

Special Report

Anatomy of a Secret Search – Part 3

As many long-time readers of USMNEWS.net are well aware, the Mississippi IHL Board, the governing body of Mississippi's eight public universities, uses what is often referred to as "a secret search process" for selecting executive leaders (university presidents). This new *Special Report* series examines that process with regard to the hiring of Rodney Bennett as USM's new president.

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<p>The Chronicle of Higher Education Please remit to: P.O. Box 791122, Baltimore, MD 21279-1122 Telephone: (202) 466-1050 Fax: (202) 331-3211</p>	<p>The Chronicle of Philanthropy Federal Employer Identification No. 52-1131774 For billing inquiries e-mail accounting@chronicle.com October 25, 2012</p>				
<p>Invoice Number : 750378-1018 Account #: 1022532 Advertiser/Client: University of Southern Mississippi</p>					
<p>Parker Executive Search Five Concourse Fkwy. Suite 2900 Atlanta, GA 30328-</p>					
<p>Advertising Invoice</p>					
<p>Advertisement title: President Ad Size: 3.00 x 4.25 = 12.75 Col. Inches</p>					
<table border="0"><thead><tr><th></th><th style="text-align: center;">Charges</th><th style="text-align: center;">Credit</th><th style="text-align: center;">Sub Total</th></tr></thead></table>			Charges	Credit	Sub Total
	Charges	Credit	Sub Total		
<p>Print advertisement in The Chronicle of Higher Education, Section: Executive</p>					
<p>Rate: \$152.00 Per Column Inch</p>					
<p>11/2/2012 Chronicle Careers display ad in print Pg 100 1,938.00 1,938.00</p>					
<p>10/18/2012 - 11/16/2012 ChronicleCareers.com Web run with display ad</p>					
<p>Please pay this amt. amount: Due upon receipt in US Dollars \$1,938.00 (2)</p>					
<p>INVOICE</p>					
<p>11/13/12</p>					
<p>Please return this portion of the invoice with your remittance to the address below: Make checks payable to "The Chronicle of Higher Education" or "The Chronicle of Philanthropy"</p>					
<p>October 25, 2012</p>					
<p>Parker Executive Search Invoice Number : 750378-1018 Billing Account #: 1022532</p>					
<p>Amount due upon receipt: USD \$1,938.00</p>					
<p>Please remit to: P.O. Box 791122, Baltimore, MD 21279-1122</p>					
<p>Federal Employer Identification No. 52-1131774 The Chronicle of Philanthropy</p>					

As the insert above points out, this report covers some of the advertisements that the IHL purchased, through its contract with Parker Executive Search, in its recent search for a replacement for former USM president Martha Saunders. The insert just above indicates that the IHL spent almost \$2,000 on an ad within *The Chronicle of Higher Education*, the industry's leading trade publication.

The insert below shows that the IHL spent a little more than \$750 placing an ad inside *Women in Higher Education*. This ad brings the advertisement total to about \$2,750.

WOMEN IN HIGHER EDUCATION

Porsha L. Williams
Principal
Parker Executive Search
Five Concourse Parkway, Suite 2990
Atlanta, GA 30328

5110

RE: U of Southern Mississippi
(President)

October 29, 2012
Fed ID # 39-1711896

Invoice Number 11-1217

Women in Higher Education One-third page *Career Connections* announcement in the November 2012 issue and full text ad on our homepage <http://www.wihe.com>

\$759.00 net (2)

Enclosed in also a copy of the November 2012 issue containing career announcements. It reaches more than 12,000 women in higher education interested in career advancement.

Thank you for your support. We hope you will choose this powerful resource again to reach qualified women candidates for your next search.

For payment:

- > Include this invoice with payment, mail to address below
- > If you prefer, we also accept purchasing/credit cards... just call or pay online www.wihe.com "Advertise with us". Pay for a quoted or placed ad.

Published by:

The Wenniger Company
dba *Women in Higher Education*
Editorial, Subscription, Advertising Offices
5376 Farmco Drive
Madison, Wisconsin 53704
(608) 251-3232

11/13/12

5376 Farmco Drive
Madison WI 53704

(608) 251-3232
FAX (608) 284-0601

e-mail women@wihe.com
<http://www.wihe.com>

The third insert in this report, shown just below, indicates that another advertisement was placed in *The Hispanic Outlook in Higher Education*. This particular ad cost the IHL almost \$850, bringing the advertisements total to about \$3,600.



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INVOICE

To:

MS. PORSHA WILLIAMS
PARKER EXECUTIVE SEARCH
ACCOUNTS PAYABLE
FIVE CONCOURSE PKWY, STE 2900
ATLANTA, GA 30328

INVOICE DATE

11/12/2012

INVOICE NUMBER

1112-39693

INSERTION ORDER NO.

FW/102412

DESCRIPTION

DISPLAY ADVERTISING
UNIVERSITY OF SOUTHERN MISSISSIPPI 1/3 PAGE
PRESIDENT

AMOUNT

\$845.00

TOTAL \$845.00 (2)

Please make check payable to:
The Hispanic Outlook in Higher Education
Accounts Receivable
P.O. Box 68
Paramus, New Jersey 07652-0068
Tel: (201) 587-8800
Fax: (201) 587-9105

Federal ID #22 3144166

11/13/12

