

# WHAT SETS US APART

# MEET OUR TEAM

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**Michael Collins**

President



**Kathy Schoenfelder**

Vice President



**Bridget Cheney**

National Search Associate



**Sue Savaglio-Jarvis**

Regional Search Associate

# EXPERIENCE

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- Ray & Associates, Inc. has been in business since 1975 and is a professional organization that specializes in school executive leadership searches.
- Our professional consultants, 40% of whom are women and/or people of color, are persons with long-term experience in the school executive field, with extensive backgrounds as school administrators, business executives, school board members, university professors, and attorneys.
- Recruiting from the nation's largest pool of candidates, searching for educational leaders is our primary business. Our experience has taught us that continual improvement of our process will keep you and your district on the cutting edge of education.

# DIVERSITY

- WE ARE THE ONLY WOMAN-OWNED EDUCATIONAL SEARCH FIRM IN AMERICA.
- THE DIVERSITY OF OUR ASSOCIATES PROVIDES UNIQUE AND COLLABORATIVE PERSPECTIVES AS WE VET CANDIDATES AND PREPARE CANDIDATE POOLS.
- WE HAVE PLACED THE LARGEST NUMBER OF WOMEN AND PEOPLE OF COLOR IN SUPERINTENDENCIES IN AMERICA OVER THE PAST TWO DECADES.

(40% PLUS)

# INCLUSION, EQUITY & ELIMINATION OF INSTITUTIONAL RACISM

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During these challenging times, we articulate our organizational commitment to identifying and acting upon the changes that are needed to bring about inclusion, recognize the need for equity, and eliminate institutional racism. We recognize social injustice, systemic racism, socio-economic limitations, and the disparities associated with the identification and placement of school district leadership personnel. Furthermore, this recognition has not only guided our recruitment and placement of school district leaders, it directly impacts our recruitment and selection of our search Associates and national office personnel.

## **Therefore, we will:**

- Declare inclusion as an organizational core value;
- Engage in intentional conversation and behavior around diversity and equity;
- Identify social justice as a behavior model impacting our school search practices;
- Recognize systemic racism as an equity problem for children's access to a fair, thorough, and effective public education;
- Place equity, inclusion, and diversity as a major tenant of practice; and
- Use our voices and practices as instruments for change.

As a broad-based representative, nationwide organization that focuses on the delivery of leadership search and selection services to school districts, we commit ourselves to the statements above.

Additionally, we will continue to ask ourselves the appropriate questions that help us focus on the delivery of our respective services through the lenses of integrity, equity, social justice, and inclusion.

Finally, we will continue to bring forward the organization's forces of institutional leadership, advocacy, the scope of representation, levels of expertise, and spheres of influence in these areas from this day forward.

**Join us as we: WORK together, ASK questions, LISTEN fully, and ACT meaningfully!**

# POOL OF CANDIDATES

- THE AVERAGE NUMBER OF COMPLETED CANDIDATE APPLICATION FILES PER SEARCH IS TYPICALLY FORTY (40) TO FIFTY (50).
- OUR COMMITMENT TO CANDIDATE CARE, ALLOW US TO ATTRACT AND MAINTAIN STRONG CANDIDATE INTEREST IN ALL OF THE POSITIONS POSTED IN ANY GIVEN YEAR.

# BOARD INPUT

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- IT'S YOUR SEARCH!
- Individual Board Interviews
- Board Determines Stakeholder Groups
- Board Determines Timeline and Compensation
- Board Finalizes Profile

# PROFILE DEVELOPMENT

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- Individual Board Member Interviews
- Stakeholder Meetings
- Online Survey
  - Various language versions available
  - Research-Based
  - 31 Characteristics
  - Stakeholder Comments
- Survey and Focus Group Results (tallying information gained from all resources)
- Board Determines Profile Characteristics

*(final profile determined from presented survey results)*

- Open Public Forums



# RECRUITMENT

- AGGRESSIVELY RECRUIT top candidates for the position by personally reaching out and encouraging them to apply.
- Access highly qualified, diverse candidate pools.
- Utilize robust Ray & Associates website (with over 28,000 unique monthly visits).
- Advertise with productive venues and through other channels: including our website and social media such as Facebook and Twitter.
- We guarantee to not return and try to recruit any placed candidate for a five-year period.
- Average 2-3 times more applicants than any other firm.

# CANDIDATE POOL

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- Screen candidates according to District Developed Profile.
- Extensive background investigations and internet checks of significant candidates.
  - Investigate/vet the candidates (using Google, Yahoo, Twitter, Facebook, and other media sources).
- Bring 8-12 top candidates to the Board for consideration.
- Provide candidate's application information and video interviews to the Board.
- For the top 2-3 candidates, we engage a professional organization to conduct a complete criminal, civil litigation, social security, sex offender, motor vehicle record checks, and verification of educational degrees, at no additional fee.
- NO SURPRISES!

# BOARD SELECTION OF CANDIDATES

- Review top candidate applications
- Review top candidate videos
- Complete consensus-building matrix (scoring instrument)
- Deliberate/discuss and reach a consensus of matrix results
- Select candidates for the semi-final and final interviews
- Finalizing the development of Board interview questions

# FINALIZING THE SEARCH AND BEYOND

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- Interviews and final selection.
- Assist the District with final contractual agreement.
- Provide a two (2) year guarantee on Superintendent search.
- Provide a Board Self Assessment Survey for as long as the new Superintendent is employed (at no cost).
- Building the new leadership team.

# "What school boards say about Ray & Associates"

"As a large, public urban school district with a richly diverse student population one of our top priorities was to conduct a national search intentionally reaching diverse candidates. Upon hire, Ray and Associates immediately heard our values and quickly proved their ability to access a multitude of resources and networks ensuring a wide range of candidates throughout our selection process. In addition to their commitment to our values, Ray and Associates was a consistent and constant guide throughout the process. Our board of education always knew what the next step in the process would be and was confident that we would be prepared for effective and wise decision-making."

December 30, 2021

Ms. Jen Schottke, Board President  
Grand Rapids Public Schools, MI  
Enrollment: 14,500

"In a somewhat constricted timetable, they lead a process to gather information from all stakeholder groups on the characteristics that should be prioritized in the search, managed the application and interview process, and organized a busy day of in-person forums and zoom meetings for stakeholder groups. The entire team at Ray and Associates lead and supported every aspect of our search process."

July 7, 2021

Ms. Victoria Powers, Board Vice President  
Bexley City Schools, OH  
Enrollment: 2,400

"In late March 2021 we asked the team to assist us with an accelerated timeline to expedite their traditional search schedule. Within 8 weeks we interviewed multiple highly-qualified finalists and identified our next Superintendent. This unprecedented search could not have been possible without Ray and Associates' willingness to modify their approach, their willingness to collaborate, the assistance of the Ray and Associates team, and the amazing administrative team at your corporate office."

June 24, 2021

Ms. Cathleen O'Neil Frantz, Board President  
Alhambra Elementary School District, AZ  
Enrollment: 12,000

# SUMMARY

## **Unique Size and Scope**

- Oldest Firm
- Most searches (1600+ completed)
- Largest pool of candidates
  - Typically 40-50 applicants

## **Engagement**

- Comprehensive Constituent/Community Engagement
- Led by trained facilitators

## **DEI & Social Justice Commitment**

- Organizational positioning
- Organizational practice

## **Educational Leadership Outreach**

- Scores of experienced associates
- Longstanding relationships with State & National Educational Associations
- Largest website traffic count (28,000+ unique visits per month)

## **Candidate Information**

- In-depth background checks
- Candidate one-way videos

## **Board's Leadership and Performance**

- Individual board interviews
- Determine timelines & compensation
- Finalize profile & facilitate interviews
- Facilitate board decision making

## **Selection Assistance**

- Assist with contract finalization
- Assist with board and new superintendent follow-up

## **Guarantees**

- 2-year guarantee
- 5-year guarantee



**SUCCESSFUL DISTRICT LEADERSHIP SEEKS  
THE CIRCUMSTANCES THEY WANT AND IF  
THEY CAN'T FIND THEM, THEY MAKE THEM**

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*Paraphrased from a quote of George Bernard Shaw*

**ALL OF THE FACTORS  
PRESENTED TODAY ALLOW OUR  
FIRM TO PROVIDE YOU WITH A  
PROVEN SEARCH PROCESS  
TAILORED TO THE NEEDS OF  
GENEVA COMMUNITY UNIT  
SCHOOL DISTRICT 304.**