



# SEARCH SERVICES PROPOSAL

prepared for

**Turtle Lake School District**  
**October 2025**



*Supporting, Promoting and Advancing Public Education*

WISCONSIN ASSOCIATION OF SCHOOL BOARDS, INC.  
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WASB.org

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# WASB Nondiscrimination Statement

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The Wisconsin Association of School Boards is an equal opportunity employer. The WASB's goal and expectation is that the WASB (including WASB Search Services) shall provide services to the district in a manner that (1) does not unlawfully discriminate against any employee or applicant for employment, and (2) facilitates a timely, appropriate, and proportionate response to any complaint, report, or concern regarding possible unlawful discrimination in employment.

The WASB's commitment to nondiscrimination and to taking appropriate corrective action when needed encompasses all aspects of employment and personnel administration, including recruitment, hiring, training, assignments, compensation, evaluation, and discipline.

Accordingly, the WASB shall not unlawfully discriminate against any employee or applicant for employment on the basis of disability, race, color, ancestry, national origin, citizenship, sex (including sex-based stereotypes and an employee's transgender status), sexual orientation, marital status, pregnancy, age, religion, creed, political or religious affiliation, arrest or conviction record, military service, use or nonuse of a lawful product off school premises during nonworking hours, declining to attend a meeting or to participate in any communication about religious matters or political matters, the authorized use of family or medical leave or worker's compensation benefits, genetic information, or any other basis prohibited by applicable law.

# Why choose the WASB for your search?

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## **Our mission:**

Established in 1921, the Wisconsin Association of School Boards' mission is supporting, promoting and advancing public education. Our vision is to provide leadership in public school governance.

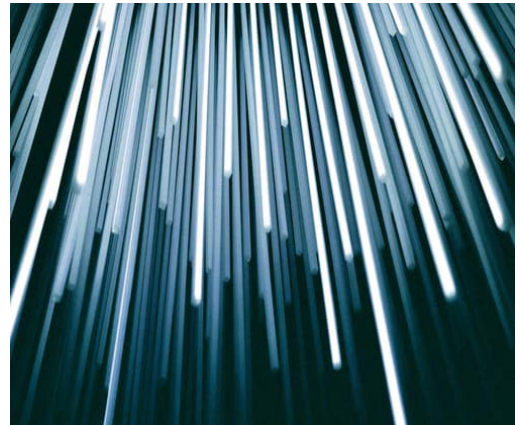
As your membership organization, we offer an excellent superintendent search, and we can also connect you with the full range of premier services including policy assistance, legal services, board governance, and legislative advocacy.

## **Our approach:**

Choosing a new superintendent is one of the most important tasks you will face as a school board. The WASB Search Services is designed to make this a positive and effective experience to help you choose the right person to lead your district.

The successful superintendent search begins with a strong team of professional search consultants and ends with a solid, long-term relationship between the school district and its top administrative leaders.

Our process has been carefully designed to strengthen the relationships between board members, the community and their new superintendent. We offer flexibility that reflects the board's values in the decision-making process. We also work with the board to approach this search with the district's leadership design, strategic plan pillars and board goals as key priorities in our collective and collaborative work. It will be critical to have this work confirmed and included as part of the profile for your next superintendent.



We:

- Have a team of experienced consultants with backgrounds in districts like yours to assist you with your search.
- Facilitate the search process so your board retains full ownership and access to all completed applications through our secure online portal. Unlike some other firms that pre-screen or limit what boards see, we believe in full transparency: every qualified applicant is available for board review. This ensures that you decide who advances—not us. In a facilitated meeting with your WASB consultant, board members will review and discuss all candidates together, with expert guidance—but the decisions always remain in your hands. It's your search, your leadership, your choice.
- Provide you with ongoing services for effective governance and school leadership, if desired.

## **Our ongoing support:**

Throughout the search we will work with the board in a relationship-based and supportive manner. The needs of the board and district will guide our work during the process. The WASB is your resource for all your search needs from advertising your vacancy through hiring your new district leader.

