

A Proposal

to the

Aledo Independent School District

Board of Trustees

For Superintendent Search Services

from

Arrow Educational Services, Inc.

November 16, 2017

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To Members of the Aledo ISD Board:

We are pleased to present this proposal to assist your district in the search for a new superintendent. As you look over these materials, remember that Arrow Educational Services, Inc. is the premier superintendent search firm in the state of Texas.

Having worked in Texas schools for our entire career we are familiar with the needs and values of Texas public schools and your district. No firm offers the level of personal service upon which Arrow Educational Services, Inc. has built its stellar reputation. Our references will confirm this. We urge you to talk to anyone with whom we have worked. They will verify our confidence, expertise and proven record of **success in 150 + superintendent searches for Texas school districts.**

Through the years outstanding candidates have learned that they can trust Arrow's consultants. They appreciate our simplicity and straight-forward approach. School boards have learned to appreciate the obsession to satisfy and the passion for excellence that Arrow's consultants create not only during the search but for years after. Put simply, we work harder for you than other firms. We work more closely with you than other firms. We eliminate more of the stress for you than other firms. We develop longer-lasting relationships than other firms. We involve you more than other firms. You can be assured that AES will commit all efforts to provide all services necessary to place a superstar in the Aledo School District!

In summary, we do all of the work to prepare you to do your job, hiring the best superintendent for your district. This proposal outlines the general expectations Arrow provides in a superintendent search. We will be happy to customize the process to specific needs in your district. We truly look forward to working with you.

Sincerely,

Dr. Russell D. Marshall, President
Jim Dunlap, Lead Consultant

Arrow Educational Services, Inc.
417 East Market Street
Mabank, TX 75147

Dr. Marshall's Cell: 903-237-8154
Mr. Dunlap's Cell: 903-746-4392

YOUR ARROW CONSULTANT TEAM

Dr. Russell Marshall, President of Arrow Educational Services, Inc. has experience in all levels of education. He has served as a superintendent, assistant superintendent, principal, assistant principal and classroom teacher. He is a former associate professor of educational leadership and Coordinator of the Superintendent Certification Program for both The University of Texas at Tyler and Stephen F. Austin State University. His current position as superintendent of Mabank ISD, an exemplary 4-A district in Region 10, keeps him current on the laws and complexities demanded of the superintendency.

Dr. Marshall has over 37 years of service to Texas school children. He was twice named the Region 10 Superintendent of the Year, having received this honor for two consecutive years. Being a current superintendent, he possesses the innate ability and expertise needed to recognize characteristics and chemistry vital to a successful superintendent search.

He and his wife, Tammye, have been married for 34 years. They are the parents of four wonderful children. Jordan, 29, is a graduate of Stephen F. Austin State University and The University of Texas at El Paso and is currently a nurse practitioner in Fort Worth; Griffin, 26 is a graduate of Tarleton State University and owns his own oil and gas service company in Midland; Landon, 23 is a graduate of Texas A and M University and employed by J. P. Morgan in Denver; and Alden, 19, is a student in the McCombs Business School at the University of Texas in Austin. Four children (and Russell) create a huge challenge for Tammye.

Jim Dunlap, Lead Consultant, is a veteran educator with 48 years of experience in Texas public schools as a janitor, teacher aide, bus driver, teacher, principal, business manager, superintendent, and education service center staff member. For twenty-five of those years, he served as superintendent in three outstanding Texas school districts, Diboll, Beckville, and Hallsville, as well as occasionally serving as interim superintendent. Boards of Trustees in Diboll and in Hallsville nominated him as Superintendent of the Year, and he was twice selected as a nominee for State Superintendent of the Year from Region 7. He is a TEA certified board trainer, lecturer and workshop leader at service centers and area universities.

For several years, he held a variety of leadership positions with the Region 7 Education Service Center, including administrative services division director and Field Service Agent. He left the ESC to pursue a new venture as an adjunct instructor in the principal preparation program for Texas A&M-Texarkana. Jim has served as interim superintendent in two school districts and completed his third tour as superintendent in Hallsville ISD. In addition, he is a certified school district monitor for the Texas Education Agency. He has also served as editor of www.TexasISD.com's companion electronic newsletter, *The Lone Finalist* which is dedicated to keeping Texas educators current on critical school issues. This strong and wide-ranging set of field experiences provides him a special understanding of and a bond with superintendents and board members. His wife of 47 years, Linda, is also a retired school administrator and she still does contract work with Region 7 Education Service Center and with area school districts. They are the proud parents of two wonderful adult children and five "grandest" grandchildren ever, two of whom are Hallsville High School graduates and now U.S. Marines, one in college, one in high school, and one an elementary student in Oklahoma.

