



*Board of Directors  
February 18, 2021*

*NWLA Team Presentation*

*Dr. Wayne Robertson  
Mr. Mark Venn  
Dr. Tom Rockefeller*



*Tomorrow's Leaders Today*  
**Northwest Leadership Associates**



*“Superintendent and Administrative Recruitment Services for Public Schools”*

## *Our Mission*

*“Our mission is to assist school districts in recruiting, screening and selecting superintendents and administrators and provide consultant services in team building, school board development, strategic planning and management reviews.”*



## *Our Background and Experience*

- Northwest Leadership Associates founded in 1999.*
- NWLA has eleven experienced associates; all with previous superintendent experience*
- 155 years of combined superintendent experience*
- Over 300 superintendent searches in the past twenty years*
- Assisted districts with student enrollments ranging from 50 to over 20,000*
- Extensive experience in Washington, Oregon, Idaho, Montana; as well as work in other states*



## *Stanwood-Camano School District Search Team*

### ***Dr. Wayne Robertson***

*- Former superintendent of the Edmonds, Lakewood and Conway School Districts*

### ***Mr. Mark Venn***

*-Former superintendent of the Sedro-Woolley School District*

### ***Dr. Thomas Rockefeller***

*-Former superintendent of the Mead and Pullman School Districts*

# Our People

**Dr. Dennis Ray, President of NWLA**

*-Former superintendent of the Walla Walla and Northshore School Districts*

**Mr. Sergio Hernandez**

*-Former superintendent of the Tekoa, Freeman and Kahlotus School Districts*

**Dr. Glenys Hill**

*-Former superintendent of the Kelso and Deer Park School Districts*

**Mr. Mark Hottowe**

*-Former superintendent of the Ocean Beach and Battle Ground School Districts*

**Dr. James Howard**

*-Former superintendent of the Davenport School District*

**Dr. William Jordan**

*-Former superintendent of the Walla Walla, Kelso School and Prescott Districts*

**Dr. Roger Rada**

*-Former superintendent of the Nestucca Valley and Oregon City (OR) School Districts, North Franklin School District*

**Dr. Wayne Robertson**

*- Former superintendent of the Edmonds, Lakewood and Conway School Districts*

**Dr. Thomas Rockefeller**

*-Former superintendent of the Mead and Pullman School Districts*

**Dr. Pam Veltri**

*-Former superintendent of the Medical Lake School District*

**Mr. Mark Venn**

*-Former superintendent of the Sedro-Woolley School District*



*NWLA Successful Searches in the Northwest WA Area (last 5 years):*

2020 - Mount Vernon, Anacortes, Enumclaw, Puyallup

2019 – Lakewood, South Kitsap

2018 – Mount Baker, Conway

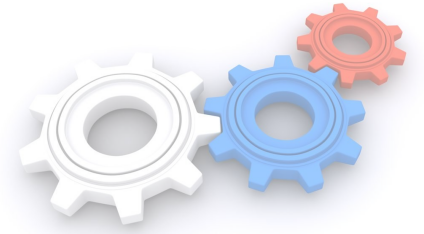
2017 – La Conner, Concrete, North Kitsap

2016 – Arlington, Snohomish, Edmonds, ESD 189





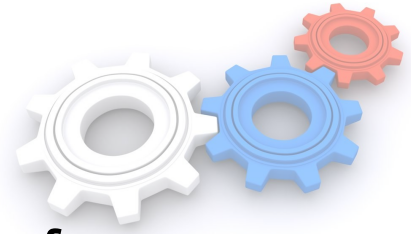
# Our Process



- Conduct online survey, bi-lingual as needed, of stakeholders to solicit the qualities and qualifications that should be sought in the next superintendent*
- Conduct focus group sessions with staff and community in Spanish and English to identify key challenges the district will need to address under the leadership of the next superintendent*
- Work with the Board to develop a leadership profile based upon the strengths and needs of district*
- Actively recruit candidates for each position based on leadership profile*

