SUPERINTENDENT SEARCH PROPOSAL
Bloomfield Hills Schools

MLI Search Consultant
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Michigan Leadership Institute

The Michigan Leadership Institute (MLI), one of the most experienced and successful executive search firms in Michigan, is pleased to offer a unique and comprehensive search proposal for Bloomfield Hills Schools. In partnership with MLI, Bloomfield Hills Schools can benefit from the expertise of MLI in your superintendent search. Our unique partnership would offer:

- A superintendent search using MLI’s proven methodologies and facilitated by MLI Regional President John Silveri, with full support from the entire MLI team;
- The extensive outreach, networking, and marketing of MLI and all MLI Consultants; and
- Ongoing support for your Board of Education and Superintendent.

Michigan Leadership Institute Profile

Michigan Leadership Institute is a Michigan-based business, which focuses on meeting the needs of Michigan school districts. Our mission is to make Michigan’s communities better places to learn and live by developing, deploying and supporting outstanding and inspirational local public leadership.

MLI was founded in 1998 by Dr. Timothy Quinn who served as President of the organization until 2008 when Dr. Michael Wilmot became President/CEO. In 2018, Genesee Intermediate School District assumed ownership and operations of Michigan Leadership Institute, under the direction of Dr. Steven Tunnicliff - appointed Superintendent of Genesee Intermediate School District in July 2021. In September 2021, Dr. Lisa Hagel was appointed Executive Director of Michigan Leadership Institute.

Michigan Leadership Institute values and practices diversity, equity, and inclusion in our organization, our professional development opportunities, and search practices. MLI does not engage in, nor do we support, discrimination of any kind in our business practices, professional development opportunities, or executive search facilitation. It is our belief that an effective leader is ethical, trustworthy, accountable, and epitomizes integrity – qualities that have no racial, ethnic, gender, or cultural boundaries. Further, the Michigan Leadership Institute recognizes the important role of cultural competency for all educational leaders, integrating this important skill into our Superintendent Preparation Series (MLI SUPES Academy). Moreover, the Michigan Leadership Institute recognizes the value in developing high-quality and diverse superintendent candidate pools, and thus we maintain membership in the American Association of School Administrators (AASA), the Association of Latino Administrators & Superintendents (ALAS), and the National Alliance of Black School Educators (NABSE). Lastly, as the Michigan Leadership Institute is owned and operated by the Genesee Intermediate School District, we adhere to all organizational practices and policies, including those associated with diversity, equity, and inclusion.

We believe that the children and communities of Michigan are best served by ethical, competent and sustained leadership in our public schools. Consistent with our mission, we acknowledge that strong leadership for any school system is dependent upon the effective and ongoing development of educational leaders—thus we are in our 23rd year of providing leadership to aspiring superintendents through our MLI SUPES Academy. In addition, we recognize that each school district is unique and that matching the needs of...
the district with the skills and attributes or their next superintendent requires an understanding of the
district and community—thus we employ Regional Presidents that are keenly aware of their respective
regions and dedicate the time necessary to listen and identify the unique needs of their districts in order to
find the best “fit” for their next superintendent. Lastly, as former superintendents, our entire MLI Team
understands the challenges of the superintendency and the need for ongoing collegiality and support—thus
we commit to supporting your newly hired superintendent over the course of his/her first year, beginning
with a governance workshop with the Board of Education and its new leader.

Our philosophy as an organization is one of service to children and communities by providing
comprehensive and ongoing services to schools across Michigan—to develop, deploy and support
outstanding leaders.

We are guided by the following principles:

- **The Calling** - The calling to leadership is an internal calling and a prerequisite for outstanding
  leadership.
- **Mastery** - Continuous pursuit of mastery in the physical, social/emotional, and intellectual aspects of
  oneself expands a leader’s strength and effectiveness.
- **Service** - Outstanding leaders define themselves and grow by viewing leadership as service to others.
- **Trust/Integrity** – Honest and open communication is integral to building and maintaining a trusting
  relationship.
- **Competence** – High quality performance and competence depend on clear articulation of desired
  outcomes and processes for continuous improvement.

