



# **SUPERINTENDENT SEARCH**

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**May 2, 2023**

**HYA** | HAZARD  
YOUNG  
ATTEA  
ASSOCIATES

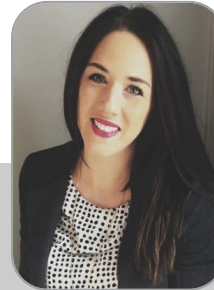
# YOUR HYA SEARCH TEAM



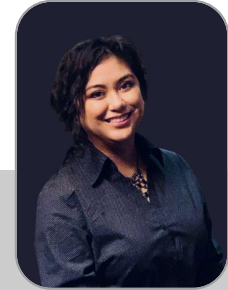
**Dr. Mike Richie**  
**HYA Vice President**



**Dr. Sarena Shivers**  
**HYA Associate**



**Michelle Fiedler**  
**Administrative  
Assistant**



**Daneyelle Martell**  
**HYA Project  
Manager**

# ABOUT THE FIRM

- 35 years of Executive Searches
- 1,600+ searches for School Districts & State and National Organizations
- 130+ nationwide Associates
- Has worked with districts with enrollment of less than 300 to over 640,000 students
- Comprehensive Stakeholder Engagement
- Research & Analytics
- Full-time back office and IT staff
- Responsive, regular communication

HAZARD, YOUNG, ATTEA & ASSOCIATES

CONNECTING EDUCATORS,  
IMPROVING EDUCATION



Executive  
Search



Consulting



Associate  
Program



847.250.7261



[hya@hyasearch.com](mailto:hya@hyasearch.com)

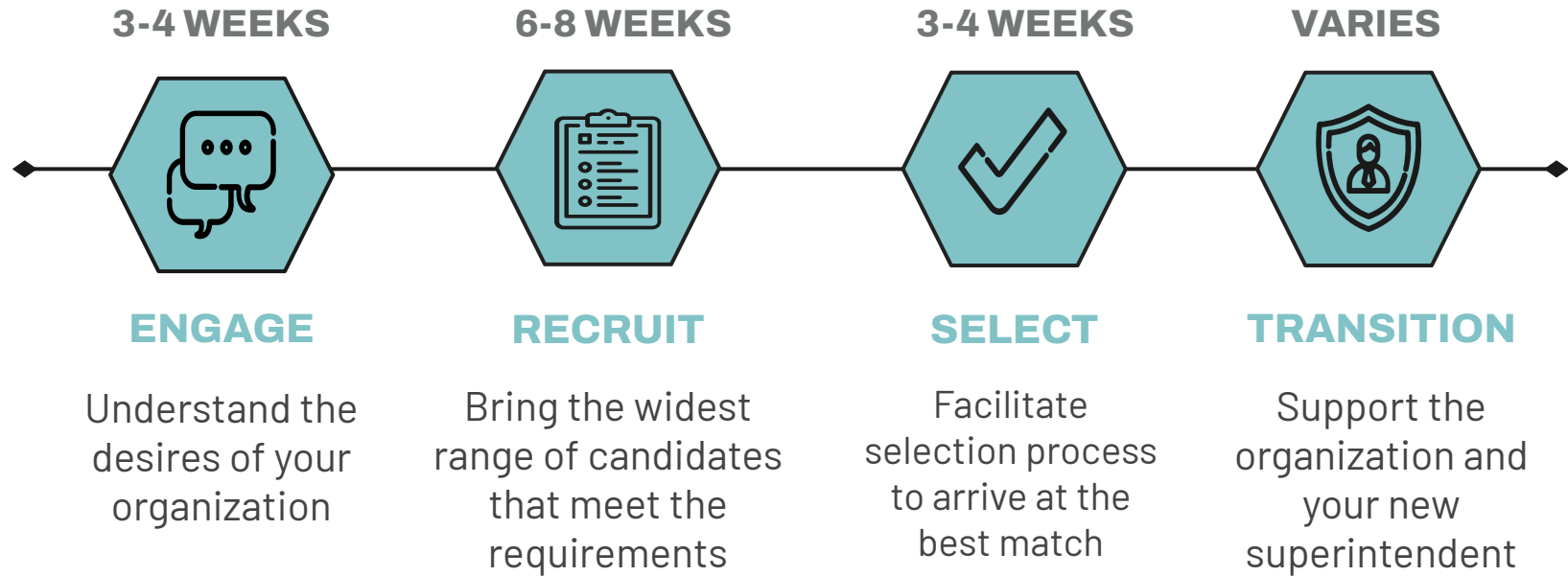


[hyasearch.com](http://hyasearch.com)

**HYA**

HAZARD  
YOUNG  
ATTEA  
ASSOCIATES

# HYA'S SIGNATURE SEARCH PROCESS

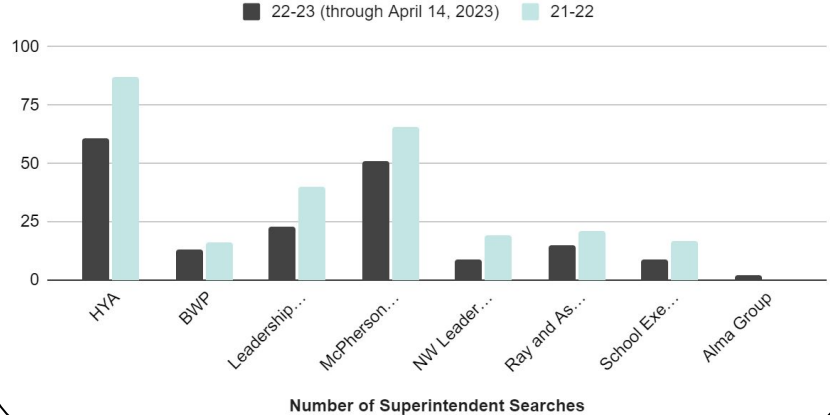


# HYA DIFFERENCE

- HYA Website lists **22** current HYA led searches from 13 different states, and **145** additional searches from throughout the U.S.
  - Michigan Leadership Institute lists **5** current searches on their website (all MI districts)
  - Michigan Association of School Boards list **2** current searches (all MI districts)
- According to market research, HYA completes the highest number of searches per year and has the lowest superintendent turnover rates of any of our competitors.
  - 94% of superintendents placed in the last 10 years stay the full term of their first contract

22-23 (through April 14, 2023) and 21-22

Superintendent Searches Using Search Firm



## Richie's Track Record

- Led or assisted in 25 searches
- **All** candidates hired are still serving in the positions for which they were hired

