

# REQUEST FOR PROPOSALS – ADDENDUM 1

## BOE0911 – 2027 SUPERINTENDENT SEARCH FIRMS

### Superintendent of Schools Search — Fiscal Year 2027

#### QUESTIONS & ANSWERS

The following questions are as they were presented to Park Hill School District. The answers to said questions have been answered as completely and accurately as possible.

**Q1:** Can you please share who did the searches for Park Hill when Dr. Cowherd and Dr. Kimbrel were hired?

**A1:** For reference, the Board meeting agendas from July 23, 2015, and December 9, 2021, are included below. These agendas identify the search firms the district used when Dr. Cowherd and Dr. Kimbrel were hired.

**Q2:** In Section 4.50 – Please explain, if known, how the board envisions visits to communities of the finalists and an idea of the desired outcomes of the visit.

**A2:** The details of the finalist community visits will be developed corroboratively by the Board and the selected firm. As part of building the overall search plan, the Board and the firm will map out the timing and sequencing of the visits together. The Board will look to the selected firm for advice on how to structure the visits, what they should accomplish, and how they fit into the broader evaluation of finalists.

**Q3:** Does the board have a desired completion/hire date in mind for this search?

**A3:** The Board anticipates the new Superintendent of Schools beginning work on July 1, 2027, and hopes to finalize its selection by January 31, 2027, to provide adequate time for a smooth transition. The Board looks forward to working collaboratively with the selected firm to develop the search timeline and will rely on the firm's expertise and recommendations regarding the timing and sequencing of each phase.



## Agenda Item

**Meeting Date:** 7/23/2015 - 7:00 PM

**Category:** Action Items

**Type:** Action

**Subject:** 6.2 Approval of Executive Search Firm for Superintendent of Schools

**Strategic Plan:**  
Focus Area: Employee  
Key Requirements: Promote a positive, engaging and supportive work environment.

**Policy:**

**Enclosure:** Letter of Agreement

**File Attachment:**

-  School Exec Connect-Letter of Agreement (PHSD).pdf 
-  School Exec Connect-Letter of Agreement (PHSD)-SIGNED.pdf 

**Provide Background Details and Rationale:**

The Park Hill School District released an RFP in June, 2015 seeking proposals from experienced executive search firms or individuals to provide consulting services for a search for a Superintendent for the 2016-2017 school year.

The Board of Education will work with the selected executive search firm to develop a search process and a timeline for the search activities. Services provided by the firm include: (1) advising the Board of Education in any matters consistent with the search process; (2) recommending any revisions to the current position description and qualifications; (3) working collaboratively with the Board of Education, staff and community in developing and weighting selection criteria consistent with district values and that will be utilized in selecting finalists; (4) working with district staff in coordinating, constructive interactions and communications with the staff and community, before, during and after the selection process; (5) assisting with logistics of finalist interviews; and (6) completing the process of a Superintendent of Schools search that is satisfactory to the Board of Education.

Proposals were received from five firms (listed below). The Board of Education screened the written proposals and identified three firms that were interviewed. After the evaluation of the written proposals and interviews, the Board of Education has selected School Exec Connect as the firm most qualified to perform the scope of services for the Park Hill School District. While this firm was not the lowest bid, the Board of Education feels strongly that School Exec Connect represents the best value overall. This was due to the strength of their strategic plan, emphasis on transparency, and communication skills to gather feedback from patrons to find a Superintendent that is the best fit for the school district. Of the five firms, School Exec Connect showed the greatest ability to attract quality candidates for the position and were well aligned with Park Hill School District's

commitment to continuous improvement.

Proposals were received from the firms below, with the proposed consulting fee listed:

BWP & Associates -- \$18,900  
 McPherson & Jacobson, L.L.C. -- \$15,900  
 Missouri School Board Association -- \$18,000  
 Ray & Associates, Inc. -- Proposed Consulting Fee \$19,000  
 School Exec. Connect -- Proposed Consulting Fee \$21,000

**Provide Funding  
 Source and  
 Estimated Cost:**

Consulting Fee: \$21,000  
 Expenses not to exceed \$5,200  
 Maximum Advertising costs not to exceed \$5,400

**Legal References:**

N/A

**Name of Persons(s)  
 Submitting Agenda  
 Item with Title:**

Dr. Paul Kelly, Assistant Superintendent for Business & Technology.

**Presenter(s) if  
 Presentation  
 Anticipated:**

Mr. Boon Lee, Board President.

**Recommendation**

It is recommended that the Park Hill Board of Education approve School Exec Connect as the firm to provide consulting services to the Park Hill Board of Education relative to the search for a Superintendent of Schools for the Park Hill School District.