The Michigan Leadership Institute is proud to have a well-founded reputation as the foremost provider of
high quality, research-based leadership services in Michigan. Since 1999, we have conducted over 470
successful superintendent/organizational leader searches across the state of Michigan on behalf of K-12
school districts, ISDs and ESDs, Middle Cities Association, the Michigan Department of Education, colleges
and other non-profit organizations.

MLI has an extensive network of contacts for recruiting top quality candidates for its searches. Superintendents who have been appointed through the MLI search process have demonstrated outstanding
leadership and longevity. We attribute this success to our intentional efforts to present candidates that best
match the goals, vision, and values of the school districts/organizations.

By virtue of the many searches conducted and a concerted effort to understand and implement searches in
compliance with all applicable laws and regulations, Michigan Leadership Institute can help avoid pitfalls
and/or errors with respect to these requirements.

Michigan Leadership Institute offers a wide range of professional services that support school district
leadership teams including: Executive Searches, Board Governance, Strategic Planning, Facilitated
Evaluations, Negotiations Support, Facilities Utilization Projects, Superintendent Mentoring, Aspiring
Superintendent Preparation (MLI SUPES Academy), and specific Program Reviews. Approximately one fourth
of the current Superintendents in Michigan are graduates of the MLI SUPES Academy.

Michigan Leadership Institute also partners with Hulings & Associates to offer personality and behavioral
assessment services by credentialed professionals to provide organizations with the “best fit” profiles on
candidates. This service is available for an additional $2,000 for up to four candidates, and $500 for every
individual thereafter. Hulings & Associates will work with MLI and Bloomfield Hills Schools to determine the
most appropriate time of the assessments to be conducted and result profiles will be delivered to the Board
of Education to assist in the selection process.
Why Select Michigan Leadership Institute as your Professional Search Partner?

- We have a proven record of accomplishment for highly successful search process management and placements that are successful in their new positions.

- We thoroughly check applicants’ backgrounds prior to presenting to you and as the process progresses, so you will have no “surprises” during the final stages of your search process.

- We work in close partnership with the Board of Education throughout the search, customizing the search activities to meet the District’s unique needs and remaining readily available and responsive throughout the process.

- We ensure that the process is both transparent, with clear and open communication, and inclusive, engaging stakeholders throughout to provide input and feedback to the Board.

- We provide a board/superintendent orientation workshop after the new leader is on the job to help get the relationship off to the right start.

- We provide ongoing support to your new leader during his/her first year on the job.

- We are highly sensitive to confidentiality issues and very experienced with meeting the requirements of the Michigan Open Meetings Act and FOIA.

- We utilize our extensive leadership networks to attract a strong and diverse candidate pool.

- We provide the highest quality professional services at a good value.

- The cost of an unsuccessful or ineffective search will far exceed the price of a Michigan Leadership Institute search both in dollars and in impact on students and community.

- Executive leadership is our business and our specialty, as our mission statement, *developing, deploying and supporting outstanding leaders* attests to. We have a tremendous amount of expertise and experience with superintendent searches (deploying), but we are adept at developing and supporting district leaders as well. There is no organization better suited or better prepared to identify and recruit outstanding candidates, facilitate a successful search process, and continue to support your Board and your new leader once the new superintendent is in place than the Michigan Leadership Institute.
Search Process

Michigan Leadership Institute shall fulfill the scope of services as required by the Board of Education, as indicated by our search process:

The Planning and Preparation Stage
- Discuss and agree upon search activities and services to be performed.
- Establish search calendar customized to your district’s needs.
- Consult with the Board regarding compensation, benefits and other contractual provisions for the position.
- Consult with the Board, and with constituents as determined by the Board, to gather input regarding the organization's leadership needs. This step may include forums with staff, community members and others.
- Develop an organizational and community profile to identify the unique attributes of the community and the district.
- Prepare and agree upon the candidate profile and position announcement.

The Implementation Stage
- Place advertisements in state (as part of proposed fee) professional publications and online educational job posting sites, as well as national professional publications (for an additional fee), as approved.
- Develop an online position announcement; share with educational professionals and recruiting contacts.
- Make personal contacts to recruit top-quality candidates.
- Communicate with potential candidates.
- Screen applicants and help to identify potential candidates that best meet the profile established by the Board of Education.
- Contact candidates prior to presentation to the Board.
- Present all applicants to Board in closed session for consideration; Board will discuss and determine the candidates to be interviewed in open session.
- Conduct orientation on appropriate and successful interviewing techniques and preparation for district visitations if desired.
- Conduct reference checks.
- Prepare interview questions, attend all candidate interviews and facilitate board discussion and deliberation.

