



**PROPOSAL TO
FALMOUTH PUBLIC SCHOOLS
FOR
SUPERINTENDENT SEARCH SERVICES**

New England School Development Council
28 Lord Road
Marlborough, MA 01752
www.nesdec.org

LETTER OF INTRODUCTION

December 9, 2024

Alicia Johnson, Vice Chair, School Board
Falmouth Public Schools
51 Woodville Rd
Falmouth, ME 04105

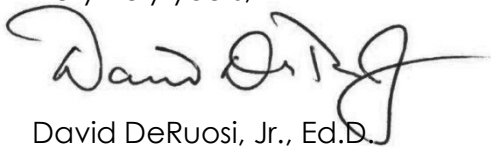
Dear Ms. Johnson and Members of the Falmouth School Board:

The New England School Development Council (NESDEC) is pleased to submit this proposal to Falmouth Public Schools describing the services we would provide in a guided superintendent search. As a NESDEC affiliate, Falmouth is entitled to a **20% discount** on our search services. This discount is reflected in our Cost Proposal.

The enclosed proposal outlines our search process. I hope this information will give you an idea of the scope and breadth of a **NESDEC Search**. As you review our proposal, you will note that some items may require greater specification after the search begins, e.g., where to advertise, the number of initial interviews or finalists. These specifications would be made through discussion with and approval of the School Board.

We are committed to an effective search process that will provide Falmouth with a Superintendent who will meet the needs and expectations of the School Board and the community. We thank you for considering NESDEC to assist in your district's upcoming search.

Very truly yours,



David DeRuosi, Jr., Ed.D.
Executive Director

ABOUT NESDEC

WHY NESDEC?

Originally established at the Harvard Graduate School of Education, NESDEC, now a stand-alone, not-for-profit corporation, has been serving New England school districts since 1946. NESDEC's Executive Search Program was started with the specific objective of broadening the base of highly talented candidates available to school systems when they need to fill an administrative vacancy. Since the inception of the program, we have conducted well over six hundred successful executive searches throughout New England. Each NESDEC executive search is designed around the client's specific needs and expectations.

THE NESDEC DIFFERENCE

In deciding who might best provide assistance to your district, we hope you would consider that NESDEC is a comprehensive educational organization. We do much more than **Executive Searches**. NESDEC's **Professional Development** offerings attract many educators annually; our **Planning** work includes enrollment projections for over 300 school districts as well as many other facility, staffing and specialized studies across New England; and our **Research and Development** efforts have resulted in several national publications on the topic of improving student achievement.

NESDEC distinguishes itself in another important way. Headquartered in New England since 1946, NESDEC has gained a deep understanding of the advantages, challenges, and cultural demands associated with being an educational leader in the region. In addition, as a result of NESDEC's longtime association with the National School Development Council (NSDC), the firm has a well-developed capacity to network, recruit and attract talented applicants on a nationwide basis.

OVERVIEW OF NESDEC'S SEARCH ASSISTANCE

NESDEC's search assistance includes several components designed to attract well-qualified candidates.

- An announcement process, which includes print and electronic communication with our exclusive regional and national networks.
- A thorough understanding of the needs of the school district community and the qualities that the new leader should possess, as reinforced by focus group data and survey findings.
- An active regional and national recruitment component designed to provide high-performing candidates.
- A consultant supported by a region-wide search staff with direct experience as Superintendents of Schools.
- A formal follow-up process, which includes an Entry Planning consultation for the new Superintendent, and the options of a fee-based Superintendent/School Board retreat and/or Executive Coaching support for the new Superintendent.

Using the informational letter as a model, NESDEC develops an electronic advertisement and distributes it on the following job boards (unless noted below, all electronic advertising is included in the professional fee charged to the district for the search):

- **SchoolSpring**: online, national advertisement, 30 days
- **Top School Jobs** (the online advertising service of *Education Week*): national advertisement, 30 days
- **American Association of School Administrators** (AASA) website **Job Bulletin**: online, national announcement, 30 days
- School Leadership 2.0 (SL20) website **School Leadership Jobs**: online, regional announcement, 40 days
- NESDEC routinely posts vacancies on targeted diversity websites, including: the **NABSE** (National Alliance of Black School Educators) **Career Center**, **ALAS** (Association of Latino Administrators and Superintendents), and **TalentAlly** (formerly Professional Diversity Network)
- NESDEC would place announcements in assorted superintendent/school board association websites
- NESDEC would discuss with the School Board options for fee-based advertising of the vacancy in other selected venues

