

**Town of Glastonbury, CT  
Town Manager  
Search Overview  
&  
Community Input  
August 31, 2022**



*Partnering with Local Governments to Recruit, Assess,  
and Develop Innovative, Collaborative, Authentic Leaders*

# SGR Background



- SGR exists to help local governments be more successful by Recruiting, Assessing, and Developing Innovative, Collaborative Authentic Leaders.
- Founded in 1999 with the mission to facilitate innovative leadership in local government. In today's world of limited resources, local governments must innovate to survive, and SGR has been and continues to be a leader in spurring innovation in local government.
- Our Core Values are Integrity, Philanthropy, Continuous Improvement, Flexibility, The Golden Rule, Collaboration, and Protecting Relationships.
- We are a full-service firm, specializing in executive recruitment, strategic foresight, live & online training, leadership development, interim management, embedded services, assessments, strategic visioning, management consulting, and other services designed to promote innovation in local governments.

# Meet Your Recruiter

## SGR Executive Vice President

### Doug Thomas

- Over 35 years in municipal management, serving as City Manager for the City of Lakeland, Florida, for 12 years, with vast experience working with state and local government leaders, implementing creative public-private partnerships, including with professional sports organizations, and a track record of successful economic development initiatives. Prior to Lakeland, served as City Manager for the City of Alma, Michigan for 15 years, and Assistant City Manager for the City of Grand Haven Michigan. He also served with the Maryland cities of Rockville, and Landover Hills.
- Master's of Public Administration from the American University, Washington, D.C. with a concentration in Urban Affairs, and a Bachelor of Arts in Political Science & History from Bowling Green State University.
- Joined SGR full time in 2015 to serve as their first Regional Director to serve both Florida and the southeast, and subsequently as Executive Vice President serving clients nationwide, focusing on executive recruitment, leadership development, and training for local governments.



# SGR's 5 Keys to a Successful Search

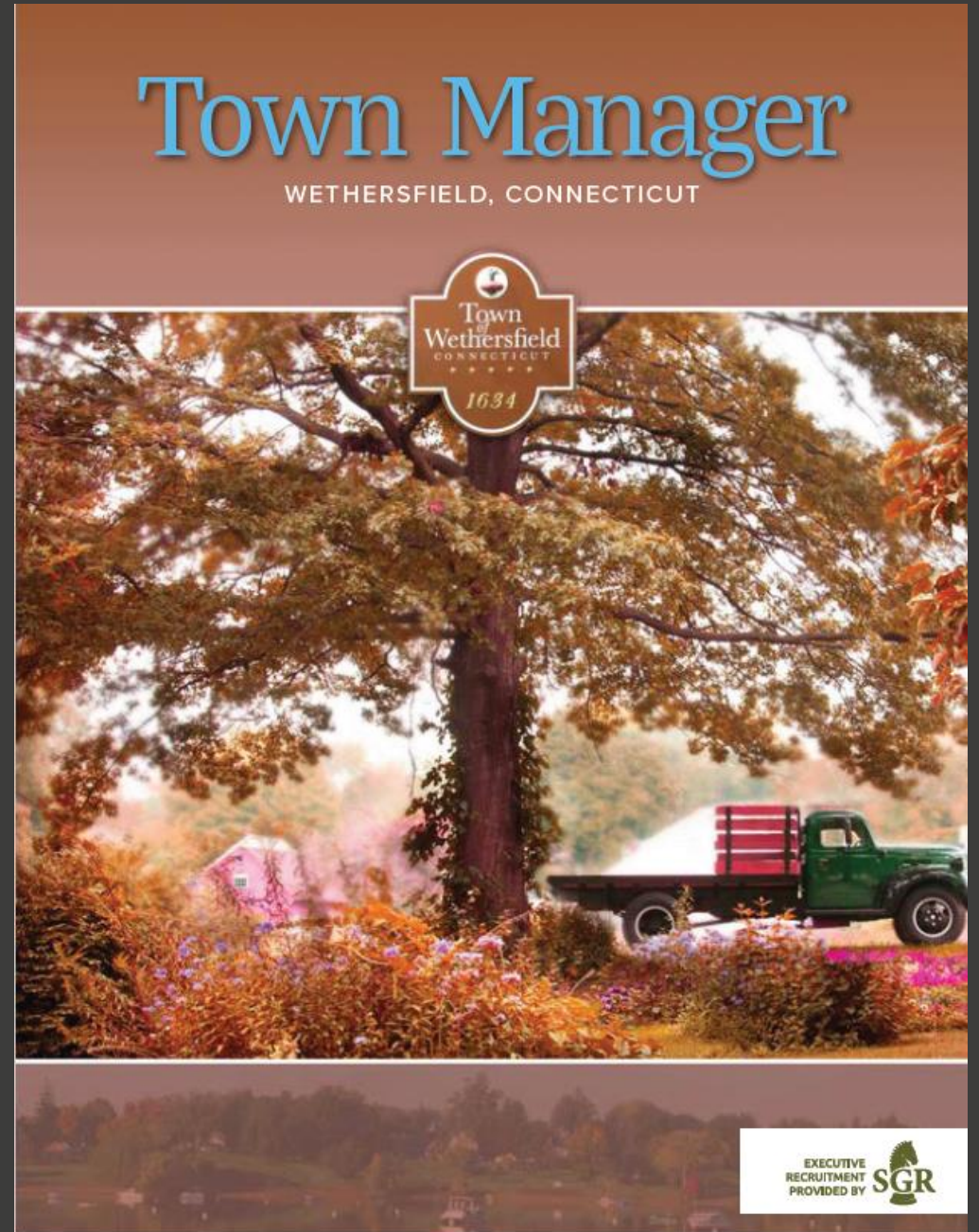
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- A comprehensive understanding the unique culture, needs and desires of the organization and community:
  - Chair & Council Members
  - Senior Staff
  - School Superintendent and/or School Board
  - Community Stakeholders
  - If Desired: Union Leadership, Community Survey and/or Focus Groups
- Dynamic state of the art talent marketing, including a comprehensive social media campaign that includes custom-made graphics and timely social media platform placements, that reaches a national candidate pool in a way that engages and makes them interested in the opportunity.
- Candidate vetting that ensures in-depth understanding of the position and organization:
  - Stage 1 Media (Semifinalists)
  - Stage 2 Media (Finalists)
  - Criminal, Legal, Credit, Academic (Finalists)
  - 360 Degree Reference Checks (Finalists)
- Candidate understanding of the organization and community to minimize withdrawals late in the process to help ensure a successful conclusion.
- A process that is guaranteed (18-months), smooth, seamless and user-friendly for both candidates and the client.

# Position Profile Brochure

- *The Community*
- *Governance & Organization*
- *About The Position*
- *Challenges & Opportunities*
- *Ideal Candidate Attributes*
- *Education & Experience*
- *Compensation & Benefits*
- *Resources*

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# The Importance of Social Media Marketing

The use of social media for recruitment has grown **54%** in the past 5 years.



**79%** of job seekers use social media in their job search.

**84%** of organizations are currently recruiting on social media.

**73%** of organizations feel they have hired successfully using social media.

**43%** of organizations believe candidate quality has improved with the use of social media in recruiting.

**75%** of the fully employed workforce consider themselves as passive candidates.

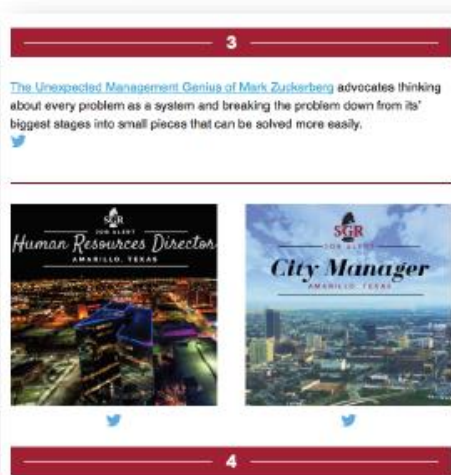


**82%** of organizations use social media to reach passive candidates.

SGR Facebook



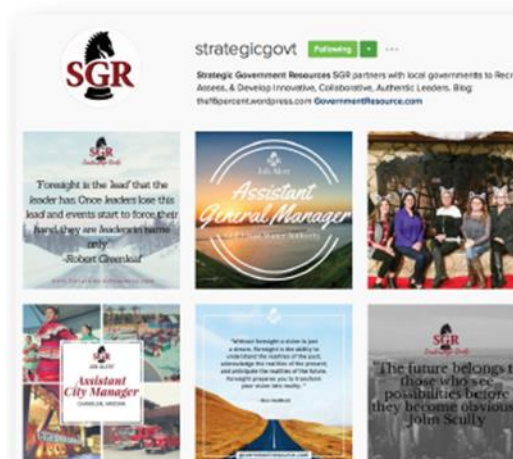
SGR Weekly 10 in 10 E-Newsletter



SGR LinkedIn



SGR Instagram

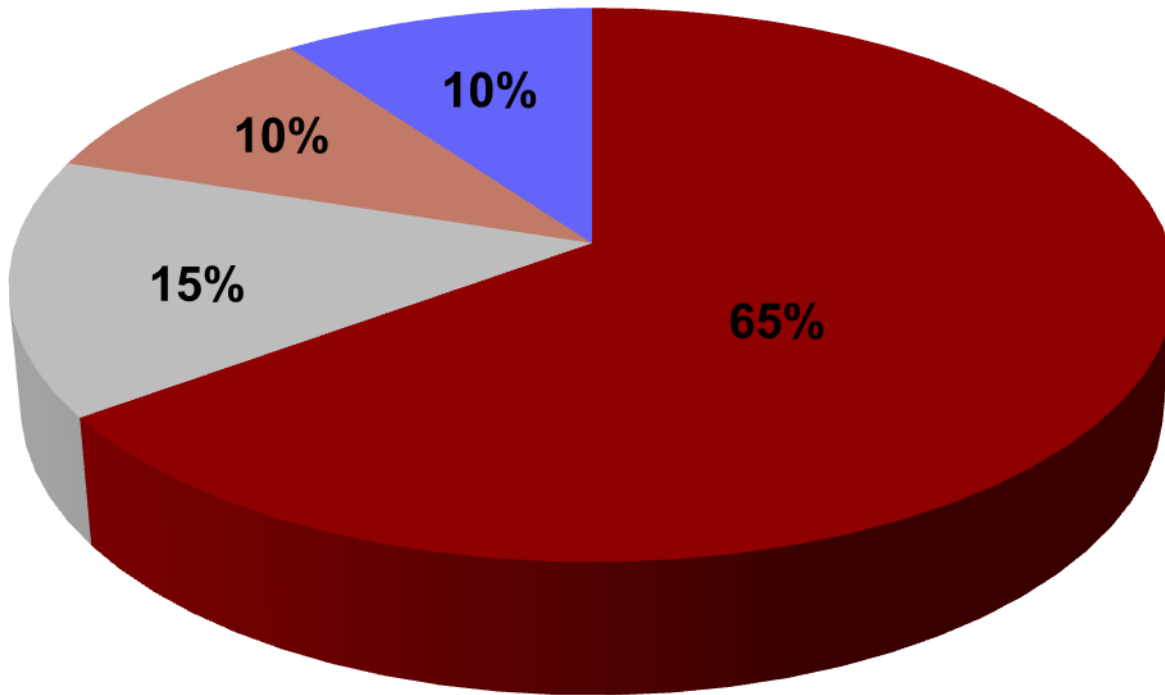


SGR Targeted Job Alerts



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# SGR's Typical Source of Semifinalists



- Direct Outreach by SGR (Website, 10 in 10, Social Media, Email, Personal Contact)
- National Trade Advertisements & Websites
- State Trade Advertisements & Websites
- All Other Sources (City Website, Personal Contact by Colleagues, etc.)

## Project Methodology

SGR provides a comprehensive scope of executive recruitment services, and each executive recruitment service contract is tailored to meet the client's specific needs. However, a full service recruitment typically entails the following:

1. **Organizational Inquiry and Analysis**
  - Outline Project Plan and Timeline
  - Individual Interviews with Search Committee/ Key Personnel/ Community Leaders (if desired)
  - Development of Position Profile and Professional Production of Brochure
2. **Advertising and Recruitment**
  - Ad Placement
  - Social Media and Marketing of Position
  - Ongoing Communication with Applicants and Prospects
3. **Initial Screening and Review**
  - Management of Applications
  - Evaluation and Triage of Resumes
  - Search Committee Briefing to Facilitate Selection of Semifinalists
4. **Evaluation of Semifinalist Candidates**
  - Personal Interaction with Semifinalist Candidates
  - Written Questionnaire
  - Recorded Online Interviews
  - Media Search Stage 1
  - Semifinalist Briefing Books
  - Search Committee Briefing to Select Finalists
5. **Evaluation of Finalist Candidates**
  - Comprehensive Media Search Stage 2
  - Comprehensive Background Investigation Report
  - DISC Management Assessment
  - Finalist Briefing Books
  - Press Release (if desired)
  - Stakeholder Engagement (if desired)
6. **Interview Process**
  - First Year Game Plan (if desired)
  - Conduct Interviews
  - Deliberations
  - Reference Checks
7. **Negotiations and Hiring Process**
  - Determine the Terms of an Offer
  - Negotiate Terms and Conditions of Employment
  - Transition Strategy
8. **Post-Hire Team Building Workshop (supplemental service, if desired)**
  - I-OPT Team Building Workshop

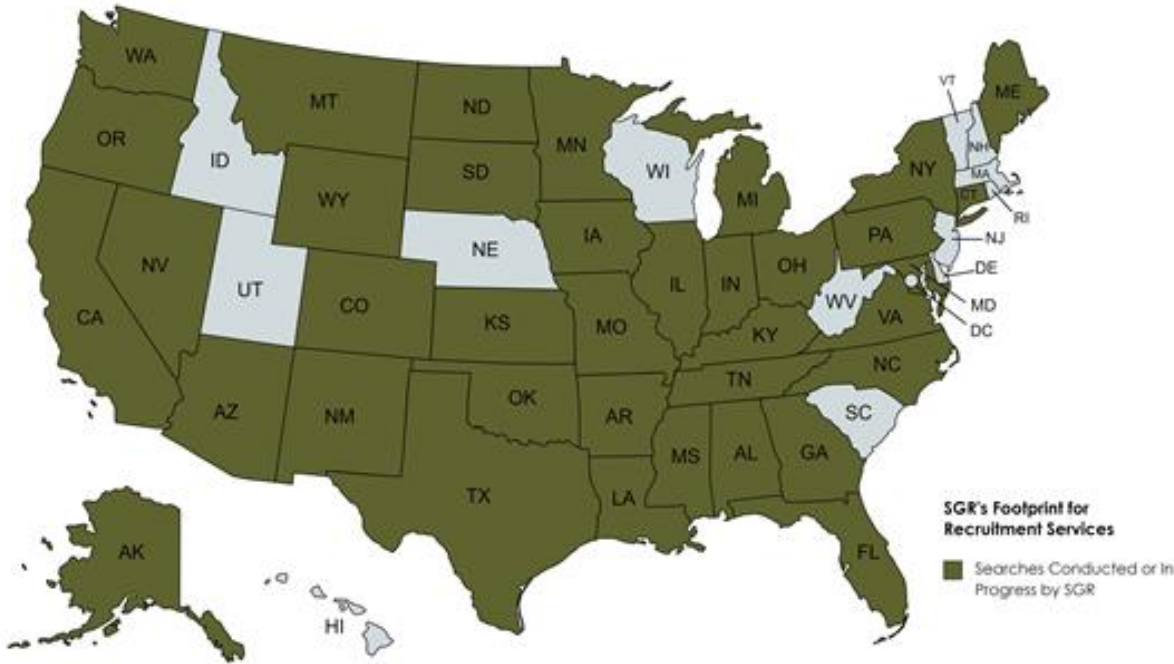


# Project Methodology

Typical Search Timeline:  
12 Weeks Following  
Approval of Position  
Profile Brochure



# SGR's Strong National Recruitment Footprint



## Recent Connecticut Recruitments

- Wethersfield Town Manager
- Wethersfield Police Chief
- Tolland Town Manager
- Clinton Town Manager
- South Windsor Town Manager
- City of Hartford:
  - Chief Financial Officer
  - Chief Information Officer
  - Director of Development Services
- Rocky Hill Town Manager (In Process)
- Town of Fairfield:
  - Human Resources Director (In Process)
  - Budget Director
  - Conservation Director

**SGR has over 700 local government clients in 47 states across all our business lines**



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# Community Engagement