# ENGAGE PHASE

BOARD PLANNING MEETING

BOARD INTERVIEWS

INDIVIDUAL INTERVIEWS

FOCUS GROUPS

COMMUNITY FORUMS

STAKEHOLDER SURVEY



- Leadership Profile Report
- Summary Survey
- Selection criteria and characteristics which determines candidate qualities that match the Bloomfield Hills Schools needs

***HYA's research-based approach helps you best understand the desires of your stakeholders.***



# HOW WE FACILITATE YOUR FOCUS GROUPS

## Versatile Meeting Formats

- Face to face
- Zoom
- Various locations
- Email feedback

## Flexible Meeting Times

- Morning/Afternoon/Evening
- Weekday/Weekend

## Potential Focus Groups

- **High school students**
- Parents
- Certified staff/support staff
- Administrators
- Business partners/other businesses
- Civic groups
- Booster clubs/PTO's
- Others as recommended by the Board

## Diverse & Inclusive

- Seek to reach ALL community members and stakeholders
- Coordinated for various languages



# RESEARCH BASED STAKEHOLDER SURVEY

	All (429)	Governing Board Or Executive ... (65)	Member (299)	Partner/Sponsor /Vendor (1)	Staff (26)	Other Educational Organization (21)	State Executive (17)
Demonstrate the political and analytical skills essential to working effectively with elected/appointed officials at the Federal level	51%						
Have an understanding of and experience with the educational and political systems in the United States	50%						
Communicate a clear, compelling vision for the future of education and	48%						
Have experience successfully leading mission-driven organizations, such as school systems, non-profits, or similar professional organizations	47%						
Assess educational trends and policy issues accurately and effectively; synthesize the information; identify and implement solutions; and communicate the information	35%						
Create a climate of trust and mutual respect to ensure stakeholders are involved in the decision making process	32%						

## RESEARCH BASED

Assess strategies that have been proven to have the greatest likelihood of affecting student learning.

## NORM REFERENCED

Designed to compare and rank survey takers in relation to one another or within subgroups.

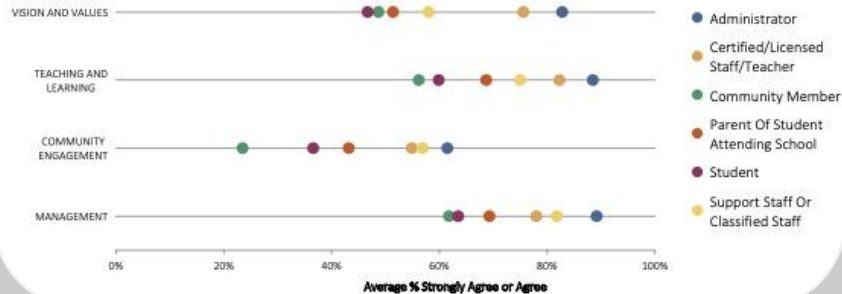
# SURVEY EXAMPLES

## ANALYSIS

### State of the District Summary

Respondents rated statements related to the state of the district on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree). Each statement corresponds to one of the following constructs: Vision & Values, Teaching & Learning, Community Engagement, and Management. Overall results are presented below; results for individual items are reported in the appendix.

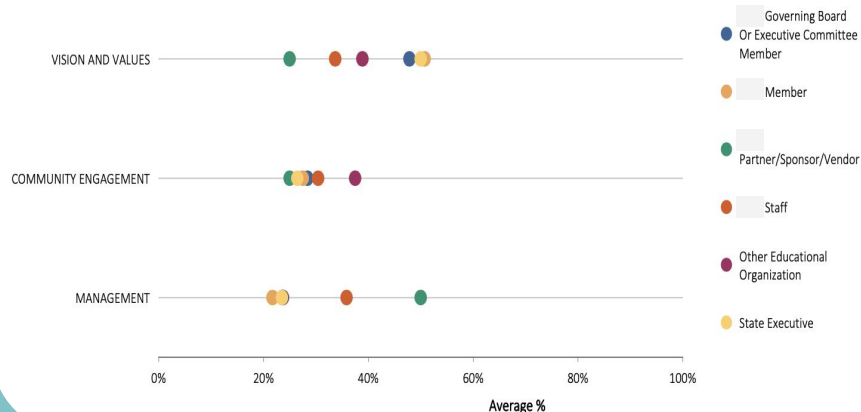
#### State of the District Results by Constituent Group



## State of the District

## Leadership Profile

#### Leadership Profile Results by Constituent Group



# LEADERSHIP PROFILE REPORT



STRASBURG SCHOOL DISTRICT 31J

FEBRUARY 2022

## DISTRICT LEADERSHIP PROFILE REPORT

**HYA** | HAZARD  
YOUNG  
ATTEA  
ASSOCIATES

### EXECUTIVE SUMMARY

This report presents the findings of the *Leadership Profile* assessment conducted by Hazard, Young, Attea & Associates (HYA) in November and December 2021 for the new Executive Director of the Association of California School Administrators (ACSA). The data contained herein were obtained from input the HYA consultants received when they met with individuals and groups in virtual focus group sessions and from the results of the online survey completed by ACSA members. The survey and focus group sessions were structured to gather input to assist the ACSA Executive Committee in determining the primary characteristics desired in the new Executive Director (*Desired Characteristics*).

Additionally, the consultants collected information regarding the strengths of the Association, some of the challenges and issues that it will be facing in the coming years, as well as the professional experiences/qualifications and the personal characteristics/traits that the new Executive Director should possess. This information supported the results of the online survey data regarding the strengths of the Association and the leadership profile characteristics desired in the new Executive Director. This information is summarized in the following sections of this

Executive Summary: *Strengths of the Association, Challenges and Issues Facing the Association, Professional Qualifications and Experiences, and Personal Characteristics and Traits* desired in the new Executive Director is detailed in the *Summary of Comments from the Focus Groups*.

### Participation in Focus Group Sessions

Virtual focus group sessions were scheduled between November 29<sup>th</sup> and December 1, 2021, specifically for the following Leadership Groups, Committees, and Councils as for ACSA Staff.

#### Leadership Groups

- Board of Directors
- Leadership Assembly Members
- Region Presidents
- Region Vice Presidents for Legislative Action

- Retirement
- Small School District
- Urban Education

#### Councils

- Adult Education
- Business Services
- Career Technical Education
- Classified Educational Leaders

- Curriculum
- Early Childhood
- Elementary
- Human Resources
- Middle School
- Secondary
- Student Services
- Superintendent

#### Committees

- Co-Administration
- Equity

were invited to complete the HYA Online Survey, with a link provided on the District's Website from December 1, through December 21, 2021. The survey data was disaggregated by six groups: administrator, community member, parent of student attending school, support or classified staff, teachers or licensed staff, and students. The Lincoln Public Schools Survey was completed by 1,184 stakeholders. The largest stakeholder group surveyed were parents of students attending school representing 38.0% of the responses. Certified staff/licensed staff/teachers at 27.4% made up the second most populous stakeholder group. The third largest participant group were community members at 14.4% of all respondents.

