



**MASB**  
MICHIGAN ASSOCIATION  
OF SCHOOL BOARDS

# Helping to Find Your Next, Great Superintendent

# The MASB Difference

- MASB is your organization, only serving Boards of Education
- Unparalleled support
- 700+ successful searches; track record of success
- National network and promotion
- Close working relationship with MASA, MAISA, MASSP, MEMSPA and other state education organizations
- High degree of process transparency
- Revelus application program has expanded national reach

# Beholden Only to You

- Exist solely to serve boards of education
- Committed to helping boards find the appropriate candidate with a focus on longevity
- No obligation to place candidates
- Ever mindful of the laws and public perception

# Assurances

## ‘No surprise’ guarantee

- Candidate backgrounds
- Communications with stakeholders

## Satisfaction guarantee

- Quality of candidate pool
- Minimum of 1 year tenure

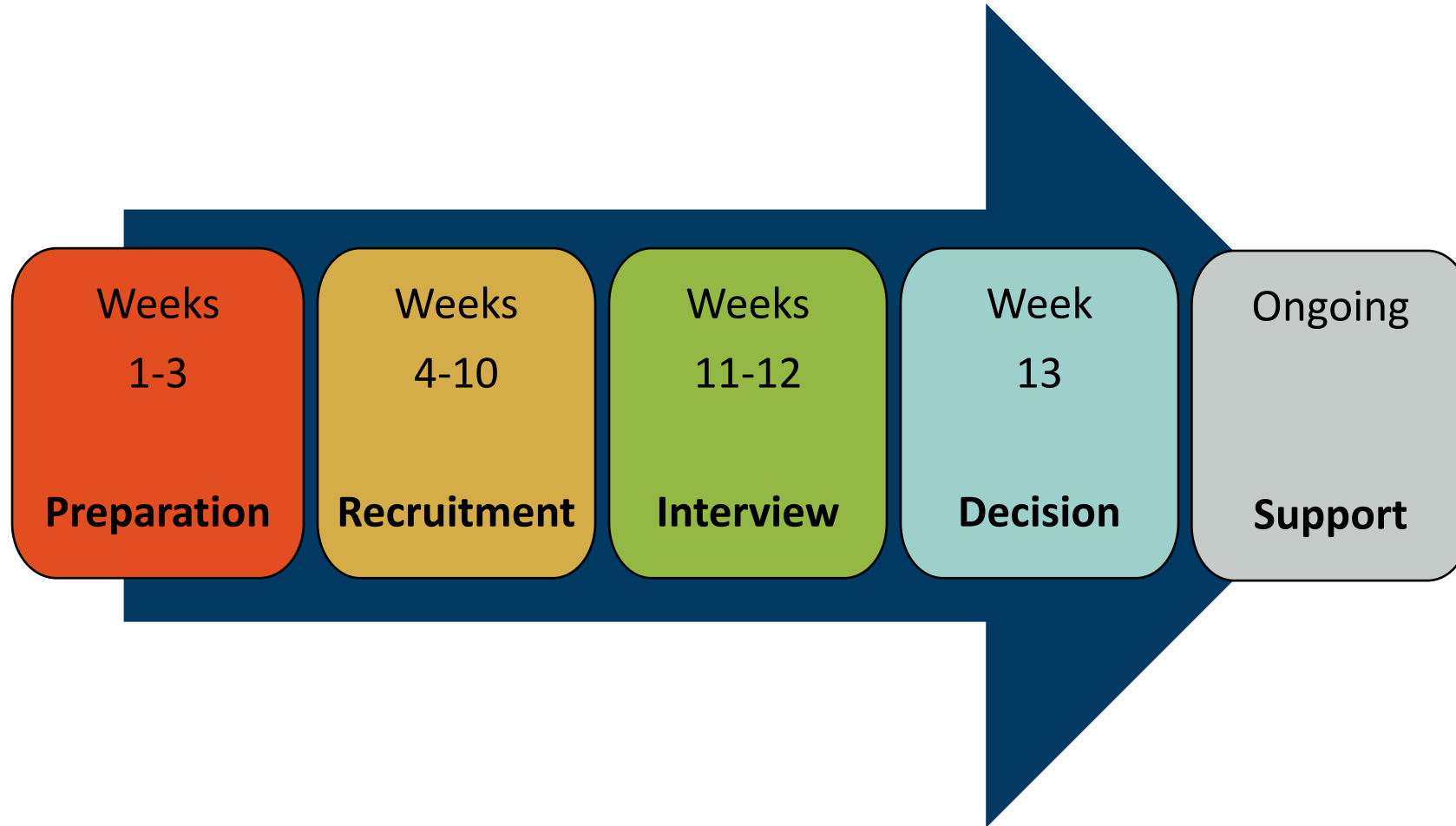
*MASB will not actively recruit superintendents placed for at least 3 years.*