Our relationship with you does not end when your new superintendent takes office. One of the opportunities we offer to school boards is assistance with the transition between your former superintendent and your new one.

As your membership organization, the WASB has designed a range of additional board development and follow-up activities to support a positive working relationship between your board and superintendent.

## **Our history:**

The WASB established its search services in 1991. Since then, many of the boards we have worked with have called upon us more than once to help them with new superintendent searches over the years.

We. . .

- Conduct national searches and specialize in placing superintendents in Wisconsin school districts.
- Have over 34 years of search experience with school boards.
- Have conducted over 450 searches overall.
- Have worked with many different sizes and types of districts and CESAs.

We are proud of our retention rate over a period that often includes changes in school board members as well as changes in a school board's vision, goals, and priorities.

- 98% retention rate after the first year of superintendent placement  
(represents searches conducted 2019-20 through 2023-24)
- 91% retention rate after the second year of superintendent placement  
(represents searches conducted 2018-19 through 2022-23)
- 83% retention rate after the third year of superintendent placement  
(represents searches conducted 2017-18 through 2021-22)

# Why choose the WASB for your search? (continued)

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The WASB has worked with many school districts, both large and small. We have conducted superintendent searches for the following Wisconsin districts since 2019-20.

Abbotsford  
Alma Center-Humbird-Merrillan  
Appleton  
Baldwin-Woodville  
Bangor  
Barneveld  
Beloit  
Blair-Taylor  
Bloomer  
Bruce  
Campbellsport  
CESA 11  
CESA 4  
CESA 7  
Chequamegon  
Clayton  
Cochrane-Fountain City  
Colfax (Interim)  
Cudahy  
Dodgeville  
Durand-Arkansaw  
Ellsworth  
Fox Point-Bayside  
Frederic  
Gale-Ettrick-Trempealeau  
Geneva Joint 4  
Genoa City Jt 2  
Hartford Jt 1  
Hartland-Lakeside J3  
Holy Hill  
Howards Grove  
Hustisford  
Iowa-Grant  
Jefferson  
Kenosha Unified  
Kohler  
Ladysmith

Lake Country  
Lakeland Union High School  
Laona  
Linn Jt 6  
Little Chute  
Lodi  
Manitowoc  
Melrose-Mindoro  
Mondovi  
Nekoosa  
New Auburn (Interim)  
Norwalk-Ontario-Wilton  
Onalaska  
Pardeeville  
Pecatonica  
Prairie Farm  
Raymond #14  
Salem  
Sevastopol  
Shell Lake  
Shullsburg  
South Milwaukee  
Southern Door County  
Southwestern Wisconsin  
Spring Valley  
St. Croix Falls  
Thorp  
Tomah Area  
Unity  
Viroqua  
Washington-Caldwell  
Waterford Graded  
Webster  
West Salem  
Whitnall  
Wilmot Union High School  
Wisconsin Heights



# What do members say about WASB Search Services?

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*There is no doubt in my mind that we ran a search with integrity, fidelity and wisdom because we engaged the WASB.*

Board Member, St. Croix Falls School District

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*The professional support we received from the WASB Search Services was unmatched! They helped us every step of the way and we never veered from our timeline.*

Board Member, Southwestern Wisconsin School District

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*WASB provided all the expertise in our search that we knew we could not accomplish on our own: deep knowledge of the hiring environment, a consultant familiar with our small district issues and the ability to put that together to find the candidate that would most help our district be successful.*

Board Member, School District of Ladysmith

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*This service was well planned, organized and thoughtfully executed. I highly recommend WASB Search Services.*

Board Member, Raymond School District #14

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# The Search

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## Services Provided

The WASB agrees to provide the school board of the district with general assistance and consultation in the selection of an administrator by performing the following services. All meetings, focus groups and interviews will be conducted with the WASB consultant and the board together in-person.

