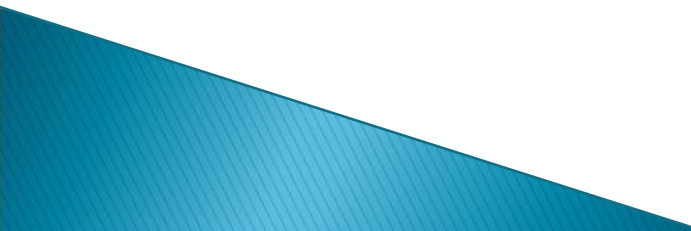
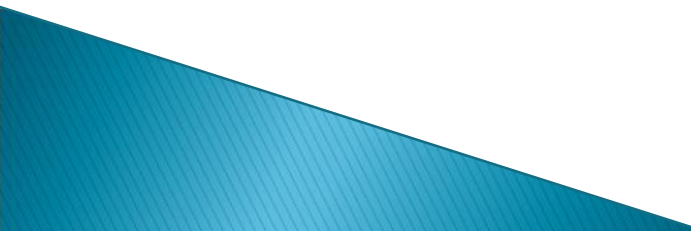


Superintendent Search Process

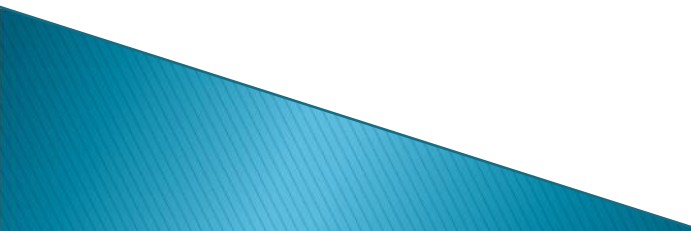
ASBA CONFERENCE, LITTLE ROCK AR
December 12, 2019
Kieth Williams, Ed.D.

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McPherson & Jacobson

- Leading National Search Firm
 - Our consultants have extensive backgrounds in education and public service including current and former superintendents, assistant superintendents, university professors, and school board members.
 - Over one-fourth of our consultants minority or female
 - Consultants have the valuable commodity of “TIME” to commit to the search
- 

Company History

- Why Arkansas?
 - Home Office in Omaha, Nebraska--1991
 - Partner-Affiliate of ASBA
 - 35 + States and Over 100 Consultants
 - Extensive State and National Network
 - Retention History is High for Superintendents Placed by M & J-Indicates Good Match
 - Last Five Years, 75% Superintendents are Still in the Position for Which they were Hired Through M & J Search
 - Last 10 years—Over 50% still in Same Position
- 

