

A Presentation for:

Salem-Keizer Public Schools 24J

for

The Search and Selection of a Superintendent of Schools

by

MCPHERSON  JACOBSON, LLC

August 23, 2022

Presented to:

Board of Directors

- Osvaldo Avila
- Marty Heyen
- Ashley Carson Cottingham
- Satya Chandragiri
- Karina Gusmán Ortiz
- Danielle Bethell
- María Hinojos Pressey

Salem-Keizer Public
Schools 24J Vision:
All students graduate
and are prepared for a
successful life

It's About the Kids

Background of McPherson & Jacobson, L.L.C.

- Leading National Search Firm
- Nationwide Network of Experienced Consultants
- Sustainability in Leadership

Background of McPherson & Jacobson, L.L.C. (cont.)

- **WE BELIEVE** every student is entitled to a high-quality education. We strongly believe quality education is dependent upon quality leadership.
- **OUR MISSION** is to ensure each search results in quality leadership for education excellence.

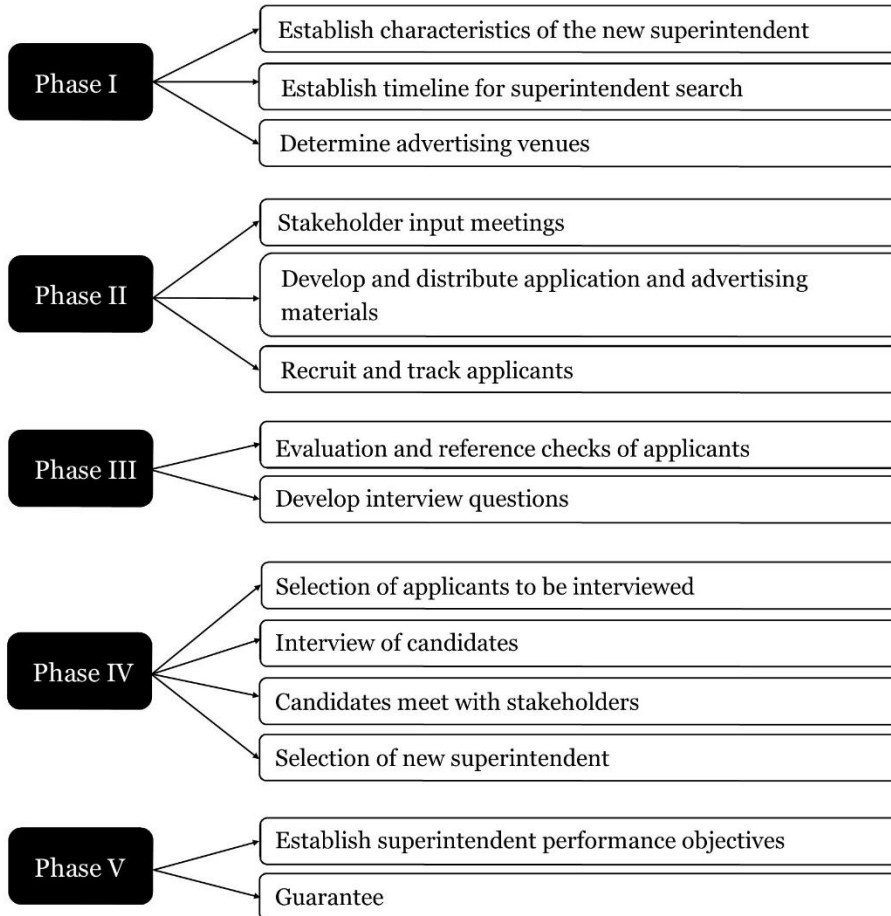
Background of McPherson & Jacobson, L.L.C. (cont.)

- McPherson & Jacobson L.L.C. does not hire Superintendents.
- McPherson & Jacobson L.L.C. represents Boards of Education and works strictly for them.
- McPherson & Jacobson, L.L.C. consultants are recruiters of talent
- McPherson & Jacobson's recruitment rates:
 - *Almost 80 percent for the past 5 years*
 - *Over 50 percent for the past 10 years*
 - *Over 40 percent for the past 15 years*

Investment

- The not to exceed amount for a Superintendent search is \$40,500.
- Included in this amount is:
 - *Phases I-V of the Superintendent search process*
 - *Thirty (30) days on AASA (American Association of School Administrators)*
 - *Thirty (30) days on TopSchoolJobs (Ed Week online)*
 - *Thirty (30) days of advertising on NABSE (National Alliance of Black School Educators)*
 - *Six (6) weeks of advertising on ALAS (Association of Latino Administrators & Superintendents)*
 - *One posting on OSBA (Oregon School Boards Association)*
 - *One posting on COSA (Coalition of Oregon School Administrators)*
 - *One online posting on EdCal*
 - *One online posting on WSSDA and WASA*
 - *Three (3) consecutive days of in-person stakeholder meetings*
 - *Online stakeholder input surveys*
 - *Video interviews of candidates*
 - *Criminal/financial/credential verification background check for the final candidate*
 - *Travel expenses for consultants for scheduled trips to the school district*
 - *Office expenses*

Five Phases of a Superintendent Search



See page 4 of the proposal

Phase I

- McPherson & Jacobson and the Board will:
 - Identify the desirable **characteristics**
 - Establish **timelines** and target dates
 - Determine media **advertising** venues

Phase II

Stakeholder Voice

- Identify and solicit **input** from various groups
- Prepare **summaries**
- Develop an unique **application**

Phase II (cont.)

Develop a *promotional brochure*, which will:

- describe your **demographics**
- give an overview of the school district and its **outstanding features**
- list the selection **criteria**
- outline the **timeline**
- outline the **application** procedures

Phase II (cont.)

- Develop a vacancy announcement and **advertise** the position
- **Post** application information and **notify** interested applicants
- Actively **recruit** applicants
- Keep applicants **informed**

Phase III

In Phase III McPherson & Jacobson will:

- **Read** all completed applicant files
- **Evaluate** each applicant based upon the criteria and characteristics established by the board
- Conduct complete **reference checks** on final candidates
- Review the **top candidates** with the board
- Assist in candidate interview **selection**
- Develop interview **questions**
- **Notify** all applicants not selected

Phase IV

Interview Preparation

- Review **interview questions**
- Assist in establishing interview and visitation **procedures**
- Coordinate **meetings** with finalists and stakeholders
- Provide a **process** for the stakeholder groups to submit **input**
- Contact all final candidates and schedule **interview times**

Phase IV (cont.)

- Assist finalists in making arrangements for **visiting**
- Coordinate procedures for the **spouse/significant other** visitation, if applicable
- Keep all candidates **informed** of their status
- After the selection has been made, **personally contact** each finalist
- Conduct criminal/financial/credential verification **background checks** on the selected candidate

Phase V

Transition with Success

- Work with the Board and Superintendent to establish **performance objectives**
- Provide a **guarantee**

Additional Services

(provided without an additional fee)

- Assist in updating the **job description**
- Assist in developing an effective **contract**
- Arrange for **on-site visits** to finalist's home community

Timeline

See page 8 of the proposal

The timeline for the search process is established when we meet with the board so we can **tailor** it to the unique needs of the district. However, from our first meeting with the board until the finalist is selected is typically a minimum of **two to three months**.

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The McPherson & Jacobson Difference

- Transparency
- Sustainability of leadership
- High involvement of stakeholders

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Questions?



Comments?

It's About the Kids

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