- Planning meeting
- National advertising
- Community survey
- Focus groups (\*includes up to three groups) and review of the input
- Vacancy notice & essay questions
- Interview questions
- Develop criteria and publicize the vacancy
- Collect applications on behalf of the school board
- Communicate with and answer questions from applicants
- Provide an external review of applications in comparison with the school board's criteria and qualifications
- Schedule interviews and assist with preparations
- Initial interviews
- Formal background checks
- Provide guidance regarding reference checks
- Assist with the announcement of finalists
- Final interviews
- Assist with final selection
- Assist with the announcement of selected candidate
- Post selection transition meeting

### Ala Carte Options - IF REQUESTED (additional cost)

- Additional national advertising
- \*Focus groups beyond three groups
- Consultant checks references
- Conduct candidate forums
- Third round of interviews
- Separate meeting after final interviews to decide which finalist will be offered the job
- Additional meetings requested

The services provided represent the full range of activities involved with a search and will be discussed with the board to finalize dates for various components of the search. The ala carte options may be added at the district's request.

A complete search may take three to five months. However, the WASB consultant is prepared to adjust a timeline to meet a school district's situation. Ideally, the search for a new superintendent should not be hurried.

While the entire search process is designed with the board, it is important to have a lead district staff member assigned to assist with some of the detail of the search such as assisting with the arrangements for focus groups. This might be the district's executive assistant.

## **Planning - Scope**

Our Search Services are flexible and responsive to the needs of the school board. The first phase of the process is a planning meeting when a WASB consultant works in conjunction with the board to design key aspects of the search.

We want you to feel fully prepared. During the first planning meeting, we'll discuss timelines, possible internal candidates, extent and type of community/staff involvement, the Search Services budget, advertising, media relations and confidentiality. We'll also put together a list of activities the board and present superintendent agree upon in order to get the district ready to search for the new leader.

This meeting offers an important opportunity to talk about how the search will address the district's leadership design, district characteristics, mission, value statements, strategic plan pillars and board goals. The WASB understands these are important considerations for the district. These will serve as key lenses for the entire search process. In addition, the consultant can facilitate a discussion with the board to update the position description for the superintendent.

After this planning meeting, we will send a thorough summary of our findings to you so that you may use them as a guide during the next steps of the search process.

## **Planning - Engaging Stakeholders: Focus Groups and Community Survey**

At the heart of the WASB search process is the understanding that great opportunity exists to engage key stakeholders. While this engagement relates to the search process, the WASB sees opportunity for the district to be viewed as wanting to listen and engage with internal and external stakeholders. Two key ways this happens is through the use of focus groups and a community survey which serve as valuable resources during your search.

A series of focus groups with the board, school staff, and community members serves as a primary method for engagement. Since we have been doing searches for over three decades, we have crafted a highly effective system for organizing and running these focus group sessions. The purpose of this step is to allow the board, staff and community members to assist with identifying a leadership profile and to determine the criteria for

selecting a new leader. The focus group meetings are subject to Wisconsin's open meetings law. We will work with the board to identify the specific focus groups that will be conducted, and a strategy will be developed to ensure that a broad range of diverse stakeholders have an opportunity to participate.

With our process for identifying focus group participants, your board not only gets feedback from the community but also strengthens connections with district residents and school stakeholders. You will get feedback on our findings and this information will be used throughout the search to evaluate candidates' qualifications.

The WASB will also provide an electronic community survey in addition to the face-to-face focus groups. The WASB will provide a link to this community survey to post on your website. The electronic survey will allow community members, staff and parents an opportunity to provide information to the district by choosing answers to questions like those used in the focus groups. In addition, the district will receive a summary of the survey results.



The data generated from the focus groups and community survey will influence each aspect of your search. Throughout the process the school board will be using the criteria set by your community to identify the next superintendent. The data generated from these meetings is subject to disclosure under Wisconsin's public records law. With a clearly defined understanding of what you're looking for in a new superintendent, you will be better positioned to find the best match to meet your district's needs.