The Final Stage
- Communicate with unsuccessful candidates.
- Mediate employment agreement and/or provide contract/salary information to district, as desired.
- Facilitate orientation workshop with the new leader and the Board.
- Be on call to provide professional support and mentoring to the new leader as requested during his or her first year on the job.
As part of the Search Process, MLI will assist with the development of an online position announcement and posting of the position announcement on Frontline (formerly Applitrack), the MLI website, and the MASA website. Jobs posted on the MASA MISTAFF site will automatically post to the following association job sites: MAISA, Michigan ASCD, MASSP, MASB, MEMSPA, and MSPRA.

At the Board’s request, MLI has the connections to advertise job postings on national sites such as AASA (The School Superintendents Association), the Association of Latino Administrators & Superintendents (ALAS), and the National Alliance of Black School Educators (NABSE), Education Week, and Indeed. The additional fee for national advertisement is $1,400.00 and is invoiced with the final installment of the service agreement.

The Michigan Leadership Institute is known throughout Michigan for its superintendent preparation program: MLI SUPES Academy. The SUPES Academy puts MLI in the unique position of developing and supporting aspiring superintendents. Nearly 800 aspiring leaders have completed this preparation program, including approximately 25% of the current superintendents in Michigan. Although intended as a program to develop the skills and attributes necessary for success in the role of superintendent, the SUPES Academy also serves as an opportunity for MLI to identify high-quality superintendent candidates. As such, the SUPES Academy establishes a diverse “pool” of candidates that MLI accesses when reaching out to prospective applicants. The fact that we have conducted over 470 searches in Michigan also serves MLI well in identifying top candidates.

Lastly, with Regional Presidents across Michigan, who maintain close ties to superintendents and other high-level leaders through our various services (strategic planning, leadership coaching, and governance workshops, to name a few), and our participation in MASA and other leadership organizations, we are able to develop and sustain a large and diverse network of current and aspiring leaders from which to draw upon when recruiting top candidates to a vacancy.

Our process for screening applicants includes a thorough review of all application materials, Internet searches, networking and conversations with viable candidates prior to the Board selecting those it wishes to interview. Once the interview field is discussed and established in open session, and the confidentiality of applicants is no longer an issue, we contact the references provided by the interviewees in addition to colleagues the interviewees have worked with and for. We often have the inherent benefit of having screened applicants previously during other searches. In all searches, MLI Regional Presidents consult with one another and share knowledge and information on all applicants throughout the process.

*Note: State-mandated background checks (fingerprinting), and requirements under PA 189 are the responsibilities of the employer and thus must be conducted by the district once a final candidate is selected.*
Proposed Search Timeline

Week 1: Meet with Board of Education to gather background, establish parameters of search, agree upon timeline and discuss qualifications and compensation

Weeks 2-3: Meet with Board and designated staff and community groups to develop candidate profile and organization/community profile; develop and approve position announcement and search brochure

Weeks 4-8: Post position, recruit and screen applicants, accept applications until 4:00 p.m. on agreed upon date

Week 9: Presentation of applicants and determination by Board of candidates to interview; selection of questions and preparation for first-round interviews

Week 10: Initial interviews conducted, stakeholder feedback collected; finalists selected

Week 11: Finalist interviews conducted, stakeholder feedback collected; finalists meet with stakeholder groups

Week 12: Board subcommittee visitation to finalist work sites or hosting of finalists for a district tour/community meet and greet, as determined by the Board

Week 13: Selection of preferred finalist; negotiation of agreement

Week 14: Appointment of new superintendent

Note: This timeline can be customized to meet your district’s needs.
MLI Search Facilitation

MLI searches are led by Search Consultants who facilitate the search and acts as the direct contact with the board, community, and candidates. All MLI searches are supported by the full team of MLI Regional Presidents and Search Consultants who collaborate on the search effort to ensure that the best-qualified candidates are brought forward for consideration. MLI Search Consultants are well equipped to both lead and support searches and have extensive experience in the Superintendent Search Process, enhanced by their own personal longevity and success in the role of Superintendent—a recognized strength of the Michigan Leadership Institute Team. Superintendent candidates often appreciate working with individuals who have served as a superintendent themselves and understand the challenges of the search process, the role of superintendent and the attributes of a high-functioning governance team.

