

Gabriella Perruccio
Assistant Superintendent for Business
Rye City School District
555 Theodore Fremd Avenue, Suite B-101
Rye, New York 10580
via email: perruccio.gabriella@ryeschools.org

Dear Ms. Perruccio and Members of the Board of Education:

Thank you for the opportunity to present this overview of the services that Hazard, Young, Attea & Associates, (HYA) can provide to the Rye City School District in your search for a new Superintendent. Why is HYA exceptional amongst educational search firms? We believe it is due to the following factors:

NATIONAL REACH – LOCAL KNOWLEDGE: HYA has more experience in identifying quality educational executives than any other firm in the industry. The fact that it has assisted boards with successful selections in more than 1,600 searches with student enrollment ranging from less than 500 students to upwards of 640,000 is no accident. HYA's success is about people: our Associates, their extensive contacts, and the Boards we assist. We build relationships with each new search, expanding our reach and our record of success.

COMMITMENT to DIVERSITY: HYA commits to identifying, supporting, and placing school and district leaders of color and gender who have long been historically underrepresented in these posts. Many of our associates have served and/or currently serve as members of the Board of ALAS (Association of Latino Administrators and Superintendents), NABSE (National Alliance of Black School Educators), and their State affiliations. Candidates hired with HYA assistance are of varied gender, race, culture, ethnicity and religious background.

RESEARCH BASED COMMUNITY ENGAGEMENT: HYA gives you the option to gain in depth information from your community through a research-based survey that includes national norms. The survey identifies the goals, needs, and priorities of the school system to help better match a candidate's skills with the needs of the District and gives valuable information to the new leader on day one of employment. HYA understands that materials published to constituents must be detailed and clear; the survey report reflects that the superintendent search process is part of a disciplined approach that HYA has carefully designed over 35 years of executive search engagements.

EXPOSURE and ANALYTICS: HYA clients know that they are getting immediate exposure through the HYA Active Searches page which gets over 25,000 page views per month. In addition, HYA can provide analytics on your HYA Active Searches job posting including how many views your job has received, on what days, the average amount of time your posting was viewed etc. No other firm has the infrastructure to provide this data to their clients.

HYA has numerous options for our clients to customize their search to the District's and Board's specific needs and wishes.

Sincerely,
Dr. Susan Guiney, Associate
Caryn Shaw, Associate

Rye City School District



SUPERINTENDENT SEARCH PROPOSAL

November 2024

HYA | HAZARD
YOUNG
ATTEA
ASSOCIATES

Hazard, Young, Attea & Associates
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INTRODUCTION

Hazard, Young, Attea & Associates, (HYA) proposes to conduct a national search for talented and highly qualified candidates for the position of Superintendent of Schools for the Rye City School District (hereinafter referred to as District).

This document serves to clearly outline the specific services, deliverables, and costs proposed for the District.

FIRM INFORMATION

HYA has more experience in identifying quality education executives than any other firm in the industry. The fact that the firm has assisted Boards with successful selections in more than 1,600 searches with student enrollment ranging from less than 500 students to upwards of 640,000 is no accident. HYA began working with rural, urban and suburban school Boards 35 years ago in an effort to assist them in recruiting highly qualified candidates and finding a leader that is the right fit for the district. HYA's success is about people: our Associates, their extensive contacts, and the Boards we assist. We build relationships with each new search, expanding our reach and our record of success.

The large quantity of searches our firm conducts per year puts us at a competitive advantage. The search volume places our firm and its Associates in more frequent contact with potential candidates, many of whom may not be actively seeking employment but are then known to the Associates and can thus be recruited when or if an appropriate position arises. In addition to your local HYA team, clients have a network of 100+ Associates from throughout the United States who assist with the firm's mission to provide aggressive, thorough, and quality assistance to school Boards in need of identifying and recruiting highly qualified executives for superintendencies and other administrative positions.

HYA has been committed to engaging a diverse cadre of associates and candidates ever since it was established in 1987. Many HYA associates have served and/or currently serve as members of and Board of Directors of ALAS (Association of Latino Administrators and Superintendents), NABSE (National Alliance of Black School Educators) and other associations across the country. HYA is proud of the diversity of candidates hired with its assistance, including individuals of varied gender, race, ethnicity, culture, and religious background. HYA commits to identifying, supporting, and placing school and district leaders of color and gender who have long been historically underrepresented in these posts.

SCOPE OF SERVICES



Engage Phase

HYA takes great pride in its commitment to community engagement and thoroughness of the processes used to gather input. The firm has a strong reputation for deep and meaningful engagement through its stakeholder forums, community interest group meetings and individual interviews. HYA also employs a research-based survey tool that is customizable and available in world languages. There is a lot of science involved in crafting an effective and reliable survey; the resulting survey report is presented with disaggregated data by stakeholder group and identifies the goals, needs and priorities of the school system along with the desired characteristics of its next leader. The Community and Leadership Profile Report is sophisticated and immediately publishable for your community.

HYA has a history of successful virtual/video-based engagement. HYA has extensive experience and expertise conducting video interviews, focus groups, forums, meetings, candidate presentations, meet and greets, and community Q&A sessions. In addition, the firm has reported and presented to school Boards at public meetings and in closed sessions using the whole array of video platforms.

The Engage Phase is a disciplined and inclusive approach that seeks first to understand what the Board, students, staff, parents, and community members need and desire from their school district and Superintendent. HYA engages both internal and external stakeholders using virtual or face to face interviews, focus groups, forums, and surveys. The goal is to gather information from all stakeholders to identify the strengths of the district/community and current and foreseeable district/community challenges within a research-based framework to match the right leader with your school district.

Depending on the Board's selections for the Engage Phase, some of the most important deliverables include the following:

- Conduct a Planning Meeting with the Board and provide a summary of said meeting which will detail the timeline and steps of the search process and decisions made by the Board.
- Provide for up to four individual consultant days for interviews, focus groups, and/or town hall meetings to gather by zoom or in-person input from constituent groups as decided by the Board.
- Survey community constituents electronically and provide a report of findings.

- Present a *Leadership Profile Report* to the Board, and propose *Desired Characteristics* based on the data from the survey, interviews with the District and community representatives, and other material made available to the associates.



Recruit Phase

HYA uses a myriad of recruiting techniques to ensure all potential candidates are reached. Without spending a dollar on advertising, HYA clients know that they are getting immediate exposure through the HYA Active Searches page with over 25,000 page views per month. In addition, HYA provides analytics on your job postings including how many views your job has received during a specific period of time and the average amount of time your posting was viewed. No other firm has the infrastructure to provide this data to their clients.

