



Request for Proposals

Executive Recruitment

Date Issued: **January 9, 2023**

Submission Due Date: **January 27, 2023**

RELEASED BY:



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Section I: Overview

1. Funding Opportunity

The Fund for Public Health in New York City (FPHNYC), on behalf of the New York City Department of Health and Mental Hygiene (NYC Health Department), seeks proposals from Executive Search Firms, with substantial and relevant experience in recruiting executive and senior-level management positions in local government agencies, for the recruitment and selection of the following position:

- Chief Equity and Strategy Officer

2. Background

The Department of Health and Mental Hygiene’s (DOHMH) 7,000-plus team members bring extraordinary diversity to the work of public health. True to its mission of equity, the DOHMH has been a leader in recognizing and dismantling racism’s impacts on the health of New Yorkers and beyond. In 2015, the DOHMH launched an internal transformation initiative – Race to Justice- to normalize conversations on race and racism, organize, and operationalize social and racial justice as a central component of health equity in NYC. Beginning with the Center for Health Equity, now referred to as Center for Health Equity and Community Wellness, the department actively works to advance key internal agency goals and anti-racism practices in all programming and policies.

The Chief Equity and Strategy Officer (CESO) will report to the Commissioner of Health and serve as a member of the Executive Leadership Team. The CESO will ensure the organization executes its vision to ensure all New Yorkers can realize their full health potential, regardless of who they are, where they are from, or where they live, working both internally and externally with a host of stakeholders and partners. Specifically, the CESO will be responsible for the implementation of a recently completed strategic plan which focuses on a number of topical areas, as well as structural and process changes across the agency, embedding equity in all agency programming and operations. This position requires an inspiring, collaborative, and innovative leader with a demonstrable track-record of implementation and measurable results of health equity and implementation strategies at a large institution.

3. RFP Timetable

The following timeline outlines key events related to the RFP process. FPHNYC reserves the right to revise the schedule as necessary. Any amendments to the RFP, including this timeline, will be posted on FPHNYC’s website (<https://fphnyc.org/get-involved/requests-proposals/>).

Request for Proposals (RFP) Release	January 9, 2023
Deadline for Written Questions	January 17, 2023, at 11:59 p.m. ET
Q&A Posted	January 20, 2023
Proposal Package Due	January 27, 2023 at 11:59 p.m. ET
Anticipated Funding Notification	February 3, 2023

Anticipated Project Start Date	March 1, 2023
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All materials and updates to the RFP are available on FPHNYC's Requests for Proposals webpage (<https://fphnyc.org/get-involved/requests-proposals/>).

4. Applicant Eligibility

A. Minimum Required Qualifications

FPHNYC is interested in soliciting proposals from qualified agencies whose experience and qualifications meet or exceed the requirements stated in this RFP.

- A minimum of 10 years of experience identifying senior leadership for a local, state, or federal government agency, hospitals, and/or non-profit organizations.
- A minimum of 10 years of experience in the recruitment of executive level management of visionary physicians and executive healthcare leaders.
- A 90% success rate of identifying, engaging, and connecting the best talent to organizations.

B. Preferred Qualifications

This RFP will prioritize proposals that demonstrate:

- Commitment to attracting a diverse talented pool of candidates.
- Experience in conducting and successfully placing executive candidates in equity-related roles in healthcare organizations and/or public health agencies.

5. RFP Inquiries, Written Questions and Answers

Questions and requests for clarification about this RFP must be submitted via e-mail to procurement@fphnyc.org with the subject line "DOHMH Executive Recruitment." All such questions and inquiries must be received by **January 17, 2023**, at 11:59 p.m. EDT. Any questions received after the deadline may not be answered.

All questions received and responses thereto will be posted on FPHNYC's website (<https://www.fphnyc.org/get-involved/rfps/>) on or about January 20, 2023.

5. Submission Instructions

Completed applications are due no later than **January 27, 2023**, at 11:59 p.m. EDT. Applications must be submitted via email to procurement@fphnyc.org.

6. Addenda to the RFP

If necessary, FPHNYC will issue addenda to amend conditions or requirements relating to the RFP. Any addenda to the RFP will be posted on the FPHNYC website: <https://www.fphnyc.org/get-involved/rfps/>. Applicants are encouraged to check the website prior to submitting their final proposal.