The consultant facilitating your search:

**John Silveri, MLI Regional President for Southeast Michigan.** John Silveri’s career in public education included service to five Metropolitan Detroit area school districts as a teacher, counselor, principal, human resources director, assistant superintendent and superintendent. His 24 years as an administrator in Wayne, Oakland and St. Clair counties included almost 14 years in Allen Park Public Schools, five and a half years as Superintendent of Marysville Public Schools, and nearly five years as Superintendent of Waterford School District. Since his retirement, Mr. Silveri has assisted Birmingham Public Schools as its Interim Assistant Superintendent for Human Resources, Interim Deputy Superintendent and Interim Superintendent and Ferndale Public Schools as its Interim Deputy Superintendent for Human Resources.

Mr. Silveri has served as Chairman of a North Central Association visiting accreditation team and as a member of the Board of Directors of the Marysville Chamber of Commerce, the Waterford Coalition for Youth, the Detroit Metropolitan Bureau of School Studies and the Board of Education of the St. Clair County Intervention Academy. He has also served as President of the Wayne County Negotiators and Personnel Administrators Association and as President of the Rotary Club of Marysville. He was most recently a member of the Board of Directors of the Interfaith Leadership Council of Metropolitan Detroit.

Mr. Silveri holds a Bachelor of Science in Education degree from Central Michigan University, a Master of Arts degree in Guidance and Counseling from Eastern Michigan University, and an Education Specialist degree in Administration from Wayne State University. He is a graduate of the MASA Courageous Journey Program and the Michigan Leadership Institute Superintendent Preparation Series Academy.

Mr. Silveri has been the Michigan Leadership Institute’s Regional President for Southeast Michigan since 2015. During this time, he has supported various school districts with superintendent searches, strategic planning, grade level reconfiguration, board governance and leadership coaching. Mr. Silveri is a lifelong learner who stays abreast of current developments and trends in public education and continues to grow through his ongoing experiences with school districts and educators throughout Southeast Michigan and beyond.
Michigan Leadership Institute Staff

The following MLI Regional Presidents and Search Consultants will support your search:

Regional President for Southwest Michigan-Dave Killips. Retired Superintendent of the Chelsea Public Schools for 10 years and Superintendent of Reed City Schools for 5 years.

Regional President for Northern Michigan-Dr. John Scholten. Retired Superintendent of 23 years at Maple City-Glen Lake Community Schools (9 years) and the Public Schools of Petoskey (14 years).

Regional President for Central Michigan-Mr. Tim Stein. Retired Superintendent of Flushing Community Schools for 10 years; serving Fenton Area Schools, Grand Blanc Community Schools, and Flushing Community Schools for 33 years.

Associate Regional President for Southeast Michigan-Dr. William Weber. Served as teacher, assistant principal, athletic director, assistant superintendent, and superintendent during his 43-year career in education.

Consultant-Mr. Andrew Ingall. Retired Superintendent of Grand Haven Public Schools for nearly 7 years; served Chelsea School District for 15 years.

Consultant-Dr. Randy Liepa. Retired Superintendent of Wayne County RESA for 6 years; Superintendent of Livonia Public Schools for 12 years; 30-year career in education.

Consultant-Clarence Garner. Retired Superintendent for Grand Blanc Community Schools; more than 30 years in education as teacher, principal, personnel director, deputy superintendent, and superintendent.

MLI Search Consultant-Mr. Tom TenBrink. Tom has been in education for 44 years. He served Jenison Public Schools for 34 years – 18 years as the district’s Superintendent overseeing over 400 staff members and roughly 5,400 students sprinkled across eight buildings.

Consultant-Dr. Debbie McFalone. Former teacher, principal, and superintendent and facilitator of leadership training for superintendents, principals, and school boards.

Consultant-Teresa Weatherall Neal. Former superintendent of Grand Rapids Public Schools specializing in organizational growth, leadership development, and system-wide transformational change.

Consultant-Dr. Keely Mounger. Retired Deputy Superintendent for Genesee ISD; served as Superintendent for Westwood Heights Community Schools and Coleman Community Schools; over 30-year career in education as teacher, principal, executive director, deputy superintendent, and superintendent.