## **Planning - A National Search: Advertising the Vacancy**

The WASB will advertise and conduct this search on a national basis and will also use state resources to identify candidates. During the planning meeting, we will talk with you about how your board may want to uniquely advertise your search.

Our superintendent search services are trusted and promoted by 37 other state school board associations nationwide—giving your district access to a deep, diverse, and highly qualified candidate pool. Through these official state channels, we reach candidates who are not only experienced but aligned with the governance values and leadership expectations of public school systems. This national reach, combined with local insight, helps your board find the right leader with the right fit.

## **Advertising for Your Vacancy - Included in the Search**

- All recent and prior applicants (500+) to WASB searches are notified of your vacancy.
- Posted on the Wisconsin School Leadership Career Center via a premium advertising package, including a posting on American Association of School Administrators (AASA).

- Average exposures via job boards and searches per vacancy in 2024-2025 = 28,000+
- Average of specific clicks on posted vacancy in 2024-2025 = 1,500+
- Posted on the WASB – Wisconsin Superintendent Searches webpage from vacancy announcement through the deadline.
- Posted on the WASB LinkedIn and Facebook pages.
- Regional advertising on approximately 30 public and private college/university websites across numerous states.
- Email to all Wisconsin CESA Agency Administrators.
- Email to the National Affiliation of Superintendent Searchers (NASS) Superintendent Searchers group.
  - NASS members have completed nearly 500 searches with more than 5,400 applicants since 2022.
- Posted on the Consortium of State School Boards Associations (COSSBA) School District Superintendent Openings by State webpage.
- \*See Optional Advertising Add-ons in the Fee Schedule section.

## **Planning - Application Process**

Using the information gathered from the focus group sessions and the community survey, we develop a candidate profile. During our focus groups, we not only solicit feedback about the characteristics you seek in a leader, we also ask about the features and selling points of your district. This is your district's chance to shine! The vacancy notice and the electronic brochure that we create for you are designed to attract candidates interested in joining your community and who match with your needs.

A part of the application is a set of two to four essay questions for applicants. We usually develop these questions based on criteria identified by the focus groups, community survey and the school board. Applicants' essays must provide concrete examples of work experience. When the board members review the applicants' essays, they will also be able to assess the candidates' written communication skills.

Together with your WASB consultant, you will establish a timeline and procedures for the application process. The WASB provides the expertise and perspective of decades of search services; your board tells us what best meets your district's needs.

The WASB online application process is designed to provide thorough information on a candidate's qualifications and experience. Since the WASB search process will require active engagement by school board members, all materials are designed to assist the school board in the important task of selecting a new school district leader.

The district will download all complete applications from our online application portal; they are the property of your school district. As part of the WASB search process, all applicant files will be reviewed individually by all board members to prepare for a meeting with the WASB consultant. During that meeting you'll discuss applicants, the consultant will advise the board on those applicants and the board will make decisions about who to interview. Ultimately, the decision about who to interview is left with the board. This is a unique feature of the WASB search which is open for modification should the board desire to handle all applications in a different manner.

Complete applications include:

- answers to essay questions, if desired
- a letter of intent,
- résumé,
- transcripts of post-secondary work,
- superintendent license or evidence of eligibility, and
- three current letters of reference.

## **Selection - First Interviews**

Your WASB consultant schedules all candidate interviews and provides all necessary travel information to the candidates. The WASB consultant will attend interviews in person, even if the candidate(s) appears virtually.

As part of our board governance approach to Search Services, we work with you to develop interview questions and thoroughly prepare your board for the interviews. As a starting point, your WASB consultant will offer a bank of questions. Your consultant will also provide a Resource Guide and an orientation on effective interview techniques, format and a review of the appropriate laws. We will see that you are fully informed about both the process and the procedure for this stage of your search. At a subsequent planning meeting we will also plan for second interviews, reference and background checks, and communicating with the media.



