

A Proposal for the Selection of a Superintendent

Presented To:



Submitted By:

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Finding Leaders for America's Schools

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Ray and Associates, Inc.
Leaders in Executive Searches

September 12, 2019

Washoe County School District
ATTN: Ms. Emily Ellison
Chief Human Resources Officer
425 East Ninth Street
Reno, NV 89512

Dear Ms. Ellison and Members of the Board of Trustees:

This letter is in response to a request regarding the need for our services to assist you in the search for a new Superintendent. We are confident the Board will be quite pleased with the services we can provide. We have been very successful in providing Superintendent search services for districts that are similar in terms of size, cultural diversity and geographic location.

As I am sure you are aware, the selection of Superintendent will be one of the most important activities your Board will perform. The Board's success in the search process will affect your school district's education program for years to come. It is extremely important to find the "right fit" for the District.

We are familiar with Nevada as we previously conducted Superintendent searches for Clark County School District, Nye County School District and Lander County School District, Nevada. In the Western region we have conducted Superintendent searches for Blaine County School District, Idaho; Palos Verdes Peninsula Unified School District, Poway Unified School District, San Ysidro School District, Santa Clara County Office of Education, Albany USD, Berkeley USD, Pasadena USD, Sacramento City USD, East Side Union HS District and Emery USD, California; Granite Falls School District, Everett Public Schools, Lake Washington School District, Snoqualmie Valley School District, Seattle Public Schools, Mercer Island School District, Bellevue School District, Northshore School District, Kent School District and Federal Way Public Schools, Washington; Missoula County Public Schools, Montana; Los Alamos Public Schools, Albuquerque Public Schools, Santa Fe Public Schools and Roswell Independent School District, New Mexico; Paradise Valley Unified School District, Deer Valley Unified School District, Roosevelt Elementary School District, Gilbert Public Schools, Camelback Desert Sands, Tempe Union High School District and Cartwright Elementary School District, Arizona; Hood River County School District, Lake Oswego School District, Gresham-Barlow School District, Salem-Keizer Public Schools, Eugene School District 4J and Medford School District 549C, Oregon; Hawaii School of Deaf and Blind, Hawaii; Colorado School for the Deaf and the Blind, Colorado Springs School District 11, Sheridan School District No. 2, Boulder Valley School District, Douglas County School District, Jeffco Public Schools, Flagstaff Academy and Eagle County Schools, Colorado.

Nationally we have assisted Waterbury Public Schools, Greenwich Public Schools, Bridgeport Public Schools, Hartford City Public Schools and the Consolidated School District of New Britain, Connecticut;

Wyandanch Union Free School District and Amityville Union Free School District, New York; Baltimore County Public Schools, Anne Arundel County Public Schools, Howard County Public School System, Wicomico County Public Schools and Prince George's County Public Schools, Maryland; Woodland Hills School District, Lewisburg Area School District, Wissahickon School District, Millville School District, Montgomery County Intermediate Unit and Benton Area Public School District, Pennsylvania; Teaneck Public Schools, Paterson Public Schools, Trenton Public Schools, East Orange School District, Camden City Public Schools and Marlboro Township Public Schools, New Jersey; Dover School District, New Hampshire; Tangipahoa Parish School System, Louisiana; Lynchburg City Schools, Montgomery County Public Schools, Mecklenburg County Schools, Bedford County Schools, Newport News Public Schools, Hampton City Schools, Prince William County Public Schools and Williamsburg-James City Schools, Virginia; Savannah-Chatham County Public School System, Georgia; Maury County Public Schools, Knox County Schools, Oak Ridge Schools and Sumner County Schools, Tennessee; Pulaski County Special School District, Rogers Public Schools, Cotter Public Schools, Mountain Home Public Schools and Fayetteville Public Schools, Arkansas; The School District of Palm Beach County, Florida State University Schools, Brevard Public Schools and Collier County Public Schools, Florida; Austin ISD, Plano ISD, Lewisville ISD, Fort Worth ISD, Killeen, ISD and Socorro ISD, Texas; Beaufort County School District, Jasper County School District and Richland County School District One, South Carolina; Cleveland Heights-University Heights City School District, Shaker Heights City Schools, Cincinnati Public Schools and Lorain City Schools, Ohio; Omaha Public Schools and Westside Community Schools, Nebraska; Lakeville Area School District, Minnesota; Dickinson Public Schools, Williston Public School District 1 and Fargo Public Schools, North Dakota; Vermillion School District, South Dakota; Detroit Public Schools Community District, Ecorse Public Schools, Benton Harbor Area Schools and Ann Arbor Public Schools, Michigan; Geary County Schools USD 475, Shawnee Mission School District, Lawrence Public Schools and Kansas City Kansas Public Schools, Kansas; Joplin Schools and Kansas City Public Schools, Missouri; Butler School District 53, Rock Island-Milan School District #41, Hazel Crest School District 152½, Glenbrook North and Glenbrook South High Schools, Joliet School District and Township School District #113, Illinois in their educational leadership searches.

We have also assisted the Michigan Department of Education, Alabama Department of Education, Hawaii Department of Education, Colorado Department of Education, West Virginia Department of Education, Ohio Department of Education, Florida Department of Education, Rhode Island Department of Education and Wyoming Department of Education with their State Superintendent searches.

We are currently assisting Indian Prairie School District 204 and Orland School District 135, Illinois; Bloomfield Hills Schools and Benton Harbor Area Schools, Michigan; Marion County Public Schools and Hillsborough County Public Schools, Florida; and others across the nation.

We are a national search firm that is uniquely equipped to assist you in the selection of a Superintendent who meets your particular needs and qualifications. We will not only advertise, but also actively recruit potential candidates that will meet the criteria established by your Board, including women and minorities. Most other search firms do not seek out candidates for a position as we do for our clients. With our extensive regional and national associate base, Ray and Associates, Inc. will be able to recruit quality candidates from around the country, as well as within the state. We have often found excellent in-state candidates who would not otherwise have applied for the position due to a possible conflict of interest with a state or local firm. Our professional, objective procedures allow us to attract, process and screen the most successful candidates for a Superintendent position. You will also find our system is flexible, which allows us to customize the search to meet the desires of the Board.

Our firm has exhibited at the National School Boards Association (NSBA), National Association of Secondary School Principals (NASSP), the American Association of School Administrators (AASA), the Association of Latino Administrators and Superintendents (ALAS) and the National Alliance of Black School

Educators (NABSE), as well as other professional organizations, for over forty (40) years. This year the firm exhibited and presented at numerous state school board associations. Exhibiting and presenting at these state and national organizations allows the firm to meet and recruit outstanding administrators for our clients.

It is our goal to make the selection process professional, efficient and successful to assure your complete satisfaction with our services. It is quite common for a Board to be concerned about the quality of candidates who might be available in today's job market. Outstanding administrators will need to be recruited regardless of the time of year or the position needing to be filled because many of these school leaders already have good jobs. We feel that our firm can be very successful in attracting candidates that will meet or exceed your expectations. With a consulting firm of over one hundred sixty (160) associates located nationwide, Ray and Associates, Inc. has been able to develop the most comprehensive pool of candidates of any executive search firm in the country. Our reputation for success is built upon providing school districts precisely the type of candidate that satisfies not only the Board but the community and faculty as well.

Ray and Associates, Inc. strives to provide the District with the best match possible based on what we learn in our extensive interaction with the Board and key players in the search. It is our desire to activate our network on your behalf to locate individuals that can effectively assume the top executive post in your District.