The numbers of participants by the stakeholder groups in the two methods of data gathering are listed in the following chart. Not all focus groups were a group that was disaggregated for the online survey.

Group	Personal Interviews or focus groups	Online Survey
Board	7 interviews	NA
Building level administrators	1 focus group	48
Central office administrators	10 interviews	
Faculty	4 focus groups	324
Community	13 focus groups	170
Support Staff	2 focus groups	84
Parents	1 focus group (parents only)	450
Students	2 focus groups	108
<b>Total</b>	<b>23 focus groups + 17 interviews</b>	<b>1,184</b>

The community survey report and a draft of the desired characteristics are provided under separate cover and are meant to be stand-alone complementary pieces to the Leadership Profile Report.

### DESCRIPTION OF THE DISTRICT

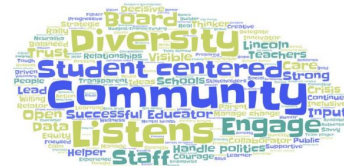
Lincoln Public Schools is the second largest public school district in Nebraska, located in the heart of the plains, renowned for its long-standing legacy of educational excellence and tradition of rigorous academic achievement. The school district is growing and thriving, serving over 42,000 students in more than 60 schools and programs.

The school district boundaries nearly coincide with the City of Lincoln. The district includes all of the city, plus a small amount of outlying rural area. The district serves a total population of

many of the initiatives that have been started. The next leader of LPS will have cultural competence and lived experience leading complex organizations.

The new leader will be one that is balanced and can advocate for the needs of LPS students, families, teachers, and staff in a sometimes-challenging climate of public education. The person will be able to articulate a systemic communication plan that is transparent, open, and builds trust through respectful and collaborative relationships with diverse stakeholders.

Student focus groups described their ideal leader as someone who is visible, active in the community, and is courageous in their leadership – especially as it relates to equity. **The students also stated, "They need good taste in music, so we know they have good taste in decisions."** *Students were hopeful that the next leader will continue the legacy of previous superintendents' and be willing to listen to students, gain input from students, and be open minded to change.*

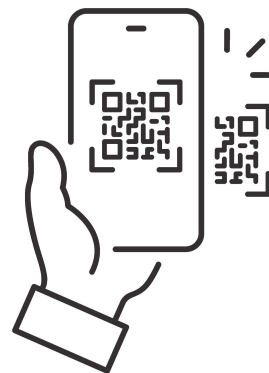


The search team would like to thank all the participants who attended focus group meetings or completed the online survey and the LPS staff members who assisted with our meetings, particularly Laura Maxwell who organized the search team's time in the district and Mindy Burbach who assisted with the Zoom meetings.

**Example DLPR**

# THE HYA RECRUITING ADVANTAGE

- **90%** of Associates are retired superintendents who are experts in education with strong networks to potential candidates.
- **75%** of superintendents placed are recruited by HYA Associates.
- The HYA website has 25,000+ page views per month. HYA is unique in that we post ALL superintendent vacancies in addition to those we are conducting.
- Currently, there are 22 HYA led searches and 145+ other openings posted on the [HYA website](#).
- HYA is represented and makes connections at state and national conventions.
  - AASA - San Antonio, Texas (February, 2023)
  - NASB - Orlando, Florida (April, 2023)
    - HYA Recruiting/Networking Booth on exhibit floor
    - HYA Associates present/lead numerous sessions
    - Marketing materials distributed



# THE HYA RECRUITING ADVANTAGE

Recruiting & Hiring | Hazard, Young, Attea & Associates

Search

Michelle Fiedler

JobID: 1215 - Aurora Public Schools / Superintendent - Aurora Public Schools

32 Applicants Found

Vacancies by Location

- Aldo Leopold Charter School
- Aurora Public Schools
- Cedar Rapids Community School District
- Cobre Consolidated School District
- Collier County Public Schools
- Danville Public Schools
- DeKalb County School District
- Eatonville School District

4/27/2023 Anticipated

Active Jobs (1)

- School District/Cooperative
- JobID: 1215 - Aurora Public Schools / Superintendent

4/15/2023 Current

Active Jobs (5)

- School District/Cooperative
- JobID: 1215 - Aurora Public Schools / Superintendent
- JobID: 1206 - Collier County Public Schools - Sup
- JobID: 1216 - Florida Union Free School District
- JobID: 1234 - Sonoma Valley Unified School District
- JobID: 1235 - U-46 School District - Superintende

3/31/2023 Current

Active Jobs (3)

- School District/Cooperative
- JobID: 1215 - Aurora Public Schools / Superintendent (10.0 years exp.)
- JobID: 1220 - Memphis Shelby County Schools - Sup (10.0 years exp.)
- JobID: 1226 - PGPS - Chief Executive Officer (10.0 years exp.)

3/23/2023 Current

frontline education

Associates have access to ALL applicant materials for any HYA lead search.




HYA database that shows current superintendents.

Candidate Search Dashboard


Candidate Count: 663

States: 44

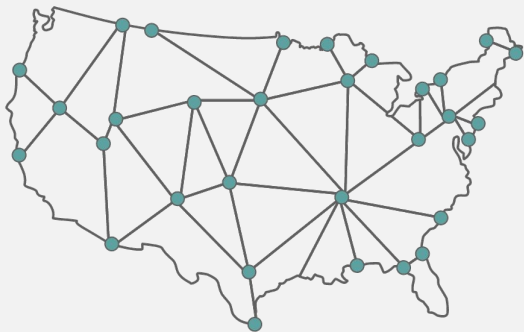
Candidate List

Photo	Last Name	First Name	Email	Highest Degree	Current Position	Current District Size	LinkedIn Profile
	Morgan-Harris	Stephanie	<a href="mailto:stephanieharris1473@gmail.com">stephanieharris1473@gmail.com</a>	Master's Degree	Executive Director	5,001 - 10,000 Students	<a href="#">Profile</a>
	Lyons	Jonathan	<a href="mailto:jonlyons24@gmail.com">jonlyons24@gmail.com</a>	Master's Degree	Principal	5,001 - 10,000 Students	<a href="#">Profile</a>
	Broadway	Shuanta	<a href="mailto:shuanta@me.com">shuanta@me.com</a>	Doctorate Degree	Director	10,001-20,000 Students	<a href="#">Profile</a>