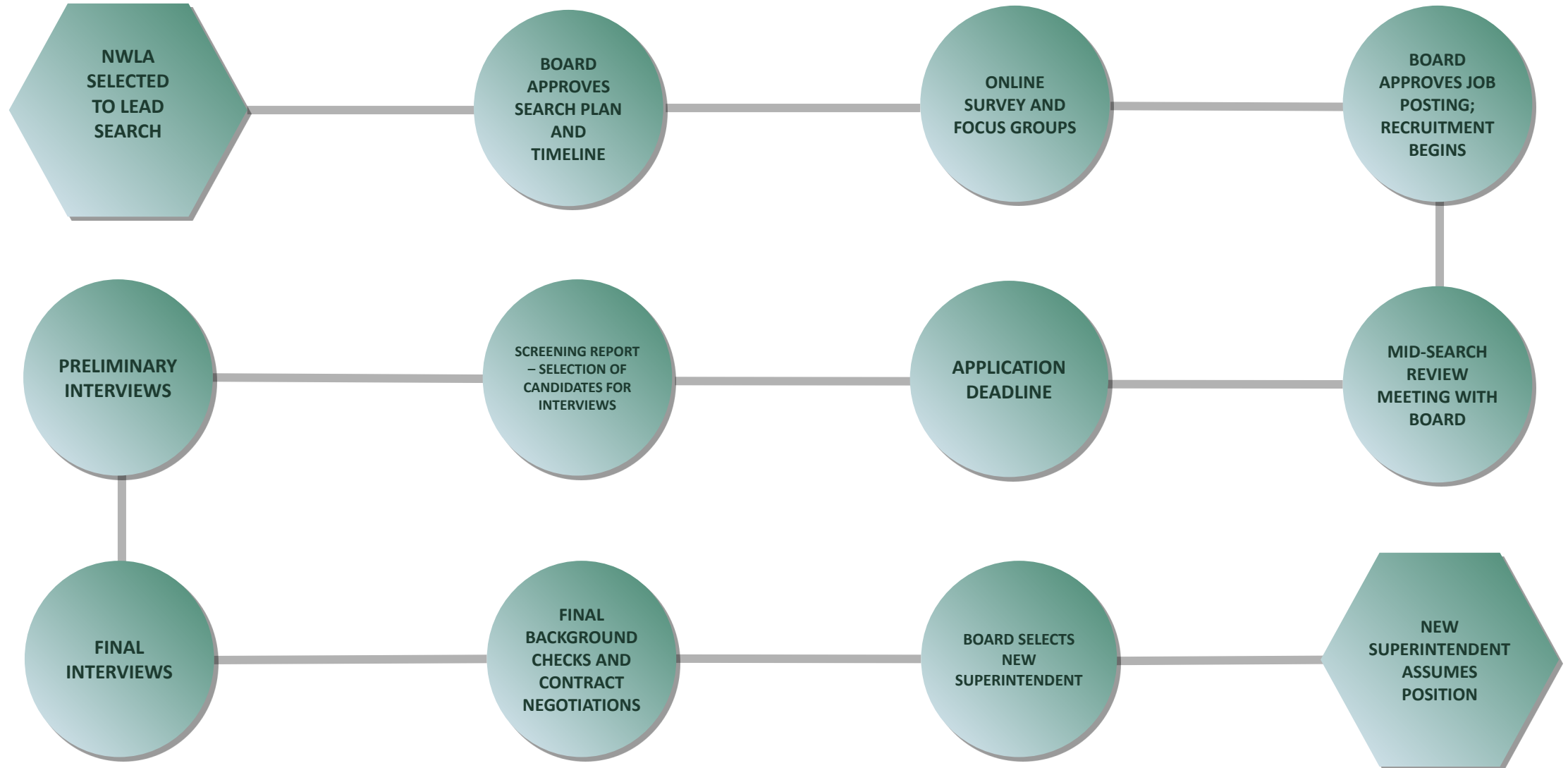


# Our Process



- *Conduct preliminary reference checks on each candidate with those references identified by the applicant and through our broad regional and national network of contacts*
- *Provide a comprehensive screening report to the Board on all candidates that apply*
- *Facilitate an interview process that meets the Board's need for appropriate community and staff involvement while maintain Board's decision-making responsibility*
- *Assist with contract negotiations with new superintendent and follow-up communication with unsuccessful candidates*

# Superintendent Search Flow Chart



## *Our Strengths*

- Extensive Network of consultants and contacts throughout the Northwest and Nation*
- Proven process that provides appropriate involvement of stakeholders*
- Productive, effective and aggressive recruitment of candidates*
- Unquestioned integrity in representing the Board of Directors at all times, but treating all candidates with fairness and respect*
- Extensive regional and national network*
- Record of success*
- Take extreme pride in our work and care about school districts*

## Our Guarantee

*- If the selected candidate leaves or is terminated during the first two years of his or her employment, Northwest Leadership will conduct a second search for no additional fee*