HYA offers optional national and regional advertising packages. Given the volume of searches HYA conducts each year and our preferred pricing, our options provide our client districts national advertising packages at rates below what they could purchase in the marketplace. The costs are detailed in the advertising services schedule in the Signature Search Brochure.

In addition to national and regional advertising, HYA utilizes the firm's extensive national network of Associates. HYA Associates throughout the country are aware of outstanding Superintendents and aspiring Superintendents in their state and region and maintain close professional relationships with many educators and school district leaders who might be interested in making a job change or career move. HYA Associates have ongoing relationships with state and national superintendent organizations including AASA (The School Superintendent's Organization), ALAS (Association of Latino Administrators and Superintendents) and NABSE (National Alliance of Black School Educators).

Associates are kept informed of the searches the firm is conducting and we seek recommendations from them regarding candidates who fit the profile being sought for that district. The proof of our recruiting network and efforts is the fact that approximately two thirds of the candidates ultimately selected by Boards with whom we work were recruited for the position rather than applied or self-nominated. The deliverables during the recruitment phase include:

- Prepare and place advertisements as selected;
- Recruit and contact candidates utilizing national networks;

- Correspond with candidates regarding the search process, timeline, Leadership Profile Report and Desired Characteristics;
- Interview candidates;
- Conduct reference checks;
- Identify best qualified candidates;
- Prepare application materials of selected slate of candidates for Board consideration.

Reference checking is one of the most important tasks in the search process. We begin with the informal references of referrals for potential candidates. Once an individual moves to the level of a potential candidate through the application process or through recommendations and recruitment efforts, we begin our vetting process. This includes contacting the listed references on the application or provided by the candidate. While this step is necessary it is not sufficient as most candidates will provide references that will provide only highly favorable comments. We continue the vetting process by conducting comprehensive internet searches to review any public information regarding the candidates. HYA Associates conduct confidential reference calls to obtain deep insight on any candidate that would be recommended to the Board for consideration. Given our network of Associates and many professional relationships, it is likely that we know someone who either knows the candidate directly or knows someone who knows the candidate. These references often provide confidential, hard-to-obtain information about the candidate that is invaluable in determining whether to recommend the candidate to the Board.



Select Phase

When the Associates present a select slate of candidates to the Board, the number of slated candidates is determined by the Board during the initial planning meeting. HYA believes that the Associates are responsible for supporting the School Board in all phases of the search. This is particularly true during the interview process with the semi-finalists and finalists because the Board should be focused on assessing the candidates, not managing logistics. The Associates are available throughout the interview process and will facilitate a debriefing session after the interviews to discuss what the Board learned about the candidates. It is the Board's decision and sole discretion to hire or not hire a particular candidate and the Board takes responsibility for that decision.

Some of the specific deliverables during this phase include:

- Conduct the Interview Workshop and provide materials and protocols to ensure informative effective board interviews;
- Present a slate of candidates, the number of candidates to be determined by the Board with a recommendation from HYA;

- Schedule interviews for the Board with selected semi-finalists and finalists;
- Facilitate board discussion to narrow candidate pool after each round of interviews;
- Coordinate and provide optional third party, independent investigative background check(s) of candidates, as selected and paid for by the Board;
- Communicate with all unsuccessful candidates at the close of the search and the appointment of the new superintendent;
- Assist the Board in announcing the appointment of the new superintendent.

In preparation for the Interview Workshop the Associates will solicit questions, hypothetical situations and/or topics of interest, identified by the Board as desirable topics of discussion for the Board's initial round of interviews with the candidates. The feedback is used to develop an interview "script", which will be reviewed and revised during the Interview Workshop and later used by the Board for the first round of interviews. It should be noted that second round interviews are generally unscripted and designed to follow-up on topics and questions identified during the first-round interviews. Additionally, the Board may request portfolio materials, samples of correspondence or an activity for the finalists to complete to know the candidates better and to facilitate the decision making process. The Interview Workshop that takes place prior to the slate presentation, or in a separate advance session, is designed to prepare the Board for candidate interviews. It will include written guidelines and protocols to ensure informative and comprehensive interviews. The workshop is approximately one to two hours in length and will also cover the steps in the final stages of the search.

The Associates will facilitate each decision-making session of the Board, if desired. Such involvement permits more active engagement by all Board members in both the general search process and the specific dialogue regarding the candidate pool. In facilitating the decision-making process, HYA assists the Board in assessing the abilities of the respective candidates in relation to the criteria identified by the Board. HYA does not provide counsel relative to the Board's process for interviewing candidates. The Board will seek the advice from its attorney regarding the Board's process for interviewing candidates to comply with open meeting laws in their state.

Executive due diligence is recommended towards the end of the Select Phase, before any public announcement. Executive due diligence involves an investigative background check that may be conducted on the final preferred candidate. The investigative background check is conducted by an independent third-party entity and includes a review of criminal and civil court records, driving records, college degrees and university accreditations. The comprehensive package includes print and social media reviews.



Transition Phase

From placing over 1,600 leaders, HYA knows how critical the transition phase is for success and longevity. Some specifics include:

- Communicate with all unsuccessful candidates at the close of the search and the appointment of the new Superintendent.
- Hold a debriefing meeting with the new Superintendent and Board regarding information learned throughout the search process.
- Discuss other transition services to be considered by the Board and if desired, paid for by the Board.

THE SEARCH TEAM

HYA assigns an individual management team to each executive search that it conducts.

| HYA Associate | Cell Phone | Email |
|------------------|--------------|---------------------------|
| Dr. Susan Guiney | 914-584-2052 | susanguiney@hyasearch.com |
| Caryn Shaw | 908-229-7362 | carynshaw@hyasearch.com |

Daneyelle Martell, serves as Project Manager and can be reached at 847-250-7493 and daneyellemartell@hyasearch.com

Associates' Bios



Dr. Susan Guiney – Dr. Guiney holds a doctorate in Leadership from Columbia University and has over 35 years of experience working with high achieving school districts in the field of education. She successfully served as the Superintendent of the Mount Pleasant CSD for 10 years prior to her retirement into the private sector as a leadership consultant to individuals and organizations and to serve as an HYA Associate.

Dr. Guiney is passionate about learning and leadership. Throughout her career, which encompasses classroom and administrative experiences both in public and private schools, Dr. Guiney continues as a proponent of integrating leading edge brain research into pedagogical practices, learner centered environments and cultures, and the development of knowledge ecosystems, particularly in learning organizations. Dr. Guiney was named a Woman of Distinction by the New York State Senate and has received numerous accolades for her work. She serves on the Educational Advisory Board for STEER for Student Athletes in Westchester County. Dr. Guiney is an accomplished author, speaker and expert in the field.