# Board Leadership

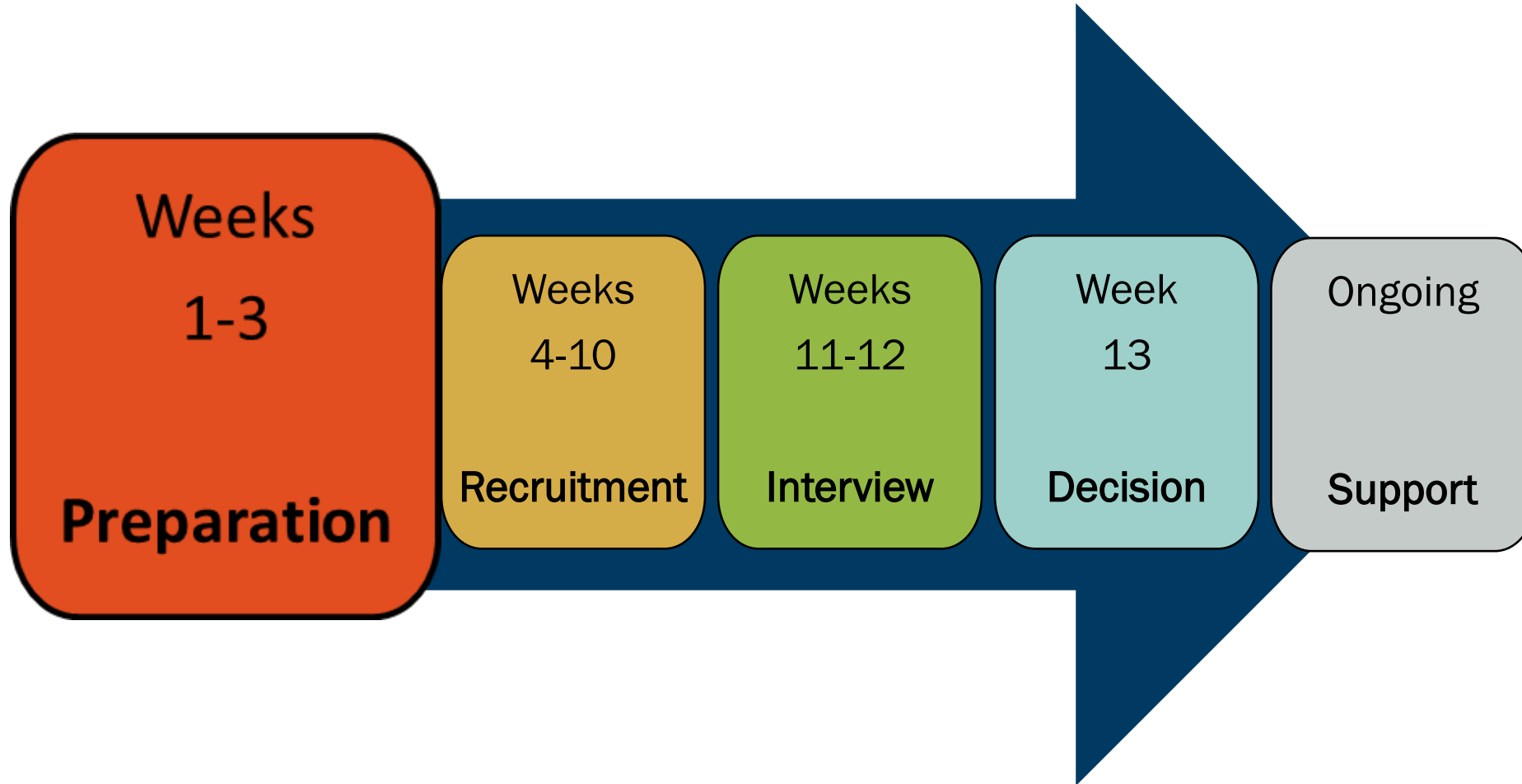
- Selecting a superintendent is arguably **THE most important decision** a board of education will make
- **Effective, high functioning boards** tend to have better outcomes related to superintendent search and selection
- The **clearer the picture of the type of leader** a board is seeking, the easier it is for the search firm to find him/her

