

ORANGE COUNTY  
BOARD OF EDUCATION

AGENDA ITEM ABSTRACT

Meeting Date: February 11, 2013

AGENDA ITEM No. 13-02-10

ACTION ITEM: (Y/N) Y

SUBJECT: Work Session: Superintendent Search Services - N.C. School Boards Association

INFO. CONTACT: Donna Coffey, Allison Schafer PHONE: 919-732-8126

ATTACHMENTS: 1. January 22, 2013 Superintendent Search Letter from Allison Schafer.

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**PURPOSE:** The purpose of this agenda item is to provide the Board of Education information related to superintendent search services provided by the North Carolina School Boards Association.

**BACKGROUND:** Board Policy # 2005 School Superintendent Appointment states: 'The appointment of the superintendent is a function of the Board. It may seek the advice and counsel of interested individuals or of an advisory committee, and it may hire consultants to assist in selection. However, final selection shall rest with the Board after a thorough consideration of qualified applicants.'

NCSBA's superintendent search service provides professional assistance with this critically important school board responsibility. The fee-based services include: developing a proposed timeline, designing an application form, advertising for the position nationwide, sending out application packets to prospective candidates, collecting and duplicating application information, speaking with potential or actual applicants, helping with community and staff surveys, arranging interviews, checking references, ensuring the confidentiality of the process and generally helping the board with the process as they request.

**FINANCIAL IMPACT:** Projected cost for the search is \$20,000.

**RECOMMENDATION:** The Superintendent recommends the Board receive and discuss information related to the superintendent search services provided by the North Carolina School Boards Association. If the board is satisfied with the proposed search service, the Superintendent recommends the board approve the development of a contract with the North Carolina School Boards Association for such service.



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ALLISON SCHAFFER

*Legal Counsel/Director of Policy*

### **MEMORANDUM**

To: Members of the Orange County Board of Education  
From: Allison Schafer  
Re: Superintendent Search Services  
Date: January 22, 2013

This memorandum is in response to your request for information about how we might assist your board with a superintendent search to replace Patrick Rhodes, who will be retiring on June 30, 2013. First of all, we would be happy to come speak with your board about the superintendent search process generally. We have an informational booklet we can share with the board. That service is without charge as it is part of your membership in the Association. If you would like us to come, please let us know, and we will arrange that.

As you know, we also offer to contract with our member boards to assist in the administration of your search for a new superintendent. We would be delighted to assist your board with its process. We believe we provide an excellent search service at a very, very reasonable cost.

NCSBA has now provided superintendent search administrative services to 69 North Carolina school boards in the 14 years that I have been at the Association. Because many boards have chosen to use our services several times, we actually have helped with 109 searches across the state. We believe this repeat business clearly demonstrates a great satisfaction with the services we provide. Our number of completed searches also makes us the most experienced provider of superintendent search services in the state of North Carolina.

While we only assist school boards in our state, we do not confine our outreach to North Carolina applicants; we seek out qualified candidates from across the country. In fact, a number of the searches we have completed for North Carolina school boards in the last few years have resulted in the boards hiring strong candidates from outside North Carolina.

Administration of the searches is handled through the legal department at NCSBA. The cost for searches conducted during the spring of 2013 is \$14,500, plus any expenses incurred. The expenses generally include about \$740 in advertising costs (currently most advertising is free on the Internet); travel expenses for candidates the board wishes to interview; and anything greater than

incidental out-of-pocket expenses, such as large-scale copying (which usually ranges between \$300 and \$500, depending on the number of applications received and copied and the number of board members), the cost of any due diligence and background checking services, mileage for our staff, and meeting room and food costs.

We find our charges are significantly lower than what you would pay for searches conducted by private search firms. The final amount will vary depending on the number of out-of-state or distant in-state candidates you invite to interview and whether you decide to pay for those travel costs. We would anticipate your total bill being no more than \$20,000, unless the board decided to pay an unusual amount in travel costs for candidates.