## ***Five Reasons to Use NWLA When Hiring School District Superintendents***

*There are many reasons to use Northwest Leadership Associates when hiring your next superintendent. Here are five major factors to consider:*

- ***Efficiency***

*Doing a search for a school district superintendent can take a significant amount of staff time.*

- ***Confidentiality***

*Both District and candidate(s) know they can make discreet, confidential inquiries without compromise.*

- ***Active Recruitment***

*We can actively recruit individuals that it might not be proper for you to approach.*

- ***Communication Is Key***

*Maintaining communication with interested, but not committed, candidates is often the key to securing their application.*

- ***Information Is Power***

*Other districts are understandably reluctant to share critical information about a current superintendent with another district, for fear it might be made public. NWLA's reputation allows us to obtain that information.*



# MARK J. VENN

## NORTHWEST LEADERSHIP ASSOCIATES

- ☐ (360) 770-2182
- ☐ [m.venn@superintendentsearch.com](mailto:m.venn@superintendentsearch.com)
- ☐ 13137 Buchanan Lane | Mount Vernon, WA  
98273

## PROFESSIONAL HISTORY

- 2004 – 2013 Superintendent, Sedro-Woolley School District
- 2001 – 2004 Assistant Superintendent, Mount Baker School District
- 1994 – 2001 Principal, Nooksack Valley High School, Nooksack, WA
- 1972 – 1994 Various teaching and building level administrative positions

## EDUCATION

- Superintendent Certificate Washington State University (2000)
- Principals Certificate State of Washington (1993)
- Masters in Education Western Washington University (1991)
- Bachelors of Arts Western Washington College (1972)

## PROFESSIONAL RECOGNITION AND AWARDS (SELECTED):

- ESD 189 Board of Directors (2013 – present)
- Skagit County Civil Service Commission (2017 – present)
- Rotary Paul Harris Award (2011)
- Award of Merit (2008 & 2013)
- Washington Association of School Administrators
- WIAA Executive Board (2008 – 2013)
- WASA Region 108 President (2007- 2008)
- Washington Association of School Administrators – Region 108



# WAYNE ROBERTSON

## NORTHWEST LEADERSHIP ASSOCIATES

- (425) 238-5358  
[w.robertson@superintendentsearch.com](mailto:w.robertson@superintendentsearch.com)
- 14024 2<sup>nd</sup> Avenue NW | Marysville, WA 98271

## PROFESSIONAL HISTORY

- 2009 - Present Faculty Member, Western Washington University
- 2004 - 2009 Interim Superintendent, Conway School District
- 1999 - 2004 Superintendent, Edmonds School District
- 1998 - 1999 Assistant Superintendent, Edmonds School District
- 1985 - 1998 Superintendent, Lakewood School District
- 1983 - 1985 Director of Personnel, Curriculum & Special Programs,  
Lake Stevens School District
- 1981 - 1983 Principal, North Lake School and Director of Special Programs,  
Lake Stevens School District
- 1976 - 1981 Director of Special Programs, Lake Stevens School District
- 1973 - 1976 Special Education Teacher & Work Study Coordinator,  
Pasco High School, Pasco, WA
- 1971 - 1973 Special Education Teacher, Park and Highlands Middle Schools  
Kennewick, WA

## EDUCATION

- Doctorate of Education, Policy, Governance, & Administration, UW (1989)
- Superintendent Credential, University of Washington (1983)
- Principal Credential, Central Washington University (1974)
- Master of Arts Degree in Education, Central Washington University (1973)
- Bachelor of Arts in Education, Central Washington University (1970)

## PROFESSIONAL RECOGNITION AND AWARDS

- Award of Merit (2002 & 1993), Washington Association of School Administrator
- Military Service Honors (1967-1969) United States Army

# Thomas J. Rockefeller

## NORTHWEST LEADERSHIP ASSOCIATES

- (509) 590-8453
- [Trockefeller@superintendentsearch.com](mailto:Trockefeller@superintendentsearch.com)
- □ 11417 N. Lloyd Charles Ln. | Spokane, WA. 99218

### PROFESSIONAL HISTORY

- 2006 – 2019 Superintendent, Mead School District
- 2000 – 2006 Superintendent, Pullman School District
- 1998 – 1999 Executive Director of C&I, Ridgefield School District
- 1992 – 1999 Principal, View Ridge Middle School, Ridgefield School District
- 1988 – 1992 Middle School Teacher, Ridgefield School District
- 1978 – 1988 Elementary Teacher, Ridgefield School District