## **Selection - Reference & Background Checks, Second Interviews**

After your first round of interviews your board selects the finalists and conducts your own independent reference checks on them. We equip you with strategies for getting the most out of this process. The WASB consultant will attend interviews in person, even if the candidate(s) appears virtually. In addition for the second round of interviews, community/parent/staff forums can be established.

The WASB staff will ensure that the following background checks are conducted on the selected finalists: federal, multi-state, and county criminal history; education verification; social security number trace; liens, judgments and notices of default; OFAC and sex offender search. This search through Absolute Background Search may take up to 72 hours to complete.

Once the reference checks are completed by the board members, the board conducts a second round of interviews. The WASB makes the necessary arrangements.

## **Selection - Contract Development**

We provide you with comparisons of salary and fringe benefits for the superintendent position. The WASB also provides the Superintendent Evaluation Framework to the board and superintendent for the first year of the new superintendent's employment, and the supporting resources include samples and assistance with analyzing the superintendent's job description.

Your Resource Guide contains sample contract language you might consider as well as a WASB Legal Comment on contract negotiations. We strongly encourage you to have your superintendent's contract and job description reviewed by your legal counsel before offering them to your finalist.

The WASB Legal Services staff attorneys can answer basic questions and provide general legal information about posting open and closed meeting notices, public records issues and administrator contracts.

## **Selection - Announcement**

Draw on the expertise of the WASB to publicize your new superintendent! At your direction, we will assist you with developing press releases and making introductions to the staff and community. This is your chance to celebrate your hard work in finding a good match for your district and can help establish a strong relationship between your superintendent and the community from the start.

## **Post-Selection - Transition Planning Meeting**

The end of the search process is the beginning of a relationship with your new leader. We offer assistance in clarifying expectations and enhancing communication between you and your new superintendent from day one. We will facilitate one transition planning meeting as part of the WASB Search Services contract. We recommend that this meeting take place within the first two to three months of the new leader's tenure yet it must be completed within the first twelve months of the superintendent's employment to ensure the WASB Search Services work guarantee. Additional support beyond the initial transition planning meeting in supporting your goals and working relationships are available if requested on a fee basis.

## **Post-Selection - Superintendent Evaluation Framework**

The WASB will provide its Superintendent Evaluation Framework at no cost for the first year of the new superintendent's employment as part of your superintendent search. The framework subscription is for the full school board and the district administrator. It recognizes the need for a collaborative development process to support the continuous growth of the superintendent. The evaluation should be used to foster this growth and to improve the overall leadership within the district. It includes:

- Evaluation requirements
- Key considerations
- Prompts and questions for the first-year superintendent
- Standards-based rubrics for the beyond first-year superintendent, that include a self-assessment and an assessment from the board
- Sample performance narrative evaluation document
- Information about superintendent goals
- Sample artifacts

# Fee Schedule

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## Overall Cost of a Superintendent Search

The WASB Search Services will coordinate a search that fits the desires of your school district. **The WASB Search Services will conduct a comprehensive search with a cost not to exceed \$13,570 for the Turtle Lake School District.** Your school district will be billed monthly for fees and expenses.

## Breakdown of Search Costs (included in the overall cost of a superintendent search)

### WASB Services\*

Office preparations	
Search Services Coordinator	\$155 per hour
Search Services Assistant	\$ 90 per hour
Professional consultation	\$195 per hour
Travel time	\$120 per hour
Mileage	Current IRS rate
Meals and lodging (if needed)	Variable

\*Includes all search services with the exception of an add-on advertising package and candidate travel expenses.



## Candidate Expenses

If the district determines to reimburse candidates for interview expenses, expenses may include travel, lodging and meals. Candidates are to submit all receipts and expense documentation to a designated individual at the district and said expenses will be paid by the district as they occur.

## Work Guaranteed

The WASB Search Services guarantees that a superintendent placed by us will remain through his/her first superintendent contract with the district (maximum of two years from the effective date of the commencement of the superintendent's initial contract with the district). Our historical retention rate over this time period for past Superintendent Search Services, which includes changes in school board members, is 88%. (Past performance is listed for reference purposes only and does not guarantee future results except as explicitly defined herein.)