As an HYA Associate, Dr. Susan Guiney has been part of executive searches in the New York Metropolitan area, particularly in Westchester County and on Long Island.



Ms. Caryn Shaw – Ms. Shaw is dedicated to enhancing educational experiences for both current and future students. As a former school board president and member, she actively contributed to various board committees, including leadership, finance and operations, curriculum, governance, communications, and strategic planning. She also played a key role in establishing a new committee focused on exploring race and racism. She is experienced in K-12 education oversight and brings a board member's perspective to her work at HYA.

With a business background and 20 years of board leadership in nonprofit organizations, Caryn offers a unique insight into board relations and governance. Her expertise extends to

nonprofit management, strategic development and partnerships, communications, grant writing and evaluation, and community service and engagement.

As an HYA Associate, Caryn has been part of executive searches in New York, New Jersey, and Pennsylvania.

REFERENCES

HYA's reputation for effectiveness and integrity is extremely important. The following references were chosen because the Board worked with the HYA Associates being proposed for the search or because the district has a similar demographic profile to your district. Our references will attest that phone calls from Board members and the Superintendent are picked up or returned immediately regardless of the time of day. Emails are returned in a matter of hours, and questions are answered in detail. Our team works for you and with you.

| District Name and State | Reference Name | Contact Information |
|--|--|--|
| Katonah-Lewisboro UFSD Cross River, NY* | Julia Haddock, Board President | 914-393-5551 jhadlock@klschools.org |
| Irvington Public Schools Irvington, NY* | Brian Friedman, Board President | 917-439-8746 © brian.friedman@irvingtonschools.org |
| Mamaroneck UFSD Mamaroneck, NY* | Ariana Cohen, Board President | 917-626-0707 © arianavcohen@gmail.com |
| Public Schools of the Tarrytowns Tarrytown, NY* | Michelle DeFilippis, Board President | 914-954-1721 © mdefilippis@tufsd.org |
| Ridgewood Public Schools** Ridgewood, NJ | Jamie Cangialosi-Murphy, Director of HR | 973-277-0029 © jmurphy@ridgewood.k12.nj.us |
| Cherry Hill Public Schools** Cherry Hill, NJ | Miriam Stern, Board President | 856-816-7114 © |
| South Orange Maplewood School District** Maplewood, NJ | Qawi Telesford, Board President | qtelesfo@somdsd.k12.nj.us |

* Searches conducted by Dr. Susan Guiney

**Searches conducted by Caryn Shaw

FEES

In consideration for Services, the District will pay to Hazard, Young, Attea & Associates:

- Consulting Fee for the search in the amount of \$26,800. This fee is due in two installments:
 - 50% will be invoiced upon execution of the contract/letter of agreement
 - 50% will be invoiced upon presentation of the slate
- All Associate expenses are included in this fee.
- Contracting Fee \$1000

Optional Additional Services:

| Service | Included in Fee | Optional Enhancements |
|--------------------------------|---|---|
| On-site/Virtual Associate Days | Four associate days in the District (up to 22 hours) interacting with the Board and/or community for: <ol style="list-style-type: none"> 1. Planning Meeting 2. Presentation of the Leadership Profile Report 3. Community engagement sessions 4. Presentation of the slate. *Two Associates in-district = 2 associate days, this does not apply to the planning meeting. | Additional on-site associate days may be arranged as selected and paid for by the Board. |
| Community Engagement | Interviews, Focus Groups, Town Hall Meetings, as decided by the Board. Survey and report of findings. Effective Superintendents White Paper. | Research-Based Survey, in English and Spanish, with Community and Leadership Profile Survey Report for \$2,000. Add customized questions up to 3 open-ended and 10 forced questions for \$1,000. Professionally translated (not Google Translate) survey in world languages for \$415 per language. |

| Service | Included in Fee | Optional Enhancements |
|------------------|--|---|
| Advertising | Advertising on HYA's Active Searches page (over 25,000 pageviews per month), K12JobSpot, and HYA's social media pages. | <p>HYA has designed advertising packages to maximize exposure for the vacancy. Options range from \$520 - \$6,650.</p> <p>See Advertising Services in the Signature Search Brochure for more details.</p> |
| Background Check | HYA Associates screen and conduct reference checks on candidates. | <p>HYA highly recommends executive due diligence by an independent, third-party on the finalist(s). The cost is \$1,100 or \$1,950 per candidate.</p> <p>The Board may decide to work with the District's counsel on the due diligence.</p> <p>See Due Diligence Services in the Signature Search Brochure.</p> |

Other Considerations:

If the Board chooses to reimburse candidates for travel for interviews, candidates will submit the expenses directly to the District for reimbursement.

HYA is a green corporation and provides all search materials online. If the Board requests hard copies of the materials, the District will be invoiced to cover the costs of any printing, binding and shipping of materials.

Recruitment for other positions: if the Board employs an HYA recruited candidate within one year of the close of the superintendent search, in addition to the position of Superintendent, 10% of the base salary will be due to HYA for the recruitment of said candidate.

To ensure confidentiality, the Board may consider interviewing candidates at an off-site/out of District location. The cost associated with this location is at the discretion of the Board.

TENTATIVE TIMELINE

This proposed Calendar is subject to the appointment date of HYA as the District's search firm and based on the successor superintendent starting **July 1, 2025**.

This draft is meant for illustrative purposes only and to assist with the planning process. HYA will develop a specific timeline with the Board of Education at the Planning Meeting. Please note that meetings can be scheduled in person or virtually.

Draft Calendar

| | |
|--|--|
| Appointment of Search Firm | November, 2024 |
| Planning meeting with Board | November/December, 2024 |
| Interviews and focus group meetings | December, 2024/January 2025 |
| Online Survey and Initial Job Posting | January, 2025 |
| Leadership Profile Report to the Board | January/February, 2025 Board of Education Meeting |
| Slate presented to Board | February, 2025 |
| Board initial Interviews | end of February/March, 2025 |
| Board Semi-finalists Interviews | March, 2025 |
| Board Selects Preferred Candidate | March, 2025 |
| Background Checks (3rd Party)/Negotiations | end of March/April, 2025 |
| Target for Public Announcement and Appointment | April/May, 2025 |
| Superintendent assumes Responsibilities | July 1, 2025 |

GUARANTEES

Fixed Price

Throughout the search process the Associates will be available to counsel with the Board about the search. We pride ourselves on the level of support and service we offer to the Board during this process and are available in person as well as via email, phone, and text. The Associates will assist the Board until the Board determines it has found the appropriate candidate for the position.