# The Search Process





# The Search Process



# Preparation

- Establish the search timeline
- Plan stakeholder engagement
- Develop a compensation range and length of contract
- Publish a preliminary posting



# Points of Pride

- Twenty-seven Advanced Placement Classes
- Seven CTE Programs
- Two Spartan Award-Winning Student Newspapers
- Seven National Blue Ribbon Schools
- Seventy 2023 Graduates Attending a Top 50 College or University
- Top 2% Ranking Among All School Districts in the Country
- 18:1 Student-Teacher Ratio
- 1123 Average SAT Score

# Customized Digital Brochure



**APPLICATIONS DUE AUG. 13, 2020**

## ELK RAPIDS SCHOOLS

The Board of Education for Elk Rapids Schools is in search of a new superintendent. This is only the preliminary posting; a detailed profile of the ideal candidate will be added at a later date. We encourage interested applicants to refrain from applying until the profile is posted.

*Elk Rapids Schools—Small Schools in a Caring Community, Delivering a World of Opportunities.* The schools that constitute ERS are the heart of our educational community. The staff at each school form a dedicated team and foster a caring environment that guides students on their educational career as an Elk. The district has two elementary schools, a middle school, high school and an alternative education school. ERS has completed a comprehensive facilities' assessment plan, hosted many community forums to develop a facility enhancement plan and is currently working on a bond proposal for the November 2020 ballot. Among the many points of pride for Elk Rapids Schools are:

- State and regional leader in SAT assessment scores and college preparedness
- More than \$1 million in scholarships offered to our graduating class
- One-to-one technology: Chromebooks for grades 9-12 and iPads for grades K-8
- Foreign language offerings in middle and high schools
- Direct college credit, dual enrollment, advanced placement and online learning opportunities
- Award-winning robotics, Michigan Youth in Government and Science Olympiad groups
- Renowned band, choir, drama, athletic and art programs
- Early childhood and Way to Grow programs from birth to age 5 with on-site daycare, tuition-based preschool and transitional kindergarten

- 2020 Michigan Department of Health and Human Services Gold Winner Healthy Schools Wellness Award for Cherryland Middle School
- Partnerships with Elk Rapids community including local food banks, Green ER Environmental group, Stand Up for the Great Lakes, Rotary Charities, Lions Club, Elk Rapids Historical Society, etc.
- Award-winning visual arts program
- High tunnel hoop house and food forest
- Sunrise Academy alternative education
- U.S. News & World Report—ERS ranked in the top 2% of high schools in Michigan and in the top 5% of high schools nationwide
- ERS ranked #104 of top STEM high schools in Michigan

### DISTRICT DATA:

- Current Enrollment: 1,259
- Teachers: 68
- Administrators: 10
- Counselors/Social Workers: 3
- Paraprofessionals: 52
- Office Staff: 6
- Support Staff/Other Staff: 21
- Total Buildings: 5
- Foundation Grant Per Pupil: \$8,111
- Annual Operating Budget: Revenue: \$12,763,391 Expense: \$12,724,153
- Projected Fund Balance: \$1,037,820
- Tax Base (2020 SEV): \$1,093,121,153
- Nonhomestead Levy: 18 mils
- Debt Retirement: .05 mils



### OUR COMMUNITY:

Elk Rapids, unique in charm and ambiance, is located in the southwest corner of Antrim County. Bounded by East Grand Traverse Bay to the west, Elk Lake to the east, Bass Lake to the north and the Elk River runs through it. Boaters, day trippers and sunbathers seek out Elk Rapids' sandy shores, quaint shops and unique restaurants.



