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# Park Hill School District

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Building Successful Futures • Each Student • Every Day

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## *REQUEST FOR PROPOSAL*

FROM SUPERINTENDENT SEARCH FIRM OR INDIVIDUALS

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***Proposal Due Date: Tuesday, November 23, 2021, 2:00 PM CST***

Detailed Proposal Information is available on district website

<http://www.parkhill.k12.mo.us/requests-for-proposals>

***Prepared by:***

Park Hill School District

*Park Hill School District reserves the right to reject any or all proposals and to waive informalities or irregularities in any proposal.*

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# REQUEST FOR PROPOSAL FROM SUPERINTENDENT SEARCH FIRMS OR INDIVIDUALS

## Section 1: Purpose

The Park Hill School District Board of Education seeks proposals from experienced search firms or individuals to provide consulting services for a search for a Superintendent of Schools.

## Section 2: Introduction

The Park Hill School District Board of Education is beginning its search for a qualified candidate for Superintendent of Schools with a goal of the candidate beginning work on July 1, 2022. To help in the search for the most qualified candidate, the Park Hill School District Board of Education is seeking to retain the services of a search firm or individuals with proven experience in the recruitment of a Superintendent of Schools.

## Section 3: Description of Park Hill School District

The Park Hill School District encompasses 71 square miles located in the southern third of Platte County, located just north of downtown Kansas City, Missouri. Park Hill is a public school district, with pre-kindergarten (pre-K) programs through grade 12. The district includes eleven elementary schools, four 6-8 middle schools, two high schools, the LEAD Innovation Studio, a day treatment school (Russell Jones Education Center), and an early childhood education center (Gerner Family Early Education Center). Other support facilities include a district Aquatic Center, Support & Transportation Services Center, and the District Office.

Park Hill School District is a high-performing school district that provides comprehensive educational services for students in pre-K through grade 12. Specifically, two district high schools plus the LEAD Innovation Studio provide comprehensive educational services for students in grades 9-12. Four district middle schools provide comprehensive educational services for students in grades 6-8. Eleven district elementary schools provide comprehensive educational services for students in grades K-5. The Russell Jones Education Center provides educational services in a day treatment setting for K-12 students with special needs.

Park Hill School District's Gerner Family Early Education Center (GFEEC) provides fee-based educational services for over 400 pre-K students (ages 3-5), early childhood special education (ECSE) students, English Language Learners (ELL), and Head Start.

The Park Hill School District also offers an array of community services including Adventure Club (day care), Community Education and a district Aquatic Center facility.

The Park Hill School District has an enrollment of 11,709 K-12 students, employs 60 administrators, 980 certified staff members, and over 700 classified staff members.

The Board of Education has crafted the Park Hill School District's mission, vision, and values.

## Park Hill School District Mission

Through the expertise of a motivated staff, the Park Hill School District provides a meaningful education in a safe, caring environment to prepare each student for success in life.

## Park Hill School District Vision

Building successful futures - each student - every day.

## Park Hill School District Values

- Student Focus
- Integrity
- High Expectations
- Continuous Improvement
- Visionary Leadership

The current Superintendent, Dr. Jeanette Cowherd, announced her departure in October 2021. Dr. Cowherd has been the Park Hill School District's Superintendent of Schools since 2015.

## Section 4: Scope of Work

The Park Hill School District's Board of Education will work with the selected search firm or individuals to develop a Superintendent of Schools search process and a timeline for the search activities. At a minimum the requirements will include:

- 4.1 Advisory services to the Board of Education**
- 4.2 Generation of Position Description and Qualifications**
- 4.3 Identification and assessment of candidates**
- 4.4 Assisting the Board of Education with prescreening candidates**
- 4.5 Assisting with logistics of finalist interviews**
- 4.6 Ensuring a satisfactory conclusion to the search**

Understanding that discretion is of utmost importance to Park Hill School District as well as to the candidates, the search firm must maintain the confidentiality of all information collected as appropriate. In addition, all work products produced as part of a contract with the Park Hill School District will remain the property of the school district.

The Board of Education has established the following timeline and dates for these services. Deviations from this timeline may be recommended by the search firm after consultation with the Board of Education.

Wednesday, November 3, 2021	Post Superintendent Search Firm Request for Proposal (RFP)
Monday, November 15, 2021	Last day for questions from search firms at 5:00 PM CST.
Monday, November 15, 2021	Addenda generated as a result of questions will be posted on the district website after November 15, 2021.
Tuesday, November 23, 2021	Responses to RFP due by 2:00 PM CST.
Monday, December 6, 2021	<b>4:00 PM – 8:00 PM CST:</b> Interviews with selected Superintendent search firm(s) or individual(s) in a Board of Education Open Session.
Thursday, December 9, 2021	<b>6:30 PM CST</b> – Board of Education meeting. Action item to select Superintendent search firm or Individual.
Friday, December 10, 2021	Notices sent to all search firms and individuals on outcome of proposal and award.
Monday, December 13, 2021	<b>6:00 PM CST</b> – Board of Education meets in closed session with selected Superintendent search firm or individual to establish timelines, dates and goals for recruitment and Superintendent selection process.
Monday, December 20, 2021	Superintendent search firm begins recruitment process and posts application for qualified Superintendent candidates
February, 2022	Board of Education Meeting: Discuss, select, and vote on a final Superintendent candidate.

## 4.1 Advisory Services to the Board of Education

- Develop a search plan and timeline in consultation with the Board of Education. An introductory meeting for plan development with the selected firm is scheduled for Monday, December 13, 2021, at 6:00 PM CST at the Park Hill School District, 7703 NW Barry Road, Kansas City, Missouri.
- Assisting with the evaluation and interviewing of potential candidates.
- Ensuring that there is compliance with applicable legal requirements.

## 4.2 Generation of Position Description and Qualifications

The selected search firm or individuals will conduct interviews with and solicit input from Board of Education members, school district staff, community leaders, and the public to develop the qualifications and criteria that will be used to evaluate Superintendent of Schools candidates.

### 4.3 Identification and Assessment of Candidates

- Develop and distribute recruitment materials that will encourage qualified candidates to apply.
- Conducting a national search that will include advertising the position broadly and generate interest in the position by qualified candidates.
- Conduct personal outreach recruiting to ensure that the applicant pool includes highly qualified candidates with diverse backgrounds and experiences.
- Collect all relevant background information on potential candidates so that the strengths and weaknesses of each applicant can be assessed.

### 4.4 Assisting the Board of Education with Prescreening Candidates

- Based on clearly delineated criteria, assist the Board of Education in evaluating the applicants against the qualifications and criteria developed to create a group of candidates for interviews.

### 4.5 Assisting with Logistics of Finalist Interviews

- Facilitating visits by the Board of Education to the communities of the finalists.
- Facilitating community forums and interviews with the finalists.

### 4.6 Ensuring a Satisfactory Conclusion to the Search

- Assisting the Board of Education in contract negotiations with the selected candidate.

## Section 5: Proposal Requirements

To allow the Board of Education to fairly judge the merits of each proposal, responses to this Request for Proposal shall include a response to each of the items listed below. The Board of Education reserves the right to reject proposals that do not follow this format.

Any search firms or individuals submitting a proposal, who is in doubt as to the true meaning of any part of the proposal documents or finds discrepancies in or omissions from the proposal documents, shall submit to Opal Hibbs, Secretary to the Board of Education, a written request via email for interpretation or correction thereof. Such request shall be submitted and received by the Park Hill School District no later than 5:00 PM, Monday, November 15, 2021, to hibbso@parkhill.k12.mo.us. Any interpretation or correction of the proposal documents will be made in an addendum to all search firms or individuals on the Park Hill School District website.

Any addenda generated as a result of questions will be posted on the district website after Monday, November 15, 2021. It will be the responsibility of the firm or individual to review the addenda prior to submitting their final proposal.

### 5.1 Cover Page

Include the completed cover page that is part of this Request for Proposal signed by a person authorized to act on behalf of the search firm or individuals submitting the proposal.

### 5.2 Executive Summary

Provide a summary that demonstrates your understanding of the scope of services required by the Park Hill School District and why your search firm or individuals is best able to provide that scope of service.

### 5.3 Experience and Qualifications

Provide details on the following:

**Overview of search firm or individuals** – address, telephone, fax, e-mail; whether company is local, regional, or national; if you are a multi-office firm, which office will provide the services, areas of expertise and types of searches performed by the company.

**Project Team** – Specify the names, titles, addresses, telephone numbers and e-mails of the person(s) who will be directly working on our Superintendent of Schools search. Discuss the availability of each team member and potential for conflict that might interfere with the project's timeline.

**Experience** – For each member of the project team, please provide a description of their experience and education, time with the company, areas of specialties (i.e., specific fields, careers, executive, urban, rural, etc.) and how their experience suits their role on the team. Specify the number of superintendent searches in which each member has participated and in what capacity. Note the

longevity of superintendents hired by members of this team or firm over the past six years. Describe any particularly noteworthy accomplishments of the superintendents placed.

## 5.4 Work Plan

Provide details on the following:

- a) The approach to be used to address each search activity listed in *Section 4: Scope of Work*.
- b) Methods you will use to communicate and work with a seven-member elected Board of Education.
- c) Methods you will use to identify prospective candidates and promote their interest to apply.
- d) Your experience in effective community engagement both in terms of collecting information from the public to develop the initial position qualifications and evaluation criteria and in providing a meaningful way to generate and receive public input in the evaluation of final candidates.
- e) Describe what the major challenges to a successful Superintendent of Schools search are and how the project team will address them.
- f) Estimate a reasonable timeline that the project team will use to guide the search process with the selection of a Superintendent of Schools by February 2022.
- g) Information, services, and assistance you will require from the Board of Education and district staff to enable you to conduct the search.
- h) Specific examples of how you or your firm have recently improved your internal processes resulting in higher client satisfaction.

## 5.5 Cost

A budget should be provided that will cover all the work described in *Section 4: Scope of Work* and the *5.4 Work Plan* above. The budget should provide a breakdown of costs in the following areas:

- a) Estimated cost by each scope of work section
- b) Estimated hours spent by each member of the project team and their fees
- c) Estimated travel expenses
- d) Estimated publishing and advertising expenses
- e) Estimated postage and other costs to distribute information regarding the vacancy
- f) Other expenses
- g) Proposal must include a maximum price that will not be exceeded to complete the described work. Payment terms should be specified.

- h) Proposal must also include a warranty that should the new Superintendent of Schools resign or be released for cause within the first 12 months of commencing duties the search firm will conduct another search at no cost to the district except for travel, publishing and advertising and postage/distribution expenses.

## 5.6 References

Provide a minimum of three school districts (of comparable size and academic quality to the Park Hill School District, if possible) that have used your services for a Superintendent of Schools search within the past six years. For each reference supply the school district name, contact person, their title, telephone number and address. Describe the contract (scope, length, and dollar value) for each reference.

## 5.7 Contract Form

If you intend to propose a form of professional services contract between your search firm or individuals and the Park Hill School District, please provide a sample copy of such contract form. If you prefer that the Park Hill School District generate such contract, please so indicate.

## 5.8 Litigation Record

Have you been involved in litigation with any of your clients within the last five (5) years? If so, please give the name, date, and authority of each such matter, and a brief description of the nature of the dispute and the outcome.

## 5.9 Ensuring Client Satisfaction

Provide information regarding your philosophy and policies regarding client satisfaction in the event of an unsuccessful search.

## 5.10 Additional Information

Should the search firm or individual feel that additional information would help the district evaluate your proposal or have recommended modifications to the procedures specified herein, address such matters under this heading.

## Section 6: Timeline for this Request for Proposal

The following schedule will be used for the implementation of this Request for Proposal (RFP):

<b>Wednesday, November 3, 2021</b>	Post Superintendent search firm Request for Proposal (RFP)
<b>Monday, November 15, 2021</b>	Last day for questions from search firms at 5:00 PM local time.
<b>Monday, November 15, 2021</b>	Addenda generated based on questions from Superintendent search firms or Individuals will be posted on the district website after November 15, 2021.
<b>Tuesday, November 23, 2021</b>	Responses to RFP due by 2:00 PM local time.
<b>Monday, December 6, 2021</b>	<b>4:00 PM – 8:00 PM:</b> Interviews with selected Superintendent search firm(s) or individual(s) in a Board of Education Open Session.
<b>Thursday, December 9, 2021</b>	<b>6:30 PM</b> – Board of Education meeting. Action item to select Superintendent search firm or Individual.
<b>Friday, December 10, 2021</b>	Notices sent to all search firms and individuals on outcome of proposal and award.
<b>Monday, December 13, 2021</b>	<b>6:00 PM</b> – Board of Education meets in closed session with selected Superintendent search firm or individual to establish timelines, dates and goals for recruitment and Superintendent selection process.

## Section 7: Submission Details

An original hard copy, seven additional hardcopies, and an electronic version of the proposal formatted as a single Adobe PDF file (on a USB drive) of each proposal shall be submitted in a sealed envelope delivered to the Park Hill School District at any time prior to Tuesday, November 23, 2021, by 2:00 PM CST. Responses received by facsimile or email will not be accepted. Proposals must be sent to:

Opal Hibbs  
Secretary to the Board of Education  
7703 NW Barry Road  
Kansas City, Missouri 64153

Late proposals will not be accepted under any circumstance, and any proposal so received will be rejected. The district is not responsible for lateness or non-delivery by the carrier to the district. The time and date recorded by the district shall be the official time of receipt.

Any questions or requests for clarification regarding this RFP should be directed to the Park Hill School District in writing prior to Monday, November 15, 2021, at 5:00 PM CST. Any addenda generated because of questions will be posted on the district website after Monday, November 15, 2021. It will be the responsibility of the firm or individual to review the addenda prior to submitting their final proposal.

## Section 8: General Conditions

### 8.1 Qualifications of Search Firm or Individual

The Board of Education reserves the right to make such investigation as it deems necessary to determine the ability of the search firm or individuals to deliver the services. The search firm or individuals shall furnish all such information and data for this purpose as requested. The Board of Education also reserves the right to reject any proposal if the evidence submitted, or the investigation of such search firm or individuals fails to satisfy that such search firm or individuals is properly qualified to carry out their obligation.

### 8.2 Method of Award

The Board of Education reserves the right to waive, modify, or otherwise vary the conditions or requirements herein and may accept or reject any or all proposals as the Board of Education, in its sole discretion, deems to be in the best interest of the Park Hill School District. The Board of Education may, notwithstanding the terms herein, negotiate the terms of any response to this Request for Proposal. The Park Hill School District shall not be bound to accept the lowest priced proposal, but may accept such proposal, if any, as the Board of Education determines to be the best interest of the Park Hill School District.

**Cover Page**  
**Response to Request for Proposals**

This proposal is submitted on behalf of:

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

\_\_\_\_\_

**Telephone** \_\_\_\_\_

**E-mail** \_\_\_\_\_

The above listed search firm or individuals hereby submits its proposal and agrees to furnish services to the Park Hill School District Board of Education in accordance with this Request for Proposal and the response prepared by the search firm or individuals.

The search firm or individuals has carefully reviewed this Request for Proposals and the search firm or individuals understand that the Park Hill School District will not be responsible for any errors or omissions on the part of the search firm or individuals.

The search firm or individuals agrees that the Park Hill School District reserves the right to accept or reject any or all proposals and to waive any irregularity or informality in any proposal received.

The attached proposal shall be considered an irrevocable offer and shall be valid for ninety (90) days from the date the proposals are required to be submitted.

The undersigned hereby affirms that he/she is an authorized agent for the search firm or individuals submitting this response.

\_\_\_\_\_  
Name of Authorized Agent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title of Authorized Agent

\_\_\_\_\_  
Signature of Authorized Agent