Client-Satisfaction

If the Superintendent departs from the position during the first year and a majority of the Board by vote is still in place, HYA will recruit new candidates for the Board at no additional cost barring travel, advertising and due diligence expenses. This applies to HYA slated candidates.

Price Match

HYA will agree to match the price of any competitive bid as long as the bid is for a comparable level of services and support (both time and process).

HYA looks forward to the possibility of working with the Rye City School District Board of Education and assisting with the selection of a new leader. Please contact HYA Associates Dr. Susan Guiney at susanguiney@hyasearch.com or 914-584-2052 and/or Caryn Shaw at carynshaw@hyasearch.com or 908-229-7362 with questions or requests for additional information.

HYA Corporation

909 W. Euclid Ave #926
Arlington Heights, IL 60006
hya@hyasearch.com
847-250-7261



Signature Search Process

HYA | HAZARD
YOUNG
ATTEA
ASSOCIATES

The HYA Difference

National Reach – Local Focus

Established in 1987, Hazard, Young, Attea & Associates (HYA) is one of the oldest and largest search firms having assisted more than 1,400 school boards select exceptionally talented leadership in school systems across the nation, large and small, urban and rural. HYA's reputation and experience make it one of the preeminent school search firms in the nation and a standard which others often emulate. HYA Associates are located across the country to conveniently serve clients and are thus uniquely qualified to bring local - as well as national - perspectives, knowledge, experience, and connections to each search.

Communication

Communication and organization are critical to successful searches. HYA uses web-based delivery systems that give our clients anytime, anywhere access to all documents regarding the search. Whether through a tablet, smart phone, laptop or desktop computer, the Board and the search Associates have confidential access to all information associated with the search in an organized, transparent, and timely manner.

Executive Oversight

Every HYA search has executive oversight by the HYA President and a project manager to ensure all details are carefully managed. HYA has professionally staffed offices, a technological infrastructure, and a staff of full-time employees. Our tech team serves as a resource to school districts for linking the online community survey and other search materials to their website. These resources make HYA capable of responding to requests in a very timely fashion.

Research Based

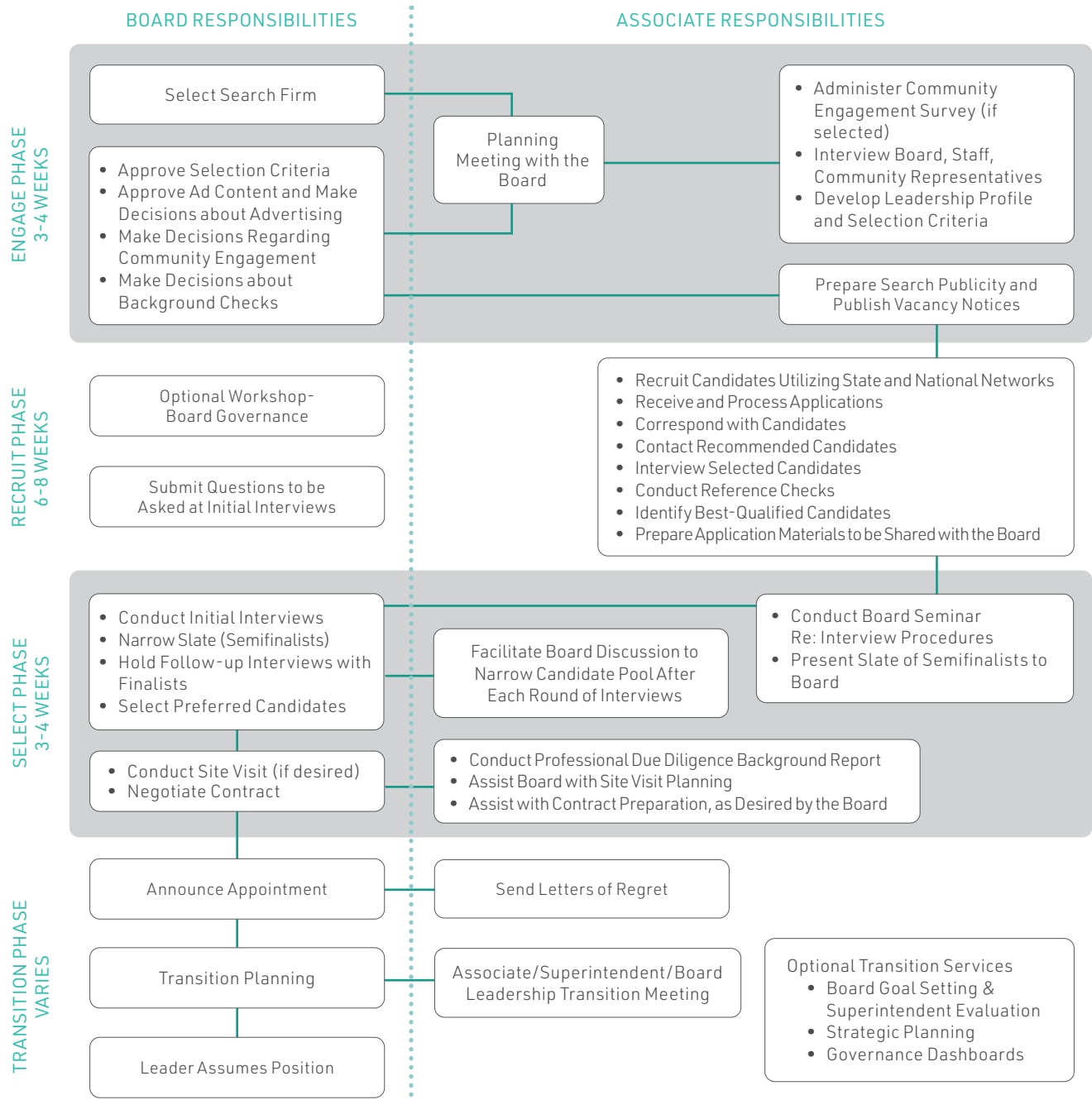
HYA has over 30 years of experience supporting school districts in improving student outcomes. HYA's community engagement process employ research-based approaches to identifying the goals, needs, and priorities of the school system along with the desired characteristics of its next leader. The Engage Phase was developed based on research on effective leadership. The resulting Community and Leadership Profile Report provides information on the current state of the District, essential information the Board will use in the selection process and the new leader can use day one of employment. Furthermore, by blending consulting, professional service, and technology, HYA offers transition services and an analytics infrastructure to help the Board and their new leader better understand the interrelationships among school functions, and the impact of decisions and expenditures on student outcomes.