Our Arkansas Consultants

Mr. Bobby Lester

Mr. Andrew Tolbert

Mr. Wayne Gibson

Mr. Jerrod Williams

Dr. Megan Slocum

Dr. Kieth Williams

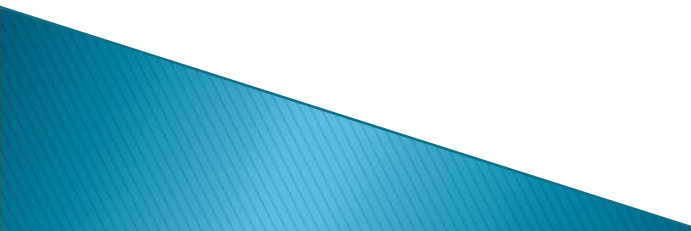
Dr. Diana Julian

Dr. Tony Thurman

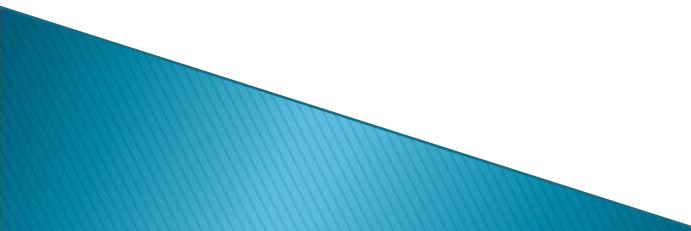
Mr. Mitch Walton

Dr. Megan Slocum

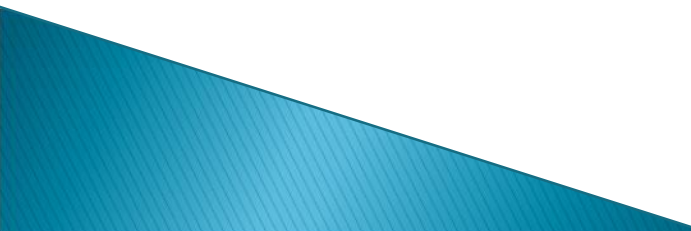
Sustained Leadership

- District Success is Dependent Upon Sustained leadership
 - One Individual Does Make a Difference
 - Board and Superintendent-MUST be a Team
 - View Districts in Arkansas with Sustained leadership=Success
 - Academic-Financial-Facilities
- 

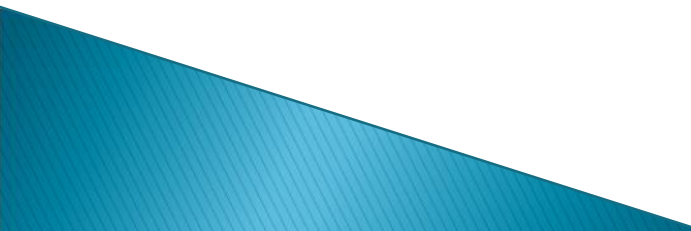
Objectives of Macnjake Search

- Provide Support at a Very Critical Time
 - Provide a Decision Making Model for Boards
 - Advocate a Model to Fit the Particular Needs of School Districts-Each Search is Customized to YOUR needs
 - We are not “Headhunters”
 - You are in Control of the Selection Process
 - We Provide the Resource you are Lacking-TIME
- 
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Objectives Continued

- Every Student in Every District is Entitled to a Quality Education. Quality Education is Dependent Upon Quality Leadership.
 - Public Schools are in Marketing Business
 - IT IS ALL ABOUT THE KIDS-YOUR KIDS
 - The Needs of the Client Supersede the Needs of the Consultant or the Needs of the Firm.
 - Professionalism Associated With Process
- 

Objectives Continued

- ▶ We add Credibility to Your Selection Process
 - ▶ Consistency-Objectivity-Validity-Defendable
 - ▶ Represent Your District and You in a Respectful Manner
 - ▶ Provide a Plan That Will Result in Success for You as Board
 - ▶ Transparency and Stakeholder Involvement is our MARK
 - ▶ We ADD the Professional Touch
 - ▶ We Know Arkansas
- 

What Implications Surround Hiring a Superintendent?

- ▶ Most Important Decision a Board ***Will Make***
- ▶ Boards Access to a Superior Network System
- ▶ Importance of Board Members ***Time*** and ***Dedication*** to a Successful Search
- ▶ Truthful and Consistent Information
- ▶ We Recruit Good Candidates
- ▶ Best PR a Board can get
- ▶ Remove POLITICS From Search
- ▶ Remove Subjectivity From Process
- ▶ MACNJAKE REPRESENTS YOU IN A RESPECTFUL MANNER

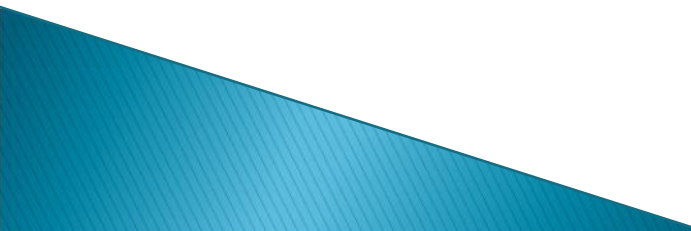
Recruiting and Hiring a Quality Superintendent (Items to Consider)