MLI Executive Director, Dr. Lisa Hagel. Dr. Hagel spent her 35-year career in education serving as elementary teacher, coach, elementary Principal, high school Principal, Curriculum Director, and local district Superintendent for 6 years. Dr. Hagel then served as superintendent at the Genesee Intermediate School District (directly serving approximately 9,000 students). She has earned multiple degrees from Central Michigan University, University of Michigan, and Eastern Michigan University. She earned her Doctorate degree from Walden University. Dr. Hagel has achieved numerous professional credentials and has served on numerous boards. Throughout her career, Dr. Hagel received many honors and awards such as the Educational Excellence Award, the Justus Prentice Award, and the Educational Discovery Award, just to name a few.
Proposed Search Plan

In the initial meeting with the Board of Education it is critical to determine the preferred method of communication. Typically, the Board President is the primary point of contact, with the Administrative Assistant to the Superintendent and Board of Education assisting with logistics (i.e., meeting times and locations) and the dissemination of messages and information.

This is an integral part of every search we conduct. Our primary direction is from the Board of Education. However, it is our practice to meet directly with various groups of stakeholders (staff members, parents, community members, and, if desired, high school students) to gather their recommendations in the process. We look to the Board of Education for guidance and input as to which specific groups of stakeholders it wishes for us to meet with directly. In order to seek input of the entire community, the Board may also choose to utilize an online survey of stakeholders, as provided by MLI, in addition to face-to-face meetings with stakeholder groups. We provide additional opportunities for involvement by encouraging and collecting feedback from stakeholders following every interview as well as from participants in stakeholder meetings with finalists. Staff and community engagement are areas of great experience and expertise for MLI, and a key to our success and yours.

Our goal is to make the process as easy as possible for the Board of Education, with the search consultant doing the heavy lifting and minimizing the workload of the Board and its District staff to as great a degree as possible.

Although rare, our most significant challenges have arisen when Boards of Education have chosen not to honor the process we all agree to follow at the beginning of the search process. In virtually every instance where the process was followed with fidelity, we have been highly successful.

We expect a commitment from all members of the Board of Education to be present and engaged throughout the process, and to honor the process.
Anticipated Fee Structure

Michigan Leadership Institute will provide exemplary services as outlined below in the process of conducting a search for the position of Superintendent. Specific services to be provided shall include the following:

1. Advise the board on parameters of the overall search process.
2. Establish a timeline of duties and responsibilities for the search process.
3. Facilitate meetings of the Board, faculty, staff, community members and other stakeholders as desired to assist in articulating the candidate profile and points of District pride for inclusion in the position announcement.
4. Develop and post a standard position announcement; recruit a qualified candidate pool.
5. Receive applications, communicate with candidates, conduct paper screen, check references, and analyze all applications relative to the profile developed by the Board of Education.
6. Present all applicants to the Board; facilitate the Board process of selecting candidates to interview.
7. Prepare the Board on interview process and protocols.
8. Attend all candidate interviews; solicit and collect stakeholder feedback.
9. Facilitate Board deliberation on choosing finalists and selecting its new leader.
10. Communicate with unsuccessful candidates.
11. Mediate employment agreement and/or provide contract/salary information to District as requested by the Board.
12. Facilitate orientation workshop with the new leader and the Board to develop mutual expectations and understandings, upon request within the first six months of the new superintendent’s tenure.
13. Be on call to provide professional support and mentoring to the new leader as requested during his or her first year on the job.

The above-noted services will be provided for $8,200.00 plus direct expenses not to exceed $800.00. Please note that the professional services and the professional fees may be modified and customized to suit your district’s needs.

Said fee covers all costs associated with the search including Michigan Leadership Institute staff time, development of position announcement, online job postings, marketing of the vacancy, and associated office expenses. Also included is an optional online survey, produced and analyzed by MLI, and hosted on the District website. MLI staff mileage will be billed to the District on an actual cost basis (at the current mileage rate issued by the IRS). If national advertising is desired, the additional fee of $1,400.00 will be invoiced with the final installment. An additional fee of $2,000.00 will be applied for Hulings & Associates services if desired by the District. Fees will be invoiced and payable in three equal installments: upon commencement of search, upon recommendation of candidates, and upon selection and appointment of the successful candidate. Expenses will be invoiced with the final installment.

