



ALL EXECUTIVE SEARCH FIRMS
ARE NOT THE SAME

Ray and Associates, Inc.



38 YEARS EXPERIENCE

IN BUSINESS LONGER THAN ANY OTHER SEARCH FIRM

Familiar with the state of Colorado - we previously conducted searches for Boulder Valley School district, Colorado Springs School District #11, Mesa County Valley School District #51, Pueblo School District #60, and Adams County School District #50


Ray and Associates, Inc.

5 LARGEST DISTRICTS

- **BROWARD COUNTY PUBLIC SCHOOLS**
 - Fort Lauderdale, Florida – 257,000
- **PRINCE GEORGE'S COUNTY PUBLIC SCHOOLS**
 - Upper Marlboro, Maryland – 136,000
- **DUVAL COUNTY PUBLIC SCHOOLS**
 - Jacksonville, Florida – 129,000
- **CHARLOTTE-MECKLENBURG SCHOOLS**
 - Charlotte, North Carolina – 121,000
- **MEMPHIS CITY SCHOOLS**
 - Memphis, Tennessee – 116,000

SUGGESTED TIMEFRAME FOR HIRING A SUPERINTENDENT

	DATE	Items highlighted in yellow indicate an in-person meeting with the consultant(s)
Stage 1 Board Input & Preparation	<u>02/28/14</u>	Consultant planning meeting with the board and individual board member interviews. (Time: <u>TBD</u>) (option to conduct via Skype, conference call or gotomeetings.com)
	<u>02/28/14</u>	Begin preparing information for the district promotional flyer and online application form with the district liaison representative(s).
	<u>02/28/14</u>	Notify all associates and other professional contacts of vacancy.
	<u>02/28/14</u>	Contact constituents and stakeholders for input meetings on <u>03/11-13/14</u> .
Stage 2 Profile Development & Process	<u>02/28/14</u>	Online survey link, for input on developing the profile, available on district website from <u>02/27/14</u> to <u>03/13/14</u> .
	<u>03/11-13/14</u>	Meetings with constituent and stakeholder group representatives.
	<u>03/13/14</u>	8 a.m. deadline for survey/input from constituents, stakeholders and board members, including online survey.
	<u>03/17/14</u>	Promotional flyer draft due.
Stage 3 Recruiting & Screening	<u>03/17/14</u>	Board to finalize superintendent profile for the promotional flyer and online application form. (Time: <u>TBD</u>) (option to conduct via Skype, conference call or gotomeetings.com)
	<u>03/18/14</u>	Print promotional flyer. Forward to consultant.
	<u>03/19/14</u>	E-mail promotional flyer and online application instructions to interested candidates.
	<u>04/05-07/14</u>	Recruitment at National School Boards Association (NSBA) conference.
Stage 4 Candidate Presentation	<u>04/08/14</u>	Deadline for all application materials. (*See note below.)
	<u>04/17/14</u>	Consultant develops and finalizes interview questions and procedures with the board. Semi-finalists are presented to the board and consultant assists the board in selecting finalists for the interviews. If desired by the board, consultant will meet with constituents and staff interview group(s) to discuss their roles on finalists. (Time: <u>TBD</u>)
	<u>Wk of 04/21/14</u>	Interview semi-finalist candidates (1 st round).
	<u>Wk of 04/21/14</u>	Meeting with consultant following the last interview. (Time: <u>TBD</u>)
Stage 5 Selection of Finalist & Future Planning	<u>Wk of 04/28/14</u>	Interview finalist candidates (2 nd round). Community and stakeholders provide feedback on finalists.
	<u>Wk of 04/28/14</u>	Final meeting with consultant following the last interview. (Time: <u>TBD</u>) (option to conduct via Skype, conference call or gotomeetings.com)
	<u>TBD</u>	Optional on-site visit of leading candidate(s) current district by board members.
	<u>TBD</u>	Consultant will discuss contract terms with the finalist.
	<u>TBD</u>	Offer the contract.
	<u>TBD</u>	Press release of new superintendent.
	<u>TBD</u>	Board Self-Assessment Survey Results presented to the board.

BUILDING THE PROFILE

- **Community and Stakeholder Involvement**
 - **Individual Board Member Interviews**
 - **Board Identified Group Meetings**
 - **Open Forums**
 - **Online Survey (many languages)**



RECRUITMENT

- **Aggressively recruit candidates that match profile**
 - **Personal Contacts with Prospective Candidates**
- **Ray and Associates Database**
 - **Traditional/Non-traditional Candidates**
- **Professional Publications**
- **State/National Conventions**
- **National Organizations**
- **Social Media**



CANDIDATE PRESENTATION

- Overview report of candidate pool
- Board access to the search firm video interview of top candidates
- Written candidate reports
- Board consensus building instrument on candidates (matrix)
- Customize interview process
 - Coordinate community and stakeholders feedback



WORKING WITH CONTROVERSY – BUILDING CONSENSUS

- **Ray and Associates establishes a clear process and procedures for the search:**
 - Identify board contact person, district contact person and media contact person for news releases
 - Establish key qualities for the profile
 - Identify the timeframe of the search and remain on task
 - Matrix scoring system clarifies selection of finalists

- **No hidden agendas**

PROVIDING MORE: BEYOND THE SEARCH

- **Video Technology**
 - We are the only firm to provide the board a video interview of the semi-finalist candidates
- **Continuous Board/Superintendent Yearly Self-Assessment Instrument**

Resulting in:

 - Building the Leadership Team
 - Establishing a Positive Relationship
 - Setting Expectations
 - Creating a Foundation for the Future
- **Two-Year Guarantee on Candidate Placement**

SEARCH FEES/SERVICES

- **Our flat fee is inclusive of all our services/tasks**
- **Our services are comprehensive and will require little effort by Jeffco employees**
- **District would be responsible for candidate travel expenses**

INNOVATIVE AND CREATIVE LEADERSHIP

- **Non-traditional Candidates**
 - Jonathan Raymond – Sacramento
 - Robert Runcie – Broward County
 - James McIntyre – Knox County

- **Traditional Candidates**
 - Greg Thornton – Milwaukee
 - John Deasy – Prince George's County
 - Nicholas Gledich – Colorado Springs District 11

RECENT CLIENT RELATIONS OR PUBLIC HEADLINE CONTROVERSIES

- **Ann Arbor, MI:** Top candidate turned the job down due to family issues. Our firm was defended in the media by the board president due to us having explored family issues with the candidate who indicated in our interview process that the family was ready to move to Michigan.
- **Madison, WI:** One of the top finalists dropped-out and the board determined to move another candidate into the second finalist slot. The new finalist was seriously critiqued by the media for issues in previous districts. Our firm was exonerated by letter from the board due to the fact that we had revealed these issues to the board and the board decided to advance the candidate regardless. The board did hire their top candidate who was recruited.
- **Norfolk, VA:** The candidate that the board selected remained in tenure only 18 months. Our firm honored our two-year guarantee and performed the search again that produced an extremely strong pool of candidates from which the board was able to select their top candidate.

ALL EXECUTIVE SEARCH FIRMS ARE NOT THE SAME

Ray and Associates, Inc.

THE DIFFERENCE