NESDEC prepares a customized email blast campaign of the vacancy and sends it at strategic points in the recruitment process to:

- member communities of the New England School Development Council
- superintendents, assistant superintendents, and job-related personnel in Maine
- selected New England, New York, New Jersey and Pennsylvania superintendents and job-related personnel in school districts with similar characteristics to Falmouth
- Executive Directors of study councils affiliated with the National School Development Council (NSDC)
- Placement offices of colleges and universities throughout the nation that prepare school administrators
- Selected educational leadership professors throughout New England
- Other colleges and institutions as suggested by the School Board
- Officers of the Suburban School Superintendents (National)
- Selected Executive Directors of state superintendent and school board associations in the United States

REGIONAL AND NATIONAL RECRUITMENT OF CANDIDATES

Using its proprietary network, NESDEC recruits at the state, regional and national levels. Although NESDEC is a nationally recognized search firm, our national reach is further enhanced through our association with the National School Development Council (NSDC).

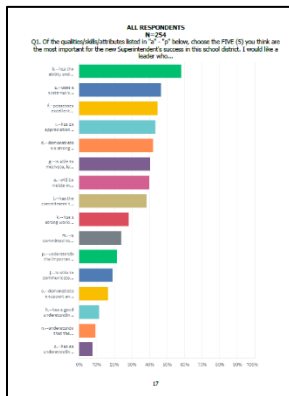
NESDEC actively recruits candidates for the position from its network of educational leaders representing school study councils nationwide, urban and suburban school

superintendents, professors of educational administration and national professional associations.

DEVELOP A SUCCESSFUL CANDIDATE PROFILE

Community Needs Assessment: NESDEC meets with the School Board to develop a plan for assessing the needs of the school system as seen by a cross-section of staff, students, parents, and other community members.

The consultant would conduct up to six focus groups with school/community representatives (combination of virtual and in-person) to receive their input regarding the new Superintendent. The focus groups would be scheduled as mutually agreed by the NESDEC consultant and the School Board. If requested by the School Board, the focus groups would be augmented through telephone/videoconference interviews of selected officials, educational leaders, citizens, and others in the communities served by the district. (Please see our Cost Proposal for the option of additional focus groups.)



If requested by the School Board, NESDEC, using its proprietary web-based Community Input Questionnaire, would seek the views of school district and community stakeholders/representatives regarding the characteristics and competencies desired in the new Superintendent.

Analyze Data: Incorporating the input provided through the focus groups, interviews and electronic survey, the consultant would conduct a facilitated conversation with the School Board to discuss the qualities sought in the new Superintendent and the priorities for his/her/their attention once appointed. The results of the facilitated conversation would be developed into a *Successful Candidate Profile* and criteria to be used as applications are screened and candidates interviewed.

ASSIST IN SCREENING APPLICATIONS

The consultant would develop with the School Board a process for the screening of candidates. Since there are several alternatives, the process can be tailored to meet the needs of the School Board. If a Screening Committee is to be used, NESDEC would suggest various models and membership for the Committee.

ASSIST IN INTERVIEWS OF CANDIDATES

The consultant would conduct a workshop with the School Board/Screening Committee to assist them in the interviewing and selection process. The consultant assists in the preparation of questions, in the development of rating scales, and in the planning of interviewing techniques.

NESDEC arranges the interview schedules and provides the Screening Committee with secure access to the dossier on each of the candidates via NESDEC's proprietary executive search website.

During the interview workshop, NESDEC would discuss with the School Board/Screening Committee the role of the consultant during the preliminary interview phase of the

search. Although the consultant would not attend the interviews, he would be available to debrief with the School Board/Screening Committee and the candidates after each round of interviews. The consultant can assist throughout the interview process, as requested.

Once the Screening Committee has determined the finalists, NESDEC conducts credential verification and additional reference checks and supports members of the School Board in making independent reference checks. If requested, NESDEC would assist with arrangements for School Board members to communicate with representatives of the finalists' present school districts or institutions.

NESDEC assists with arrangements for finalists' interviews and in developing further interactions/exchanges with the school district and the community. The consultant would also be available to facilitate a meeting of the School Board after the finalists' interviews, if requested. NESDEC would assist the School Board in the final selection process, including the development of an "Agreement in Principle" with each of the finalists to discuss the terms and conditions of an offer before the selection.

ADMINISTER ALL SEARCH DETAILS

During the application process, NESDEC responds to questions from interested candidates and directs them to the online application.

