



# **Executive Search Proposal**

**Presented to**

**North Slope Borough  
Board of Education**

**January 28,2020**

***Helping Your Board Create Opportunity from Change***

January 28, 2020

Roxanne Brower, President  
North Slope Borough School District  
Utqiagvik, Alaska

Dear Roxanne,

Thank you for the opportunity to provide you with more information regarding the AASB executive search process. We offer a full slate of services to assist school boards in one of their most important decision-making processes. The enclosed proposal outlines those services.

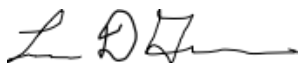
Our Association has a long history of serving school boards. We are proud of our track record in assisting many Alaska school boards in their selection process, as well as the selection of one Commissioner of Education. We know that only boards can make the decisions needed to complete a successful search, to create opportunity from change. Our goal is to help your board find the best possible candidate, the individual that matches the selection criteria you adopt for the search and who is committed to enhancing student achievement in your district.

The professional fee for this service is \$11,455.00. This fee includes all of the components described in the attached document, subject to adjustments necessary to meet the specific needs of the North Slope Borough School District. Reimbursement to the Association is required for actual out-of-pocket expenses and for any paid advertisements required for the search.

Please review the Scope of Services following this letter. If it is satisfactory, please sign the Memorandum of Agreement and return it to me.

If you have any questions or need any further clarification, please contact me.

Sincerely,



Lon D. Garrison,  
Director of Membership Services  
[lgarrison@asb.org](mailto:lgarrison@asb.org)  
907-463-1666

## THE SEARCH PROCESS

The Association of Alaska School Boards (AASB) has a long history of successfully assisting school boards in selecting superintendents. This success has been grounded in providing a local-control based search process, quality reference and background information, an extensive state and national network of contacts, and state and national advertising options (when selected by a district).

Throughout the entire process, AASB emphasizes that the search shall be objective, fair, confidential (subject to applicable Alaska Law including the Public Records Act and the Open Meetings Act), and reflective of the criteria and wishes expressed by the board. The AASB search consultant does not become involved in the actual selection of your new superintendent, but rather facilitates the board's selection.

## SCOPE OF SERVICES

### 1. Superintendent Search Initiation (40% of the fee)

#### a) Develop Your Action Plan

The superintendent selection process is tailored to the needs of your school board and district. The search consultant will assist the Board in developing an action plan covering all aspects of the search, which can include but not be limited to:

- Develop a strategic time-line that, depending on your district's circumstances, maximizes the number of applications that could be received.
- Develop selection criteria.
- Develop, conduct and summarize stakeholder surveys if desired.
- Compile relevant comparable salary and benefit information.
- Distribute the vacancy notice.
- Develop an application that reflects Board goals and interests.
- Recruit candidates.
- Compile application files
- Conduct and compile candidate background reviews.
- Assist and facilitate the Board in determining finalists.
- Develop public notices and media notes.
- Organize and facilitate Board interviews of finalist candidates (and semi-finalists if needed).
- Facilitate a review (including legal review) of the contract draft or template and facilitate board determination of contract offer terms.

Other considerations:

- Facilitate Board determination of the level of community and staff involvement
- Facilitate Board determination of the designation of a board member and/or district staff member as the key contact for AASB in coordinating search activities

### **b) Identify Selection Criteria**

The search consultant will assist the Board in developing selection criteria and a profile for the desired candidate including professional experience, educational background and management style. These criteria are used throughout the search. If desired by the board, the search consultant is prepared to conduct community and staff forums to gather additional information and seek comments on the selection criteria established by the board. This can include up to three separate stakeholder surveys and summary reports for the Board. AASB will also review District policies, regulations and bylaws to ensure that the search and selection process is compliant with the District's policies, regulations and bylaws.

### **c) Timeline**

An adequate timeline is critical to the success of a search. The timeline shown below should be considered a guideline and can be shortened or lengthened to meet the district's needs.