- ▶ Selection Criteria
- ▶ Establishing Realistic Timelines
- ▶ Advertising the Position
- ▶ Recruiting Quality Applicants
- ▶ Stakeholder Involvement
- ▶ Managing Application Materials
- ▶ Screening Applicants-Importance of Consistency
- ▶ Conducting Reference Checks
- ▶ Interviewing the Candidates
- ▶ Abide by the LAW
- ▶ ALL OF THESE COMPONENTS ARE PUT TOGETHER TO PROVIDE YOU A VALID SELECTION PROCESS

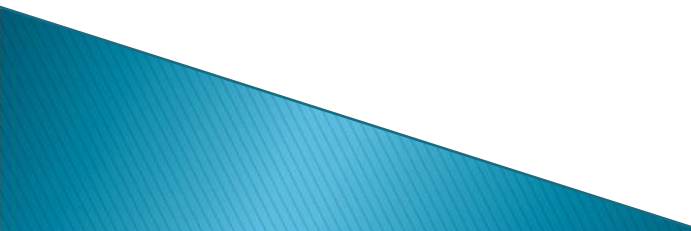
Search Protocol

- PHASES OF SEARCH
- I. Planning Phase
- II. Advertising, Promotion, Stakeholder - Groups, Recruiting
- III Application Review, Reference Work, Prepare Short List
Reference Summaries and Videos
- IV. Board/Focus Group Interviews
- V. Goal Setting Board and new Superintendent

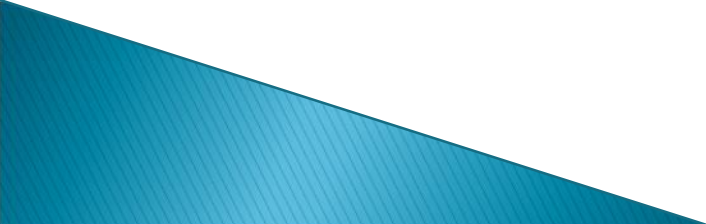
Phase I

- Identify the desirable characteristics of the future superintendent— Foundation of search.
 - Establish appropriate timelines and target dates for the **selection** process - Search Calendar.
 - Identify stakeholder groups if applicable.
 - Develop a vacancy announcement and advertise the position with the appropriate media, professional organizations, and McPherson & Jacobson site.
 - Designate Point of Contact in District for M & J Consultants to work with
- 


Phase II

- Develop promotional literature and brochure
 - Prepare and place announcement of vacancy
 - Develop an application form that reflects the criteria established by the board
 - Assist in selection of Focus Groups/Stakeholders
 - Assist in organizing Stakeholder Groups-Meetings
 - Send out and receive application materials.
 - Actively recruit applicants who will meet the District's needs (Align to Criteria)
 - Assist Board in establishing compensation parameters
 - Keep applicants informed of status in selection process
 - Communicate with Board as search progresses
- 

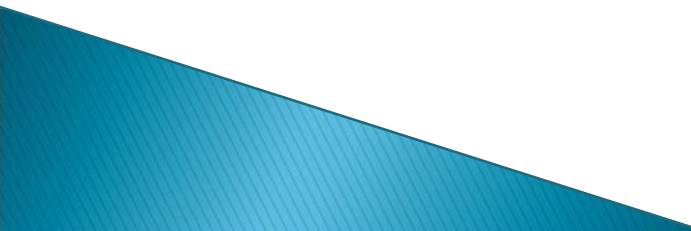
Phase III

- Evaluate each applicant based upon the criteria and characteristics established by the Board-Score applications based on rubric or scoring guide
 - **Conduct** extensive reference and background checks
 - Review the top candidates and determine which candidates meet the Board's criteria and prepare a recommended short list
 - Secure videos of short list for Board to review
 - Assist Board in developing a set of interview questions to be used by Board that reflect the identified selection criteria and characteristics
 - Send a letter to all applicants who will not be interviewed
 - Finalize Focus Groups interview procedures-questions
- 