NESDEC receives all applications at its headquarters and creates/maintains candidate files. Upon receipt, NESDEC would check all applications to determine they are complete, and if not complete, follow up with the potential candidate so that all material might be received by the closing date.

NESDEC communicates with unsuccessful candidates at appropriate stages during the search process. Once the School Board has selected the new Superintendent, NESDEC would inform the unsuccessful candidates and other groups in our network about the School Board's choice.

MAINTAIN ON-GOING COMMUNICATION WITH THE SCHOOL BOARD

NESDEC's intent is to keep the School Board informed about what is occurring at each stage of the search process, so that you will have the tools you need to communicate with your constituents. The consultant confers with the School Board/Screening Committee as needed throughout the search. Status updates are given regularly by telephone, text, email and/or videoconference, with the consultant providing progress reports to the Chairperson and/or the designated liaison.

FOLLOW-UP

Once the successful candidate is chosen, NESDEC invites the new Superintendent to confer with one of our consultants to discuss the transition process particularly as it relates to his/her/their Entry Plan. NESDEC can assist with initial contract arrangements between the new Superintendent and the School Board, if requested.

SEARCH DESIGN FLEXIBILITY

Please note: NESDEC has the capacity to design a search around the School Board's specific needs in order to accommodate such things as: desired timeline, degree of community involvement, and/or cost.

LANGUAGE TRANSLATION SERVICES

Please note: This proposal does not include language translation services of any kind. It is assumed that this type of assistance would be the responsibility of the District/ municipality.

However, if language translation services are required, NESDEC can coordinate with the local district-assigned translator to ensure the inclusion of members of the community in need of this service.

WARRANTY

The search would be deemed completed upon the appointment of the new Superintendent to the position. If, after due consideration, the School Board determines that it does not wish to appoint any of the candidates who have applied for the position, NESDEC would conduct a follow-up search for the same position and would provide consulting and support services at no cost except for advertising and search related expenses. (Fixed search-related expenses are noted in the Cost Proposal.)

If a candidate chosen as the result of a NESDEC executive search should leave the position either voluntarily or involuntarily for any reason other than retirement or a transfer/appointment in the school system or transfer/appointment to a position in the municipality within a two-year period of the initial appointment date, NESDEC would provide free of charge consulting and support services comparable to those of the initial search, on a one-time basis, exclusive of advertising and related expenses, to conduct a new search for the same position. (Fixed search-related expenses are noted in the Cost Proposal.)

NESDEC AFFILIATION

Falmouth Public Schools is a NESDEC affiliate and, therefore, entitled to a 20% discount on our consulting fee.

COST PROPOSAL

FEES AND EXPENSES

Professional Consulting Fee

The professional consulting fee includes not only the services specifically described in our Technical Proposal, but also the secretarial and clerical services performed at the NESDEC office. Our professional fee to Falmouth Public Schools for an Executive Search as described in this proposal would be:

Fixed Consulting Fee: \$11,600 (\$14,500 less the 20% NESDEC affiliate discount of \$2,900)

Search Related Expenses

Search related expenses, which must be borne by the School Board include: printing, photocopying, telephone, postage, consultant travel expenses and consumable supplies. The fixed cost of these expenses would be:

Fixed Expenses: \$2,160

TOTAL COST OF SEARCH

Fixed Consulting Fee	\$11,600
Fixed Expenses	\$2,160
TOTAL	\$13,760

Please note: This quote includes all electronic advertising and recruitment outreach as detailed in this proposal.

Expenses related to candidate travel, as determined by the School Board or its designee, are billed to the Falmouth School Board. NESDEC can assist in the development of a budget for this item if requested.

This price quote will remain in effect through March 15, 2025.

INVOICING SCHEDULE

One-half of the fixed consulting fee, \$5,800, would be due and payable within 15 days of the signing of the agreement. One-half of the fixed consulting fee, \$5,800, would be due and payable within 30 days of the presentation of the dossiers.

Search-related expenses of \$2,160 described above would be billed in four monthly installments of \$540.

ADDITIONAL FEE-BASED OPTIONS

In addition to the services detailed in this search proposal, NESDEC has the capacity to offer supplementary fee-based options at discounted rates, if purchased as part of the search. (If these options are purchased independently of the search, the discounted rates quoted below do not apply.)

Community Focus Groups

Focus groups beyond those detailed in the proposal can be arranged.

Additional cost: \$425 per group

Entry Planning Consultation

NESDEC would invite the new Superintendent to confer with one of our consultants to discuss the transition process particularly as it relates to his/her/their Entry Plan.