More Than a Background Check – Executive Due Diligence

HYA offers comprehensive and expanded background checks completed by independent third-party investigators and includes an executive summary allowing for an analysis of findings, not simply dozens of articles and documents for Board members to read. The investigative procedures are comprehensive and thorough with a focus on the public school landscape - well beyond what constituents could produce through a simple internet search. This includes on-site research of primary source documents at relevant county court houses for civil and criminal record history. Additionally news and social media investigations provide a better understanding of a candidate's leadership style, public relations skills, and reputation.

HYA Signature Search Process





The Four Phases of HYA's Signature Search

The process outlined represents a prototypical search. Upon selection, the Associates will meet with the Board to discuss this process and modify it to meet the Board's unique needs. The following is a description of each phase in the search



Engage

The Engage phase consists of designing and planning a process of engaging the Board and stakeholders through interviews, online surveys (available in world languages), and focus groups. Information from these interactions assists the Board in developing a leadership profile and selection criteria that match the priorities of the community and that meet the unique needs of the local district. This disciplined, inclusive and research-based approach ensures all stakeholders have the opportunity to be a part of the search process and provides valuable feedback about the school district based on HYA's local research and professional understanding of the district's standing in the broader marketplace. Survey options are detailed on page 7 of this brochure.





Recruit

The Recruit phase consists of leveraging HYA's extensive national network of Associates and incorporating advertising strategies (as selected and paid for by the Board pursuant to pages 8 and 9 of this brochure) that results in the identification and recruitment of exceptionally talented leaders. HYA can also recruit non-traditional candidates, i.e. executives that have worked in business, military, private or public sector. HYA works in close partnership with state and national organizations with numerous Associates serving on those Boards.



Select

The Select phase consists of providing the Board with a slate of candidates that were interviewed by HYA Associates using the Leadership Profile established by the Board. HYA's Associates are committed to spending the necessary time and energy on the details to find the right candidates to bring to the Board. The search team then facilitates the Board interviews and appointment process including reviewing candidates' references. HYA's ability to gain important background information regarding candidates - beyond what appears on an individual's resume - is a unique and distinguishing characteristic of HYA, and is attributable to the integrity of the firm, Associates, and the vast networks of professional relationships built through years in the education field. A workshop on interviewing and construction of interview questions is facilitated by the Associates for the Board. Executive due diligence including formal background and media checks complete the Select phase (as selected and paid for by the Board pursuant to page 10 of this brochure).



Transition

The Transition phase consists of assisting the Board and new Superintendent to assure a successful transition. Appointing a new leader is the first step toward accomplishing organizational and student goals for success. Included in the search fee is a transition meeting with the new Superintendent and representative(s) of the Board regarding the information learned throughout the search process, in particular, the Community and Leadership Profile Survey. Additional transition services are available (as selected and paid for by the Board pursuant to page 11 of this brochure).

The Search Team

Presently, HYA is represented by Associates across the United States who assist with the firm's mission to provide proactive, thorough and quality assistance to School Boards in need of identifying and recruiting highly qualified executives for superintendencies and other administrative positions. HYA Associates bring extensive executive search experience and broad educational backgrounds to its practice. Through continuing involvement in school and university work, HYA Associates are aware of current educational issues and have strong relationships with educational leaders and opinion-makers in administrative leadership and management. HYA is committed to engaging a diverse and gender balanced cadre of Associates. Among HYA Associates are members of NABSE (National Alliance of Black School Educations) and ALAS (Association of Latino Administrators and Superintendents).

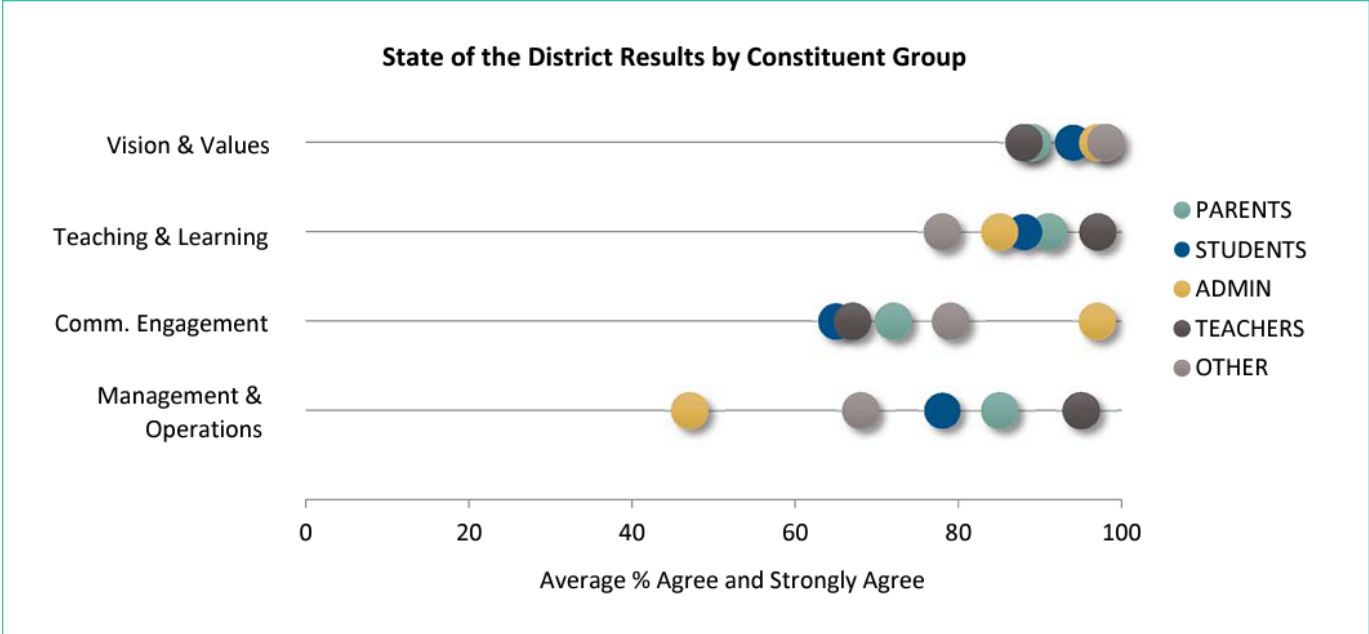
HYA assigns an individual management team to each executive search that it conducts. Associates assume direct responsibility for the search and coordinate the activities of all individuals engaged in the project. In addition to the Associates assigned to the search, all nation-wide Associates in the firm are tasked with identifying prospective candidates.