We welcome the opportunity to make a presentation of our services at your convenience. If you have any further questions or comments regarding the enclosed information, please do not hesitate to contact our Cedar Rapids office at 319-393-3115.

Sincerely,

A handwritten signature in cursive script, appearing to read "R.M. Ray".

Ryan M. Ray
President

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INTRODUCTION

THE SEARCH

This Proposal is an example of the quality of our work for a state, regional and national search. Our firm is committed to spending the time and energy on the details necessary to perform a proper search. *We actively seek out and screen all candidates who are recruited during the search to identify those who are superior and who meet or exceed the qualifications set by the Board.*



RA
Ray and Associates, Inc.

BRIEF OVERVIEW

This document is designed to demonstrate that we desire to provide you with a complete, detailed package customized to the Washoe County School District in a performance contract regarding our professional services for your Superintendent search.

Our Proposal consists of our consultant services, general provisions, confidentiality, satisfaction guarantee and consultant cost.

PERFORMANCE

We have developed highly effective procedures to assist schools, step by step, in selecting a Superintendent whose qualifications meet its criteria. This Proposal outlines the detailed procedures and steps that make our searches successful. *We have been highly successful in delivering outstanding candidates in all of our searches.*

MISSION STATEMENT

RA
Ray and Associates, Inc.
Leaders in Executive Searches

We will provide our clients with the highest quality services to assist them in hiring leaders who will meet District specific needs and positively impact the education of all students.

1. A detailed description of the organization, qualifications and past experience conducting a search of this nature including references from current and/or prior clients. Please include information on the experience and qualifications of specific stake members who will be assigned to this project and describe their role in supporting this work.

HISTORY AND OVERVIEW OF THE ORGANIZATION

PROFILE OF THE FIRM

Ray and Associates, Inc. is a professional organization that specializes in school executive leadership searches. The firm has been in the school executive search business since 1975 and has established an outstanding reputation. The firm has been recognized by The School Administrator journal as one of the top search firms in the country. Our professional consultants, including women and minorities, are persons with long-term experience in the school executive search field, with extensive backgrounds as school administrators, business executives, school board members, university professors and attorneys. All of the consultants within the firm have years of experience in the school executive search field.

Ray and Associates, Inc. is an independent and objective firm that does not accept placement fees from any candidate. We have designed a highly effective procedure that allows us to impartially assist schools in selecting the best individual for their particular needs.

In addition to our corporate office located in Cedar Rapids, Iowa, we have a National Executive Director, eight (8) Regional Search Directors and over one hundred sixty (160) Associates located throughout the country. Therefore, distance is not a factor to our firm when meeting with our clients.

The corporate office also maintains a full-time administrative staff to assist in the executive search business.

Our firm has exhibited at the National School Boards Association (NSBA), National Association of Secondary School Principals (NASSP), the American Association of School Administrators (AASA), the Association of Latino Administrators and Superintendents (ALAS) and the National Alliance of Black School Educators (NABSE), as well as other professional organizations, for over forty (40) years. This year the firm exhibited and presented at numerous state school board associations. Exhibiting and presenting at these state and national organizations allows the firm to meet and recruit outstanding administrators for our clients. We also have associates who are affiliated with the Council of Great City Schools, Urban Superintendents Association of America, the Association of Latino Administrators and Superintendents (ALAS), National Alliance of Black School Educators (NABSE), as well as other professional organizations.

Exhibiting at state and national conventions allows the firm to meet and recruit outstanding administrators for our client districts. As a result, Ray and Associates has access to the most comprehensive pool of candidates of any executive search firm in the country.

It is only a matter of reality that outstanding administrators already have good jobs and need to be recruited. We are familiar with Nevada as we previously conducted Superintendent searches for Clark County School District, Nye County School District and Lander County School District, Nevada. In the Western region we have conducted Superintendent searches for Blaine County School District, Idaho; Palos Verdes Peninsula Unified School District, Poway Unified School District, San Ysidro School District, Santa Clara County Office of Education, Albany USD, Berkeley USD, Pasadena USD, Sacramento City USD, East Side Union HS District and Emery USD, California; Granite Falls School District, Everett Public Schools, Lake Washington School District, Snoqualmie Valley School District, Seattle Public Schools, Mercer Island School District, Bellevue School District, Northshore School District, Kent School District and Federal Way Public Schools, Washington; Missoula County Public Schools, Montana; Los Alamos Public Schools, Albuquerque Public Schools, Santa Fe Public Schools and Roswell Independent School District, New Mexico; Paradise Valley Unified School District, Deer Valley Unified School District, Roosevelt Elementary School District, Gilbert Public Schools, Camelback Desert Sands, Tempe Union High School District and Cartwright Elementary School District, Arizona; Hood River County School District, Lake Oswego School District, Gresham-Barlow School District, Salem-Keizer Public Schools, Eugene School District 4J and Medford School District 549C, Oregon; Hawaii School of Deaf and Blind, Hawaii; Colorado School for the Deaf and the Blind, Colorado Springs School District 11, Sheridan School District No. 2, Boulder Valley School District, Douglas County School District, Jeffco Public Schools, Flagstaff Academy and Eagle County Schools, Colorado with their educational leadership searches. Our network and recruiting efforts are second to none. We bring a wealth of experience and knowledge to your District focused upon our goal to make the selection process professional, efficient and successful so we can state, without reservation, that you will be quite pleased with our services.

1. A detailed description of the organization, qualifications and past experience conducting a search of this nature including references from current and/or prior clients. Please include information on the experience and qualifications of specific stake members who will be assigned to this project and describe their role in supporting this work.

REFERENCES

We have chosen several clients from our past and recent search list to demonstrate that we have been successful in various geographic locations.

SCHOOL DISTRICT	LOCATION	CONTACT PERSON	TITLE OF CONTACT	PHONE NUMBERS/ E-MAIL
Everett Public Schools	Everett, WA	Caroline Mason	Board Member	Cell: 425-238-7308 caroline.mason@everettsd.org
Westside Community Schools	Omaha, NE	Adam Yale	Board Member	Cell: 402-672-2294 yale.adam@westside66.net
Woodland Hills School District	North Braddock, PA	Jamie Glasser	Board President	Cell: 412-874-0161 glasja@whsd.net
Tangipahoa Parish School System	Amite, LA	Therese Domiano	Former Board President	Cell: 985-974-2955
Lawrence Public Schools	Lawrence, KS	Shannon Kimball	Former Board President	Cell: 785-840-7722 skimball@usd497.org
Pittsburg Community Schools USD 250	Pittsburg, KS	Marlene Willis	Former Board President	Cell: 602-404-8835 mwillis@usd250.org
Savannah-Chatham County Public Schools	Savannah, GA	Mary Davis-Brown	Board Secretary	Work: 912-395-1014 Mary.Davis-Brown@sccpss.com
Gresham Barlow School District	Gresham, OR	John Hartsock	Board Member	Cell: 503-780-4806 hartsock7@gresham.k12.or.us
Mercer Island School District	Mercer Island, WA	David D'Souza	Former Board Chair	Cell: 206-202-0894 david.dsouza@mercerislandschools.org
Durham Public Schools	Durham, NC	Minnie Forte-Brown	Board Member	Cell: 919-452-2177 minnie.forte-brown@dpsnc.net
Roosevelt Elementary School District	Phoenix, AZ	Jeff Gadd	Former Interim Chief Financial Officer	Work: 602-243-4843 jeff.gadd@rsd.k12.az.us
Council Bluffs Community School District	Council Bluffs, IA	Troy Arthur	Board President	Cell: 402-651-0956 Troyarthur4cb@gmail.com
Flagstaff Academy	Longmont, CO	Wayne Granger	Executive Director	Work: 303-651-7900 x 204 wgranger@flagstaffacademy.org
Poway Unified School District	San Diego, CA	Michelle O'Connor-Ratcliff	Former Board President	District: 858-521-2704 moconnorratcliff@powayusd.com
Olathe Public Schools	Olathe, KS	Rick Schier	Former Board President	Home: 913-530-3644 rickschierboe@gmail.com
Joplin Schools	Joplin, MO	Jeff Koch	Former Board President	Work: 417-529-1236 jeffrykoch@hotmail.com