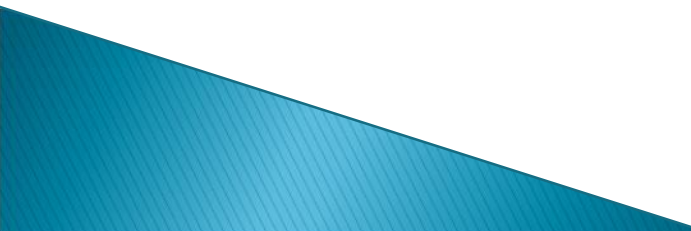
Phase IV

- Establish the interview process. (Lengthy day for candidates if using stakeholder groups)
 - Assist groups identified by the Board in procedures for meeting each candidate and providing feedback to the Board
 - Coordinate visitation procedures for candidate's spouse
 - Make final arrangements for each candidate's visit
 - Contact all final candidates and schedule interview times
 - After the selection has been made, personally contact each finalist (Only after signed contract)
 - Assist in contract negotiations if requested
- 

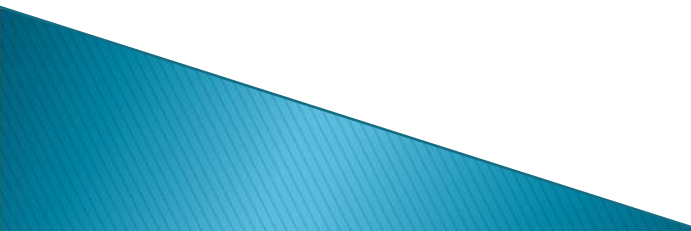
Phase V

- Establish performance objectives for the superintendent (NOT in lieu of required superintendent evaluation)
 - Assist in providing forms to the Board for the superintendent's six-month and one-year performance review
 - Promotes communication between Board and new Superintendent
- 
- A blue decorative triangle is located in the bottom-left corner of the slide, pointing towards the top-right.

Review of five Phases

- Phase I
 - Phase II
 - Phase III
 - Phase IV
 - Phase V
 - NOTE: The Consultants provide the resource of TIME to complete all four phases with minimal time required by Board.
 - We Know ARKANSAS
- 

M & J Consultants Work for and Represent the Board of Education

- ▶ The goal of each search is to represent the Board in a professional manner and enhance the credibility of the Board within the community, with staff, and to all the applicants.
- 
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AEKANSAS SEARCHES BY M & J

- Stuttgart School District (2)
- Pulaski County Special School District
- **Marion Public Schools (2)**
- Blytheville Public Schools
- Gurdon Public Schools
- Wonderview School District
- Texarkana School District
- South Conway County District
- **Mountain Home Public Schools (2)**
- Hope Public Schools
- Searcy School District
- Little Rock District
- Hot Springs District
- Harrison
- McGehee
- ▶ Paris
- ▶ **Smackover–Norphlet (2)**
- Green Forest School District
- **Bryant Public Schools (2)**
- Brinkley School District
- Bentonville Public Schools
- Benton Public Schools
- Fordyce Public Schools
- Cross County School District
- **Batesville School District (2)**
- Crossett
- **Star City (2)**
- **East End (4)**
- Danville
- ▶ North Little Rock District
- ▶ School for Deaf
- ▶ Highland
- ▶ Fountain Lake
- ▶ Magazine School District
- ▶ Harrisburg
- ▶ Bergman

For more information:

Arkansas School Boards Association
(501) 372-1415

OR

McPherson & Jacobson L.L.C.

Omaha, NE 68127

(402) 991-7031 / (888) 375-4814

OR

Kieth Williams 501-882-9317

www.macnjake.com

mail@macnjake.com

QUESTIONS??

- Thanks,
- Kieth Williams
- Lead consultant for M & J in Arkansas