**EXPERIENCE ELK RAPIDS FIRSTHAND IN THIS VIDEO**

## SEEKING: SUPERINTENDENT

### SALARY & BENEFITS:

The Board will offer a comprehensive, multi-year contract. Compensation will be commensurate with experience of the successful candidate and requirements of the position. A preliminary salary range of \$105,000 to \$115,000 has been established.

### REQUIREMENTS:

A Master's degree and Administrative Certificate are required.

### BOARD OF EDUCATION

Holly Spencer, President	3.5 years
MASB Award of Distinction Certification	
Jennifer Brown, Vice President	3 years
MASB Award of Merit Certification	
Sherry Steffen-DeBiller, Secretary	20 years
MASB President's Award of Recognition Certification	
Darryl Antkoff, Treasurer	7 years
Martha McGuire, Trustee	12 years
De-rah Morton, Trustee	1 year
Carol Pressman, Trustee	2.5 years
MASB Award of Merit Certification	

### DEADLINE & SELECTION:

**APPLICATIONS DUE AUG. 13, 2020**

Interested candidates should complete and submit an online application found at [masb.myeverus.com](http://masb.myeverus.com).

Completed online applications must be submitted no later than 4 p.m. on Aug. 13, 2020. No "hard copy," faxed or emailed submissions accepted. If requested by the candidate, materials will be treated confidentially throughout the screening process. Candidate names will become public at the time an interview is scheduled.

All questions regarding the search should be directed to Greg Slesaputowski, M.Ed., Director of Leadership Development and Executive Search Services, Michigan Association of School Boards, at 517.327.9224 or [greg@masb.org](mailto:greg@masb.org).

### SEARCH TIMELINE

-  **Application deadline**  
Aug. 13, 2020
-  **Selection of candidates to interview**  
Aug. 24, 2020
-  **First round interviews**  
Aug. 31 – Sept. 1, 2020
-  **Second round interviews/First opportunity for board selection of superintendent**  
Week of Sept. 8, 2020
-  **Board visitation (if necessary)**  
TBD
-  **Second opportunity for board selection of superintendent**  
TBD
-  **Start date**  
Mid – Late September 2020

**APPLY ONLINE AT: [bit.ly/Elk-Supt](http://bit.ly/Elk-Supt)**

Questions should be directed to:  
Michigan Association of School Boards | Lansing, MI 48917  
☎ 517.327.9224 📠 517.327.0776 📧 [supt@masb.org](mailto:supt@masb.org)