HYA has professionally staffed offices, a technological infrastructure and a full-time employed staff; thus, HYA is capable to respond to any request the Board may have on the Board's time schedule. Finally, each search has executive oversight by the HYA President and project manager to ensure no detail is overlooked. HYA's office staff, which is highly knowledgeable and pleased to assist at any time, is available to the Board from 8:00 a.m. to 5:00 p.m. CST, Monday through Friday.

HYA believes that communication and organization are critical to successful searches. Our delivery systems give the Board anytime, anywhere access to all documents regarding the search. The Board and its Associates can have confidential access to all information associated with the search in a cloud based, organized and timely manner.

Community and Leadership Profile Survey

HYA's online survey employs a research-based approach to identifying the goals, needs, and priorities of the school system along with the desired characteristics of its next leader. The survey was developed based on research on effective leadership. There is a lot of science involved in crafting a good survey questionnaire. HYA uses a multi-stage process to design, measure change over time, and report survey findings. The Community and Leadership Profile Report is a sophisticated executive report to publish for your community. Survey responses are summarized by area, constituent group, and disaggregated at the question level.



Pricing: \$2000
\$415 per language
\$1000 for customization - up to 3 open-ended questions and up to 10 forced-choice questions

Advertising Services

HYA Associates work with their clients to consider the many approaches to advertising vacant position(s). The HYA staff creates and coordinates all advertisements at the Board's direction. HYA advertising packages ensure exposure in the most frequently read print, e-publication journals, and job boards of education leaders across the country. In addition, HYA offers more focused advertisement packages for the Board to consider as add-ons to the National packages, including state and region-specific options.

All HYA search clients are advertised on the HYA Active Searches webpage and social media accounts - Facebook, LinkedIn and Twitter. The HYA Active Searches webpage averages 25,000 views per month and is a clickable list that leads its viewers to a separate page fully dedicated to your search.

Package 1 - \$2,150

One listing in the HYA group ad in Ed Week's print publication

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades

Package 2 - \$3,400

Two HYA group ads in Ed Week's print publication

Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepages for EdWeek and TopSchoolJobs for 7 days

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades

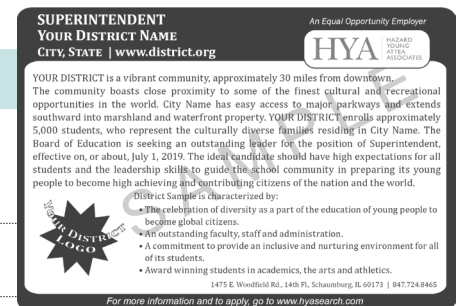
Package 3 - \$6,650

Listing in the HYA group ads in Ed Week's print publication for the length of the search

Dedicated District specific ad in Ed Week's print publication

Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepages for EdWeek and TopSchoolJobs for 7 days

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades



Options to Complement the Advertising Packages

(Choose as many as desired.)

Group Ad - \$620

Single listing in HYA's monthly group ad in Education Week (print publication).

ALAS & NABSE - \$520

Association of Latino Administrators and Superintendents (ALAS) for 6 weeks online, push on ALAS apps

National Alliance of Black School Educators (NABSE) for 30 days

Custom

Quoted price is based on number of Associations and frequency of ads to place

Regional Packages

(Regional packages give your vacancy additional exposure in a specific geographic region. National Advertising, as detailed in packages 1, 2, and 3, should still be considered.)

California - \$1,050

2 advertisements in the ACSA (Association of California School Administrators) EdCal CareerConnect print and 7 days online

CALSA (California Association of Latino Superintendents and Administrators) online advertisement for 30 days

Northeast - \$1,050

NJASA (New Jersey Association of School Administrators)

NYSCOSS (New York State Council of School Superintendents) online and newsletter

CAPSS (Connecticut Association of Public School Superintendents)



Executive Due Diligence

HYA offers executive due diligence as part of the search process that are completed by independent third-party investigators. The investigative procedures are comprehensive and thorough with a focus on the public school landscape - well beyond what constituents will produce through a simple internet search. This includes on-site research of primary source documents at relevant county court houses for criminal record history. Each background search requires 7-10 working days to complete.

Two packages are offered. The Comprehensive Package includes a news and social media analysis. The news media investigation provides a better understanding of a candidate's leadership style, public relations skills and priorities. The news media investigation draws upon over 28,000 specialized publications and 900 newswires in 200 countries and includes 30 years of credible archived information. Special focus is given to publications in communities where the candidate has lived or worked. The social media review includes a review of text and images on sites such as Twitter, LinkedIn, personal blogs and industry websites. The analysis provides a summary of candidate generated activity with highlights of negative alerts.

The Basic package was designed in response to requests for a simpler cabinet or principal position background check; it does not include the news and social media analysis.

| | Comprehensive \$1950 | Basic \$1100 |
|--|-------------------------|-----------------|
| Personal Profile Summary | x | x |
| Social Security Trace | x | x |
| County Criminal Record History | x | x |
| Federal Criminal Record History | x | x |
| County Civil Record History | x | x |
| Department of Motor Vehicles License Information | x | x |
| Education (Degree) Verification | x | x |
| Credit Report | x | x |
| Investigation of all Aliases Identified within Past 7 Years | x | x |
| Investigation of all Jurisdictions of Residence, Education, and Employment within Past 7 Years | x | x |
| University and Academic Program Accreditation | x | x |
| National Criminal Record History | x | x |
| National Sex Offender Search | x | x |
| News Media Review | x | |
| Social Media Review | x | |

HYA Transition Services

HYA offers optional transition services that would benefit the Board and Superintendent. Our website contains even more information, including white papers, brochures and videos about HYA's Transition services:

<https://hyasearch.com/executive-search/transition/>

Community Engagement & Surveys

Measurement and feedback are critical components of a quality improvement framework. Including stakeholders' voices in improvement and innovation plans ensures there is a balanced and expanded set of metrics for governance and leadership – beyond student outcomes. Focus Groups and Town Hall Meetings (whether in person or virtual) can be facilitated by the HYA team to ensure school leadership hear and learn from stakeholders' collective wisdom. Priced based on number of events.