Austin Independent School District	Austin, TX	Vince Torres	Former Board President	Cell: 512-784-0620 Wk: 512-414-2550 trustees@austinisd.org
Fort Worth Independent School District	Fort Worth, TX	Jacinto Ramos Jr.	Former Board President	Work: 817-814-1920 Jacinto.Ramos@fwisd.org
Northshore School District	Bothell, WA	Amy Cast	Former Board President	Cell: 206-601-7909 Sbdistrict5@nsd.org
Des Moines Public Schools	Des Moines, IA	Dick Murphy	Former Board President	Cell: 515-250-5567 Hm: 515-278-6048 rmurphyia@earthlink.net
Maury County Public Schools	Columbia, TN	Jim Morrison	Former Board President	Wk: 615-350-7637 Cell: 931-446-2438 jement@cpws.net
Brevard Public Schools	Viera, FL	Robert Jordan	Former Board Chairman	Cell: 321-698-7110 Work: 321-383-4813 Robert.Jordan@genesivii.com
Collier County Public Schools	Naples, FL	Allun Hamblett	Former Deputy Chief Administrative Officer	Cell: 239-398-0761 ARHAssociates@comcast.net
Howard County Public School System	Ellicott City, MD	Brian Meshkin	Former Board Member	Cell: 949-812-0081 brian@brianmeshkin.com
Fargo Public Schools	Fargo, ND	Jim Johnson	Former Board President	Cell: 701-200-4794 Work: 701-232-7481 johnsji@fargo.k12.nd.us
Glen Ellyn School District 41	Glen Ellyn, IL	Erica Nelson	Former Board President	Work: 630-452-4349 npdnelson1@gmail.com
Green Bay Area Public Schools	Green Bay, WI	Jean Marsch	Former Board President	Cell: 920 883-9394 Hm: 920 336-6835 jean.marsch@gmail.com
Paradise Valley Unified School District	Phoenix, AZ	Anne Greenberg	Board Member	Cell: 602-751-6642 Hm: 602-493-6642 asgpvUSDBoard@cox.net
Manheim Township School District	Lancaster, PA	Hannah Bartges	Former Board President	Hm: 717-569-4484 jonbartges428@comcast.net
Roosevelt Union Free School District	Roosevelt, NY	Dr. Gerald Lauber	Financial Rep to NY State Commissioner	Cell: 516-917-5131 drgerry@me.com
Willingboro Township Public Schools	Willingboro, NJ	Dennis Tunstall	Former Board President	Cell: 609-405-0242 Hm: 609-877-7056 dennis.tunstall@comcast.net Dtunstall@wboe.net
Sumner County Schools	Gallatin, TN	Don Long	Former Board President	Cell: 615-349-6768 Hm: 615-826-6173 donlong.hville@gmail.com
Tacoma Public Schools	Tacoma, WA	Connie Rickman	Former Board President	Cell: 253-279-1509 Hm: 253-756-0108 connie.rickman@nventure.com

This is not a complete list, and more references can be provided upon request.

1. A detailed description of the organization, qualifications and past experience conducting a search of this nature including references from current and/or prior clients. Please include information on the experience and qualifications of specific stake members who will be assigned to this project and describe their role in supporting this work.



THE TEAM

Ray and Associates, Inc. is a professional organization which specializes in the field of educational leadership searches. We are uniquely equipped to assist you in the selection of a Superintendent who meets the particular needs and qualifications of the Washoe County School District. We have:

1. Highly trained and experienced staff that includes:
 - *Active school administrative leaders*
 - *A balance of gender and minority representatives*
2. Expertise and extensive background in:
 - *The school superintendency*
 - *School administration at all levels*
 - *Private business, higher education and law*
3. Experienced speakers at state, regional and national conferences.
4. Conducted workshops and seminars in school related matters such as:
 - *Building the successful Board/Administrator relationship*
 - *Establishing an evaluation process that yields results*
 - *Interviewing for a Superintendent position*
 - *What Boards should consider when selecting a Superintendent*
 - *School district assessment*
 - *Effective hiring practices*
 - *Staff and organizational development*
 - *Recruiting, selecting and retaining excellent teachers*
 - *Enhancing school climate by shared decision making/dealing with special interest groups*
 - *Developing the compensation package or contract*

1. A detailed description of the organization, qualifications and past experience conducting a search of this nature including references from current and/or prior clients. Please include information on the experience and qualifications of specific stake members who will be assigned to this project and describe their role in supporting this work.

KEY ASSOCIATES FOR THE PROJECT

The following principal/project coordinators will be actively involved in working with the school district. The associates listed below will be assisting in recruitment, screening and background checks. The firm chooses various associates across the country to be sure that every region will be covered to recruit the best candidates for the Washoe County School District. In addition, we have professional contacts throughout the western region and nationally. The following is only a partial list of associates who will be involved in the recruitment and screening of candidates. The firm will actually involve many more associates for the project.

Mr. Ryan M. Ray, President

President/Cedar Rapids, IA

Ryan is President of Ray and Associates, Inc. He supervises and oversees all searches conducted by the firm and will directly interact with the Washoe County School District and any committee that may be established on all details of this search. He has an earned Master's degree from Lindenwood University in St. Louis and a Bachelor's degree from the University of Missouri in Columbia, Missouri.

Dr. James Hager

Regional Search Director/Renton, WA

Jim serves our firm as a Regional Search Director and will monitor and direct search team efforts as well as recruiting and screening candidates. He received his Bachelor of Science Degree in Science from St. Benedict's College in Atchison, Kansas; a Master of Science Degree in Educational Administration from Kansas State University, Manhattan, Kansas; and a Doctor of Philosophy Degree in Educational Administration and Curriculum from the University of Iowa, Iowa City, Iowa. Jim has served in the education for over 30+ years.

Mr. Bob Mata

Regional Search Associate/Cathedral City, CA

Bob serves our firm as a Regional Search Associate and background investigator and performs recruiting and screening of candidates. He earned his Ed.S, M.A. and B.S. from University of Colorado at Denver and has over 40 years of experience in the education field having served as a Teacher, Principal, Director, Chief Talent Management Officer and Superintendent.

Dr. Barbara Goodwin

Regional Search Associate/Glendale, AZ

Barbara serves our firm as a Regional Search Associate, team member and background investigator and as such performs recruiting and screening of candidates. She received her Bachelor's in Elementary Education and Master's in Human Relations and Counseling from Northern Arizona University and her Doctorate in Organizational Psychology from Capella University. She has over 20 years of experience in education and has served as an Assistant Superintendent, Director, Middle School Counselor, Teacher and University Instructor.

Dr. Robert Alfaro

Regional Search Director/Hutto, TX

Robert serves our firm as a Regional Search Director, team member, and background investigator and as such performs recruiting and screening of candidates. He has an earned Ed.D. from the University of Nevada Las Vegas and has over 40 years of experience in the education field having served as a Teacher, Assistant Principal, Principal, Associate Superintendent, Area Superintendent, Region Superintendent and Superintendent some of which was in the State of Nevada.

