

E. Craig Morris:

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*A Presentation to the Red
Wing School Board
October 17, 2022*

A Conversation About What We Might Achieve :

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- An understanding of the current environment in which *we* are operating
 - Challenges of recruitment
 - Options to consider
 - Equity practices
 - How you may proceed

Transparency:

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Care & Concern for the District > 25 years

Provided Notice to MSBA.

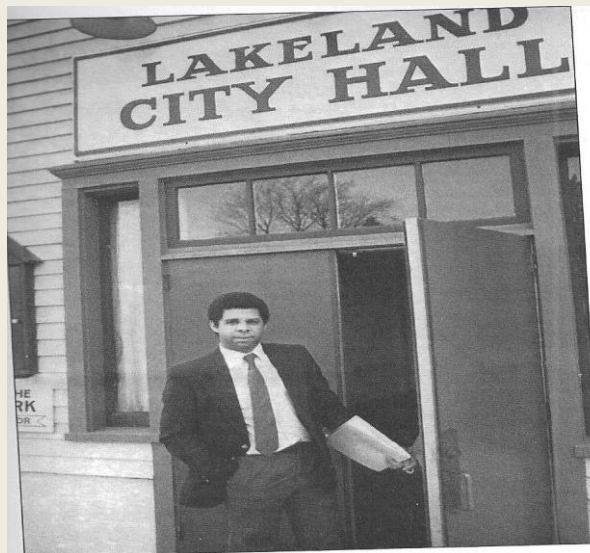
Negotiations with MSBA to Present Proposal on Minneapolis Schools Search.

“Education Is the Element to Transform Lives.”

Grandmother, Aunt, Mother, Father

Who I Am :

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Craig Morris by Lakeland city hall.
— Morris family collection

Minneapolis
community



What I Bring:

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- Dual - BA U. of St. Thomas Bus./Econ. & Public Admin.
 - MSM Stritch – OE&D
 - H/M Law- Mediation Qualified Neutral
 - HR, LR & DEI Professional
 - Appointed or Elected Official > twenty years
- 15 years+ of National Recruitment Experience including Executive, TRRI and School District Leadership Recently - Park Hill, KS & Pine City, MN.

An understanding of the current environment in which *we* are operating

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- ❑ 16,000/2500/ ?
- ❑ Declining enrollment, test scores, board uncomfortableness?
- ❑ Common and consistent vision, for budget/revenue attainment standards for assessment, enrollment trends hiring goals and attainment.
- ❑ Tell your Story, promote transparency. Inside Higher Education, sharing some survey results and **delving more deeply into whether our society still views education as a good investment.**
- ❑ Discourse is underway about how you can best proceed.
- ❑ This work is difficult, challenging and stressful.



Future Thinking:

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- ❑ What should our district look like in five years?.
- ❑ What are you points of pride? (District/Community) Are they the same?
- ❑ What are the challenges you will face?
- ❑ How would you rate the Board's efficacy?
- ❑ What attributes, skills and competencies are needed in the districts' next leader?



Present Situation

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- [District Vision Statement](#)
- Red Wing Public Schools **strives** to provide an innovating and meaningful educational experience that:
 - **Fosters** curiosity.
 - Pursues and **applies best** practices.
 - Embraces diversity by respectfully **engaging** all students, families, and staff.
 - **Connects** and partners with our community.
- [District Mission Statement](#)
- The mission of the Red Wing Public Schools is to educate and inspire **all students** as they realize their full potential and become respectful, responsible, productive citizens.
- *Last Revised?

Strengths

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- ❑ Community support for Ed.
- ❑ Demonstrated referendum support
- ❑ Philanthropic Community
- ❑ S.E. Technical
- ❑ Infrastructure
- ❑ Equity Mindedness
- ❑ Community Ed. Programming
- ❑ Prairie Island Community

Search Options :

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- ❑ Do nothing- Not an Option due to Contract
- ❑ Engage a search firm-Decision musty be made soon
- ❑ Conduct your own search-Not advised
- ❑ Defer decision until 2023- Will require contract extension

Search Scope & Consulting Options

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- ❑ Local, Regional, National Firms
- ❑ National searches are becoming more costly
- ❑ Rays & Associates, McPherson & Jacobson, MSBA, HCE.
- ❑ All employ nearly the same sourcing
- ❑ Distinguishing characteristics: Firms that understand the district, MN, Law, and the RW community,
- ❑ Firms that have a positive reputation for placement (3-5 years)
- ❑ Community engagement is the key element of any search
- ❑ Board preparation is also key and should precede the formal search process.