Since 80% of all searches are conducted in a similar manner regardless of which firm you choose, you should focus on the consultants who provide the best fit for your individual board. The 20% difference in firms makes all the difference. A harmonious working relationship coupled with mutual trust is the most important element in a board/consultant arrangement. You must feel that harmony and that trust with members of a consulting team from the beginning. With Arrow, the board secures a level of personal service for years to come that no other firm provides. The professionals from Arrow Educational Services, Inc. have the background, experiences, the network, and contacts you can trust.

The next element to look for in a consulting firm is a passion for their work. Your Arrow team brings a visible passion and an authentic love for what they do for your children and for your school district. Most of your candidates already know this and others who apply will experience it. You, your district employees and your community will experience this relationship as well. There will be no doubt in anyone's mind the direction and purpose of your search.

SERVICES/EXPECTATIONS

Our company will work with the board, staff, and community in developing a profile of the personal and professional qualities and qualifications you desire in a superintendent. From this profile, Arrow will recruit proven, highly successful educators for the position of superintendent in your district. This will be done through personal contacts and advertisements on statewide and national job placement boards, internet sites, universities, service centers and individual contacts.

We will work closely with the board during the entire process. This includes advertising the position, screening of applicants, reference checks, and advice on how the board can conduct criminal history and credit checks. In addition, Arrow Educational Services, Inc. will provide assistance in developing the offer of employment to the top candidate. We schedule interviews

and work directly with the board in developing the interview protocol, candidate questions and all other aspects of the search.

We DO NOT provide you a list of applicants to access on a website and leave you with all the work.

Role of Arrow:

1. Act in an advisory capacity for school board members throughout the search process
2. Assist with determining timelines for conducting the search process
3. Advertise the position
4. Collect applications
5. Screen applicants and assist in determining finalists for the superintendency
6. Assist with determining the provisions of employment
7. Assist in developing interview questions and procedures
8. Perform personal reference checks of final candidates
9. All other duties necessary for a successful search

Role of the District:

1. Establish timelines for conducting the search
2. Provide information about the district to Arrow for advertising the position
3. Determine provisions of employment
4. Conduct interviews
5. Announce finalist(s) 21 days before the employment of a superintendent
6. Assist with a home district visit, if desired
7. Conduct Criminal Records Checks
8. Appoint the superintendent

As Texas Education Agency certified school board trainers, we will offer three hours of team building credit to each board member during the search. This will be done through the search process or delivered after the new team is in place.

EXPERIENCE

Arrow Educational Services, Inc. was formed with the express purpose of “providing support, assistance, and training for Texas educators and school trustees.” Our primary business is superintendent search assistance. We have worked with school districts across the state of Texas and **we are justifiably proud of our work.** We encourage you to check our references and talk to the people who have used our services. They will give you the real story about how hard we will work for you not only during the search process but for months (and years) later!

The employment of a superintendent is the single most important task you will undertake as a board member. Normally, the search process is difficult and time-consuming. While Arrow Educational Services, Inc. will relieve you of the details, no firm can relieve you of the final responsibility of selecting your superintendent.

We assure you that you will receive the same quality search that we have provided in over 150 searches across the great state of Texas. We will not, as some other firms insist on doing, “farm out” any parts of the process. Only members of Arrow Educational Services, Inc. will be involved in your search and we are committed to your satisfaction in every phase of the process.

PRICING

Our marketing strategies to acquire your next superintendent will be directed only toward the most highly qualified and desirable candidates. The fee for these services will be \$7,500 plus expenses. TexasISD will bill individually for their premium posting at the top of their vacancy listing which no other firm can guarantee.

We are so confident in our ability to meet all your expectations, we offer this guarantee:

If upon completion of the search your board is not totally satisfied with the job we have done, you owe us nothing except our expenses. Absolutely NO ONE will work harder for you than Arrow Educational Services, Inc. and you WILL BE SATISFIED!

“The best predictor of future performance is past behavior.” Arrow Educational Services, Inc. is proud of our record of successful work in assisting school boards in the selection of a superintendent. Following is a list of other school districts for which Arrow has conducted successful searches. Please, check our references.

Alto ISD

Completed 2006

Anderson-Shiro CISD (three)

Completed 2000, 2004 & 2006

Anna ISD (twice)

Completed 2009 & 2014

Atlanta ISD

Completed 2006

Big Sandy ISD (twice)

Completed 2008 & 2016

Big Spring ISD

Completed 2009

Bloomburg ISD

Completed 2007

Blooming Grove ISD

Completed 2015

Blue Ridge ISD (twice)

Completed 2008 & 2016

Brazosport ISD

Completed 2011

Bridge City ISD

Completed 2016

Broaddus ISD

Closed 2010

Buffalo ISD

Completed 1999

Caldwell ISD

Completed 2000

Canton ISD

Completed 2010

Carthage ISD

Completed 2008

Celina ISD

Completed 2007

Center ISD

Completed 2002

Center Point ISD (three)

Completed 2002, 2007, 2008

Central ISD

Completed 1999

Chico ISD

Completed 2008

Chireno ISD

Completed 2015

Coahoma ISD (twice)

Completed 2005 & 2008

Comfort ISD

Completed 2007

Commerce ISD

Completed 2009

Corrigan-Camden ISD

Completed 1999

Crandall ISD

Completed 2012

Crane ISD (twice)

Completed 2001 & 2004

Cumby ISD

Completed 2009

Daingerfield-Lone Star

Completed 2008

Dayton ISD
Completed 2010

DeKalb ISD
Completed 2012

DeSoto ISD (twice)
Completed 2005 & 2007

Diboll ISD (twice)
Completed 2000 & 2006

Douglass ISD
Completed 2014

Elkhart ISD
Completed 2004

Etoile ISD
Completed 2002

Fairfield ISD
Completed 2009

Ferris ISD
Completed 2015

Florence ISD
Completed 2000

Frankston ISD (three)
Completed 2011, 2014 & 2016

Fruitvale ISD (twice)
Completed 2007 & 2008

Gilmer ISD
Completed 2002

Glen Rose ISD (twice)
Completed 2002 & 2006

Grape Creek ISD
Completed 2003

Grapeland ISD
Completed 2001

Greenville ISD (twice)
Completed 2006 and 2017

Greenwood ISD
Completed 2007

Hallsville ISD
Completed 2016

Harleton ISD
Completed 2007

Hemphill ISD (twice)
Completed 2010 & 2011

Hempstead ISD
Completed 2007

Henderson ISD
Completed 2000

Hillsboro ISD
Completed 2008

Hooks ISD
Completed 2011

Hudson ISD
Completed 2017

Ingram ISD
Completed 2000

Jarrell ISD (four)
Completed 2000, 2002, 2009 & 2012

Jasper ISD
Completed 2016

Joaquin ISD
Completed 1998

Kemp ISD
Completed 2006

Kennard ISD
Completed 2007

Kerens ISD
Completed 2015

Kermit ISD
Completed 2010

Lancaster ISD
Completed 2010

Lexington ISD (four)
Completed 2004, 2010, 2015, & 2017

Liberty ISD
Completed 2009

Lindale ISD
Completed 2007

Loraine ISD
Completed 2011

Lorena ISD
Completed 2003

Mabank ISD
Completed 2003

Manor ISD
Completed 2016

Marion ISD
Completed 2007

Marshall ISD
Completed 2009

Martin's Mill ISD
Completed 2013

Martinsville ISD (four)
Completed 2001, 2007, 2013 & 2016

Maud ISD (twice)
Completed 2012 & 2015

Melissa ISD
Completed 2014

Meridian ISD
Completed 2017

Mexia ISD (twice)
Completed 2003 & 2008

Midland Charter Academy
Completed 2008

Midlothian ISD
Completed 2000

Moody ISD
Completed 2016

New Boston ISD (twice)
Completed 2001 & 2005

Palestine ISD
Completed 2008

Pecos-Barstow-Toyah
Completed 2009

Pilot Point ISD (twice)
Completed 2007, 2013

Piney Woods Charter
Completed 2000

Pleasant Grove
Completed 2016

Post ISD
Completed 2010

Premont ISD (twice)
Completed 2013 and 2016

Quinlan ISD
Completed 2008

Rains ISD
Completed 2012

Reagan County ISD
Completed 2006

Rice ISD

Completed 2015

Rogers ISD

Completed 2009

Rusk ISD (twice)

Completed 2001 & 2012

Sam Rayburn ISD

Completed 2016

San Augustine ISD

Completed 2007

Santa Fe ISD

Completed 2008

Schulenburg ISD

Completed 2001

Snook ISD (twice)

Completed 2001 & 2006

Stafford MSD (four)

Completed 2003, 2006, 2011 & 2014

Sunnyvale ISD

Completed 2007

Timpson ISD (twice)

Completed 1999 & 2009

Trinidad ISD

Completed 2006

Troup ISD

Completed 2001

Troy ISD

Completed 2003

White Settlement CISD

Completed 2012

Whiteface CISD

Completed 2002

Wimberley ISD

Completed 1999

Winnsboro ISD

Completed 2014

Wylie ISD

Completed 2011

Yantis ISD

Completed 2015

Zavalla ISD

Completed 2008