Our service includes: developing a proposed timeline, designing an application form, advertising for the position nationwide, sending out application packets to prospective candidates, collecting and duplicating application information, speaking with potential or actual applicants, helping with community and staff surveys, arranging interviews, checking references, ensuring the confidentiality of the process and generally helping the board with the process as they request. Note that we do not get involved with the drafting and negotiating of the superintendent's contract for legal reasons. However, we can provide you and/or your board attorney with sample contracts from school systems around the state and share with you some of the problematic issues we have run into with these contracts. As we go through the search process, we stay in close touch with the board chair, or whoever is designated as the contact person.

I wanted to provide you a list of the school boards from across the state with which we have worked. We are currently working with the Randolph, Newton-Conover, Winston-Salem/Forsyth and Person boards. Within the last year, we assisted the Craven, Edgecombe, Hertford, Catawba, Union, Clinton City, Washington and Macon school boards with their superintendent searches. In the past, we have worked with your board, as well as the Alamance-Burlington, Anson, Beaufort, Bertie, Bladen, Brunswick, Burke, Cabarrus, Camden, Carteret, Chapel Hill-Carrboro City, Chatham, Cherokee, Cleveland, Cumberland, Currituck, Davie, Duplin, Durham, Granville, Halifax, Harnett, Hickory City, Iredell-Statesville, Johnston, Jones, Kannapolis City, Lee, Lenoir, Lexington City, Lincoln, Martin, Montgomery, Moore, Mooresville City, Nash-Rocky Mount, New Hanover, Northampton, Onslow, Pamlico, Pender, Person, Pitt, Richmond, Roanoke Rapids, Robeson, Rowan-Salisbury, Sampson, Shelby, Stanly, Tyrrell, Vance, Wake, Warren, Weldon City, Whiteville City and Wilson school boards. Note that three of the last five North Carolina Superintendents of the Year were candidates selected in searches we conducted for their respective boards.

We are also providing you with contact information for the chairs of some of the boards with whom we have worked so you may discuss our services with them if you would find it to be helpful.

The names and telephone numbers of some references are as follows:

Dean Arp, Former Chair  
Union County Board of Education  
Cell: (704) 242-3997  
Email: [dean@deanarp.com](mailto:dean@deanarp.com)

Ann Kent, Chair  
Edgecombe County Board of Education  
Cell: (252) 904-3927  
Email: [nemothernature@aol.com](mailto:nemothernature@aol.com)

Carr Ipock, Chair  
Craven County Board of Education  
& NCSBA Board of Directors  
Home: (252) 637-3322  
Email: [carr\\_ipock@hotmail.com](mailto:carr_ipock@hotmail.com)

Ed Hatley, Former Chair  
Lincoln County Board of Education  
Home: (704) 732-1510  
Email: [edandcindyhatley@gmail.com](mailto:edandcindyhatley@gmail.com)

Evelyn Bulluck, Chair  
Nash-Rocky Mount Board of Education  
& NCSBA President  
Home: (252) 442-8109  
Email: [evelynb2@embarqmail.com](mailto:evelynb2@embarqmail.com)

Joyce Spencer, Former Chair  
Catawba County Board of Education  
Cell: (828) 234-0395  
Email: [jdspencer@charter.net](mailto:jdspencer@charter.net)

Kathy Farren, Former Chair  
Moore County Board of Education  
Home: (910) 295-4656  
Email: [kathyfarren@nc.rr.com](mailto:kathyfarren@nc.rr.com)

Terry Renegar, Former Chair  
Davie County Board of Education  
Work: (336) 765-8327  
Email: [tr@efrcpa.com](mailto:tr@efrcpa.com)

Please feel free to speak with these folks or members of any of the boards with which we have worked. It is our experience that, by offering this service, NCSBA has been able to significantly reduce superintendent search costs to school systems while increasing the number of qualified applicants and the amount of service provided.

I will be happy to answer any questions you may have about our services or anything else that you may wish to discuss. If your board chooses to work with us, we welcome the opportunity. If not, we will be happy to support the board through its process in other ways as we can. Please let me know if you need any additional information as you consider your options.