



9/2/25

Superintendent Search Firm Selection Process

I. Board Policy

Board Policy 303, states that “the school board selects, employs, and contracts with the chosen superintendent”. It outlines the selection of the superintendent by the board by saying:

Selection:

- A process for recruitment, screening, and interviewing of candidates will be developed by the school board.
- The board may contract for assistance in the search for a superintendent.

[Policy 303](#)

II. Attributes of Ideal Search Firm

As part of the superintendent search process, the board is taking steps to identify and engage a search firm to assist with this important work. To guide the selection process, the board will first determine the qualities and attributes it values in a search partner. In December 2024, before the board engaged in an interim superintendent search, qualities identified in a desired search firm included:

1. Success in past
2. Representative client lists
3. Experience with high performing school districts
4. Experience with similar district
5. Knowledge of district
6. No preconceived notions as to what is best
7. Ability to work with and guide board
8. Cost

In this discussion, the board will revisit the December 2024 list and revise desired qualities based on any additional information or input from the full board.

III. Selection of Firms of Interest

Following the discussion of ideal search firm attributes, the board will review a list of regional search firms and identify three to four firms from which to request proposals and set up further interviews. These proposals will provide additional details on the firms' approach, capacity, and record of success. The board's selection of firms to invite for proposals will set the stage for a more in-depth evaluation process during the interview process.

Search firms for consideration include:

1. School Exec Connect

- Conducted our last superintendent search (Dr. Stanley in 2021)
- Knowledgeable about both Edina and the state of Minnesota
 - Completed searches performed: Anoka-Hennepin, Brainerd, Burnsville, Chaska, Wayzata
 - Have experience with high performing districts, especially in Illinois: Lake Geneva, Lake Forest, New Trier
- Specialize in boards of education and superintendent searches
- Comes recommended from governance research from December 2024

2. Hazard Young

- Located in Arlington Heights, Illinois
- Was the one of the finalists for the board for the last superintendent search
- Specializes in boards of education and superintendent searches
- More of a national search company and have experience in Minnesota, but not as extensive as other search companies
- Does not appear to have an associate directly assigned to or specializing in Minnesota (Wisconsin, Iowa and Illinois associates available)
- Comes recommended from governance research from December 2024

3. BWP and Associates

- Located in Libertyville, Illinois with Jane Berens listed as the Minnesota contact
- Edina utilized this firm for the search that hired John Schultz
- Minneapolis, St. Paul, and Minnetonka have all recently used
- Specializes in boards of education and superintendent searches

4. Minnesota School Board Association

- Located in Minnesota and specializes in Minnesota searches
- Barb Dorn is the Director of Executive Search. As a member district of MSBA, Barb was helpful and an advisor during our interim process.
- Conducted the search for Rochester, St. Louis Park Schools and many outstate districts
- Specialty is in supporting boards of education

- Part of the National Affiliation of Superintendent Searchers, which enables them to notify a national market

5. [McPherson and Jacobson](#)

- Located in Omaha, Nebraska
- Specialize in educational executive leadership searches
- Have nationwide reach, with two Minnesota associates, however appears to have never done any Minnesota searches

III. [Next Steps](#)

After the board has selected three to four search firms from which to request proposals and interviews, next steps include:

- Executive Assistant, Anne Naas, will collect board member's availability for a special meeting to interview each search firm. Typically, all interviews take place on the same evening to avoid an unfair advantage to any firms.
- The governance committee will reach out to each firm requesting a proposal for our search and work with each firm to schedule an interview for the week of September 22-26, 2025.

IV. [Conclusion](#)

The Edina School Board remains committed to ensuring that the superintendent search is conducted in a manner that reflects the values of the Edina Public Schools community and is transparent, inclusive, and well-communicated. All updates will be shared on the district website, and key milestones will be communicated through district communication channels.