1. A detailed description of the organization, qualifications and past experience conducting a search of this nature including references from current and/or prior clients. Please include information on the experience and qualifications of specific stake members who will be assigned to this project and describe their role in supporting this work.

SUMMARY OF PROJECT ASSOCIATES

Dr. Roy Brooks
Little Rock, AR

Mr. Dale Caldwell
New Brunswick, NJ

Mr. Rick Mills
Chicago, IL

Dr. Gloria Davis
Chicago, IL

Dr. Bill Newman
Mountain Home, AR

Dr. James Davis
Plano, TX

Mr. Ricardo Medina
Bridgeport, MI

Dr. Brenda Dietrich
Topeka, KS

Dr. Mary Fasbender
St. Charles, IL

Mr. Dale Monroe
Marion, IA

Mr. Don Long
Hendersonville, TN

Dr. Tony Apostle
Fox Island, WA

Dr. Paige Fenton-Hughes
Douglas, WY

Ms. Sandi Gero
Rock Hill, SC

Dr. Carl Davis
Powder Springs, GA

Dr. Mary Ronan
Cincinnati, OH

Dr. Ann Schultz
Westminster, CO

Dr. Bob Hammon
Sycamore, IL

Mr. Alvin Johnson
Sandy Springs, GA

Dr. Michael Rush
Lakewood, NJ

Mr. Michael Collins
Columbus, OH

Dr. Tom Williams
Scottsdale, AZ

Dr. Lane Plugge
Council Bluffs, IA

Ms. Linda Brock
Packwood, IA

Dr. Richard Christie
Council Bluffs, IA

Dr. Karen Stinson
Platteville, WI

Other associates throughout the country will be actively recruiting, screening, and investigating finalist candidates.

2. A clear process for gathering stakeholder input in order to develop a Superintendent Profile (desired characteristics and qualities for the next Superintendent) and an updated job description. This process should engage a variety of stakeholders including Trustees, staff, students, parents and families, and community members in a variety of ways.

BUILDING THE PROFILE

Ray and Associates, Inc. firmly believes in parent, staff and community participation, especially in the development of an accurate profile for the position. Our firm takes developing the profile very seriously as the profile is the focal point of our recruitment efforts. We are eager to interview each Board member individually and visit with stakeholder groups who attend scheduled meetings. We will meet with any employees and other stakeholders as identified by the Board. Our firm also offers the opportunity for the community, staff and parents to participate in morning and evening forums that are organized to solicit input via the survey process and create dialogue by asking a series of questions related to the desired characteristics of the new Superintendent. The purpose of these meetings will be to educate them about the process as well as to gather and organize information that will contribute to the development of an accurate profile for the position.

In addition, for those stakeholders unable to attend scheduled meetings, our firm offers an online profile survey option with space for written comments/recommendations which is available in various languages at no additional fee. We will provide you with a link to place on the District website. Our office will maintain, collect and analyze all information received and include this in the report to the Board.

Our process consists of Q and A sessions and the administration of our own 33 Desirable Characteristics Survey. This is culminated in an open meeting report to the Board of our findings and recommendations. We will present a tabulated and analyzed graphic report in which Board members' and stakeholders' survey responses are reviewed looking for those characteristics chosen most in common by the various groups and indicate those recommended or those thought to be worthy of consideration. On some occasions, two of the items may be combined when they are closely related in context. Those items that seem to be important to some groups but not to others may be used in the recruitment of candidates and as questions during the interview process by the Board. At the encouragement of the consultants, many survey respondents will provide additional comments to the Board which are presented as a part of this report. Our dialogue with constituents and interviews with individual Board members, coupled with survey results, provide our firm with an accurate profile that is employed in the recruiting and careful screening of applicants. The characteristics most commonly selected will be used later in promotional materials.

INTERVIEW PROCESS – COMMUNITY INPUT

Boards that have chosen the option to involve the public and employees during the interview phase of the search have found that we have been very effective in organizing this part of the process. Serious candidates who submit to being interviewed by personnel other than the Board itself are prepared for this by our consultants. Participants in these groups are requested to complete a "Candidate Impressions" form that is duplicated for each Board member's review and are requested not to rank the candidates.

It is also requested by some of our client school Boards that the top two (sometimes three) finalists are brought back to the District for an open forum with the public. We provide a proven process for this as well that includes a moderator. Questions from the audience are submitted in writing to ensure that the candidates are only asked about legitimate issues related to the position.

3. Recommendations for a process to be utilized to determine appropriate compensation parameters to be used during the recruiting process.

Ray and Associates, Inc. will research comparable districts to provide the Washoe County School District with accurate superintendent compensation data so the district can be fully informed with the most current information. We will recommend an appropriate salary and benefits package for the position based upon our research and assist the Board of Education in reaching this important decision.

4. Information on the ways in which screening criteria is developed including, if applicable, candidate scoring systems and recommendations regarding their use in the various stages of a recruiting process.

SCREENING, REFERENCE CHECKS, INTERVIEWS AND FINAL SELECTION

Once recruited, all applicants are screened from the perspective of a viable match with Board criteria to determine their capabilities, strengths and weaknesses. The search team thoroughly reviews each file and seeks alignment of qualifications with Board expectations. Those who emerge successfully from this screening are termed viable candidates, and our background research team then conducts extensive background investigations and internet checks on those individuals. The investigations go well beyond listed references and their current position to include contacts with state associations and national leadership organizations such as American Association of School Administrators (AASA), Association of Latino Administrators and Superintendents (ALAS) and National Association of Black School Educators (NABSE). Our firm also checks current and past relationships with administrators and verifies candidate's education and work history utilizing multiple internet sites and social media feeds. We not only vet candidates extensively in their professional career, but it is also important for us to be familiar with their personal life as that can have an impact in their profession. The candidates who meet the qualifications selected by the Board become top candidates.

As part of the candidate presentation to the Board, Ray and Associates will bring before the Board 8-12 top candidates for the Board's consideration. Board members will have the opportunity to observe each top candidate interviewed with questions specifically designed to the Superintendent search through video technology. The Board will also have a chance to review the application packet submitted by each top candidate.

Upon the completion of the review, Board members will be asked to individually complete a matrix which allows them to assess each top candidate against the others. The Ray and Associates representative will then provide the Board with a summary of the individual Board responses. This summary assists the Board members in reaching consensus on which candidates are worthy of an interview. Following these steps ensures that all Board members have an equal opportunity to be involved in the selection process.

Ray and Associates will conduct criminal, civil litigation, social security, motor vehicle record checks and verification of educational degrees on the top 2-3 candidate(s) through an outside service at no additional cost.



5. A detailed recruiting strategy including information on advertising channels to be utilized. Proposers should address the methods they will use to ensure a diverse candidate pool for the District's consideration.

RECRUITMENT

Ray and Associates, Inc. maintains a working relationship with key individuals at the college and university level along with other national public and private organizations for the purpose of recruiting outstanding candidates. However, we are not directly connected with any college, university or any other organization. This allows our firm to be extremely objective in the search process. We stay abreast of the performance of outstanding school administrators throughout the country, which has contributed to our high success rate.