THE WASB SEARCH SERVICES GUARANTEE IS OFFERED ONLY TO BOARDS THAT COMPLETE THE TRANSITION PLANNING MEETING WITH A WASB SEARCH CONSULTANT WITHIN



## THE FIRST FOUR MONTHS OF THE DISTRICT ADMINISTRATOR'S INITIAL EMPLOYMENT CONTRACT WITH THE SCHOOL DISTRICT.

If a superintendent placed by our process (including a transition planning meeting occurring after the position starts) voluntarily leaves the district before the end of the initial employment contract (as described above), except as provided for below, the WASB Search Services will conduct a new comparable search for the cost of expenses. These expenses are defined as posting the vacancy, advertising costs, travel costs to meetings (including travel time, mileage reimbursement [based upon Internal Revenue Service business travel use], lodging and meals) and candidate formal background checks.

The guarantee does not apply if during the first contract as defined (above):

- the district reduces in time or eliminates the superintendent's position due to budgetary and/or programmatic reasons during the first contract,
- the district reduces in time or eliminates the superintendent's position due to consolidation of the school district and/or the dissolution of the school district,
- the superintendent passes away during the first contract,
- the superintendent resigns due to a serious health condition and/or disability,
- the superintendent is unable to perform the essential functions of the position due to a serious health condition and/or disability, or
- the superintendent is involuntarily called into service by the United States government for military duty.

### **Optional Advertising Add-ons** (cost approximations)

- Education Week's Online TopSchoolJobs
  - Standard Listing - \$895
    - online for 60 days as a showcased listing with unlimited text
- Association of Latino Administrators and Superintendents ([alasedu.org/jobs/](http://alasedu.org/jobs/))
  - \$250
    - Six-week posting on ALAS website: Leader in Equity weekly newsletter
    - Email blast to SLA cohort and alumni
    - Social media push on ALAS Facebook and X (formerly Twitter)
- National Alliance of Black School Educators Career Center
  - \$330 Single 30-day online job posting

# Related Services and Ongoing Support

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## Transition Services

The WASB transition services can make a difference in your school district. WASB search consultants have discovered that a primary trait or attribute that school boards desire in their superintendents is the ability to communicate internally within the organization and externally throughout the school community. A leadership change presents the perfect opportunity to highlight organizational strengths and to focus on issues which may otherwise hinder the new leader as he or she wrestles with the details of preparing the district to open a new school year.

However, it is often difficult for a newly hired superintendent to challenge the school district status quo. This effort to challenge the status quo will require extensive time, energy and effective processes which should be focused on the new district leader building alliances rather than upsetting some people by prematurely proposing changes in practice.

The WASB offers transition services to effectuate a smooth induction of your new superintendent as the individual develops a strategy for the initial months on the job. The need for leadership transition services will vary by school district, school board and the individual selected as your new superintendent.

## Ongoing Support - Ancillary Services

The WASB has a goal to serve its local school boards and build a long-term service relationship. There are many quality services available from the WASB that will be needed at different times by a local school district. As a quick reference, the WASB offers program services in the following areas:

- a. **Legal:** Offers services covering employee opinion surveys, administrator contract review, posting meeting notices and hiring guide information.
- b. **Governance:** Offers programs to address the complexity of issues faced by school boards that require an understanding of effective governance practices. WASB offers services to also address local school district problem areas.
- c. **Policy:** Helps school boards keep their policy manuals up to date and consistent with new laws. Services include policy manual consulting, assistance with conversions to Policy Resource Guide based manuals and Policy Manual “Quick Checks.”

