Helping to Find Your Next, Great Superintendent
The **MASB** Difference

- MASB is your organization, only serving Boards of Education
- Unparalleled support
- 700+ successful searches; track record of success
- National network and promotion
- Close working relationship with MASA, MAISA and other state education organizations
- High degree of process transparency
- Revelus application program has expanded national reach
Beholden Only to You

- Exist solely to serve boards of education
- Committed to helping boards find the appropriate candidate with a focus on longevity
- No obligation to place candidates
- Ever mindful of the laws and public perception
Assurances

‘No surprise’ guarantee
• Candidate backgrounds
• Communications with stakeholders

Satisfaction guarantee
• Quality of candidate pool
• Minimum of 1 year tenure

MASB will not actively recruit superintendents placed for at least 3 years.
Board Leadership

- Selecting a superintendent is arguably the most important decision a board of education will make.

- Effective, high functioning boards tend to have better outcomes related to superintendent search and selection.

- The clearer the picture of the type of leader a board is seeking, the easier it is for the search firm to find him/her.
The Search Process

- **Preparation**: Weeks 1-3
- **Recruitment**: Weeks 4-10
- **Interview**: Weeks 11-12
- **Decision**: Week 13
- **Support**: Ongoing
The Search Process

- **Preparation**
  - Weeks 1-3

- **Recruitment**
  - Weeks 4-10

- **Interview**
  - Weeks 11-12

- **Decision**
  - Week 13

- **Ongoing Support**

---

*Weeks 1-3 are for Preparation, Weeks 4-10 are for Recruitment, Weeks 11-12 are for Interview, Week 13 is for Decision, and Ongoing Support.*
Preparation

- Establish the search timeline
- Plan stakeholder engagement
- Develop a compensation range and length of contract
- Publish a preliminary posting
Bloomfield Hills Points of Pride

• The Bowers School Farm
• The Nature Center
• Model Center
• Visible Thinking Program
• International Baccalaureate Program
CUSTOMIZED DIGITAL BROCHURE

ELK RAPIDS SCHOOLS

The Board of Education for Elk Rapids Schools is in search of a new superintendent. This is only the beginning of an exciting chapter of the ideal candidate who will be added to a long list. We encourage interested applicants to review this application until the profile is posted.

Elk Rapids Schools is a Small School in a Big Community. Following a World of Opportunity, the main goal for the MASB is to be the leader in school reform initiatives.

We are looking for a leader who can communicate effectively and inspire us as a community. This leader must have a vision for the future of our district and the ability to provide leadership to our schools.

In return, Elk Rapids Schools offers a high-quality education for all students, excellent facilities, and a supportive community.

DISTRIBUTED DATA:

- Total Students: 1,250
- Accreditation
- Elementary
- Secondary
- Special Education
- Career

OFFICE STAFF:

- Human Resources
- Business Office
- Administration
- School Counselors

TO APPLY:

Email applications to: superintendant@els.org

APPLICATIONS DUE: AUG. 12, 2023

For more information, please visit elk-rapids.com

SEEKING:

SUPERINTENDENT

SALARY & BENEFITS

The Board of Education for Elk Rapids Schools is offering the following:

- A competitive salary
- Comprehensive health insurance
- Retirement benefits
- 401(k) plan
- Paid vacation and sick leave
- Professional development opportunities

REQUIREMENTS:

- A minimum of 3 years of superintendent experience

BOARD OF EDUCATION

Madison Alexander

14000 School Board

Applications due Aug. 12, 2023

DEADLINE & SELECTION:

Applications due Aug. 12, 2023

Search Committee will make recommendation to the Board by Sept. 15, 2023

APPLICATION TIMELINE:

- Application deadline Aug. 12, 2023
- Search Committee to interview applicants Aug. 19, 2023
- Final selected candidate to be announced Sept. 15, 2023

CONTACT:

Superintendent

14000 School Board

Email: superintendant@els.org

Phone: 906-265-2290

For more information, please visit elk-rapids.com

MICHIGAN ASSOCIATION of SCHOOL BOARDS
Stakeholder Engagement

- Online survey (anonymous)
  - Currently available in English, Spanish and Arabic, additional languages can be added if necessary
- Face-to-face focus groups
  - Provides context for the Board to define selection criteria.
- Feedback forms after 1st interview
  - Helps to inform the Board’s decision-making and provides insight into potential questions for 2nd round interviews.
  - Suggest interview questions-2nd Round
- Feedback forms after interviews
Recruitment

• In-state marketing (MASB, MASA, MIStaff)
• District website & social media
• Recommendations from Board Members
• National marketing
• Revelus Application Platform
• NASS, National Affiliation of Superintendent Searchers
Recruitment

• Vetting Applicants by Search Team
• Review of application materials to determine match with selection criteria
• Phone calls with applicants
• Discreet inquiries
• Networking with other MASB search consultants
The Search Process

1. **Preparation** (Weeks 1-3)
2. **Recruitment** (Weeks 4-10)
3. **Interview** (Weeks 11-12)
4. **Decision** (Week 13)
5. **Ongoing Support**
Interviews

• Selection of Candidates for Interview
• Compliance with the Open Meetings Act
• MASB believes in the process unfolding in public
• Board Members will receive materials submitted by all applicants, along with a list of candidates who most closely match the Board’s Selection Criteria
• Candidates are discussed by number, not by name
• Candidate names are made public once an interview has been accepted
• Only after first-round interviews can Board Members make reference calls
Interviews

First Round Interviews

• Held during a Board meeting in Open Session
• MASB will recommend but the Board will determine interview questions.
• All candidates get the same first-round questions.
• Audience members will have an opportunity to provide written feedback prior to Board deliberation.
Interviews

Second Round Interviews

• Board Members will have the opportunity to make reference and background calls between first and second round interviews.

• Candidates should be provided an opportunity to tour facilities. A public “meet and greet” should be facilitated.

• The interview may begin with a presentation by the candidate.

• Interview questions should be specific to the individual candidate.

• Audience members will have an opportunity to provide written feedback prior to Board deliberation.
The Search Process

- **Weeks 1-3**: Preparation
- **Weeks 4-10**: Recruitment
- **Weeks 11-12**: Interview
- **Week 13**: Decision
- **Ongoing Support**
Decision-Making Phase

• Action item “to begin negotiations...”
• Two Board Members meet with candidate to work out a contract
• Formal Board adoption of contract
The Search Process

- **Weeks 1-3**: Preparation
- **Weeks 4-10**: Recruitment
- **Weeks 11-12**: Interview
- **Week 13**: Decision
- **Ongoing Support**
Ongoing Support

- Follow-up workshop on Roles & Responsibilities and Goal & Expectation Setting
- Area Representative Program
- Price Break on Facilitated Evaluation
THANK YOU!