Our firm maintains a very large pre-screened database of top candidates who are interested in new and challenging positions. The strengths and administrative skills of these potential candidates have been analyzed by the firm. However, it is important for our clients to know we are not a placement service that owes any favors to prospective candidates. Our professional objective is to aggressively recruit and advertise for the best candidate who meets the qualifications and characteristics of a Superintendent as set forth by the Board. Our recruitment process is very comprehensive, highlighted by the following steps:

- Largest recruiting network in the country
- Inform the firm's 160 associates of the position and seek recommendations
- Advertise in local, regional and national venues known for high readership by school leaders
- Consult our extensive database for precise matches between District and candidate profiles
- Aggressively recruit successful school leaders who are not currently seeking a new position to invite them to consider the Washoe County School District position
- Contact other organizations at state, regional and national levels regarding the position
- Proactively seek out potential candidates at state and national conventions



5. A detailed recruiting strategy including information on advertising channels to be utilized. Proposers should address the methods they will use to ensure a diverse candidate pool for the District's consideration.

DIVERSE CANDIDATE SLATE

Ray and Associates, Inc. is a very diverse firm; 40% of our associates are women and/or minorities. Our firm has placed more women and minorities in the country in the last ten years than any other firm.

Ray and Associates has developed the most comprehensive pool of candidates of any executive search firm in the country. Our firm has a national reputation for the recruitment of outstanding candidates that match the expectations of the board and community. We have also been extremely successful in recruiting women, minorities and non-traditional candidates for our clients. It is only a matter of reality that outstanding administrators already have good jobs and will need to be recruited. However, even more important, is the investigative process and background checks we perform on all viable candidates to ensure you are looking at quality school leaders in all aspects. It will be our shared goal with the board to make the selection process inclusive, professional, efficient and successful so we can state without reservation you will be quite pleased with our services.

Ray and Associates, Inc. complies with all equal opportunity laws in the firm's search for the best and brightest candidates for our placement services and within our organization.

Sample advertisement in Women in Higher Education

WOMEN
IN HIGHER EDUCATION

Edist.Paas

Superintendent

Ann Arbor Public Schools
Contact: Ray and Associates, Inc.
Contact Info: 319/393-3115
Contact Email: alr@rayassoc.com

**ANN ARBOR PUBLIC SCHOOLS
SUPERINTENDENT**

Ann Arbor Public Schools, located in Ann Arbor, Michigan, seeks an individual with visionary leadership and strong administrative skills to lead a district of 16,500 students.

Salary for the successful candidate will be in the range of \$245,000, plus an excellent comprehensive benefits package.

Interested candidates may request an application form by contacting:

Ray and Associates, Inc.
Ph: 319/393-3115
Fax: 319/393-4931
E-mail: alr@rayassoc.com

or

Apply online at
www.rayassoc.com

Application Deadline: January 25, 2011

Do not contact the Board or District directly.

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[Lisa Wintrow](#)

5. A detailed recruiting strategy including information on advertising channels to be utilized. Proposers should address the methods they will use to ensure a diverse candidate pool for the District's consideration.

Sample advertisement on the Association of Latino Administrators and Superintendents website

The screenshot shows the ALAS website with a navigation menu including Home, About Us, Conferences, Member Services, Job Postings, Academy, Sponsorships, and Resources. The breadcrumb trail is Home » Resources » Job Postings » Superintendent - Broward County Public Schools - Ft. Lauderdale - Florida. The advertisement is titled "Superintendent - Broward County Public Schools - Ft. Lauderdale - Florida" and includes a "back to Job Postings" link. The job description states that Broward County Public Schools, the sixth largest public school system in the United States, is seeking a visionary leader for a district of over 250,000 students, with a salary range of \$275,000. Contact information for Ray and Associates, Inc. is provided.

Advertisement

USA TODAY Education
We deliver resources, relevance and results.
USA TODAY Education delivers success to 30,000 classrooms every day.
What can we deliver for you?

Superintendent - Broward County Public Schools - Ft. Lauderdale - Florida

[<< back to Job Postings](#)

Broward County Public Schools, the sixth largest public school system in the United States, located in Ft. Lauderdale, Florida, seeks an individual with visionary leadership and strong administrative skills to lead a district of more than 250,000 students. Salary for the successful candidate will be in the range of \$275,000, plus an excellent comprehensive benefits package.

Interested candidates may request an application form by contacting:

Ray and Associates, Inc.
4403 1st Avenue S.E., Suite 407
Cedar Rapids, IA 52402-3221
Telephone: 319-393-3115
Fax: 319-393-4844

Internet | Protected Mode: Off

Sample advertisement on IMDiversity.com website

The screenshot shows the IMDiversity.com website with a navigation menu including For Employers. The advertisement is titled "230Tuscaloosa Superintendent of Schools, AL - Tuscaloosa, AL". The job information section lists details such as ID, number of positions, minimum education level, experience required, salary, duration, shift, and hours per week. The job description states that Tuscaloosa City Schools, located in Tuscaloosa, Alabama, is seeking a visionary leader for a district of 10,352 students, with a salary range of \$195,000. Contact information for Ray and Associates, Inc. is provided.

IMDIVERSITY.com
WHERE OPPORTUNITIES, DIVERSITY AND COMMUNITIES CONNECT

AT THE FOREFRONT OF HEALTHCARE
For job opportunities, click here.
JPS HEALTH NETWORK

[For Employers](#)

230Tuscaloosa Superintendent of Schools, AL - Tuscaloosa, AL

Job Information

ID : #10199363
of Positions : 1
Minimum Education Level : Master's Degree
Experience Required : 5 years
Salary : \$195000 yearly
Duration : Full Time Regular
Shift : First Shift (Day)
Hours per week : 40

Job Description

Tuscaloosa City Schools, located in Tuscaloosa, Alabama, seeks an individual with visionary leadership and strong administrative skills to lead a district of 10,352 students. Salary for the successful candidate will be in the range of \$195,000, plus an excellent comprehensive benefits package.

Interested candidates may request an application form by contacting:

Ray and Associates, Inc.
4403 1st Avenue S.E., Suite 407

FEATURED EMPLOYERS
enterprise

Internet | Protected Mode: Off

5. A detailed recruiting strategy including information on advertising channels to be utilized. Proposers should address the methods they will use to ensure a diverse candidate pool for the District's consideration.

Sample advertisement on the National Association of Black School Educators website

The screenshot displays the NABSE Career Center website interface. At the top, there are navigation tabs for HOME, MY ACCOUNT, and JOBS. Below these, there are links for SAVED JOBS and HELP, and a status indicator for NOT LOGGED IN with a LOG IN link. A Job Search section is visible, featuring a search bar with the text 'arizona' and a Zip Code field. The search results show 1 Total Result(s) for the position of Executive Director at Ray and Associates, Inc. in Phoenix, AZ. The job description includes the text: 'The Arizona School Boards Association seeks an individual with visionary leadership and strong administrative skills for the position of Executive Director. The Executive Director is responsible for...'. The date of the posting is Sep-16-2011. The browser status bar at the bottom indicates 'Done, but with error' and 'Internet | Protected Mode: Off'.

SCREENING, REFERENCE CHECKS, INTERVIEWS AND FINAL SELECTION

Once recruited, all applicants are screened from the perspective of a viable match with Board criteria to determine their capabilities, strengths and weaknesses. The search team thoroughly reviews each file and seeks alignment of qualifications with Board expectations. Those who emerge successfully from this screening are termed viable candidates, and our background research team then conducts extensive background investigations and internet checks on those individuals. The investigations go well beyond listed references and their current position to include contacts with state associations and national leadership organizations such as American Association of School Administrators (AASA), Association of Latino Administrators and Superintendents (ALAS) and National Association of Black School Educators (NABSE). Our firm also checks current and past relationships with administrators and verifies candidate's education and work history utilizing multiple internet sites and social media feeds. We not only vet candidates extensively in their professional career, but it is also important for us to be familiar with their personal life as that can have an impact in their profession. The candidates who meet the qualifications selected by the Board become top candidates.

As part of the candidate presentation to the Board, Ray and Associates will bring before the Board 8-12 top candidates for the Board's consideration. Board members will have the opportunity to observe each top candidate interviewed with questions specifically designed to the Superintendent search through video technology. The Board will also have a chance to review the application packet submitted by each top candidate.

Upon the completion of the review, Board members will be asked to individually complete a matrix which allows them to assess each top candidate against the others. The Ray and Associates representative will then provide the Board with a summary of the individual Board responses. This summary assists the Board members in reaching consensus on which candidates are worthy of an interview. Following these steps ensures that all Board members have an equal opportunity to be involved in the selection process.

Ray and Associates will conduct criminal, civil litigation, social security, motor vehicle record checks and verification of educational degrees on the top 2-3 candidate(s) through an outside service at no additional cost.

7. Description of the services provided to support semi-finalist and finalist interviews.

CONSULTANT SERVICES PROVIDED FOR WASHOE COUNTY SCHOOL DISTRICT INTERVIEW PROCESS:

1. Assist the Board in establishing the interview format and in developing interview questions.
2. Determine and coordinate constituent and staff involvement in the interview process, if desired by the Board.
3. Help arrange the details of interviews for leading candidates.
4. Provide the Board with criminal, civil litigation, social security, motor vehicle record checks and verification of educational degrees for the top (2-3) candidates at no additional fee.
5. Coordinate with the Washoe County School District Business Office the procedure for reimbursement of candidate's expenses.

8. Clear indication of the “in person” support included and information on the availability of other “in person” support if requested by the District during other phases of the search.

Our firm is large enough to accommodate any search at any given time; each at various stages in the process. This ensures potential candidates and our clients that we are quite active in the search business, which is necessary to be successful. We have never had complaints about priority issues as we have the capacity to handle each search with the utmost attention. Mr. Ryan Ray oversees all searches conducted by the firm.

CONSULTANT SERVICES PROVIDED FOR WASHOE COUNTY SCHOOL DISTRICT

THE CONSULTANT WILL:

STAGE 1 - BOARD INPUT AND PREPARATION

6. Customize the search process to meet the needs and expectations of Washoe County School District.
7. Conduct individual Board member interviews to assess the Board’s priorities, goals and objectives to aid in the development of the criteria and qualifications for the Superintendent position.
8. Work with the Board to establish a timeline that lists each step in the search process.
9. Discuss with the Board the requirements and salary range for the Superintendent position.
10. Work with Washoe County School District staff and those selected by the Board in the development of an accurate informational flyer and online application form. If desired, our office staff has the experience and capability to create the District’s promotional flyer.

STAGE 2 - PROFILE DEVELOPMENT AND PROCESS

11. If desired, provide a proven consensus building mechanism for obtaining input from various constituencies, staff members, other stakeholders and the Board. In addition, our firm has the resources to offer an online survey option in many languages at no additional fee. We will provide a link to the survey to post on the District’s website. The consultants will receive and organize all input data and then report the results to the Board.
12. Provide the Board with cost saving options to minimize expenses by utilizing Skype, conference calls or gotomeetings to reduce paper copies, travel expenses and shipping costs.
13. Develop all required forms for the application and screening process.

STAGE 3 - RECRUITING AND SCREENING

14. Conduct all aspects of the recruitment process on a statewide, regional and national basis as follows:
 - Notify all associates to actively recruit potential candidates.
 - Contact individuals in our firm’s database whose interests match District criteria.
 - Actively recruit applications from qualified individuals.
 - Solicit nominations from knowledgeable people in the profession.
 - Contact other professional consultants in private and public sectors.
 - Discuss with all candidates the District’s characteristics and the Board’s profile and criteria for the new Superintendent position.
 - Advertise nationally in the following as selected by the Board: AASA Website, Education Week Newspaper and Website, Ray and Associates Website, the Nevada Association of School Administrators and Nevada Association of School Boards Publications, The School Administrator Publication, Executives Only Website, the Association of Latino Administrators and Superintendents (ALAS), National Alliance of Black School Educators (NABSE) and other publications selected by the Board.

8. Clear indication of the “in person” support included and information on the availability of other “in person” support if requested by the District during other phases of the search.

STAGE 3 - RECRUITING AND SCREENING – CONTINUED

15. Develop and manage the candidate screening process. All applicants are screened from the perspective of a viable match with District criteria to determine their capabilities, strengths and weaknesses. The search team thoroughly reviews each file and seeks alignment of qualifications with District expectations. Those who emerge successfully from this screening are deemed viable candidates.
16. Check references provided and conduct additional background investigation of top candidates. Our firm interviews each viable candidate that meets Board criteria and verifies their qualifications and experience. Our background research team then conducts extensive investigations on those individuals. The investigations go well beyond listed references and their current position. A complete check of a candidate’s work history is also completed utilizing online resources such as Google, Yahoo, Facebook, Twitter and other social media sources as well as checking for blogs.

STAGE 4 - CANDIDATE PRESENTATION

17. Provide the Board with an opportunity to observe each top candidate interviewed with questions specifically designed by Ray and Associates, Inc. through video technology. This will allow Board members to get a better perspective of each candidate in order to determine which candidates to interview. By offering this opportunity, this will save the Board members on expenses and their time.
18. Provide an impartial and objective consensus building matrix instrument developed by Ray and Associates to assist the Board in determining the finalists for an interview. We have been extremely effective working with Boards who are divided on issues and candidates.
19. Assist the Board in establishing the interview format and in developing interview questions.
20. Determine and coordinate constituent and staff involvement in the interview process, if desired by the Board.
21. Help arrange the details of interviews for leading candidates.
22. Provide the Board with criminal, civil litigation, social security, motor vehicle record checks and verification of educational degrees for the top (2-3) candidates at no additional fee.
23. Coordinate with the Washoe County School District Business Office the procedure for reimbursement of candidate’s expenses.

STAGE 5 - SELECTION OF FINALIST AND FUTURE PLANNING

24. Assist District legal staff in negotiating the contract with the successful candidate at no additional cost to the District.
25. After the appointment, dispose of the files and send appropriate communications to the candidates not interviewed by the Board.
26. If desired, assist the District in preparing a press release, upon request, announcing the appointment of the new Superintendent.
27. Provide the Board with a report of the Board Self-Assessment Survey Results at no additional cost.

The Superintendent search services and process provided above can be adjusted to meet the specific needs of the Washoe County School District.

8. Clear indication of the “in person” support included and information on the availability of other “in person” support if requested by the District during other phases of the search.

WORKING WITH BOARD THROUGH EACH STAGE OF SEARCH

Stage One is Board Input and Preparation. The firm will meet with each Board member individually to obtain input for the profile development and meet with the entire Board to set the timeline for the search, finalize procedures and services desired by the Board, establish the Board contact person(s), discuss the application process, set the advertising and determine the salary.

Stage Two is the Profile Development and Process. Our firm takes the development of the profile very seriously. We will meet with employees and stakeholders as identified by the Board. We also will hold morning and evening open forums to collect input from the community. The purpose of the interviews and meetings are to gather and organize information that will contribute to the development of an accurate profile for the position. The Board will have the opportunity to review our recommendations and make the final decision on the desired profile.

Stage Three of the process is Recruiting and Screening. The firm’s dialogue with constituents and interviews with individual Board members, coupled with survey results, provide our firm with an accurate profile that is employed in the recruiting and screening of applicants.

Stage Four is Candidate Presentation. Ray and Associates will bring before the Board 8-12 top candidates for their consideration. Board members will have the opportunity to not only review the application packet submitted by each top candidate but they will also have the opportunity to observe each top candidate interviewed with questions specifically designed to the search through video technology. This will allow Board members to get a better perspective of each candidate in order to determine which candidates to interview. In addition to the top candidate packets provided to the Board, we will have available to the Board each and every completed file for their perusal if they so choose.

Upon the completion of the review, Board members will be asked to individually complete a matrix which allows them to assess each top candidate against the others. The Ray and Associates representative will then provide the Board with a summary of the individual Board responses. This summary assists the Board members in reaching consensus on which candidates are worthy of an interview. Following these steps ensures that all Board members have an equal opportunity to be involved in the selection process. Ray and Associates will assist the Board in establishing the interview format and in developing interview questions.

Stage Five is the Selection of the Finalist and Future Planning. At the conclusion of the last interview, the representative from Ray and Associates will once again be onsite to lead the Board through a similar consensus building activity which has proven to be very successful in assisting Board members to reach a final determination of their finalist(s). It is also requested by some of our client school boards that the top two (sometimes three) finalists are brought back to the District for an open forum with the public. We provide a proven process for this as well that includes a moderator. Questions from the audience are submitted in writing to ensure that the candidates are only asked about legitimate issues related to the position.

We believe strongly that this process allows the final selection of candidates to be in the control of the Board. When Boards are provided with a limited number of candidates from whom to consider, the Board has only limited involvement in the search process. Through the outstanding discussions fostered by the consensus building instrument provided by Ray and Associates, Board members have overwhelmingly been appreciative of their strong involvement.

8. Clear indication of the "in person" support included and information on the availability of other "in person" support if requested by the District during other phases of the search.

MONITORING THE SEARCH PROCESS - CLIENT CHECKPOINTS

The Board's role is the most important one in the search process. Although we assist you in the process by actively recruiting, identifying and recommending qualified candidates, you alone will determine which candidate you will hire.

Our search process is set up in a manner that provides the Board with a continuous monitoring capability which features clearly defined checkpoints:

Timeline	•Establish a timeline for the process
Input	•Determine the input process
Qualifications	•Set the Superintendent qualifications
Flyers	•Review and approve informational flyers and application forms
Progress Reports	•Receive regular progress reports from the consultant
Interview Process	•Approve format and questions for the interview process
Candidates	•Select candidates for final interview
Hiring	•Hire the candidate
Contract	•Determine and approve the contract
Press Release	•Approve the press release

These check points assure that you know the progress of the search and have the information to be fully informed and in control of the search.

9. Information on any "value add" services available, if applicable, to include but not limited to assistance in developing interview questions, contract negotiations, etc.

CONFIDENTIALITY

The nature of our work and our ability to carry out our responsibility to you is directly related and dependent upon our present and past experience in providing similar services to others. *The firm will preserve the confidential nature of any information which becomes available to the firm resulting from the services rendered to the Board.*

As our client, you also need to maintain the confidentiality of information provided by Ray and Associates, Inc.

FOLLOW-UP AFTER THE SEARCH: BOARD SELF-ASSESSMENT SURVEY FOCUS ON FUTURE PLANNING

Included in the base fee, the consultants from Ray and Associates, Inc. will spend time with the Board reflecting upon current Board governance procedures. In respect to governance and District initiatives, we have found that there is really no better time than very early in the tenure of a new Superintendent to assess issues and expectations.

ROUND 1: At the conclusion of the search, we will provide the Board with a link to an online survey concerning current District governance practices as well as key District challenges and opportunities for improvement. Assessment results are then analyzed and shared with the Board and the new Superintendent. The results can be emailed, presented in-person or via Skype.

ROUND 2: About six months after the new Superintendent begins, we will provide the survey again to be completed by the current Board and the Superintendent. As in round one, at no cost to the District, the results will be analyzed and shared with the Board and Superintendent to assist with teambuilding every year thereafter as long as that Superintendent is in tenure.

Through the aforementioned process, we are afforded an in-depth view of your school district. As part of our presentation, we will also provide insight and suggestions for organizational improvements. Ray and Associates has developed several training/workshops targeted at increasing organizational performance and efficiency which may be of interest to your school district at this time of significant leadership transition. Our firm belief is the workshops/training can increase the effectiveness of both the Board and Superintendent, enhance their relationship, and provide for an optimum learning environment to improve student achievement.

SATISFACTION GUARANTEED

We provide a termination provision in our contractual agreement with the Washoe County School District. If the Washoe County School District or Ray and Associates, Inc. terminate this agreement, the Washoe County School District will be charged only for the work performed and expenses incurred up to the date of termination.

If the Board is dissatisfied with the new Superintendent within two years from the date of employment of the Superintendent and if either party dissolves that relationship by resignation or termination within a two-year period of the initial employment, the firm of Ray and Associates, Inc. will conduct a new Superintendent search at no cost to the District, except for expenses.

Furthermore, we do not recruit candidates we have placed for a minimum of 5 years.

9. Information on any “value add” services available, if applicable, to include but not limited to assistance in developing interview questions, contract negotiations, etc.

ALL EXECUTIVE SEARCH FIRMS ARE NOT THE SAME!

Ray and Associates, Inc.

THE CLEAR DIFFERENCE...

- ✓ We customize every search to meet the specific needs of our clients.
- ✓ We have the largest professional recruiting network in the country.
- ✓ We have a highly qualified, full-time staff that is readily accessible to respond to both clients and candidates.
- ✓ We maintain a large, prescreened database of traditional and non-traditional candidates from across the country.
- ✓ We aggressively recruit candidates who closely match the District profile.
- ✓ We provide an attractive, user-friendly and informative website that allows candidates to access application materials on-line.
- ✓ We receive more applications than any search firm in the nation.
- ✓ We interview each individual Board member in order for them to provide information and insight into the development of the profile characteristics for the position.
- ✓ We collect and organize community and staff input when desired by the Board and provide a report that is highly useful in establishing the position criteria. In addition, our firm offers an online survey in various languages and will provide a link to the survey to post on the District’s website.
- ✓ We offer the option to have our office design and develop the promotional application and flyer for the position.
- ✓ We have the most complete and comprehensive investigative system to assure our clients of candidate quality.
- ✓ We have a unique and successful consensus building process for Boards who may be split on candidates or other issues.
- ✓ We have been highly successful in providing a large diverse pool of candidates in all of our searches.
- ✓ We provide an in-depth candidate video interview to the Board.
- ✓ We provide criminal, civil litigation, social security, motor vehicle record checks and verification of educational degrees for the top (2-3) candidates at no additional fee.
- ✓ We provide a two-year guarantee clause in our contract with our clients.
- ✓ We do not recruit candidates we have placed for a minimum of 5 years.
- ✓ We provide a service to our clients after the Superintendent is hired to ensure a smooth transition and to establish realistic expectations at the outset.

SEARCH COST – THE COMPLETE PROCESS

The cost of our Proposal is for a complete search. The Board will be guided and assisted by Ray and Associates, Inc. at every step in the search process from the initial phase of determining the desired qualities for the position through the actual hiring of the new Superintendent. Our process is flexible. If the Board desires a different approach or would prefer certain options other than those provided in our Proposal, we can adjust our process to meet your specific requirements.

COST BREAKDOWN

The Consultant Fee. The base fee for the performance of the Superintendent search by the consultant as provided in this Proposal will be twenty-eight thousand dollars (\$28,000.00). If the Board selects only certain elements offered in this package, or requests services not included in this package, our fees and reimbursed expenses will be adjusted accordingly. The firm will discuss any modifications relating to the search fee regarding our services at the formal presentation. The Superintendent search fee shall be paid in three (3) installments; 1/2 of total fee is due upon signing of the contract; 1/4 of fee is due at the time of the stakeholder meetings; and the final 1/4 of fee is due when the Superintendent is officially hired by the District.

We will provide the Board with criminal, civil litigation, social security, motor vehicle record checks and verification of educational degrees for the top (2-3) candidates at no additional fee.

There is no charge by Ray and Associates for the services to assist the Board in negotiating a contract with the new Superintendent and the development of the contract terms.

Consultant Reimbursed Expense. Certain expenses, including travel, lodging, meals, shipping, and other search related expenses will be kept to a minimum and are to be reimbursed by the District. Said expenses will be invoiced as they occur and will include a detailed account listing of such expenses.

Candidate Expenses. If the District determines to reimburse candidates for interview expenses, expenses may include travel, lodging and meals for the candidate and spouse. Candidates are to submit all receipts and expense documentation to a designated individual at the District and said expenses will be paid by the District as they occur.

PERFORMANCE CONTRACT

Ray and Associates, Inc. will provide a written agreement between the Board and the consulting firm which will contain the provisions of this Proposal and any modifications or changes mutually agreed by the parties.

SATISFACTION GUARANTEED

We provide a termination provision in our contractual agreement with the Washoe County School District. If the Washoe County School District or Ray and Associates, Inc. terminate this agreement, the Washoe County School District will be charged only for the work performed and expenses incurred up to the date of termination.

If the Board is dissatisfied with the new Superintendent within two years from the date of employment of the Superintendent and if either party dissolves that relationship by resignation or termination within a two-year period of the initial employment, the firm of Ray and Associates, Inc. will conduct a new Superintendent search at no cost to the District, except for expenses.

Furthermore, we do not recruit candidates we have placed for a minimum of 5 years.

10. Detailed cost breakdown including, if applicable, any guarantees provided.

ESTIMATED COST SHEET – PREPARED FOR: WASHOE COUNTY SCHOOL DISTRICT

Ray and Associates, Inc. will spend as much time as needed to conduct a successful search for the Washoe County School District. Please Note: Our flat fee is inclusive of all services. The only hourly rates that would apply would be for requests above and beyond this Proposal and would be at the following rates:

Consultant \$100.00/hr
Administrative Asst. \$25.00/hr

Travel

Flight	4,000.00
Ground transportation (billed at \$0.58 per mile)	300.00
Hotel (if needed for stakeholder meetings)	600.00
Meals	200.00
** Travel Subtotal.....	5,100.00

****Expenses may be less if district utilizes local consultant or cost saving meetings.**

Shipping: (Federal Express to the District, materials to search coordinator, candidate information after the candidates have been selected from the screening process)..... 500.00

Ray and Associates, Inc. Estimated Expense Total:5,600.00
Ray and Associates, Inc. Base Fee28,000.00

***ESTIMATED SEARCH COST \$33,600.00**

***Does not include estimated advertising or candidate expenses for interviews.**

**The actual number of candidates interviewed is the Board’s decision. The estimate per candidate for interview expenses is \$2,000; however, it is dependent on the candidate’s geographic location. Candidate travel expense reimbursement is the responsibility of the District.

All expenses are estimates, based on past experiences. The Washoe County School District will be billed for only the actual expenses incurred.

Board Approved Advertising

We exhibit advertising as a separate entity because the cost is based on the Washoe County School District’s decisions on how extensive the need. Our associates make recommendations and the Board has the final authority on frequency and dollars spent. **(Estimated Advertising is \$5,000.00)**

Ray and Associates, Inc. does not collect a commission for placing the ads.

11. A timeline for all proposed activities.

WASHOE COUNTY SCHOOL DISTRICT SUPERINTENDENT SEARCH *SUGGESTED* PROCESS AND TIMELINE

Items highlighted in yellow indicate an in-person meeting with the consultant(s)

DATE

DATE	
Stage 1 Board Input & Preparation	<p>_____ Consultant planning meeting with the Board and individual Board member interviews. <i>(Time: TBD)</i> (option to conduct via Skype, conference call or gotomeetings.com)</p> <p>_____ Begin preparing information for the District promotional flyer and online application form with the District liaison representative(s).</p> <p>_____ Notify all associates and other professional contacts of vacancy.</p> <p>_____ Contact constituents and stakeholders for input meetings on _____.</p>
Stage 2 Profile Development & Process	<p>_____ Online survey link, for input on developing the profile, available on District website from _____ to _____.</p> <p>_____ Meetings with constituent and stakeholder group representatives.</p> <p>_____ 8 a.m. deadline for survey/input from constituents, stakeholders and Board members, including online survey.</p> <p>_____ Promotional flyer draft due.</p> <p>_____ Board to finalize Superintendent profile for the promotional flyer and online application form. <i>(Time: TBD)</i> (option to conduct via Skype, conference call or gotomeetings.com)</p>
Stage 3 Recruiting & Screening	<p>_____ Print promotional flyer. Forward to consultant.</p> <p>_____ E-mail promotional flyer and online application instructions to interested candidates.</p> <p>_____ Deadline for all application materials. <i>(*See note below.)</i></p>
Stage 4 Candidate Presentation	<p>_____ Consultant develops and finalizes interview questions and procedures with the Board. Top candidates are presented to the Board and consultant assists the Board in selecting finalists for the interviews. If desired by the Board, consultant will meet with constituents and staff interview group(s) to discuss their roles. <i>(Time: TBD)</i></p> <p>_____ Interview candidates (1st round).</p> <p>_____ Meeting with consultant following the last interview. <i>(Time: TBD)</i></p>
Stage 5 Selection of Finalist & Future Planning	<p>_____ Interview finalist candidates (2nd round). <i>(Optional)</i></p> <p>_____ Final meeting with consultant following the last interview. <i>(Time: TBD)</i> (option to conduct via Skype, conference call or gotomeetings.com)</p> <p>_____ Consultant will discuss contract terms with the finalist.</p> <p>_____ Offer the contract.</p> <p>_____ Press release of new Superintendent.</p> <p>_____ Board Self-Assessment Survey Results presented to the Board.</p>

***All applications will be reviewed. Materials received after the closing date may be given full consideration depending upon the number of applications received and other factors.**

(Actual dates to be determined in the first meeting with the Board.)

What is Needed from the District?

Our office staff will need an in-house contact person to assist with coordinating meetings. Our staff removes the burden from district staff by preparing the application and flyer. We handle all advertising and set up candidate interviews.

- Be open and honest in identifying the challenges of the district
- Come to a consensus regarding the profile
- Adhere to the timeline and attend all scheduled meetings
- Confidential information provided by the consultant needs to be maintained
- No media leaks until the superintendent has been hired
- All candidates must be treated equally, go through same interview process and be treated professionally
- Negotiation of the contract must be done within the parameters set by the Board

The logo consists of the letters 'R' and 'A' in a large, bold, serif font. The word 'and' is written in a smaller, italicized font between the 'R' and 'A'.
Ray and Associates, Inc.