### EDUCATION

- Ed.D., Ed Admin, Public Admin      Portland State University (1990)
- M.Ed., Curriculum and Instruction      University of Portland (1981)
- B.S.E., Elem Ed/Child Develop.      University of Kansas (1978)
- Superintendent's Endorsement      WSU (1998)
- Principal's Endorsement/Cert      Secondary, WSU (1991)
- Principal's Endorsement/Cert      Elementary PSU, (1985)
- Continuing Superintendent's Endorsement Training and Staff  
Development of 150 hours (4 reiterations)

### PROFESSIONAL RECOGNITION AND AWARDS (SELECTED):

- Adjunct professor, Washington State University (2002-2016)
- WIAA Superintendent's Advisory Council (2009-2019)
- Providence Hospitals Foundation Board (2007-2019)
- Greater Spokane Incorporated/Chamber Trustee (2007-2010)
- WASA Executive Board (2007-2017)
- President, Pullman Chamber of Commerce (2004-2005)
- Award of Merit 2004, 2005

**Stanwood-Camano School District**  
**Superintendent Search Calendar**  
**2020 – 2021**  
**Draft**  
**(Final to be approved by the Board)**

<b>February 19, 2021</b>	<b>Board approves search plan and timeline</b> <ul style="list-style-type: none"> <li>● Zoom meeting with Christina, Eric, Kellie and Ruth</li> </ul>
<b>February 24, 2021</b>	<b>Leadership profile survey on web</b> <ul style="list-style-type: none"> <li>● Provides for input from all stakeholders</li> </ul>
<b>March 3 and 4, 2021</b>	<b>Focus group meetings with stakeholders selected by Board</b>
<b>March 11, 2021</b>	<b>Focus groups report to board</b>
<b>March 12, 2021</b>	<b>Position on web site and other recruitment activities begin</b> <ul style="list-style-type: none"> <li>● Will post on WASA, WSSDA and other</li> </ul>
<b>March 19, 2021</b>	<b>Brochure completed and vacancy announcement emailed to 3000+ nationwide</b>
<b>April 8, 2021</b>	<b>Mid-search report / preparation for interview phase</b> (Work Session with board)
<b>May 7, 2021</b>	<b>Application deadline/ Online survey closes</b>
<b>May 13, 2021</b>	<b>Screening report to board</b> <ul style="list-style-type: none"> <li>● Executive session with board and NWLA consultants</li> <li>● Select 5-6 candidates to be invited for preliminary interviews</li> </ul>
<b>May 22, 2021</b>	<b>Preliminary interviews</b> <ul style="list-style-type: none"> <li>● 50 minute interviews with 10 minute break between</li> <li>● Questions to be developed by NWLA; reviewed and revised by board</li> <li>● Executive Session to determine finalists will be held following final interview to select finalists</li> </ul>
<b>May 25, 26, and 27</b>	<b>Final interviews</b> Schedule to be developed, but will include: <ul style="list-style-type: none"> <li>● Meetings with community and staff</li> <li>● Interview with superintendent candidate and board in Executive Session</li> <li>● Format to be developed by NWLA, and approved by board</li> </ul>
<b>May 28, 2021</b>	<b>Announcement of selected candidate</b> <ul style="list-style-type: none"> <li>● Final background checks completed</li> <li>● Contract negotiations completed</li> </ul>
<b>June 1, 2021</b>	<b>Contract to be offered</b> <ul style="list-style-type: none"> <li>● Regular board meeting</li> </ul>

	<ul style="list-style-type: none"><li>• Offer to be pre-negotiated by consultants</li></ul>
<b>July 1, 2021</b>	<b>Selected superintendent assumes position</b>



**Effective immediately: Regions in Phase 2 may hold in-person open public meetings.**

Dear School Directors,

Previously, the Governor's proclamations linked public meetings to business meeting requirements contained in the guidance for [Miscellaneous Venues](#), which prohibited all business meetings. There has been a change to [Miscellaneous Venues](#) guidance such that it now reflects the new phasing approach used by the Governor's Office.

Under this new guidance, business meetings continue to be prohibited in Phase 1 regions but are allowed in Phase 2, consistent with the requirements set forth in the guidance — meetings allowed up to 25% capacity or 200 people, whichever is fewer (excluding staff), with several safety measures that must be met.

Regards,

Abigail Westbrook, J.D.

WSSDA Director of Policy and Legal Services

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