**Approvals:**

**Recommended By:**

**Signed By:**



*Electronically  
 Signed By*

Dr. Paul Kelly - Assistant Superintendent - Business & Technology

**Signed By:**



*Electronically  
 Signed By*

Dr. Jeanette Cowherd - Superintendent

**Vote Results:**

**Original Motion**

Member **Susan Newburger** Moved, Member **Matt Pepper** seconded to approve the **Original** motion 'It is recommended that the Park Hill Board of Education approve School Exec Connect as the firm to provide consulting services to the Park Hill Board of Education relative to the search for a Superintendent of Schools for the Park Hill School District.'. Upon a Roll-Call Vote being taken, the vote was: Aye: **6** Nay: **0**.

The motion **Carried 6 - 0**

|                 |     |
|-----------------|-----|
| Todd Fane       | Yes |
| Janice Bolin    | Yes |
| Boon Lee        | Yes |
| Susan Newburger | Yes |
| Matt Pepper     | Yes |
| Bart Klein      | Yes |



## Agenda Item

**Meeting Date:** 12/9/2021 - 6:30 PM

**Category:** Action Items

**Type:** Action

**Subject:** 6.2 Authorization for Board President to Enter into Contract Negotiations with Ray & Associates, Inc. for Superintendent Search

**Strategic Plan:** Focus Area: Employee  
Key Requirements: Promote a positive, engaging and supportive work environment.

**Policy:**

**Enclosure:**

**File Attachment:**

-  Proposed Agreement from Ray and Associates.pdf 
-  SIGNED Agreement PHSD-Ray and Associates (12-15-2021).pdf 

**Provide Background Details and Rationale:**

The Park Hill School District released an RFP on November 3, 2021 seeking proposals from experienced executive search firms or individuals to provide consulting services for a search for a Superintendent for the 2022-2023 school year.

The Board of Education will work with the selected executive search firm to develop a search process and a timeline for the search activities. Services provided by the firm include: (1) advising the Board of Education in any matters consistent with the search process; (2) recommending any revisions to the current position description and qualifications; (3) working collaboratively with the Board of Education, staff and community in developing and weighting selection criteria consistent with district values and that will be utilized in selecting finalists; (4) working with district staff in coordinating, constructive interactions and communications with the staff and community, before, during and after the selection process; (5) assisting with logistics of finalist interviews; and (6) completing the process of a Superintendent of Schools search that is satisfactory to the Board of Education.

Proposals were received from the firms below, with the proposed consulting fee listed:

- 1) School Exec Connect
  - Consulting fee of \$16,500
  - Plus expenses not to exceed \$8,500
  - Plus advertising costs ranging from \$500-\$2,500
- 2) Ray & Associates, Inc.
  - Base fee of \$20,000
  - Not to exceed price of \$25,000 (includes associate travel and advertising cost)

- 3) McPherson & Jacobson, L.L.C.  
 -- Consulting fee of \$16,000  
 -- Total not to exceed \$22,150 (includes travel expenses and advertising cost)
- 4) Hazard, Young, Attea & Associates  
 -- Consulting fee of \$23,500 (includes advertising cost)  
 -- Plus estimated travel expenses of \$2,000
- 5) Missouri School Board Association  
 -- Consulting fee of \$20,160  
 -- Plus estimated travel and advertising expenses of \$1,100

On November 30, 2021, the Board screened the five written proposals and identified two firms to interview (1) McPherson & Jacobson, LLC and (2) Ray & Associates, Inc. Interviews were held on December 6, 2021.

After the evaluation of the written proposals and interviews, the Board of Education is planning to begin contract negotiations with Ray & Associates, Inc.

**Provide Funding Source and Estimated Cost:**

Board of Education Professional Services Budget - Base fee of \$20,000 with a not to exceed price of \$25,000 (includes associate travel and advertising cost)

**Legal References:**

N/A

**Name of Persons(s) Submitting Agenda Item with Title:**

Dr. Paul Kelly, Assistant Superintendent for Business & Technology

**Presenter(s) if Presentation Anticipated:**

Ms. Janice Bolin, Board President

**Recommendation**

It is recommended that the Park Hill Board of Education authorize the Board President to enter into contract negotiations with Ray & Associates, Inc. and execute any necessary documents.

**Approvals:**

**Recommended By:**

**Signed By:**

 **Electronically Signed By**

Dr. Paul Kelly - Assistant Superintendent - Business & Technology

**Signed By:**

 **Electronically Signed By**

Dr. Jeanette Cowherd - Superintendent

**Vote Results:**

**Original Motion**

Member **Bart Klein** Moved, Member **Todd Fane** seconded to approve the **Original** motion 'It is recommended that the Park Hill Board of Education authorize the Board President to enter into contract negotiations with Ray & Associates, Inc. and execute any necessary documents.'. Upon a Roll-Call Vote being taken, the vote was: Aye: **5** Nay: **2**.  
 The motion **Carried 5 - 2**

|                 |     |
|-----------------|-----|
| Todd Fane       | Yes |
| Janice Bolin    | No  |
| Susan Newburger | Yes |
| Bart Klein      | Yes |
| Scott Monsees   | Yes |
| Kimberlee Ried  | No  |
| Brandy Woodley  | Yes |