<b>ACTIVITY</b>	<b>Suggested Dates</b>
Meet with board to develop criteria/design electronic vacancy notice	Week 1
Accept materials from candidates and conduct background checks	Week 2-5 {4 weeks}
Meet with boards to screen for semi-finalists/finalist	Week 7
Board Members conduct reference checks	Week 8-9
Conduct preliminary screening interviews ( <i>Optional</i> )	<i>TBD</i>
Notify finalists and arrange interviews	Week 7
Conduct interviews, final selection, secure contract	Week 9 or 10
Superintendent begins	July 1, 2020
Follow-up workshop with board & superintendent	By the end of Dec 2020

### **d) The Recruitment Process**

Once the selection criteria have been identified, the search consultant will work with the board to develop a vacancy announcement that will describe the position, the selection criteria, the district and the community. This will be published using an attractive on-line brochure. AASB will insure that the announcement receives wide circulation through state and national professional associations, web sites and, where authorized by the Board, paid advertisements.

### **e) Applicants & Eligibility**

AASB uses an entirely online application process. Applicants will complete an online profile and then must complete specific application questions tailored to your district based upon Board input and requirements. Applicants must provide evidence for meeting or exceeding the Board's minimum requirements for the position and all information must be submitted to create a complete application. Only complete applications will be forwarded to the Board for review.

AASB will check for certification and recency credits and conduct preliminary background checks on each candidate that meets the basic search criteria. Each application will be examined and AASB will inform the Board as to whether each applicant is eligible or non-eligible based on the Board's minimum requirements.

#### **f) Background And Reference Checks**

Through our statewide and national network of contacts, AASB will conduct confidential background investigations of all qualified candidates. This network is one of the most valuable features of the AASB search process, particularly if the Board is interested in conducting a national search. AASB staff is able to solicit candid information through other state associations and contacts that your local search committee or other consultants would not necessarily secure. Included in the fee for service, AASB will conduct a national criminal background check, a sex offender list check and a SSN trace for each applicant. An education, employer and professional license verification is also provided for each applicant.

## **2. Finalist or Semifinalist Selection (25% of the fee)**

#### **a) Screening To Identify Semi-Finalists (*Optional Step, Additional Cost*)**

A brief oral report of each candidate's background will be presented to the board prior to the file review. This report will be accompanied by a written summary of each candidate's employment and educational history. All files will be presented to the board for review during the finalist selection process. The search consultant will meet with the board to facilitate the screening process. If a separate committee process beyond the board is utilized, the search consultant will facilitate this process. Once semi-finalist are chosen the search consultant can assist boards through video teleconference or web meeting interviews. **THIS IS AN ADDITIONAL COST** based on AASB's daily rate, as it is an additional visit to the district.

#### **b) Selection Of Finalists & Logistics**

Based on the review of candidate files, the follow-up background checks, and possibly previous videoconference interviews (if conducted), the Board will select finalists to interview in person and onsite. AASB will communicate appropriately to candidates not selected as finalists. Finalists will be notified immediately by AASB of their selection and invited for an interview. AASB will also be responsible for oversight of all travel logistics and for facilitating search activities while the candidates are on site.

AASB will also facilitate the superintendent contract review with the Board. The Board may also choose to enlist the aid of the Board's legal counsel as well. AASB usually facilitates the offer development by the Board and assists with the final contract negotiation. The AASB facilitators have extensive experience with this aspect of the hiring process.

## **3. Superintendent Selection (35% of the fee)**

#### **a) The Onsite Interview Process**

The search consultant will meet with the board (as well as staff and/or community interview committees if the Board chooses) to provide information on the mechanics of conducting successful interviews as well as assisting the board in the development of effective interview questions. In

addition, the search consultant will help prepare a public announcement of the superintendent selection process suitable for a press release.

The search consultant will be on site to help orient candidates to the community during their onsite interview and will work with the board as desired to plan functions, which will allow the candidates to meet with constituent groups. The search consultant will facilitate community and staff forums with the candidates as requested.

**b) Follow-Up Workshop (included as a benefit for a successful search, not refundable)**

One of the key factors leading to a good transition between the Board and new superintendent is the development of a trusting and effective relationship. One of the most crucial opportunities for that to happen is at a facilitated workshop with the new superintendent and the Board. Following the appointment of the new superintendent, the search consultant will conduct a workshop in the district to help identify expectations, clarify responsibilities and develop priorities. This workshop, generally held in the early fall, helps the new board-superintendent team establish effective lines of communication and a positive working relationship. This workshop is included in the price of the service set forth and is offered as a value of membership in the Association of Alaska School Boards. There is no refund value available to the district if it is not used. This follow-up workshop must be scheduled to occur by the end of 2020 to receive it as a part of this comprehensive service.