# WASB Consultant's Background

## **Bruce Quinton, Ed.D.**

Search and Governance Services Consultant

Bruce Quinton served in public education in Wisconsin for 32 years. He was the superintendent in the Pepin Area School District for the last two decades. During this time, maintaining a relationship of open communication, trust and honest two-way dialogue with the board of education was paramount. This approach led to success not only in the boardroom but in all aspects of school operations. It resulted in high academic achievement for students, sound fiscal practices for taxpayers, and a positive working relationship among the board of education, administration, staff, parents and the community. Bruce is passionate about every student's right to a free and appropriate public education. He firmly believes that the leadership provided by the school board and superintendent has a direct correlation to student learning and success as students transition to their next phase in life after graduation.

Bruce understands the critical importance of effective, mutually respectful board/superintendent relationships and is committed to helping districts work towards this goal. He specializes in developing quality governance practices, conducting superintendent searches, human resources, community engagement and implementing the WASB's superintendent evaluation model.

## **Experience**

Bruce's experience is rooted in serving rural public school districts. He grew up in northwestern Wisconsin and graduated from Shell Lake High School. His educational career began in the Wisconsin Dells School District where he served as a middle school math teacher, high school math teacher and Lead Teacher at Neenah Creek Elementary School. He was also the principal of Lake Delton and Neenah Creek Elementary Schools simultaneously during his last four years in the district. While teaching, Bruce also served as a coach in football and wrestling, including four years as head football coach. Bruce then served as the superintendent in the Pepin for twenty years before retiring and joining the WASB in August 2024. This experience gave him an understanding of the unique challenges faced by rural public school districts. Bruce enjoys working with school boards and sharing his knowledge and experience with district leadership teams to address the challenges currently facing school districts in Wisconsin.

## **Education**

B.S. Elementary Education, UW-River Falls, River Falls, WI

M.Ed. Educational Administration, Winona State University, Winona, MN

Superintendent Certification, Winona State University, Winona, MN

## **Contact Information**

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Email: [bquinton@wasb.org](mailto:bquinton@wasb.org)

# WASB Consultant's Background

## **Cheryl Gullicksrud**

Search and Governance Services Consultant

Cheryl Gullicksrud has served Wisconsin public schools in a variety of positions over the past 36 years. Cheryl earned her undergraduate degree and Career and Technical Education (LVEC) certification from UW-Eau Claire, Director of Instruction certification from UW-River Falls, and master's degree in Educational Administration from Winona State University. Her administrative experience includes seven years as a building principal, ten years as a district administrator, and five years as a CESA administrator. Other leadership roles include serving on the Chippewa Valley Technical College Board of Trustees for three years, the Northwestern Wisconsin Education Association Convention Board of Directors for two years, Mayo Clinic Health System—Oakridge Board of Directors for seven years, Mondovi Junior Achievement Board of Directors for 14 years, and the WASDA Board for six years. Cheryl has also served on the CESA Foundation Board and Wisconsin Rural Schools Alliance (WiRSA) Board.

## **Experience**

After working as a substitute teacher in school districts for several years, Cheryl accepted a full-time position as a middle/high school business education teacher and yearbook advisor in the School District of Mondovi in 1988. In 1992, Cheryl was hired by the Cluster A Consortium (Altoona, Augusta, Eleva-Strum, Fall Creek, and Osseo-Fairchild school districts) to coordinate and lead that cooperative's shared career and technical education programs. Mrs. Gullicksrud returned to Mondovi in 1995, and over the next 20 years served the district in a variety of positions including classroom teacher, district assessment coordinator, curriculum director, middle school principal, elementary principal, and district administrator. Mrs. Gullicksrud was most recently employed as the administrator of CESA 4. She retired in June 2020.

## **Education**

Bachelor of Science degree in Comprehensive Business Education – UW-Eau Claire (1984)

Career and Technical Education Leadership (LVEC) certification – UW-Eau Claire (1990)

Master of Science degree in Educational Administration – Winona State University (1992)

Director of Instruction certification – UW-River Falls (1995)

PreK-12 Principal licensure – Winona State University (1995)

District Administrator certification – Winona State University (2004)

Leadership Coaching certification – Cardinal Stritch University (2012)

## **Contact Information**

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August 29, 2025

Dear School Board Members:

As a school board member, you are about to make one of the most significant decisions of your career: selecting a superintendent. Your decision will have a long-term impact on your school district. To ensure you make the best decision, consider using your state school board association's superintendent search service to facilitate your next search.

