

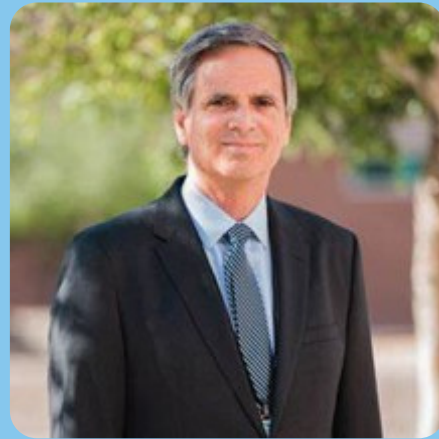
WHAT SETS US APART

MEET OUR TEAM



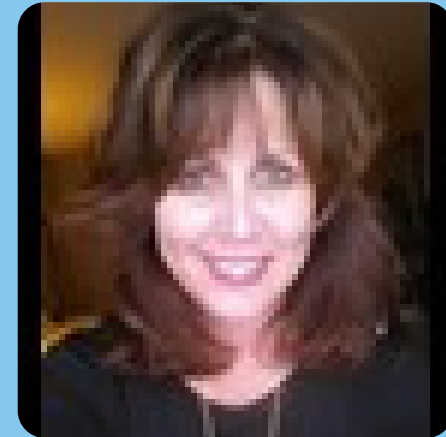
Michael Collins

President



Dr. Steve Chestnut

Regional Search Associate



Dr. Ann Schultz

Regional Search Associate

EXPERIENCE

- Ray & Associates, Inc. has been in business since 1975 and is a professional organization that specializes in school executive leadership searches.
- Our professional consultants, 40% of whom are women and/or people of color, are persons with long-term experience in the school executive field, with extensive backgrounds as school administrators, business executives, school board members, university professors, and attorneys.
- Recruiting from the nation's largest pool of candidates, searching for educational leaders is our primary business. Our experience has taught us that continual improvement of our process will keep you and your district on the cutting edge of education.

DIVERSITY

- WE ARE THE ONLY WOMAN-OWNED EDUCATIONAL SEARCH FIRM IN AMERICA.
- THE DIVERSITY OF OUR ASSOCIATES PROVIDES UNIQUE AND COLLABORATIVE PERSPECTIVES AS WE VET CANDIDATES AND PREPARE CANDIDATE POOLS.
- WE HAVE PLACED THE LARGEST NUMBER OF WOMEN AND PEOPLE OF COLOR IN SUPERINTENDENCIES IN AMERICA OVER THE PAST TWO DECADES.

(40% PLUS)

INCLUSION, EQUITY & ELIMINATION OF INSTITUTIONAL RACISM

During these challenging times, we articulate our organizational commitment to identifying and acting upon the changes that are needed to bring about inclusion, recognize the need for equity, and eliminate institutional racism. We recognize social injustice, systemic racism, socio-economic limitations, and the disparities associated with the identification and placement of school district leadership personnel. Furthermore, this recognition has not only guided our recruitment and placement of school district leaders, it directly impacts our recruitment and selection of our search Associates and national office personnel.

Therefore, we will:

- Declare inclusion as an organizational core value;
- Engage in intentional conversation and behavior around diversity and equity;
- Identify social justice as a behavior model impacting our school search practices;
- Recognize systemic racism as an equity problem for children's access to a fair, thorough, and effective public education;
- Place equity, inclusion, and diversity as a major tenant of practice; and
- Use our voices and practices as instruments for change.

As a broad-based representative, nationwide organization that focuses on the delivery of leadership search and selection services to school districts, we commit ourselves to the statements above.

Additionally, we will continue to ask ourselves the appropriate questions that help us focus on the delivery of our respective services through the lenses of integrity, equity, social justice, and inclusion.

Finally, we will continue to bring forward the organization's forces of institutional leadership, advocacy, the scope of representation, levels of expertise, and spheres of influence in these areas from this day forward.

Join us as we: WORK together, ASK questions, LISTEN fully, and ACT meaningfully!

POOL OF CANDIDATES

- THE AVERAGE NUMBER OF COMPLETED CANDIDATE APPLICATION FILES PER SEARCH IS TYPICALLY FORTY (40) TO FIFTY (50).
- OUR COMMITMENT TO CANDIDATE CARE, ALLOW US TO ATTRACT AND MAINTAIN STRONG CANDIDATE INTEREST IN ALL OF THE POSITIONS POSTED IN ANY GIVEN YEAR.

BOARD INPUT

- IT'S YOUR SEARCH!
- Individual Board Interviews
- Board Determines Stakeholder Groups
- Board Determines Timeline and Compensation
- Board Finalizes Profile

PROFILE DEVELOPMENT

- Individual Board Member Interviews
- Stakeholder Meetings
- Online Survey
 - Various language versions available
 - Research-Based
 - 31 Characteristics
 - Stakeholder Comments
- Survey and Focus Group Results (tallying information gained from all resources)
- Board Determines Profile Characteristics

(final profile determined from presented survey results)

- Open Public Forums

RECRUITMENT

- AGGRESSIVELY RECRUIT top candidates for the position by personally reaching out and encouraging them to apply.
- Access highly qualified, diverse candidate pools.
- Utilize robust Ray & Associates website (with over 28,000 unique monthly visits).
- Advertise with productive venues and through other channels: including our website and social media such as Facebook and Twitter.
- We guarantee to not return and try to recruit any placed candidate for a five-year period.
- Average 2-3 times more applicants than any other firm.

CANDIDATE POOL

- Screen candidates according to District Developed Profile.
- Extensive background investigations and internet checks of significant candidates.
 - Investigate/vet the candidates (using Google, Yahoo, Twitter, Facebook, and other media sources).
- Bring 8-12 top candidates to the Board for consideration.
- Provide candidate's application information and videos to the Board.
- For the top 2-3 candidates, we engage a professional organization to conduct a complete criminal, civil litigation, social security, sex offender, motor vehicle record checks, and verification of educational degrees, at no additional fee.
- NO SURPRISES!

BOARD SELECTION OF CANDIDATES

- Review top candidate applications
- Review top candidate videos
- Complete consensus-building matrix (scoring instrument)
- Deliberate/discuss and reach a consensus of matrix results
- Select candidates for the semi-final and final interviews
- Finalizing the development of Board interview questions

FINALIZING THE SEARCH AND BEYOND

- Interviews and final selection.
- Assist the District with final contractual agreement.
- Provide a two (2) year guarantee on Superintendent search.
- Provide a Board Self Assessment Survey for as long as the new Superintendent is employed (at no cost).
- Building the new leadership team.

"What school boards say about Ray & Associates"

"From the very beginning, they delivered professional, comprehensive services. Ray and Associates, Inc. provided professional services in a consumer-friendly manner that allowed us to select a superintendent that will serve our community well."

May 20, 2020

Mr. Michael Raczak, Board President
Indian Prairie School District 204, IL
Enrollment: 27,400

"The quality of services provided by Ray and Associates cannot be understated and their ability to bring consensus among board members was phenomenal. They were professional and knowledgeable throughout the entire process. I would highly recommend Ray and Associates to any School Board who wants to conduct a national search."

Search completed January 2020

Mr. Steve Cona III, Board Vice Chairman
Hillsborough County Public Schools, FL
Enrollment: 220,000

"Their in-depth knowledge of conducting a national search, large number of consultants through out the country, and strong recommendations from other boards put them at the top of the list after our search firm interviews. I am confident Ray and Associates and their team of consultants would do the same outstanding job for other school boards needing consultation in the hiring of a new superintendent."

August 7, 2019

Ms. Caroline Mason, Board Vice President
Everett Public Schools, WA
Enrollment: 21,000

Ray & Associates
DEVELOPING. RECRUITING. ENGAGING.

"What school boards say about Ray & Associates"

"Ray & Associates' professionalism was unparalleled as they worked alongside us to entertain all ideas, suggestions and opinions we had to aide in our search. They had a complete understanding and respect for our timeline, being expedient in deliverables. The Berlin Area School District Board of Directors is pleased to recommend the expertise of Ray & Associates and their seasoned team members."

July 15, 2019

Ms. Catherine Kujawa, Board President
Berlin Area School District, WI
Enrollment: 1,600

"The guidance and knowledge provided was invaluable, as was the depth and breadth of the search that was conducted. Ray & Associates, and Mr. Collins, were highly professional throughout our interaction. Most importantly, you allowed the Board to choose from a strong pool of candidates and identify a leader that will continue our progress toward a stronger District that will benefit our kids."

September 16, 2018

Jamie Glasser, Esq., Board President
Woodland Hills School District, PA
Enrollment: 3,600

SUMMARY

Unique Size and Scope

- Oldest Firm
- Most searches (1600+ completed)
- Largest pool of candidates
 - Typically 40-50 applicants

Engagement

- Comprehensive Constituent/Community Engagement
- Led by trained facilitators

DEI & Social Justice Commitment

- Organizational positioning
- Organizational practice

Educational Leadership Outreach

- Scores of experienced associates
- Longstanding relationships with State & National Educational Associations
- Largest website traffic count (28,000+ unique visits per month)

Candidate Information

- In-depth background checks

Board's Leadership and Performance

- Individual board interviews
- Determine timelines & compensation
- Finalize profile & facilitate interviews
- Facilitate board decision making

Selection Assistance

- Assist with contract finalization
- Assist with board and new superintendent follow-up

Guarantees

- 2-year guarantee
- 5-year guarantee



**SUCCESSFUL DISTRICT LEADERSHIP SEEKS
THE CIRCUMSTANCES THEY WANT AND IF
THEY CAN'T FIND THEM, THEY MAKE THEM**

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Paraphrased from a quote of George Bernard Shaw

**ALL OF THE FACTORS
PRESENTED TODAY ALLOW OUR
FIRM TO PROVIDE YOU WITH A
PROVEN SEARCH PROCESS
TAILORED TO THE NEEDS OF
SALEM-KEIZER PUBLIC
SCHOOLS.**