Additional cost: Quote furnished upon request

Team/Governance Retreat and Follow-up

The search consultant or one of NESDEC's team-building consultants would conduct a half-day workshop with the new Superintendent and the School Board. The goal of the workshop and follow-up would be to build the foundation for an effective and collaborative approach to school district governance.

Additional cost: \$1,250

Long-term Executive Coaching

NESDEC has the capacity to provide sustained coaching services for the new Superintendent. These fee-based services vary in length and are tailored to meet the needs of the new Superintendent and the district.

Additional cost: Quote furnished upon request

Search Brochure

NESDEC would prepare a personalized brochure describing the position, the school district, and the communities it serves. The School Board and/or representatives would provide the input for the brochure and would approve the final copy. NESDEC would have the brochure printed in a color, format and style selected by the School Board.

Additional cost: Quote furnished upon request

Fee-Based Hardcopy Advertising

NESDEC would place a hardcopy advertisement in *Education Week*, which would run for one week.

Additional cost: Quote furnished upon request; billed at cost

NESDEC EXECUTIVE SEARCH ASSOCIATES

David DeRuosi, Ed.D.
Executive Director

David DeRuosi holds a Bachelor of Science degree in Speech and Hearing from Northeastern University, a master's degree in School Administration from Salem State University, and a doctorate in Urban Leadership from the University of Massachusetts Boston. Prior to his work with NESDEC, Dr. DeRuosi spent 34 years in the field of education. Dr. DeRuosi began his career as a moderate special needs teacher in Winthrop, MA, then moved on to Salem, MA where he taught a behavioral self-contained classroom and worked with the Massachusetts District Attorney's Office to start a conflict resolution program in the Salem Public Schools. His move into administration began by serving as Vice Principal in the cities of Chelsea and Revere, Principal of Revere High School, and as Assistant Superintendent of Pupil Personnel Services in Revere Public Schools. He then served as Superintendent of Schools in both Malden and Saugus, MA, and most recently as Interim Superintendent in the Raymond School District (SAU #33) in New Hampshire. In addition to his role as superintendent, Dr. DeRuosi has been a presenter at conferences on topics ranging from conflict resolution, negotiations, and trauma's impact on students, to leadership and creating and sustaining change.

DAVID DERUOSI, Jr., Ed.D.
16 Seabrook Road
Salisbury, MA 01952

EDUCATION:

Doctor of Education

University of Massachusetts Boston, MA
Leadership in Urban Schools

Master of Education

Salem State College, MA
School Administration

Bachelor of Science

Northeastern University, MA
Speech and Hearing

**PROFESSIONAL
EXPERIENCE:**

Executive Director

Associate Director

New England School Development Council

Interim Superintendent of Schools

Raymond School District (SAU #33)
Raymond, NH

Superintendent of Schools

Saugus Public Schools
Saugus, MA

Superintendent of Schools

Malden Public Schools
Malden, MA

Assistant Superintendent of Pupil Personnel Services

Principal, Revere High School

Assistant Principal, Beachmont School

Assistant Principal, Garfield School

Revere Public Schools
Revere, MA

Assistant Principal, Williams Middle School

Chelsea Public Schools
Chelsea, MA

Conflict Intervention Coordinator, Collins Middle School

Special Education Teacher, Middle School West

Salem Public Schools
Salem, MA

Special Education Teacher, Winthrop Middle School

Winthrop Public Schools
Winthrop, MA

A PARTIAL LIST OF RECENT NEW ENGLAND SEARCHES CONDUCTED BY NESDEC

ACTON-BOXBOROUGH RSD, MA – SUPERINTENDENT

16 Charter Road 978-264-4700
Acton, MA 01720
Diane Baum, School Committee and Chair of Screening Committee

BOURNE, MA – SUPERINTENDENT

36 Lynn Road 508-759-0660
Bourne, MA 02532
Chris Hyldburg, Chair, School Committee

BROOKLYN SCHOOLS, CT – SUPERINTENDENT

119 Gorman Road
Brooklyn, CT 06234
Mae Lyons, Chair, Board of Education 860-774-9732

DEDHAM, MA – SUPERINTENDENT

100 Whiting Avenue 781-310-1000
Dedham, MA 02026
Mayanne Briggs, School Committee 617-969-6200 x251

DIGHTON-REHOBOTH REGIONAL SCHOOL DISTRICT, MA – SUPERINTENDENT

2700 Regional Road 508-252-5000
North Dighton, MA 02764
Aaron Morse, School Committee

HAMPDEN-WILBRAHAM REGIONAL SCHOOL DISTRICT – SUPERINTENDENT

621 Main Street 413-596-3884
Wilbraham, MA 01095
Michal Boudreau, Chair, School Committee

HEBRON, CT – SUPERINTENDENT

580 Gilead Street 860-228-2577
Hebron, CT 06248
Heather Petit, Chair, Board of Education

HUDSON, MA – SUPERINTENDENT

155 Apsley Street 978-567-6100
Hudson, MA 01749
Steven Smith, Chair, School Committee

HULL, MA – SUPERINTENDENT

18 Harborview Road 781-925-4400
Hull, MA 02045
Kyle Conley, Chair of the Search/Interviewing Committee

MADISON, CT – SUPERINTENDENT

10 Campus Drive
Madison, CT 06443
Katie Stein, Board of Education

203-245-6300

MAYNARD, MA – SUPERINTENDENT

3-R Tiger Drive
Maynard, MA 01754
Mary Brannelly & Lydia Clancy, School Committee

978-897-2222

MENDON-UPTON REGIONAL SCHOOL DISTRICT, MA – SUPERINTENDENT

150 North Avenue
Mendon, MA 01756
Vikki Ludwigson, School Committee

508-634-1585

MIDDLETOWN, RI - SUPERINTENDENT

26 Oliphant Lane
Middletown, RI 02842
Gregory Huet and Theresa Spengler, School Committee

401-849-2122

NATICK, MA – SUPERINTENDENT

13 East Central Street
Natick, MA 01760
Dr. Shai Fuxman, Chair, School Committee

508-647-6500

NORTH KINGSTOWN, RI – SUPERINTENDENT

100 Romano Vineyard Way, Ste 120
North Kingstown, RI 02852
Dr. Erin Earle, Chair, School Committee

401-268-6403

SAUGUS, MA – SUPERINTENDENT

23 Main Street
Saugus, MA 01906
Peter Manoogian, School Committee

781-231-5000

781-820-5690

SAU #5, OYSTER RIVER CSD, NH – SUPERINTENDENT

36 Coe Drive
Durham, NH 03824
Heather Smith, School Board

603-868-5100

SAU #39, AMHERST, MONT VERNON, SOUHEGAN, NH – SUPERINTENDENT

1 School Street
Amherst, NH 03031
Stephen O'Keefe, Chair, School Board

603-673-2690

SAU #40, MILFORD, NH – SUPERINTENDENT

100 West Street
Milford, NH 03055
Judith Zaino, Chair, School Board

603-673-2202

SAU #54, ROCHESTER, NH – SUPERINTENDENT

150 Wakefield Street 603-332-3678
Rochester, NH 03867
Alison Bryant, Assistant Superintendent of Schools, Search Liaison

SAU #65, KEARSARGE RSD, NH – SUPERINTENDENT

114 Cougar Court 603-526-2051
New London, NH 03257
Christie Menard, Director of Human Resources & Search Liaison

SHARON, MA – SUPERINTENDENT

75 Mountain Street 781-784-1570
Sharon, MA 02067
Veronica Wiseman, School Committee

SMITHFIELD, RI – SUPERINTENDENT

49 Farnum Pike 401-231-6606
Smithfield, RI 02917
Mr. Sean Clough, Chair, School Committee 401-233-0727

SOUTH KINGSTOWN, RI – SUPERINTENDENT

307 Curtis Corner Road 401-360-1300
Wakefield, RI 02879
Carol Vetter, School Committee

STONINGTON, CT – SUPERINTENDENT

40 Field Street 860-572-0506
Pawcatuck, CT 06379
Kevin Agnello, Board of Education

SUFFIELD, CT – SUPERINTENDENT

350 Mountain Road 860-668-3800
Suffield, CT 06078
Maureen Sattan, Chair, Board of Education

TRUMBULL, CT – SUPERINTENDENT

6254 Main Street 203-452-4300
Trumbull, CT 06611
Lucinda Timpanelli, Chair, Board of Education

TWO RIVERS SUPERVISORY UNION, VT – SUPERINTENDENT

609 VT Route 103 South 802-875-3365
Ludlow, VT 05149
Paul Orzechowski, School Board Chair

WACHUSETT REGIONAL SCHOOL DISTRICT, MA – SUPERINTENDENT

1745 Main Street 508-829-1670
Jefferson, MA 01522
Michael Dennis, Search Liaison