MLI Search Guarantee: If MLI endorses the candidacy of the selected candidate and s/he chooses to leave the district for any reason other than personal health or the health of an immediate family member during the first year of employment, Michigan Leadership Institute will conduct the search for a successor for direct expenses only. This guarantee has been utilized only three times in the history of Michigan Leadership Institute.
SERVICE AGREEMENT
Bloomfield Hills Schools and Michigan Leadership Institute

By way of this agreement, Bloomfield Hills Schools does hereby contract with Michigan Leadership Institute to provide basic services as outlined below in the process of conducting a search for the position of Superintendent. Specific services to be provided shall include the following:

1. Advise the board on parameters of the overall search process.
2. Establish a timeline of duties and responsibilities for the search process.
3. Facilitate meetings of the Board, faculty, staff, community members and other stakeholders as desired to assist in articulating the candidate profile and points of District pride for inclusion in the position announcement.
4. Develop and post a standard position announcement; recruit a qualified candidate pool.
5. Receive applications, communicate with candidates, conduct paper screen, check references, and analyze all applications relative to the profile developed by the Board of Education.
6. Present all applicants to the Board; facilitate the Board process of selecting candidates to interview.
7. Prepare the Board on interview process and protocols.
8. Attend all candidate interviews; solicit and collect stakeholder feedback.
9. Facilitate Board deliberation on choosing finalists and selecting its new leader.
10. Communicate with unsuccessful candidates.
11. Mediate employment agreement and/or provide contract/salary information to District as requested by the Board.
12. Facilitate orientation workshop with the new leader and the Board to develop mutual expectations and understandings, upon request within the first six months of the new superintendent’s tenure.
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This agreement is hereby entered into by the parties thereto as set forth below:

____________________________________
Michigan Leadership Institute

Date

____________________________________
Bloomfield Hills Schools

Date

Board of Education
Attachment A

Search References

Highlighted searches facilitated by
Regional President John Silveri
| Adrian Public Schools                          | Constantine Public Schools                          |
| Allen Park Public Schools                     | C.O.O.R. Intermediate School District              |
| Alpena-Montmorency-Alcona ESD                 | Coopersville Area Public Schools                   |
| Anchor Bay School District                    | Crestwood School District                           |
| Beecher Community Schools                     | Crystal Falls-Forest Park Schools                  |
| Bedford Public Schools                        | Dearborn Heights District #7                       |
| Bentley Community Schools                     | Dundee Community Schools                            |
| Berkley School District                       | Edwardsburg Public Schools                         |
| Berrien RESA                                  | Farwell Area Schools                               |
| Birmingham Public Schools                     | Fowlerville Schools                                 |
| Branch ISD                                   | Fraser Public Schools                              |
| Brandon School District                       | Fremont Public Schools                             |
| Brandywine Community Schools                  | Gleaners Community Food Bank                       |
| Brighton Area Schools                         | Gladwin Schools                                    |
| Byron Area Schools                            | Glen Lake Community School                         |
| Caledonia Community Schools                   | Godfrey-Lee Public Schools                         |
| Camden-Frontier Schools                       | The Greenspire School                              |
| Cass City Public Schools                      | Greenville Public Schools                          |
| Cedar Springs Public Schools                  | Grosse Ile Township Schools                        |
| Charlotte Public Schools                      | Hillsdale ISD                                      |
| Clare-Gladwin RESD                            | Holly Academy                                      |
| Coldwater Community Schools                   | Huron Valley Schools                               |
| Coloma Community Schools                      | Ida Public Schools                                 |
| Colon Community Schools                       | Ionia County ISD                                   |
| Comstock Public Schools                       | Jenison Public Schools                             |

### Notes
- The list includes various school districts and public schools across Michigan.
- Each district or school is listed with its primary focus or location.
- Some organizations are marked with different colors for emphasis or categorization.
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<th>School/Association</th>
<th>District</th>
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<tr>
<td>Jonesville Community Schools</td>
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Van Buren Public Schools (Finance Dir.)
Watervliet Public Schools
Wayne-Westland Community Schools
West Bloomfield School District
West Shore ESD
Westwood Community Schools
Wolverine Community Schools