Measuring stakeholder satisfaction through surveys help identify problems that might otherwise go unnoticed by organizational leadership, improve public trust in school systems, increase support for future programming and initiatives, and improve the overall climate and culture of the school system. Choose from our current survey instruments with the ability to customize questions. A full executive report with visual representations of the data and appendices are provided. *\$5,000 additional \$1,000 for customization. Professionally translated world languages available at \$415/language.*

Board Governance Workshop

The Board Governance Workshop requires a half day and provides the Board the opportunity to clarify the respective roles of the Board and the Superintendent. The workshop addresses the concepts of trusteeship, governance, management, continuous improvement, and systematic change. Developing and maintaining effective Board-Superintendent relations, the need for long and short range planning, consensus decision-making, and other components of successful Board service are also discussed at this workshop. *\$2,500, includes all preparation and material.*

Board Goal Setting & Superintendent Evaluation

To develop and maintain effective Board-Superintendent relations and provide the Board with an opportunity to determine what it desires to have the Superintendent achieve during in the position, goals and the evaluation process must be codified and understood with great clarity. The evaluation process should reinforce the concept of continuous improvement and should monitor the achievement of the Board's goals. Processes and instruments for performance evaluation will be provided. *\$5,000 (2 sessions: 1. goal setting for superintendent, 2. facilitation/ review of superintendent evaluation).*

Strategic Planning

Improving student outcomes begins with a clear and compelling vision for student success. When a new leader is appointed, a clear and concise strategic plan helps guide decisions and ensures energy is directed toward advancing the priorities of the community as directed by the Board. A disciplined strategic planning process allows school systems to engage stakeholders, build a consensus around what matters, and channel resources accordingly in order to ensure a maximum return on investments. A disciplined strategic planning process provides clarity of purpose as well as a structure to align the organization, its structures, and its policies.. *Quoted based on agreed upon scope.*

Executive Coaching

The mentoring relationship will be designed with the HYA Associate and the new Superintendent with input from the Board. There is a focus on monitoring progress towards attainment of Board goals and facilitation of the Superintendent's first year evaluation. A coach provides a neutral third party sounding board with personal experience and understanding of the demands of the position. A coach, unlike employees or family members, isn't a dependent or subordinate, but rather a person capable of giving honest feedback to help the leader achieve their goals and the goals of the organization. *\$10,000/school year.*

Governance Dashboards

Governance dashboards help to facilitate, launch, and govern implementation of the district's strategic plan and give meaningful data for the Board to evaluate the impact and return on investment that strategic goals are having on student achievement, financial, and other system outcomes. The strategic dashboard provides a framework for the Board and Superintendent to communicate the priorities and progress of the school system to the community. This service is a continued service from year to year. *Included with Strategic Planning.*

Comprehensive First Year Support

This service includes the Board Governance Workshop, Executive Coaching, and Board Goal Setting & Superintendent Evaluation services. The mentoring relationship will be designed with the HYA Associate and the new Superintendent with input from the Board. There is a focus on monitoring progress towards attainment of Board goals and facilitation of the Superintendent's first year evaluation. *\$15,000/school year.*

HYA looks forward to the possibility of working with the Board and assisting with the selection of a new leader. Please contact HYA at 847.250.7261 or at hya@hyasearch.com with questions or requests for additional information.

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Education

M.B.A. Hofstra
University, Marketing &
Management, 1993
B.A. SUNY
Binghamton,
Writing & Literature,
1992

Key Skills

Leadership, Strategic
Planning, Executive
Search, Marketing,
Communications,
Community
Engagement and
Partnerships,
Project Management,
Fundraising, and Board
Relations

Experience

Principal • CHS Consulting Services • February 2022 – Present

- Advise and support school districts and non-profit organizations on projects related to strategic planning, community engagement and partnerships, project management, grants, marketing, communications, and board governance.

Hazard, Young, Attea & Associates • March 2022 – Present

- Support school districts and boards of education with superintendent/executive level searches, strategic planning, community forums, and board governance.

ConnectEd Workforce • November 2022 – Present

- Support clients on projects related to educator professional development as well as state and non-profit funded projects focusing on increasing equity and accessibility of high-quality teaching and learning in the state.

President/VP/Board Member • Moorestown Board of Education •

January 2015 – January 2018, January 2019 - January 2022

- Served as President in one of the most challenging years in education. Part of various committees including, Leadership, Finance and Operations, Communications, Strategic Planning, and newly formed Exploring Race and Racism Committee. Chaired Communications and Curriculum Committees.

- Championed advancing the use of technology and integrating it into classrooms in an efficient, productive, and innovative manner.

- Developed partnerships to expand student access to real life opportunities.

- Advised on fiscal management of ~ \$80 million budget. Secured the financial support necessary by coming up with ideas to cut costs and raise revenues.

- Directed and supported district communications.

- Oversaw long-range planning of the educational programs and facilities.

President • Moorestown Jewish Association • September 2018 – September 2022

- Led board members and volunteers to organize and implement service events and inclusive programs to promote the values of community and compassion.

- Developed sustainable events by working strategically with other organizations.

- Stabilized the financial health of the organization.

Trustee/Development Chair • Moorestown Education Foundation •

June 2018 – December 2023

- Create and implement innovative strategies to promote the foundation and raise funds

Marketing Consultant • March 1998 - August 2004

- Developed marketing strategies for organizations.

Panel Manager/Sr. Project Director • The NPD Group • February 1994 - February 1998

- Built market research panels to deliver insights on various commercial products/services.

Other Volunteer and Leadership Roles

- Current Vice Chair/Development Chair of BookSmiles

- Current Member of Moorestown Township Zoning Board of Adjustment

- Current Member/Education Grant Committee Member of Impact 100 SJ

- Past Executive Board Member of Moorestown Home & School Association

- Past Board member of Sisterhood of Adath Emanu-El

Dr. Susan Zahra Guiney
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<https://www.linkedin.com/in/susan-guiney/>
(914) 584-2052

ACADEMICS

Ed.D. in Leadership Columbia University, Teachers College

M.L.S. in Library Information Science and Technology Queens College, NY

School Library Media Specialist Credential, K-12 NYS Permanent Certification

Professional Diploma in School Administration Iona University, New Rochelle, NY

Concentrations: School District and Building Level Administration, Finance

School District Administrator Credential, NYS Permanent Certification

School District Building Level Administrator Credential, NYS Permanent Certification

M.A. in English, Fordham University, New York

7-12 English Education Credential, NYS Permanent Certification

B.A. in English/Medieval Studies, Fordham University, New York

PROFESSIONAL EXPERIENCE

Consultant, Hazard, Young, Attea & Associates, 2020 - present

-Conduct Superintendent and administrative searches, strategic planning, and Board governance workshops with Boards in public and private educational organizations.

CEO/Founder, Owl and the Apple Consulting, LLC., 2018 - present

-Inspire clientele to achieve peak performance with measurable results through personal growth.

-Consult with corporate and non-profit organizations on strategic planning, assessing policies and practices, evaluation and development of staff, organizational alignment, recruitment, hiring, innovative program creation, grant writing and fundraising.

Superintendent of Schools, Mount Pleasant Central School District, 2009 - 2018

-Fulfill the responsibilities of the chief executive officer (CEO), including vision and mission setting, and collaboratively crafting a five year strategic plan for the school district.

-Communicate the condition of the District's educational and operational systems with the Board..

-Maintain highest standards of performance in educational achievement, use, and development of personnel, and operating efficiency throughout the District.

-Oversee preparation and expenditure of annual budget (\$60 million) and capital projects.

-Increase community participation at all levels through forums, monthly coffees, hiring committees.

-Maintain adequate records for the schools, including a system of financial accounts, business and property records, personnel records, school population and scholastic records.

-Recommend the appointment, tenure, discipline or termination of employment for District staff.

-Represent the District in collective bargaining negotiations.

-Represent the District as the chief executive officer in dealings with other school systems, professional organizations, business firms, agencies of government and the general public.

-Evaluate the job performance of all staff (Adm, Teachers, Clerical, Custodial, Civil Service).

-Work with other Board employees and advisors, including auditors, architects, attorneys.

-Meet with parents, students, teachers, administrators, and staff as necessary to discuss matters concerning the welfare of students and improvements in the schools.

-Represent the District before the public and maintain a program of public relations to keep the public informed as to the activities, needs, and successes of the District.

Director of Curriculum & Instructional Services, Mount Pleasant Central School District, 2008 - 2009

- Provide system-wide leadership for curriculum, instruction, assessment and professional development.
- Coordinate district Professional Development Plan and Annual Professional Performance Review.
- Supervise and evaluate building principals.
- Ensure excellence in teaching and learning to maximize high academic achievement for all learners.
- Develop and manage the Curriculum, Instruction and Professional Development budgets.
- Write and/or coordinate all federal, state, and private grants related to teaching and learning.
- Coordinate the district's mentor and new teacher orientation programs.
- Coordinate district Human Resources function.
- Serve as Chief Information Officer for district data warehouse, registration and all NYS assessments.

Hastings on Hudson Public Schools, Hastings on Hudson, NY

Districtwide Director of Technology/Staff Development

- Provide curriculum, technical and instructional assistance to students, teachers and all staff.
- Supervise IT, media and technical support staff.
- Chief Information Officer for the District.
- Administer district student management system.
- Develop and manage budgets for district technology, media and libraries.
- Administer district new teacher mentoring program.
- Implement and evaluate district technology plan, policies, and outcomes.
- Coordinate delivery of services from BOCES and other consultants.
- Chair the district Technology Planning Committee.

Farragut Middle School Assistant Principal/Administrative Intern

- Oversee humanities curriculum and professional development
- Implement student discipline program
- Oversee assessment and student management system

School Library Media Specialist/Technology Chairperson

Hastings MS/High School - Tenure awarded

Eastchester Public Schools, Scarsdale, NY

School Library Media Specialist and Computer Coordinator

Greenvale Elementary School (K-6) - Tenure awarded

North Salem Public Schools, North Salem, NY

English Teacher Grades 7-12

Director of Continuing Education

Iona University, New Rochelle, NY

Assistant Director of Personnel/Payroll

Academy of Mount St. Ursula, Bronx, NY

English Teacher Grades 9-12

PUBLICATIONS

“Leading from Neutral: Moving Forward in an Unprecedented Time.” CommPro Global. August 2020.

[https:// www.commpro.biz/leading-from-neutral-moving-forward-in-an-unprecedented-time/](https://www.commpro.biz/leading-from-neutral-moving-forward-in-an-unprecedented-time/) (17 Dec. 2020).

“It’s Really True...If You Don’t Have Anything Nice to Say, Say Nothing!” Thrive Global 25 June 2020.

“Knowledge Management for School Leaders: An Ecological Framework for Thinking Schools”. Teachers College Record, December 2002.

“Bobby the Beluga, the Big Six, and Storytelling”. Book Talk, January 2000.

“Book Review: Sacred Dreams by C. Cryss Brunner”. School Business Affairs, January 2000.

"Implementing Distance Learning in Urban Schools", an ERIC Clearinghouse on Urban Education research paper. ISSN 0889 8049, EDO-UD-99-10, Number 130, December 1999.

“Crisis and Confidence, The School Business Official”. School Business Affairs, December 1999.

“Technology Funding in Schools: Politics, Pedagogy, and Values”. School Business Affairs, August 1999.

“Images of Successful School Programs”. School Business Affairs, August 1999.

PRESENTATIONS AND PAPERS PRESENTED AT CONFERENCES

- Lower Hudson Council of Administrative Women in Education, May 2014.
How Women Handle Opportunity. Superintendents’ Panel.
- District Administrator Innovative Leadership Conference, November 2011.
Invitation Only. Superintendents’ Panel.
- The Lower Hudson Council of Administrative Women in Education, March 2011.
“What Do You Look For in Prospective Candidates?”
- Tech and Learning Expo, October 2010. Tech Savvy Superintendents Panel.
- Westchester/Putnam School Boards Association, Fall 2009.
Hiring a Superintendent: the Un-traditional Approach.
- Putnam Northern Westchester BOCES Data Conference, September 2005.
“Using an Ecological Approach to Knowledge Management”.
- League for Innovation, Conference on Information Technology, November 2004.
“Knowledge Management in Practice: A Roadmap for Action”.
- American Educational Research Association, April, 2000.
“Knowledge Management in Education: An Ecological Approach”.

PROFESSIONAL MEMBERSHIPS

Business Council of Westchester

International Association of Counselors and Therapists

Westchester County Domestic Violence Council

Appointment by Westchester County Board of Legislators 2010-2018

TriState Consortium 2009-2018

LHCSS (Lower Hudson Council of School Superintendents) 2009-2018

ASCD (Association of School Curriculum and Development)

CHARITABLE PARTICIPATION

Childcare Council of Westchester - Board Member (2020 -2021)

STEER for Student Athletes - Board Member (2020 - present)

Sharp Again Naturally - Board Member (2020 - 2022)

Hearts of Gold, New York - Volunteer and pro bono work

Hearts of Gold, STEAM Camp, Learning Center Revitalization, Backpacks for Children (2019)

HONORS AND AWARDS

NYSCOSS (New York State Council of School Superintendents) Life Membership Award (2018)

Southern Westchester BOCES Library Award – Superintendent of the Year (2013)

NYS Senate Woman of Distinction Award (2013)

Kappa Delta Pi Teachers College, Columbia University Chapter

Teachers College, Department of Organization and Leadership Scholarship

NYS Challenger Fellowship in Library Information Science

Fordham University Graduate Scholarship

Fordham University Medieval Studies Award

Fordham University Undergraduate Scholarship and Dean's List