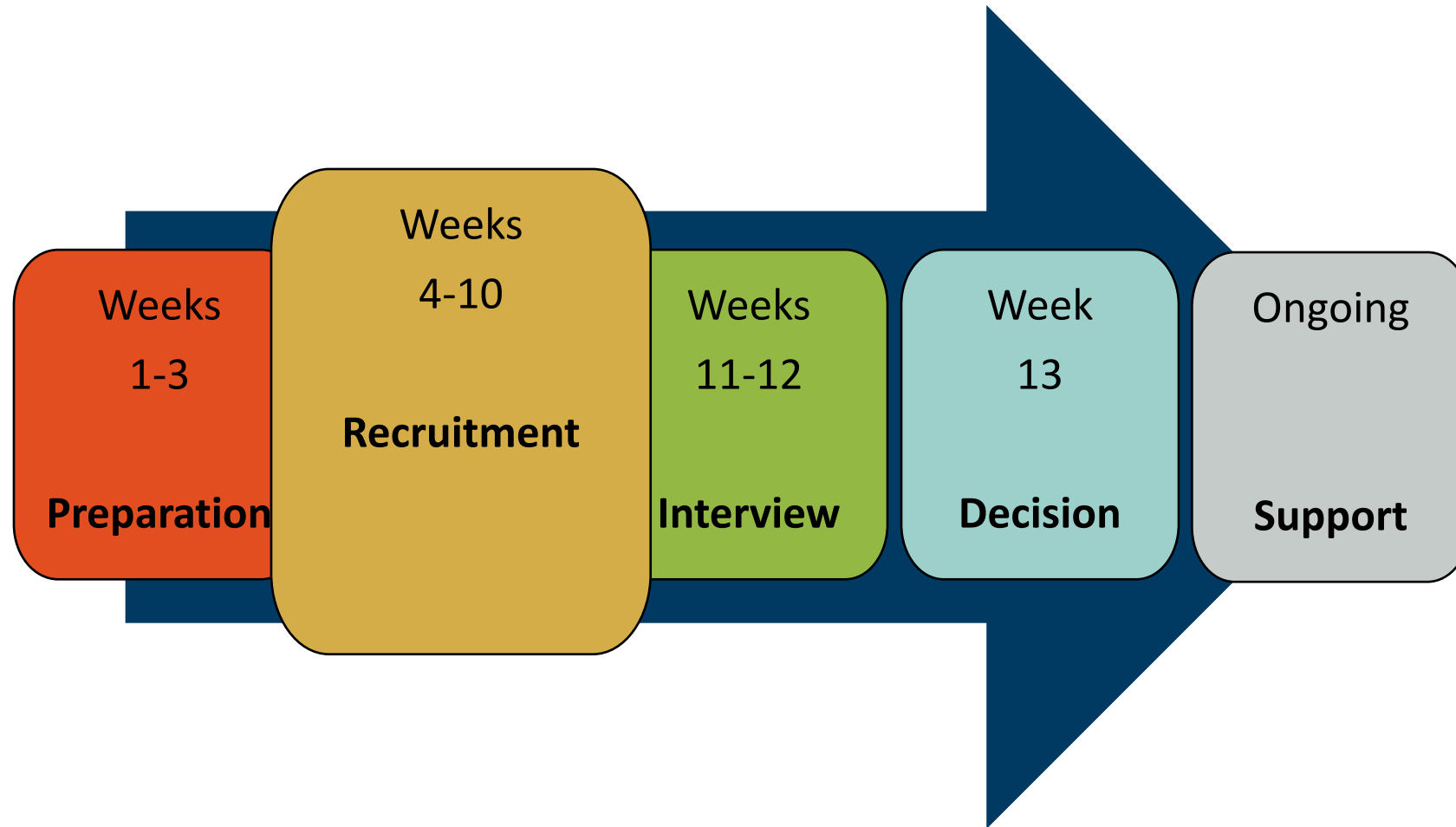
Please do not contact the Board or District directly.



# Stakeholder Engagement

- Online survey (anonymous)
  - Currently available in English, Spanish and Arabic, additional languages can be added if necessary
- Face-to-face focus groups
  - Provides context for the Board to define selection criteria.
- Feedback forms after 1st interview
  - Helps to inform the Board's decision-making and provides insight into potential questions for 2nd round interviews.  
Suggest interview questions-2nd Round
- Feedback forms after interviews