Candidate Location



# HYA NATIONAL RECRUITING



## LINCOLN, NE

Number of Applicants: 22  
Out of State Applicants: 18  
**Out of State Applicants: 82%**  
Tier 1 Candidates: 6

- 2 NE
- 2 IA
- 1 FL
- 1 TX

Superintendent Hire: IA

## LITTLETON, CO

Number of Applicants: 24  
Out of State Applicants: 17  
**Out of State Applicants: 71%**  
Tier 1 Candidates: 11

- 4 CO
- 1 MI
- 1 GA
- 1 IN
- 1 MD
- 1 WI
- 1 CA
- 1 WA

Superintendent Hire: IN

## AURORA, CO

Number of Applicants: 32  
Out of State Applicants: 22  
**Out of State Applicants: 69%**  
Tier 1 Candidates: 12

- 4 TX
- 3 CO
- 2 CA
- 1 IA
- 1 MO
- 1 FL

Superintendent Hire: CO

## VERONA, WI

Number of Applicants: 22  
Out of State Applicants: 8  
**Out of State Applicants: 36%**  
Tier 1 Candidates: 8

- 6 WI
- 1 NC
- 1 CA

Superintendent Hire: WI

## NEW RICHMOND, WI

Number of Applicants: 14  
Out of State Applicants: 5  
**Out of State Applicants: 36%**  
Tier 1 Candidates: 6

- 3 WI
- 3 MN

Superintendent Hire: MN

## WHITEWATER, WI

Number of Applicants: 24  
Out of State Applicants: 10  
**Out of State Applicants: 42%**  
Tier 1 Candidates: 10

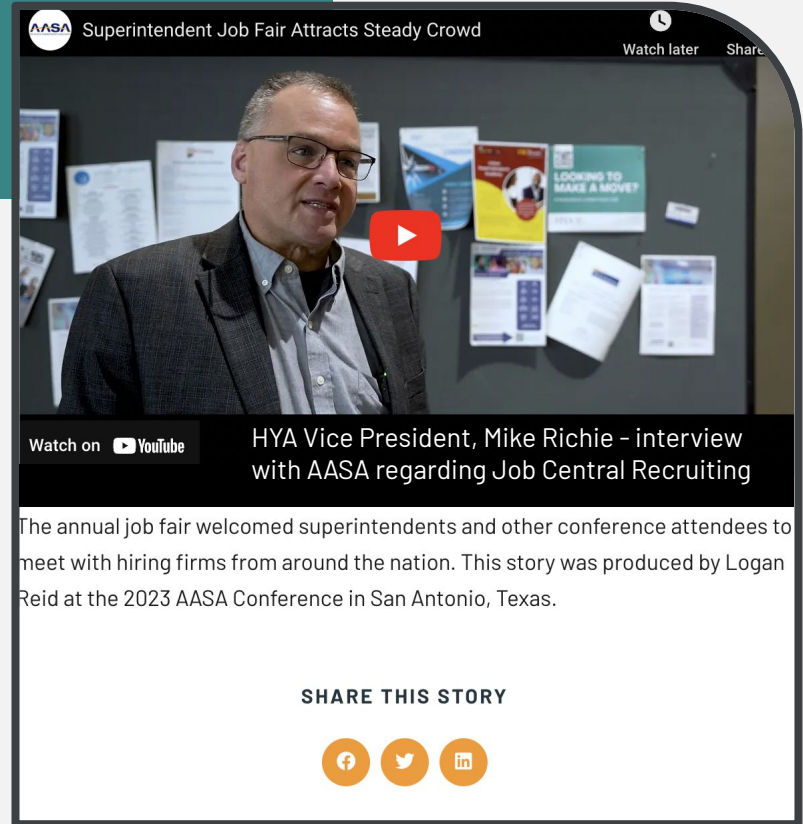
- 6 WI
- 4 IL

Superintendent Hire: IL

# HYA LEADS THE NATIONAL SCENE

Networking and  
presenting at AASA,  
recruiting candidates.

**HYA** | HAZARD  
YOUNG  
ATTEA  
ASSOCIATES



# **HYA** **RECOMMENDED** **ADVERTISING**



## **NATIONAL**

### ***Included in HYA Base Price***

HYA Website

HYA Social media

NASS (National Association  
of School Superintendents)

Networking

## **LOCAL**

Jobs posted on the MISTAFF  
site will automatically post  
to the following association  
job sites:

·MASA ·MAISA ·Michigan  
·ASCD ·MASSP ·MASB,  
·MEMSPA ·MSPR

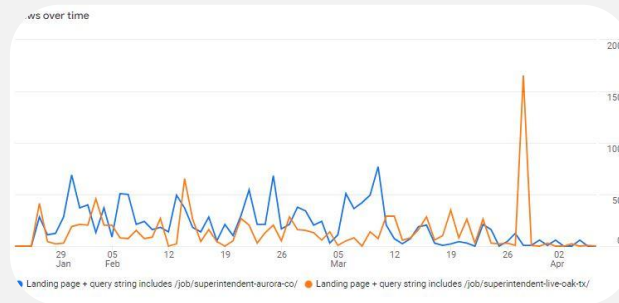
Other State Associations

Bloomfield Hills School  
District Website

## **NATIONAL (OPTIONAL)**

- ALAS (Association of Latino Administrators and Superintendents)
- NABSE (National Alliance of Black School Educators)
- Ed Week Top School Jobs
- AASA (American Association of School Administrators)

# HYA ADVERTISING ANALYTICS



Graph compares views over time between different searches.

Page title and screen class		↓ Views	Users	Views per user	Average engagement time	Event count
		0.72% of total	2.84% of total	Avg -74.65%	Avg -65.06%	0.79% of total
1	Superintendent - Aurora, CO   Hazard, Young, Attea, Associates   HYA	1,480	967	1.53	1m 04s	4,358

- **1,480 Views** (total number of screen views, page views. Repeated views of a single screen or page are counted)
- **967 Users** (total number of active users)
- **1.53 Views Per User** (average number of mobile app screens or web pages viewed per user)
- **1m 04s Average Engagement Time** (average length of time that the page was in the foreground in the browser)
- **4,358 Events** (number of times users triggered an event - click, file download, first visit, page view, scroll, session start, user engagement, view search results)

# **THOROUGH SELECT PHASE**

*Using the Leadership Profile Report and survey results as a guide.*

1

Conduct screening interview for all applicants.