Section II: Scope of Services

1. Background/Purpose

The Department of Health and Mental Hygiene (DOHMH) is seeking a talent firm to search and identify innovative, diverse, public health leaders to serve as Chief Equity and Strategy Officer (CESO). The firm will conduct a high-level search of potential candidates for the CESO position. They will present at least 2-3 top candidates for further interview by DOHMH leadership.

2. Scope of Work

The organization will be responsible for the following activities:

- Assist in further developing a position summary/job description and recruitment strategy for carrying out the recruitment for DOHMH medical and non-medical executive positions.
- Research, source and identify executive candidates through extensive market research, advertising, networking, confidential contacts, personal company website and national database while demonstrating efforts to diversify the applicant pool (i.e., academic partners, social media marketing campaigns, professional diversity recruitment job boards).
- Assist in screening and prequalification of resumes.
- Perform in-depth interviewing of candidates including, submission of candidate profiles, scheduling of interviews, developing structured interview questions for hiring managers, and participation in the interview process, as required.
- Meet regularly with Agency Executives and other stakeholders to discuss and provide updates on the recruitment strategy and status of the executive search process.
- Assist with strategic on-boarding planning and other support required during the search process.
- Completion of reference/background checks of top final candidates.
- Coordination of contingent employment offer and salary negotiation assistance to expedite hiring and onboarding the candidate of choice.
- Inform all candidates of the City of New York's vaccine mandate policy, which states all selected candidates must be fully vaccinated by the time of hire.
- Contractor will guarantee each placement for a period of twelve months beginning on the start date of the appointment. If at any time a placed candidate is terminated or resigns in those twelve months, the contractor will conduct a new search to replace the candidate at no additional cost. The guarantee will exclude any termination due to layoffs or due to organization restructuring.

3. Description of Position

The Chief Equity and Strategy Officer (CESO) will report to the Commissioner of Health and serve as a member of the Executive Leadership Team. The CESO will ensure the organization executes on its vision to ensure all New Yorkers can realize their full health potential, regardless of who they are, where they are from, or where they live, working both internally and externally with a host of stakeholders and partners. Specifically, the CESO will be responsible for the implementation of a recently completed strategic plan which focuses on a number of topical areas, as well as structural and process changes across the agency, embedding equity in all agency programming and operations. This position requires an inspiring, collaborative, and innovative leader with a demonstrable track-record of implementation and measurable results of health equity and implementation strategies at a large institution.

Job Description

- Oversee and lead in implementing the agency's current strategic plan with responsibility for transforming agency practices and efforts by serving as a resource to provide new processes, technical assistance, training, tools, schedules, and templates to support new teams, offices/office functions, and developing yearly strategic goals to increase equity across the Health Department policies, and programs.
- Establish an office that would integrate strategic planning, health equity and data-driven accountability processes across the agency. Ensure rigorous implementation of the strategic plan, providing visibility into the process in partnership with agency leadership.
- Partner with the executive team to develop and implement standardized practice grounded in equity around reporting on operational indicators and goals setting in areas of agency workforce, procurement, budget, and other areas as needs arise.
- Collaborate with diverse staff and leadership to develop, implement, lead, assess, and measure key strategic initiatives/program.
- Adapt existing Agency performance management systems to align with and support implementation and growth of the strategic plan.
- Collaborate with colleagues to enhance existing systems focused on organization and people performance management.
- Ensure social and racial equity is at the core of agency transformation, leading efforts to embed equity-centered decision-making models in program, fiscal, and policy review, operations, and internal practices.
- Work across DOHMH's departments and working groups to develop and implement the current strategic plan with a focus on racial justice advocacy, collaborative research with community partnerships, public education, and legislation, and social and racial justice analysis.
- Manage and strengthen relationships with external partners and stakeholders and build strong and resilient partnerships with allied organizations, experts, and policymakers.
- Develop key partnerships and strategic alliances with community leaders to leverage existing resources and advance resources equitably to support the communities most impacted by inequities across the social determinants of health.
- Develop and maintain a knowledge base on current emerging social trends, community concerns, and political and service delivery issues in the communities served.
- Develop a consistent feedback mechanism between staff and leadership to ensure cross divisional communications and collaborations.
- Provide leadership and supervision to internal and external equity strategy teams and manage the team of the Office of the CESO.
- Monitor new and existing policies and initiatives created to uphold health equity and racial justice standards.
- Serve as an agency spokesperson as needed.

Preferred Skills:

- Demonstrable track record of health equity and anti-racist program and policy implementation and results at a large institution.
- Extensive content knowledge of diversity, equity, and inclusiveness research and best practices for organizations striving to become more diverse, equitable, and inclusive.
- A demonstrable commitment to pursuing equity.
- Must have superb written and verbal communications skills and strong diplomacy skills.
- Must have a strong intersectional racial equity and social justice lens and a deep background in trauma-informed systems approach.

- An outstanding leader with a demonstrable track record of achieving results related to strategic plan implementation and performance improvement in an environment that promotes antiracism and health equity.
- An expert in leading a team in developing data-driven accountability metrics that tie agencywide strategy to actionable, measurable, and relevant KPIs that can be tracked over time.
- A big picture thinker who can inspire a diverse team and achieve agency-wide change. As the leader of all DOHMH’S equity work, the Chief Equity and Strategy Officer must co-develop a holistic plan to measure and achieve social and racial health equity. The CESO will need the change management and organizational development skills to implement this vision across various health service settings and programs, especially in an organization like DOHMH’s that is multi-regional, working across all five boroughs of NYC.
- The Chief Equity Officer and Strategy Officer will effectively coach and collaborate with senior leaders from across the organization. The CESO must be exceptionally strong at building trusting relationships, holding colleagues to a high standard of equity, and creating thriving cultures that allows the agency to access its full potential. In short, the Chief Equity and Strategy Officer must be able to both “hold our hand” and “hold our feet to the fire.”
- The CESO will approach all issues with an explicit values-based lens and bring a skill set that includes getting to the root of adaptive challenges and tackling equity issues manifested at the systemic level. You must be an empath who works hard to understand the experience of people of all identities at all levels of the organization. And, you must have the courage and skill to help guide individuals and groups to ensure that they are operating in anti-racist, equitable manner.
- Experience working with people of all identities at all levels of an organization.
- Passion for equitable public health practices and anti-racist health systems transformation.
- Experience with development and/or implementation of innovative funding strategies to engage in principles and practices about race, anti-racism, diversity, and inclusion.
- Exceptional analytical, and critical thinking skills with experience of implementing strategic plans across a large organization.
- Ability to engage with diverse staff and leadership to promote trust, collaboration and partnership between departments and levels of leadership.
- Strong interpersonal skills: able to quickly establish credibility to develop and manage productive relationships with internal and external individuals and agencies.

5. Proposed Timeline

Activity	Suggested Timeline
Meet with DOHMH leadership to develop position summary/job description and recruitment strategy.	Week 1
Source and identify possible candidates.	Week 2 – 3
Meet with DOHMH leadership to review/screen candidates.	Week 4
Notification of finalists and arrange interviews	Week 5
Assist in conducting interviews and final selection process.	Week 6

Section III: Format and Content of Proposal

Proposals should be no more than 10 pages, not including references, and cover the following:

1. Organization Information and Biography:
 - A. Provide the name of the company, address, telephone number and email address of a point of contact for the RFP.
 - B. Provide Leadership Bio(s) and lead/assigned Recruiter resume(s).
2. Your Firms Success/Placement Rate:
 - A. Provide your firm's success and placement rate for the last 3 years.
3. Your firms Commitment to Diversity:
 - A. Describe how diversity and inclusion are incorporated into your firm's work.
4. Your Firms Years of Experience in Executive Level Recruitment:
 - A. Describe your firm's prior experience in conducting executive searches as it relates to the Scope of Services for this RFP.
 - B. Describe the process to be used to find a successful candidate for the Executive Deputy Commissioner role, including work plan with a list of deliverables, milestones and processes that will be employed.
5. Price/Budget:
 - A. Provide your firm's proposed cost along with payment schedule and narrative description of what is included in the cost.

Section IV: Evaluation and Award Procedures

1. Proposal Evaluation Criteria

The criteria, and the relative weight of each, that will be utilized to evaluate proposals are:

1. Success/Placement Rate	30%
2. Commitment to Diversity	20%
3. Years of Experience in Executive-level Recruitment Service	30%
4. Price	20%

2. Review Process

Applications will undergo an initial administrative review for completeness and minimum requirements. Basic requirements include timely receipt of application meeting all eligibility criteria, and submission of all required documentation. For an application to be evaluated, it must include all required components and meet all required eligibility criteria. Applications that do not meet the required eligibility criteria will not move to the next stage of the review process.