## MEMORANDUM OF AGREEMENT

### North Slope Borough School District and the Association of Alaska School Boards

The Association of Alaska School Boards is pleased and excited to assist the North Slope Borough School District Board of Education with their search to secure a superintendent of schools. AASB's involvement will include one meeting with the Board to establish the search criteria, qualifications and timeline, two on-site search facilitations, and ongoing telephonic or web meeting support throughout the entire process. AASB will also provide up to three separate stakeholder surveys and summary reports for the Board if desired.

#### I. CONDITIONS

- a. The North Slope Borough School District Board of Education will pay a professional fee of **\$11,455.00** payable to the Association of Alaska School Boards.
- b. In addition to the professional fee, the North Slope Borough School District Board of Education shall reimburse the Association of Alaska School Boards for reasonable expenses. Expenses include, but are not necessarily limited to, travel, lodging, and food for AASB staff and candidates. *(Cost estimates for expenses of onsite facilitated meetings and interviews are described in the Scope of Services. They are not quotes.)* An onsite visit normally is two days in duration. **Any requirement for a longer onsite visit will be invoiced at the standard rate of \$870.00 per day.** Expenses also comprise additional costs including, but not limited to, specific additional advertising, and additional background or reference checks not normally executed as approved by the Board of Education. Please mark if the additional federal civil records check is desired for each applicant:
- c. The North Slope Borough School District warrants that it is an equal opportunity employer and functions in accordance with applicable state and federal laws. AASB warrants that it is an equal opportunity employer and functions in accordance with applicable state and federal laws.
- d. The services that shall be provided by AASB to the North Slope Borough School District shall be those services set out in the **Scope of Services** incorporated here by reference.
- e. The North Slope Borough School District shall indemnify and hold the Association of Alaska School Boards harmless from liability not arising through the gross negligence or intentional misconduct of the Association of Alaska School Boards.

#### II. DISCONTINUANCE OF SERVICE

Either party may terminate this contract at any time by a notice in writing delivered by one party to the other. Notice of termination shall be provided as follows:

Norm Wooten, Executive Director, Association of Alaska School Boards,  
[nwooten@aasb.org](mailto:nwooten@aasb.org).

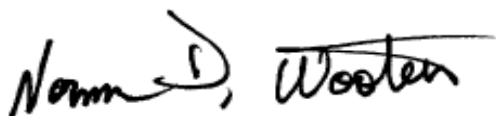
Roxanne Brower, Board President, North Slope Borough School District,  
[roccabrower@gmail.com](mailto:roccabrower@gmail.com)

In the event of contract termination, the Association of Alaska School Boards will be reimbursed for all expenses through the date of termination or the date of receipt of notice of termination, whichever is later, and will be eligible for all professional fees payable in accordance with paragraph I-a, prorating any unused portion of the scope of services based on the cumulative percentage of service completed (see the table below), except that if the North Slope Borough School District Board of Education hires any candidate applying through or submitted by the Association of Alaska School Boards, the entire fee shall be deemed "earned" and paid as though paragraph I-a were still in effect.

1. Superintendent Search Initiation (40% of fee)	\$4,582 plus expenses
2. Search Initiation & Finalist Selection (65% of fee)	\$7,446 plus expenses
3. Successful Search Selection (100% of fee)	\$11,455 plus expenses

If the terms set forth in this Letter of Agreement meet with the Board's approval, please indicate acceptance by having the appropriate official sign and return a copy with original signatures for our files.

The North Slope Borough School District Board of Education agrees to engage the Association of Alaska School Boards, 1111 West 9<sup>th</sup> Street, Juneau, Alaska 99801-1811 to serve as consultants to the Board in conducting a search for their Superintendent of Schools in accordance with this Agreement.



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Norman D. Wooten, Executive Director

January 28, 2020  
Date

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Roxanne Brower  
North Slope Borough School District Board President

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Date