2

Present a tiered slate along with supporting materials of qualified candidates.

3

Support and prepare Board for interviews as needed. Board will select the number of candidates to be interviewed.

4

Co-coordinate Day in the District for finalists.

5

Conduct reference checks, blind reference checks, and internet searches.

6

Assist Board in developing interview questions.

7

Coordinate final interviews between candidates and the School Board.

8

Facilitate third party background checks on final candidate as requested by the Board.

HYA Associates will coach the Board with legal obligations and will work with the districts' legal counsel to assure compliance with Michigan laws.





## DATA COLLECTION

Stakeholder feedback from Day in the District meet and greets and open session interviews.

### Links / QR Codes to the South Sioux City Superintendent Search Feedback Forms.

Please fill out a feedback form for each candidate after each session you attend.

[Link to Google Slides with one QR Code on each slide.](#)

<b>Jason Alexander</b>	<a href="https://forms.gle/aiz8spFiGMD4ZGyU6">https://forms.gle/aiz8spFiGMD4ZGyU6</a>	
<b>Ashley O'Dell</b>	<a href="https://forms.gle/Zsvx1gGduixJCbX8">https://forms.gle/Zsvx1gGduixJCbX8</a>	
<b>Derek Ippensen</b>	<a href="https://forms.gle/CsdTV3U7d6DWge256">https://forms.gle/CsdTV3U7d6DWge256</a>	
<b>Rony Ortega</b>	<a href="https://forms.gle/FHf1UyH5XUJqajrT6">https://forms.gle/FHf1UyH5XUJqajrT6</a>	

### Superintendent Search 2022 Final Candidate Feedback Form

Rony Ortega



South Sioux City Community Schools



## Rony Ortega

The South Sioux City Community Schools Board of Education values your opinion. Please use the following form to submit feedback regarding Rony Ortega.

Las escuelas de la comunidad de South Sioux City valoran su opinión. Utilice el siguiente formulario para enviar comentarios sobre Rony Ortega.

 michellefiedler@hyasearch.com (not shared) [Switch account](#) 

\* Required

I am a: \*

- ☐ Certified Staff Member (Teacher / Counselor / Specialist) / Miembro del personal certificado
- ☐ Support Staff Member (Classified) / Miembro del personal de apoyo
- ☐ Parent or Guardian / Madre o tutor
- ☐ Community Member / Miembro de la comunidad
- ☐ Administrative Team Member / Miembro del equipo administrativo
- ☐ Student / Estudiante
- ☐ Other: \_\_\_\_\_

Assets you believe Rony Ortega would bring to the district.  
Activos que cree que Rony Ortega traería al distrito.

Your answer \_\_\_\_\_

Questions/Concerns you may have about Rony Ortega.  
Preguntas/inquietudes que pueda tener sobre Rony Ortega.

Your answer \_\_\_\_\_

# MEET AND GREET DATA

HYA Associates work with the district translation team to ensure all members of the community have a voice.

Timestamp			
A	B	C	D
Timestamp	I am a: / Yo soy:	Assets you believe [REDACTED] would bring to the district. / Valores que usted cree que [REDACTED] traeria consigo al Distrito.	Questions/Concerns you may have about [REDACTED] Preguntas/inquietudes que uste pueda tener acerca del [REDACTED]
4/11/2023 8:53:35	Student / Estudiante	new opportunities	is he actually gonna take steps to make a difference?
4/11/2023 8:55:32	Student / Estudiante	He talked a lot about nurturing the community and connecting those who need resources.	He seemed to be well prepared and answered all questions thoughtfully.
4/11/2023 8:56:04	Student / Estudiante	He's very interested in the community and seems like he would be very involved with the students	He isnt very informed on the district
4/11/2023 8:56:45	Student / Estudiante	I think he would make sure everyone is inclusive and make sure we our schools are safe.	What actions are you going to take to make everyone feel physically and mentally safe in our schools to become better individuals?
4/11/2023 8:56:48	Student / Estudiante	Assets I believe [REDACTED] bring to the district is to better the community and learning areas.	What kind of person he is.
4/11/2023 8:56:59	Student / Estudiante	A stronger community with the students, families and teachers	Seeing that u were born in queens, moved to the south, and even crossed the pond, how will ur diversity with cultures have a impact in APS
4/11/2023 8:57:40	Student / Estudiante	I believe that he will bring education	No he will fit the job
4/11/2023 8:57:48	Student / Estudiante	I think he really cares about the problems students have because he listened it carefully so I think he can find solution for almost every issue.	Is there any reason that he didn't move to another district and why he specifically wants to be superintendent in Aurora.
4/11/2023 8:57:59	Student / Estudiante	He would be a great superintendent he has plans and I like how he likes to have opinions from others and the students	Do you plan in helping with gun violence and mental health
4/11/2023 8:58:48	Student / Estudiante	I think he might bring out the talkative in students and have a good and positive impact on our district	I have no questions
4/11/2023 9:40:26	Student / Estudiante	I think he would make the community more greater and help out the school with student being more active into school work and make families be more active with communities at aurora central.	how would you think Aurora Central could improve or change if you were to work at Aurora Central as the super attendant?
4/11/2023 11:41:35	Student / Estudiante	I feel like he will be good fit to become superintended as he asnwerd every question we asked him, and he will be great learder as he has so much postive energy.	NO
4/11/2023 13:54:26	Administrative Team Member	[REDACTED] rsonable and expressed himself as a strong listener. His responses demonstrated servant leadership.	
4/11/2023 14:02:22	Administrative Team Member	"Aurora is my community". Having someone who knows and appreciates it was really essential. I wanted to hear more specifics about how he would	



English/Spanish

Amharic

Arabic

Burmese

French

Karen

Nepali

Somali



## HYA SEARCH HISTORY

Click [HERE](#)  
to see full  
report.

HYA HAZARD  
YOUNG  
ATTEA  
ASSOCIATES

Click [HERE](#) to see full report on the HYA website

## 2018 to Present

<b>Alabama</b>	<b>Alaska</b>	<b>Arizona</b>	<b>Arkansas</b>	<b>California</b>	<b>Colorado</b>	<b>Connecticut</b>	<b>Delaware</b>	<b>District of Columbia</b>	<b>Florida</b>	<b>Georgia</b>	<b>Hawaii</b>	<b>Idaho</b>	<b>Illinois</b>	<b>Indiana</b>	<b>Iowa</b>	<b>Kansas</b>	<b>Kentucky</b>	<b>Louisiana</b>	<b>Maine</b>	<b>Maryland</b>	<b>Massachusetts</b>	<b>Michigan</b>	<b>Minnesota</b>	<b>Mississippi</b>	<b>Montana</b>	<b>Nebraska</b>	<b>Nevada</b>	<b>New Hampshire</b>	<b>New Jersey</b>	<b>New Mexico</b>	<b>New York</b>	<b>North Carolina</b>	<b>North Dakota</b>	<b>Ohio</b>	<b>Oklahoma</b>	<b>Oregon</b>	<b>Pennsylvania</b>	<b>Rhode Island</b>	<b>South Carolina</b>	<b>South Dakota</b>	<b>Tennessee</b>	<b>Texas</b>	<b>Vermont</b>	<b>Virginia</b>	<b>Washington</b>	<b>West Virginia</b>	<b>Wisconsin</b>	<b>Wyoming</b>
<ul style="list-style-type: none"><li>Hemellock City School District</li></ul>		<ul style="list-style-type: none"><li>Chandler Unified School District</li><li>Dewey Valley Unified School District</li><li>Lower Merion School District</li><li>Upland Elementary School District #38</li><li>Mesa Public Schools</li><li>Tempe Union High School District</li></ul>	<ul style="list-style-type: none"><li>Arkansas Community School District</li><li>Arkany Community School District</li><li>Davenport Community Schools</li><li>Heartland Area Education Agency</li><li>West Des Moines Community Schools District</li></ul>	<ul style="list-style-type: none"><li>Alameda County School District #81</li></ul>	<ul style="list-style-type: none"><li>Altamont CUSD #10</li><li>Asian Home Services</li><li>Aurora East Unified School District 131</li><li>Beverlywood School District</li><li>Brookwood School District 187</li><li>Chicago Public Schools (CPS)</li><li>Chicago Public House Schools</li><li>Community Consolidated School District 59</li><li>DePaul Public School District 61</li><li>Emmett Community School District 209</li><li>Free Press Park School District 91</li><li>Freeport School District 143</li><li>Greenbrook High School District 225</li><li>Harvey Community Unit School District 90</li><li>Hawthorn School District 152</li><li>Hill Country Public Schools</li><li>Homer-Schram Memorial School District 157</li><li>Huntley Community School District 198</li><li>Illinois Math &amp; Science Academy (MSA)</li><li>International Montessori Language School</li><li>Kankakee School District 38</li><li>Kendallville Area School District 67</li><li>Lehigh Valley High School District 115</li><li>Large Unit Intermediate Association (LUIA)</li><li>Lincolnshire-Prattville School District</li><li>Lyness School District 103</li><li>Lyness Township High School District 204</li><li>Madisonville Community Unit School District 203</li><li>Mies Township High School District 219</li></ul>	<ul style="list-style-type: none"><li>Center School District</li><li>Hazelwood School District</li><li>Kirkwood School District</li><li>Maplewood-Richmond Heights School District</li></ul>	<ul style="list-style-type: none"><li>Starview Oakbluffs School District</li></ul>	<ul style="list-style-type: none"><li>Helena Public Schools</li><li>Billings Public Schools District 2</li></ul>	<ul style="list-style-type: none"><li>Warren County Schools</li></ul>	<ul style="list-style-type: none"><li>Lincoln Public Schools</li><li>Omaha Public Schools</li></ul>	<ul style="list-style-type: none"><li>Hempden Public Schools</li></ul>	<ul style="list-style-type: none"><li>Hepkinston School District</li></ul>	<ul style="list-style-type: none"><li>Bayshore School District</li><li>Beverly Heights Public Schools</li><li>City College Advanced Center Charter School</li><li>Colony Park Public Schools</li><li>Comptchee Adult Center Charter School</li><li>Edison Township Public Schools</li><li>Holmdale Township Public Schools</li><li>Indian Creek Public Schools</li><li>Lawrence Township Public Schools</li><li>Madison Public Schools</li><li>Middlesex County Vocational and Technical Schools</li><li>Montgomery Township School District</li><li>Monroeville Public Schools</li><li>Norwintehatchee Athletic Association</li><li>Pemberton Township Schools</li><li>Pittsford Public Schools</li><li>Richfield High Valley Regional High School District</li></ul>	<ul style="list-style-type: none"><li>Albion School District</li><li>Bayview Area School District</li><li>Centennial School District</li><li>Chambersburg Area School District</li><li>Chesham Valley School District</li><li>Christie Community Charter School</li><li>Lower Merion School District</li><li>North Penn School District</li><li>Pottsville Area School District</li><li>Reading School District</li><li>Widener University/Partnership Charter School</li></ul>	<ul style="list-style-type: none"><li>Beaufort County School District</li><li>Pinebluff School District</li></ul>	<ul style="list-style-type: none"><li>Clear Creek Independent School District</li><li>Crowley Independent School District</li><li>Cherokee Independent School District</li><li>Fort Bend ISD</li><li>Fort Worth ISD</li><li>Garland Independent School District</li><li>Independent ISD</li><li>Lancaster ISD</li><li>Richardson Independent School District</li></ul>	<ul style="list-style-type: none"><li>Park City School District</li></ul>	<ul style="list-style-type: none"><li>Alexandria City Public Schools</li><li>American Association of School Administrators (AASA)</li><li>AM LC</li><li>Angelo Public Schools</li><li>Beaufort County Public Schools</li><li>Charlottesville City Schools</li><li>Chattahoochee Valley Public Schools</li><li>Charlotte County Public Schools</li><li>Loudoun County Public Schools</li><li>Richmond Public Schools</li><li>Richfield Public Schools</li></ul>																														

# MICHIGAN HYA EXPERIENCE

## HYA Searches conducted from 1992-2020

Battle Creek	Plymouth	Midland
Birmingham	Flint	Novi
Bloomfield Hills (2002)	Pontiac	Ludington
Clarkston	Portage	Lansing
East Lansing	Southfield	Mona Shores
Grosse Pointe	Summit	Oakland Intermediate
Gull Lake	Traverse City	L'Anse
Holland Academy	Troy	Kalamazoo
Jackson	Wayne Westland	
Zeeland	West Bloomfield	



**Sarena Shivers**

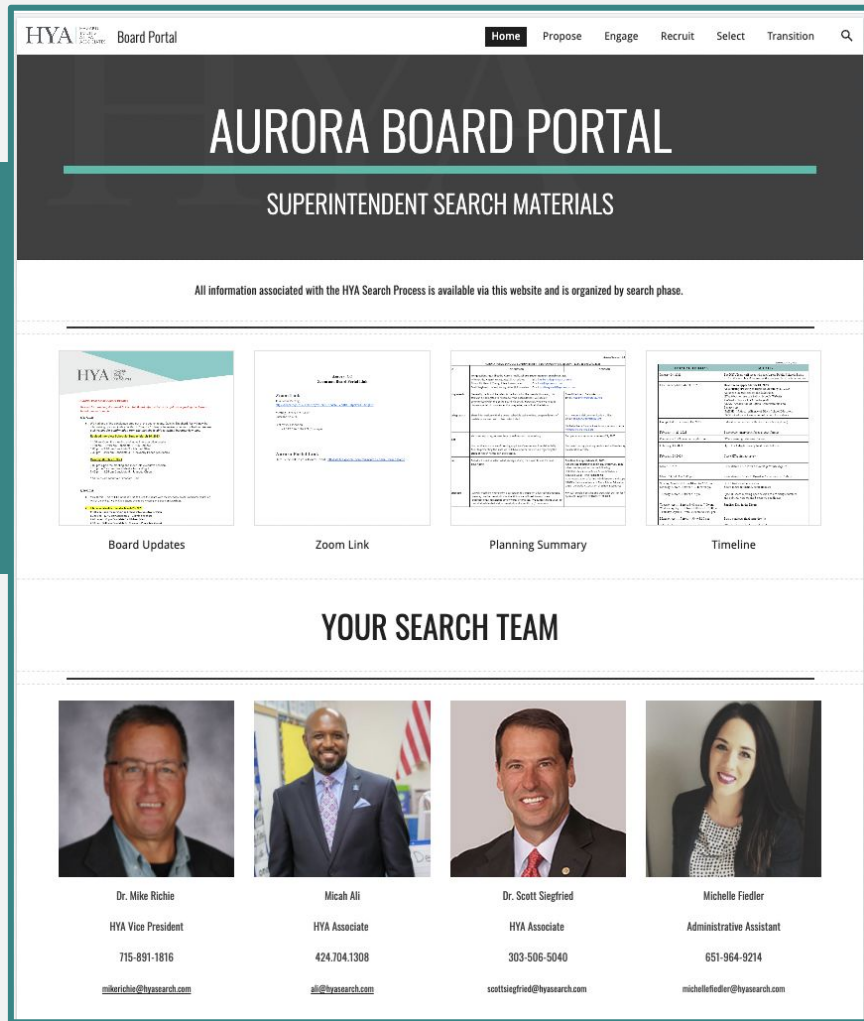
HYA Associate

Currently working for Michigan Association  
of Superintendents and Administrators  
(MASA)

Former Superintendent in Michigan

Michigan Educational Leader since 2004

**HYA** | HAZARD  
YOUNG  
ATTEA  
ASSOCIATES





*All Bloomfield Hills Board Members and other authorized users will have 24/7 access to a personalized and private portal which will serve as a hub for up to date information, links, and documents related to the superintendent search, organized by phase.*

Home	Propose	Engage
<ul style="list-style-type: none"><li>· Search Team Members</li><li>· Board Updates</li><li>· Zoom Links</li><li>· Board Planning Summary</li><li>· Summary Notes</li><li>· Search Timeline</li></ul>	<ul style="list-style-type: none"><li>· RFP</li><li>· Proposal</li><li>· Presentation</li><li>· Signed Letter of Agreement</li></ul>	<ul style="list-style-type: none"><li>· Summary Survey</li><li>· Open Ended Survey Questions</li><li>· District Leadership Profile Report</li><li>· Profile Report Presentation</li><li>· Focus Group Schedule</li></ul>
Recruit	Select	Transition Services Available
<ul style="list-style-type: none"><li>· Job Postings</li><li>· All Candidate Application Materials</li><li>· Resume / CV</li><li>· Slate Presentation</li></ul>	<ul style="list-style-type: none"><li>· Interview Schedule</li><li>· Day in the District Schedule</li><li>· Tier 1 - 2 - 3 Document</li><li>· Interview Questions</li><li>· Google Forms (Day in the District Feedback)</li><li>· Feedback Responses Document</li><li>· Candidate Presentations</li><li>· Delphi Technique</li><li>· Screening Tool</li><li>· Interview Rubrics</li></ul>	<ul style="list-style-type: none"><li>· Comprehensive First Year Support</li><li>· Executive Coaching</li><li>· Board Governance</li><li>· Board Goal Setting</li><li>· Superintendent Evaluation</li><li>· Strategic Planning</li><li>· Community Engagement</li></ul>

**SATISFACTION  
FROM RECENT  
SEARCHES AS  
A PREDICTOR  
OF FUTURE  
SUCCESS**

*"Dr. Richie was incredible in his diligence and professionalism throughout the Lincoln, Nebraska search process. This search was a first class operation with information and communication at the highest of levels. He clearly has established HYA as a leader in search firms."*

**Peter Licata, Ph.D.**  
**South Regional Superintendent**  
**Palm Beach County School District**  
*(Finalist for Lincoln, Nebraska)*



**HYA**

HAZARD  
YOUNG  
ATTEA  
ASSOCIATES

# **HYA CLIENT GUARANTEE**



If a superintendent departs from the position during the first year under any circumstances, professional or personal, HYA will recruit new candidates for the Board

**at no additional cost**

with the exception of travel, advertising and due diligence expenses.

OR

Within two (2) years if a majority of the Board is still in place and departure is due to dissatisfaction and not personal/health reasons.

The superintendent appointed to the position **will not** be presented as a candidate to another organization if this will result in a resignation within five (5) years of employment.

# HYA “WALKS THE TALK OF EQUITY”

## THE HYA COMMITMENT:

HYA commits to identifying, supporting, and placing school and district leaders of color and gender who have long been historically underrepresented in these posts. Each candidate we slate regardless of race, ethnicity, gender, or sexual preference must have recent, relevant, and demonstrated experience in successfully addressing opportunity gaps, leading with an equity lens, and advancing equity initiatives.



**Example Interview Questions  
(including commitment to diversity)**



### National Women's Leadership Consortium

Consortium I  
District & School Operations  
Leadership Development



### The Aspiring Superintendents Academy® for Latino and Latina Leaders

Academy I  
Equity Leadership Development



### Urban Superintendents Academy

Academy I  
Leadership Development



**HYA has a strong partnership with AASA which  
supports our ability to recruit underrepresented  
candidates including female leaders.**

- A current HYA Associate served as a past president of AASA
- HYA conducted AASA's 2022 Executive Director Search

# **HYA PRICE PROPOSAL**

## **HYA Search Fee**

\$18,500 (this fee includes the HYA Survey)

## **Travel**

*Utilizing Zoom for portions of the search will reduce travel costs*

\$1,500 to \$3,500 (not to exceed)

# **OPTIONAL SERVICES**

## **Additional Days**

Our base fee includes up to four individual Associate consulting days. **Most searches are completed utilizing four days.** However, in some cases the Board requests more days in the District (examples: additional focus groups, additional interviews, additional meetings, attend interviews, coaching, and/or mentoring).

\$2,500 per additional day. This fee includes all costs for Associates travel.

## **Advertising**

The Board determines what type of advertising they want. HYA has designed extended advertising packages to maximize exposure for the vacancy. The Board will choose the package that best suits their needs. Advertising on the HYA website, National Association of School Superintendents (NASS) website and social media pages are included in the base fee.

State of Michigan Advertising (\$0 to \$500)    National Advertising (\$2,150 to \$4,000)

## **Comprehensive Background Check**

Background checks/Executive Due Diligence Services, are typically conducted on the lone finalist, as selected by the Board. The comprehensive cost from a third-party professional firm (per candidate)

\$1,100 to \$1,950

# SUPPORTIVE **TRANSITION** PHASE

## MEET WITH APPOINTED SUPERINTENDENT AND BOARD:

- ◆ Debrief Process and Assist Transition
- ◆ Associates are available for informal mentoring and support after placement

## HYA OFFERS OPTIONAL TRANSITION SERVICES:

- ◆ Leadership Coaching
- ◆ Board Governance Workshops
- ◆ Goal Setting and Evaluation
- ◆ Strategic Planning



[Transition Services Linked Here](#)

# TIMELINE OPTIONS

TENTATIVE TIMELINE #1	ACTIVITY
After search firm is hired/contract signed	The HYA Team will meet with the Bloomfield Hills District School Board to plan the search and determine the process, finalize timeline, etc.
Mid-May through Mid-June, 2023	Post position on HYA site and other sources & Network with other HYA Associates National and regional advertising and marketing Accepting applications and recruiting
Mid-May, 2023	Individual interviews with Board members (phone)
Mid to late May, 2023	Stakeholder interviews/focus groups/forums
Ongoing as HYA receives applications	HYA screening interviews/vetting
Mid-May, 2023	Open HYA digital survey to all stakeholders
Late May, 2023	Close HYA digital survey
Early June, 2023	Presentation of <i>District Leadership Profile Report</i>
Mid-June, 2023	Presentation of slate to Board and interview workshop
Late-June, 2023	Board first round interviews Board meets to identify semi-finalists
Early July, 2023	Finalists Day in the District
Late July, 2023	Board conducts final interview(s)
Late July, 2023	HYA third-party background check
Early August, 2023	Superintendent's hiring approved and announced
August 15, 2023	Superintendent contract formally begins

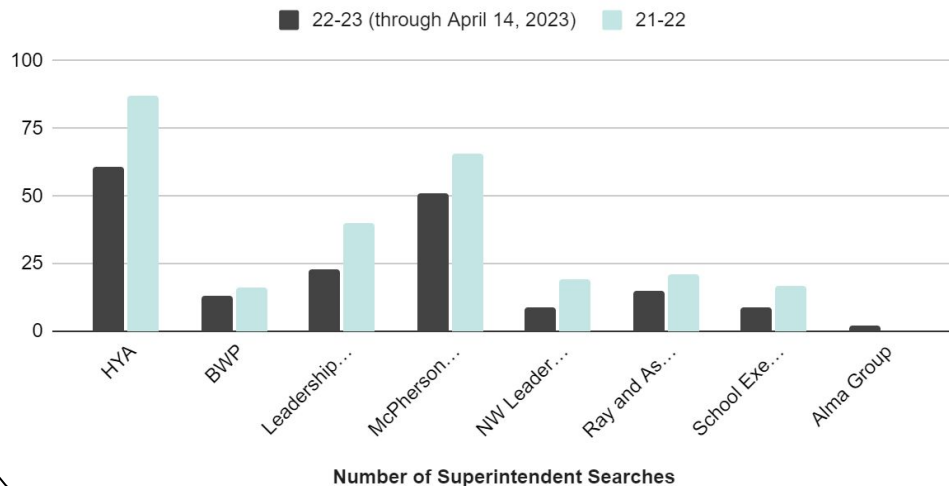
TENTATIVE TIMELINE #2	ACTIVITY
After search firm is hired/contract signed	The HYA Team will meet with the Bloomfield Hills District School Board to plan the search and determine the process, finalize timeline, etc.
July, 2023	Individual interviews with Board Members (phone)
September, 2023	Stakeholder interviews/focus groups/forums
September 18 through October 31, 2023	Post Position on HYA website and other sources Accepting applications and recruiting Network with other HYA Associates Advertising and marketing
Ongoing as HYA receives applications	HYA screening interviews/vetting
Mid-September, 2023	Open HYA digital survey to all stakeholders
End of September, 2023	Close HYA digital survey
Early October, 2023	Presentation of District Leadership Profile Report
Early November, 2023	Presentation of slate to Board and interview workshop
Mid November, 2023	Board first round interviews / Board meets to identify semi-finalists
End of November, 2023	Finalists Day in the District
Early December, 2023	Board conducts final interview(s) and HYA third party background check
By the end of December, 2023	Superintendent's hiring approved and announced
July 1, 2024	Superintendent contract formally begins

Timeline one offers an expedited search for a 2023 start date. Timeline two shows placement of an interim and a 2024 start date.

# WHY

22-23 (through April 14, 2023) and 21-22

Superintendent Searches Using Search Firm



- HYA Website lists **22** current HYA Led Searches from 13 different states, and **145** additional searches from all over the U.S.
  - Michigan Leadership Institute lists **5** current searches on their website (all MI Districts)
  - Michigan Association of School Boards list **2** current searches (all MI Districts)
- According to market research, HYA completes the highest number of searches per year and has the lowest superintendent turnover rates of any of our competitors.
  - 94% of superintendents placed in the last 10 years stay the full term of their first contract

## Richie's Track Record

- Led or assisted in 25 searches.
- **All** candidates hired are still serving in the positions for which they were hired.



# QUESTIONS?

We wish you all the best on your search and we hope to be working with you!

**Dr. Mike Richie, HYA Vice President**

**Email: [mikerichie@hyasearch.com](mailto:mikerichie@hyasearch.com)**

**Cell: 715-891-1816**

**Dr. Sarena Shivers, HYA Associate**

**Email: [sarenashivers@hyasearch.com](mailto:sarenashivers@hyasearch.com)**

**Cell: 734-589-5119**