All responsive applications will be reviewed by a panel convened by the NYC Health Department. The panel will evaluate applications and score Applicants according to the criteria listed above. Each application will be scored by at least three reviewers and scored on a scale of 0—100. After review, the panel will compile scores and rank applications according to final weighted scores.

FPHNYC and the NYC Health Department reserve the right to conduct interviews and/or site visits as FPHNYC and the NYC Health Department deem applicable and appropriate, in order to verify application content, prior to final award decisions.

3. Selection Process

Final selection of awardees will be made by **February 3, 2023**, based upon recommendations from the review panel. FPHNYC and the NYC Health Department reserve the right to make such selections based on the best interests of New York City, and as a result, may not select the highest scoring or lowest cost proposals for award.

Section V: Disclaimers and General Provisions

The following are disclaimers and general provisions under the Fund for Public Health in New York City. The Bidder shall review each statement below to ensure capacity for compliance before submitting a proposal for consideration.

Right to Amend or Cancel this RFP, or Solicit a New RFP

FPHNYC may amend or cancel this RFP at any time, without any liability to FPHNYC and/or DOHMH. FPHNYC or DOHMH may solicit new requests for information and/or proposals regarding the services addressed in this RFP at any time.

Right to Reject Proposals

FPHNYC may reject any or all proposals received and may ask for further clarification or documentation. Submitted information that does not respond to all items in this RFP may be excluded from further consideration and alternative information packages may not be considered.

Insurance

Prior to the start of work, selected Contractors, including coalition members, shall procure and maintain in force at all times during the term of the agreement, insurance of the types and in the amounts set forth below:

Commercial General Liability: insurance to provide coverage for bodily injury and property damage, including damage to any facilities, equipment or vehicles, in limits of no less than \$1,000,000 per occurrence \$3,000,000 aggregate.

- A. Professional Liability: if Contractor is providing professional services, Contractor shall obtain professional liability insurance, in limits of no less than \$1,000,000 per occurrence and \$3,000,000 aggregate;
- B. Employers Liability: insurance to provide coverage for the acts and omissions of Contractor's employees in limits of no less than \$1,000,000 per accident;
- C. Workers' Compensation: workers' compensation and disability insurance as required by the applicable New York State law.
- D. Commercial Auto: if Contractor plans to use any vehicles in the performance of services under the agreement, Contractor shall obtain commercial auto coverage for all owned, non-owned, and hired vehicles, written on a form at least as broad as ISO form CA 00 01, with minimum limits of \$1,000,000 per accident.
- E. Excess Umbrella Liability: in the event that Contractor's insurance policy(s) does not meet the limits stated above.

Contractor shall maintain on file with FPHNY current Certificates of Insurance for the above referenced policies, listing FPHNY and the City as Additional Insureds for General Liability policies and as Certificate Holders for all other required insurance.

NYC Vendor Registration

This project is being supported with funding from the NYC Health Department, which requires that vendors register in the City's Payee Information Portal (PIP). In PIP, vendors can view financial transactions with the City of New York, register for Electronic Funds Transfer payments and more. For more information, please visit: <https://a127-pip.nyc.gov/webapp/PRDPCW/SelfService>.

For awards of \$100,000 or more, vendors will also be required to register in PASSPort, the City's digital procurement system. PASSPort training and information materials are available through videos, user guides and FAQs at www.nyc.gov/passport.

Proposal Costs

The Applicant will be solely responsible for any costs incurred in preparing, delivering, or presenting responses to this RFP. Applicants will not be reimbursed for any costs incurred in preparing proposals.

Fulfillment of Requirements

By submitting an information package, the Applicant acknowledges that the respondent has read and understands this RFP and can fulfill all requirements.

Submitted Information

Once submitted, responses will be the property of FPHNYC and will not be returned.

Section VI: Appendices

**ATTACHMENT A
APPLICANT SIGNATURE FORM**

INSTRUCTIONS: Applicants must complete and submit this Applicant Information Form signed and dated by the agency's Authorizing Official.

Applicant Organization	
Applicant Organization Name:	
Contact Person for this Proposal Name:	
Title:	
Address:	
Phone:	
Email:	
Application Budget Total:	
Certifications	
As the Authorizing Official for the entity submitting this application, I signify that the following information is true and accurate to the best of my knowledge and that the above named organization agrees to abide by the terms of this application and is fully able and willing to carry out the terms of the project.	
_____ Signature of Authorizing Official	_____ Date
_____ Printed Name and Title	