Commitments to Equity & Diversity:

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- ❑ Goal oriented recruitment policies and practices designed to eliminate barriers (not based on specific job requirements) to employment for minorities, women, persons with disabilities and veterans. *
- ❑ Employs best recruitment and selection events**
- ❑ *Eighth Circuit Court Ruling ** Women In Science Engineering and Leadership Inst. (WISELI UW Madison)

QUALITY INTERVIEWS

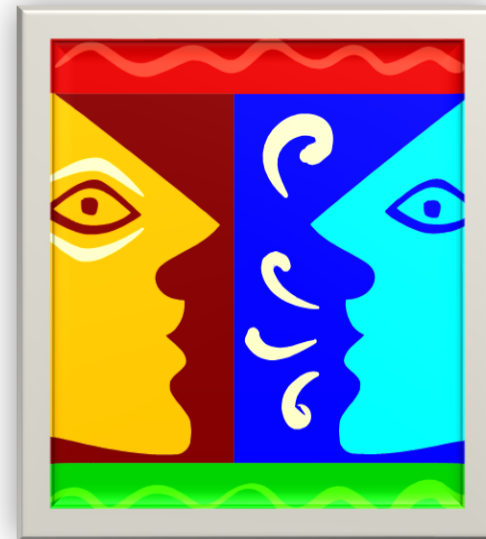
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- ❑ Structured Interviews are Fair and Impartial.
- ❑ Situational and Behavioral Job-Related Questions.
- ❑ Follow-Up Questions are used to clarify responses.
- ❑ Consistency Minimizes the Risk of Bias and Stereotyping.
- ❑ Candidates leave the interview with good impression of our professionalism, fairness and integrity.

WHY USE A STRUCTURED INTERVIEW PROCESS?

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- ❑ Provides a two-way learning process & limits subjectivity.
- ❑ Provides information not evident in application materials.
- ❑ Helps ensure a fair evaluation & comparison of candidates.
- ❑ Promotes goodwill.



INTERVIEWING EXAMPLES:

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Situational-Based Questions



“How would you respond to a student, Parent, or Administrator who is upset and didn’t meet stipulated requirements as he/she expected?”

- ❑ Pose specific questions to a candidate and asks them what they would do if faced with a “sample” situation or scenario.



“Tell us about a time when ____ happened and what did you do about it?”

- ❑ Measures applicant’s skills in diagnosing situations and problem solving.



INTERVIEWING EXAMPLES:

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Behavioral-Based Questions

- ❑ Solicit specific examples of past job behavior.



“In your past experience tell us what you did when your priorities conflicted with your Boards or senior’s directions?”

- ❑ Ask about a specific scenario that the candidate would have been involved in the past and how they handled it.



“Give us an example of a time when you were challenged by a student, Parent or colleague, about your subject matter...how did you react?”

INTERVIEWING - Follow up questions:

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- ❑ “What do you mean by...”
- ❑ “Specifically, what were your responsibilities?”
- ❑ “I want to be sure I understood your response, please explain...”
- ❑ “What did you learn from that experience...or what would you do differently in the future?”

YIKES! I KNOW THIS CANDIDATE!

(or something about them)

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Question: Can I tell the committee what I know?

Answers:

- ❑ If it is job related, yes, but only if you actually know or heard it yourself. You cannot share what you “think” you know, overheard or received as second-hand information.



- ❑ If it's not job-related, No. Any “hearsay” or “gossip” are not part of the search process.
- ❑ If the information is job related and it's negative or raises concerns that may have an impact on the outcome of the search process, let me know as soon as possible.



EVALUATION OF APPLICANTS:

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Is Based upon:

- ❑ Applicants Meeting All Qualifications
- ❑ Evaluation of all Application Materials
- ❑ Interview Results
- ❑ Reference checks
- ❑ Community Inputs

EVALUATION OF APPLICANTS:

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Is NOT Based upon:

- ☐ Google Search
- ☐ Facebook Friends
- ☐ Twitter Messaging
- ☐ YouTube Videos
- ☐ Or any other Social Media



How You Might Proceed:

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- ❑ Mid term elections, soon. How will this impact you?
- ❑ Current interim contract ends. The timing of when to begin a search should be evaluated.
- ❑ The Board should discuss its view of community engagement as part of a search process – i.e., work with Community Education to develop a strong engagement program as part of its search, and to determine when it is best to do this work.
- ❑ Select a consultant that knows you has proximity and will be accountable to you after the search is over.

Tentative Proposed Timeline :

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- 1/1/23 Commit to Board Workshop How to Conduct A Search
- 1/1/23 Create Assessment and Evaluation of Current Interim
- 2/1/23 Consider Contract Extension
- 4/1/23 Issue RFP for Fall 2023
- 8/1/23 Select Firm/Consultant
- 10/1 23 Post for position
- 11/1/23 Community Engagement
- 1/15/23 Output report of findings
- 2/1/23 Board Review of Candidates begins
- 3/15/23 Finalists Presentations
- 4/1/23 Board Selection of Final Candidate
- 7/1/23 Permanent Appointee Begins

Q&A

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THANK YOU.