# The Search Process



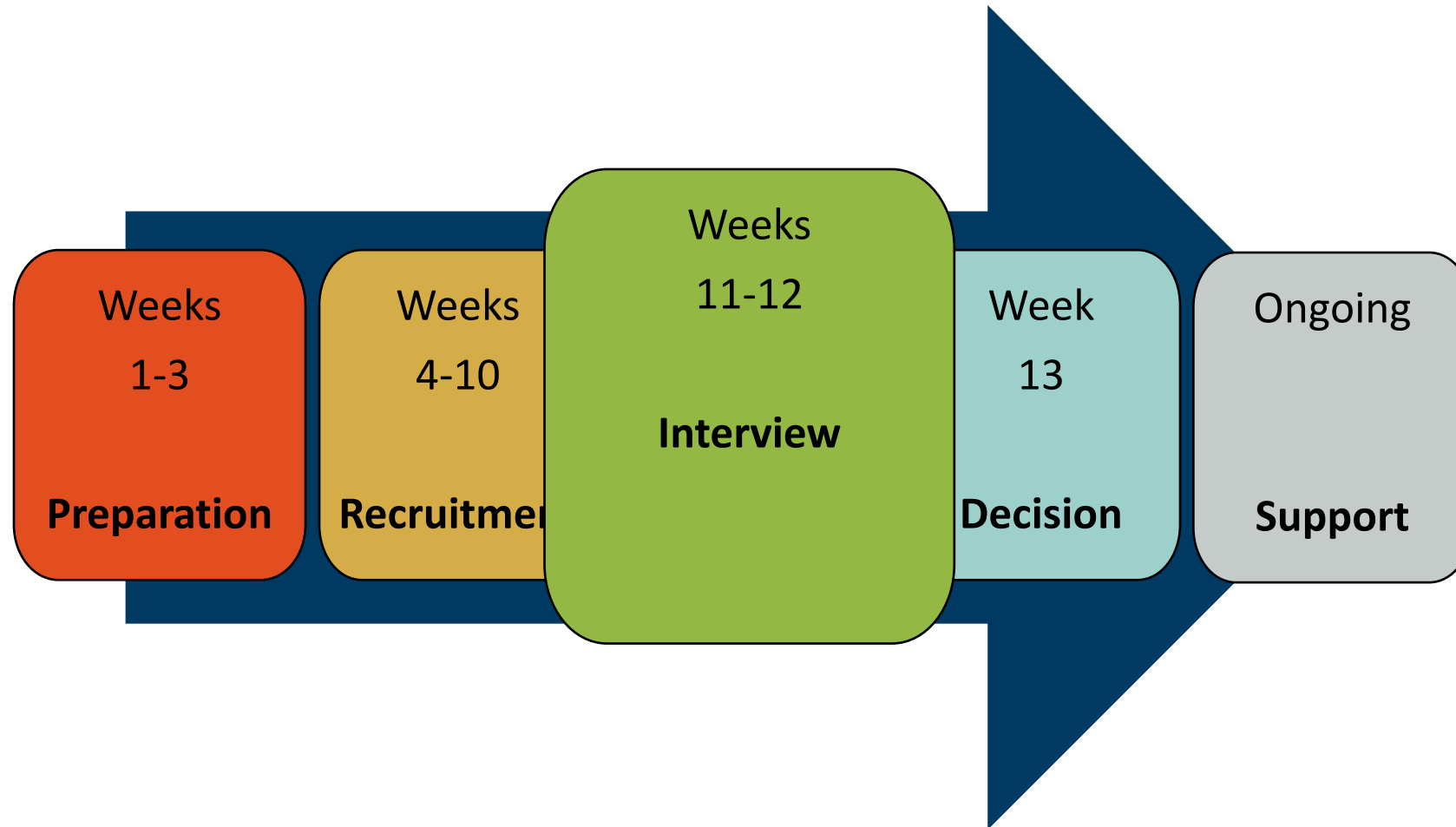
# Recruitment

- In-state marketing (MASB, MASA, MIStaff)
- District website & social media
- Recommendations from Board Members and Staff
- National marketing
- Revelus Application Platform
- NASS, National Affiliation of Superintendent Searchers

# Recruitment

- Vetting Applicants by Search Team
- Review of application materials to determine match with selection criteria
- Phone calls with applicants
- Discreet inquiries
- Networking with other MASB search consultants

# The Search Process





# Interviews

- Selection of Candidates for Interview
- Compliance with the Open Meetings Act
- MASB believes in the process unfolding in public
- Board Members will receive materials submitted by all applicants, along with a list of candidates who most closely match the Board's Selection Criteria
- Candidates are discussed by number, not by name
- Candidate names are made public once an interview has been accepted
- Only after first-round interviews can Board Members make reference calls

# Interviews

## First Round Interviews

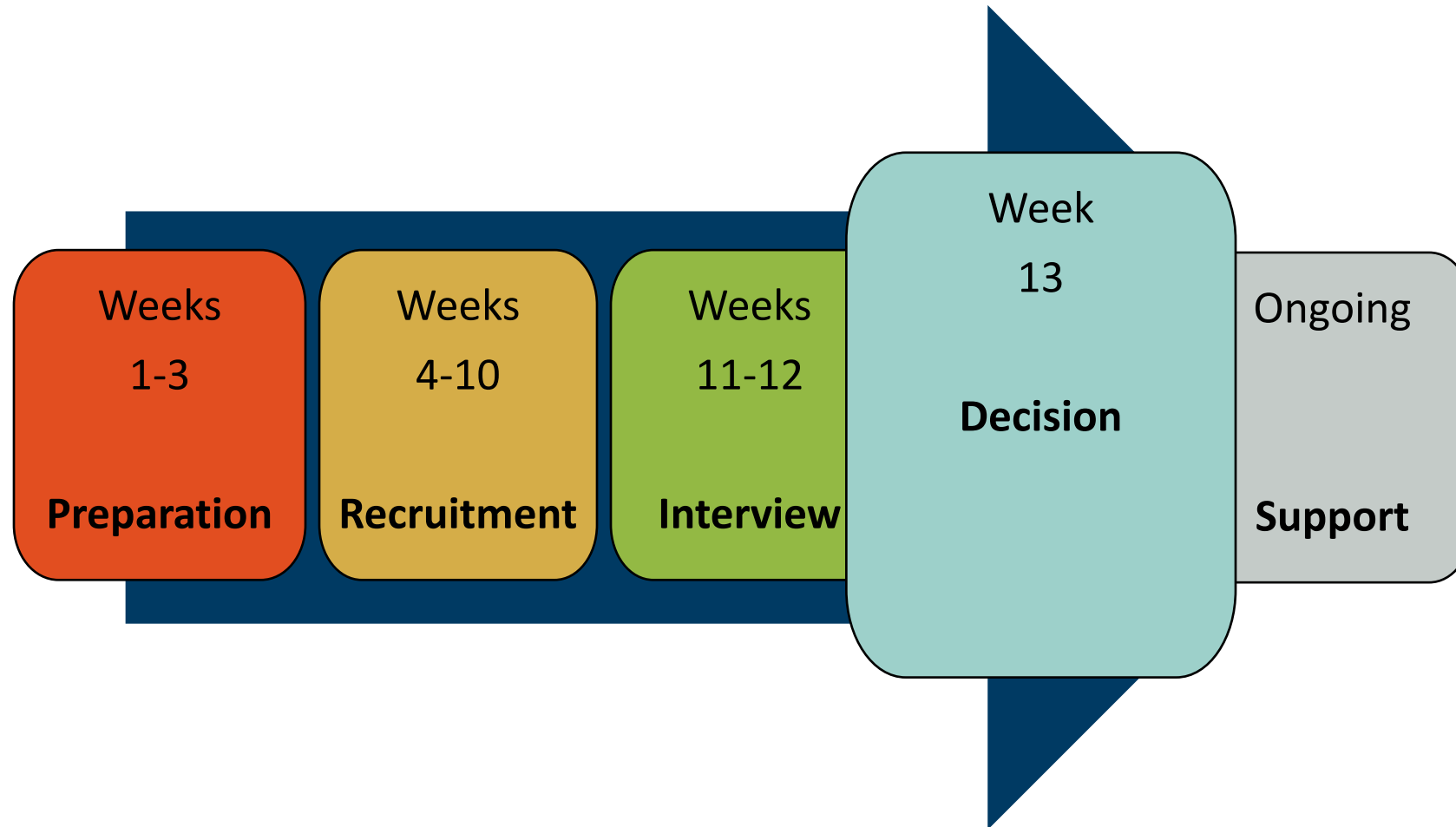
- Held during a Board meeting in Open Session
- MASB will recommend but the Board will determine interview questions.
- All candidates get the same first-round questions.
- Audience members will have an opportunity to provide written feedback prior to Board deliberation.

# Interviews

## Second Round Interviews

- Board Members will have the opportunity to make reference and background calls between first and second round interviews.
- Candidates should be provided an opportunity to tour facilities. A public “meet and greet” should be facilitated.
- The interview may begin with a presentation by the candidate.
- Interview questions should be specific to the individual candidate.
- