged on a new search within 6 months of the Candidate's separation.



Diverse Talent shall ensure that any confidential information or material which is obtained during the scope of this Agreement or in negotiation thereof is kept confidential. The Company shall ensure that any information related to the Candidate and this Agreement are always kept confidential and will not share this information with any third parties.

The obligations and benefits under this Agreement may not be assigned by either Party unless the other Party first agrees in writing to said assignment. Also, the failure or delay by either Party to enforce any term of this agreement or to act upon a breach of any term shall not constitute a waiver of their rights.

The Company acknowledges and agrees that Diverse Talent is not liable for (and agrees to hold it harmless for) any losses arising out of: (a) any deception, misrepresentation, fraud or fraudulent statement by the Candidate howsoever made and whether by act, conduct or omission; (b) any loss arising from or caused by the Candidate acting under employment to the Company including losses due to negligence or gross-misconduct; or (c) any loss caused by the Candidate failing to take up employment as agreed.

This Agreement is made and entered into in the State of Colorado, and shall in all respects be interpreted, enforced, and governed under the laws of said state, regardless of the conflicts of laws rules of said state. The language of all parts of this Agreement shall in all cases be construed as a whole, according to its fair meaning, and not strictly for or against any of the Parties, regardless of any party's involvement in its preparation.

The Parties shall first attempt to mediate between themselves for any controversy or claim arising out of or relating to this Agreement, or the breach thereof (the "Claims"). If the mediation is unsuccessful, then all Claims shall be settled by arbitration administered by a mutually agreeable arbitrator and/or arbitration service. If the parties cannot agree an arbitrator and/or an arbitration service then all Claims will be settled by the American Arbitration Association in accordance with its Commercial Arbitration Rules, and judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitration costs will be shared equally between the parties. The arbitration will occur in Denver, Colorado.

Should any provision of this Agreement be declared or be determined by any Court or arbitrator to be illegal or invalid, the validity of the remaining parts, terms, or provisions shall not be affected thereby and said illegal or invalid part, term or provision shall be deemed not to be part of this Agreement.

If you agree with the terms of this Agreement, please sign, and return it to Diverse Talent. Please do not hesitate to contact us if you have any questions regarding the scope of this Agreement and our Recruitment Services.

Raytown C-2 School District

Diverse Talent, LLC

By:

By: Michelle D. Campbell

Signature

Signature

Date

Date



DIVERSE TALENT, LLC

Diverse Talent, relies upon Michelle & Stacey Campbell's decades long business acumen, initially conducts a corporate assessment that identifies hiring gaps and development areas. Once fully understanding the corporate mission Diverse Talent sources qualified candidates with the necessary skills and matches them to the corporation's needs.

In 1990, Michelle Campbell leveraged her engineering degree and experience and became the founder of MD Campbell & Associates, LLC. The focus of her engineering firm was organization development and assisting clients with design and manufacturing schematics. In addition, MD Campbell & Associates played a critical role in recruiting and preparing diverse candidates for available engineering positions. As a woman of color in the engineering space, the call to assist clients with their technical and human resource staffing issues was a unique yet necessary business aspect. Her commitment to support clients to recruit diverse candidates for engineering positions was a critical decision during that time.

Michelle later founded Colorado REACH & Diverse Talent. Colorado REACH (Respecting Ethnic and Cultural Heritage), a non-profit committed to education/training around equity standards, and Diverse Talent an executive search and placement firm, committed to aligning exceptional candidates with organizations that are committed to leveraging diversity. Diverse Talent focuses on the quality of candidates, rather than the quantity. The firm sources for individuals with essential skills to pair them according to the corporate need in the legal and medical verticals, then leveraged its STEM vertical this past year. Diverse Talent is intentional in their efforts to assist organizations with their diversity initiatives and goals through their recruiting efforts and strong affiliation with REACH.

Michelle and her team's STEM national network that began in 1990, includes the following sample:

- DEITECH Technical Conference (Diversity and Inclusion Conference)
- Colorado Association of School Executives (CASE)
- National Society of Black Engineers (NSBE)
- Society of Women Engineers (SWE)
- Society of Hispanic Professional Engineers (SHPE)
- Society of Asian Engineers & Scientist (SASE)
- Steel Ring Engineering Honor Society
- Higher Education in Science



William Miller began his professional recruiting career in 1991 when he joined the search firm, RJS Associates, Inc., of Hartford Connecticut. His tenure with the firm lasted until 1996 when William and his family moved to Kansas City, Missouri to be close to his wife's family.

William has been an executive recruiter in the Kansas City market for 25 years. His more than 30 years of diverse recruiting experience includes experience as a corporate director of talent acquisition, director & senior manager of an executive search division for an international insurance broker and a senior search consultant and advisor. He has successfully led Corporate, Contingency, Direct Placement & Retained searches in the following industries: Accounting & Finance, Banking, Consulting, Consumer Products, Education, Engineering Finance, Health Care/Medical Information Technology, City Government – Municipalities, Not-for-Profit and Telecommunications.

William is a professionally certified personal consultant (CPC) a certified diversity recruiter (CDR), and a certified Internet recruiter (CIR). He has experience managing teams of recruiters, the entire recruiting life cycle and multiple applicant tracking systems. He has a passion to teach the next generation of recruiters the lessons he has learned from his more than 30 years of recruiter.

Stacey Campbell began his corporate professional career at Hallmark Cards, Inc. in Kansas City, Missouri, where he developed experience in marketing, sales, human resources (including recruiting and placing candidates for the company's technical areas of finance/accounting, Information Technology, Management Science, Manufacturing and Business Operations), product development and worked in Hallmark's legal department. After obtaining his J.D. degree from the University of Kansas School of Law, and for the past 25 years, Mr. Campbell has defended corporate America in all aspects of employment and commercial litigation. He is currently licensed to practice law in the states of Arizona, Colorado, Kansas, Missouri, Utah, and Wyoming; a host of federal courts including those in Virginia, New Jersey, Tennessee, Texas, Illinois, Missouri, Kansas, Colorado, Arizona, Utah, California, and Nevada; and the United States Supreme Court.



REACH DEI Training (EXHIBIT 2)

REACH (Respecting Ethnic And Cultural Heritage), is a 501c3 non-profit organization committed to educating and sharing cultural experiences by assisting organizations through transformational growth. REACH offers a specialized curriculum in diversity and inclusion in the workplace training.

REACH Platforms:

- Education and Training - providing evidence-based curriculum training.
- Community Engagement - partners across the country work with REACH to provide practical cultural experiences.

Education and Training:

- REACH trainings are designed for anyone committed to learning, engaging and experiencing another perspective. Each training session is designed with the assistance of the client and incorporates measurable outcomes.
- Our trainings' core content and curriculum are validated and certified by the U.S. Department of Education. This certification qualifies one for professional continuing education credit. REACH partners with local universities that provide the certification and continuing education hours.

Community Engagement:

- We provide an access point and believe in providing a network which will leverage and uplift communities.
- REACH is connected to many culturally relevant groups across the country.
- REACH enhances a diverse network, and assists organizations in achieving their diversity, inclusion, and equity goals.

CONCLUSION

CONCLUSION Diverse Talent, LLC utilizes the combined 60 years of corporate leadership, diversity consulting, human resources and employment defense litigation experiences from its owners Michelle and Stacey Campbell. The firm sources, recruits, and matches diverse talent with corporations seeking to advance diversity and inclusion within their organizations. We commit our work to dispel the myth that there is a diverse candidate pipeline issue, with clientele who align with similar values. We look forward to working with RAYTOWN C-2 School District. If you have any questions, please feel free to reach out to:

Michelle Campbell, michelle@diverse-talent.com, cell: (720) 261-0181 office: (303) 872- 9210

William Miller, william@diverse-talent.com, cell: 816-210-9462



References

Helen Haynes, Colorado Inclusive Economy

Email: Helen@ActivateWork.com

Phone: 303-324-8965

DT successfully placed a diverse CEO

Dr. Ned Calonge, The Colorado Trust Foundation, CEO

Email: ned@coloradotrust.org

Phone: 303-837-1200

DT successfully placed a diverse Vice President of Grants

Dr. Anthony Moore, Assistant Superintendent of Raytown Quality Schools

Email: anthony.moore@raytownschools.org

Phone: 816-935-2321

Dr. Christiana Barger, Asst. Superintendent Equity & Student Services

Lee's Summit R-7 School District

Email: christy.barger@lsr7.net

Phone: 816-986-1039

Dr. Perry Hilvitz, Assistant Superintendent at North Kansas City Schools

Email: perry.hilvitz@nkcschools.org

Phone: 816-321-4821

Dr. Andrea Hendricks, Global DEI Executive & HR Executive at Cerner Corporation.

Email: asdr1364@sbcglobal.net

Phone: 816-298-4085

Dr. Ryan Ross, Colorado Community College Systems

Email: ryan.ross@cccs.edu

Phone: 720-858-2759

Higher education consulting with DEI and leveraging diverse talent within the CCCS system

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.		
	Diverse Talent, LLC		
	2 Business name/disregarded entity name, if different from above		
	Diverse Talent, LLC		
	3 Check appropriate box for federal tax classification; check only <u>one</u> of the following <u>seven</u> boxes:		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>
	<input checked="" type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate		
Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ^a <input type="checkbox"/> Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. Other (see instructions) ^a			
5 Address (number, street, and apt. or suite no.)		Requester's name and address (optional)	
1410 North High Street			
6 City, state, and ZIP code			
Denver, Colorado 80218			
7 List account number(s) here (optional)			

Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

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Social security number

- -

or

Employer identification number										
85		-	08	69	9					

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ^a	<i>Michelle D. Campbell</i>	Date ^a	September 1, 2020
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)

- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

- Form 1099-C (canceled debt)

- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.*

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),

2. Certify that you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.