The National Affiliation of Superintendent Searchers (NASS), the most experienced network of search professionals in the United States, stands ready to execute a national campaign to find your district's next superintendent. With over 100 consultants located in 38 states, NASS harnesses the skills and experiences of our search professionals with proven track records of accomplishment. NASS consultants are known for their integrity, passion, and focus. They understand that each search is unique and tailored to meet your district's specific needs. They also recognize the importance of maintaining a successful, long-term relationship between your board and your state school board association. **Since 2022, NASS members have conducted 484 superintendent searches, resulting in over 5,420 applications.**

NASS members serve school boards daily. As Chair of NASS, I can assure you that you will receive personalized attention and a commitment from your NASS professional to assist you in a dedicated and confidential manner, adhering to the specific laws of your state. The successful executive search process commences with a strong team of professional search consultants and culminates in a robust and long-term partnership between the school district and its top administrative leaders. NASS's mission is to identify top executive leadership for school districts across the United States, guided by our core values: ethics, integrity, leadership, and teamwork. If retaining a successful and long-term leader is a priority for your district, consider partnering with a NASS consultant and your school board association.

Ben Torres  
NASS Chair

## **National Affiliation of Superintendent Searchers (NASS)**

<b>Alabama</b>	<b>Massachusetts</b>	<b>Oklahoma</b>
<b>Alaska</b>	<b>Michigan</b>	<b>Oregon</b>
<b>Arizona</b>	<b>Minnesota</b>	<b>Pennsylvania</b>
<b>Connecticut</b>	<b>Mississippi</b>	<b>South Carolina</b>
<b>Florida</b>	<b>Missouri</b>	<b>Tennessee</b>
<b>Georgia</b>	<b>Montana</b>	<b>Texas</b>
<b>Idaho</b>	<b>Nebraska</b>	<b>Utah</b>
<b>Illinois</b>	<b>New Hampshire</b>	<b>Vermont</b>
<b>Indiana</b>	<b>New Jersey</b>	<b>Virginia</b>
<b>Kansas</b>	<b>New Mexico</b>	<b>West Virginia</b>
<b>Kentucky</b>	<b>North Carolina</b>	<b>Wisconsin</b>
<b>Maine</b>	<b>North Dakota</b>	<b>Wyoming</b>
<b>Maryland</b>	<b>Ohio</b>	



# Search Services

## SCHEDULE OF ACTIVITIES **Draft-Updated 10/16**

Superintendent  
School District of Turtle Lake  
Turtle Lake, Wisconsin

Vacancy Notice Posted .....	November 17
Resource Guides (approximate delivery) .....	December 5
<b>*Planning Meeting .....</b>	<b>December 8</b>
Community Survey .....	December 10
<b>*Focus Groups.....</b>	<b>December 16</b>
<b>*Finalize Essay Questions and District Brochure .....</b>	<b>January 5, 2026</b>
Essay Questions & District Brochure Posted.....	January 8
Application Deadline.....	January 25
<b>*Review of Applications/Choose Interviewees .....</b>	<b>January 26</b>
<b>*First Round of Interviews and Selection of Finalists .....</b>	<b>February 2-3</b>
<b>*Second Round Interviews and Final Selection.....</b>	<b>February 12</b>
Negotiate Contract .....	February 16
Announce New Superintendent/District Administrator.....	March 1
Position Start .....	July 1
<b>Define Board/Superintendent Expectations Meeting (after superintendent is hired) .....</b>	<b>August 2026</b>

### NOTES:

- Dates may be adjusted to accommodate schedules or other unforeseen circumstances.
- Some dates reflect “completed by” status.
- \*Indicates dates required for board member attendance.



**WISCONSIN  
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SCHOOL BOARDS**

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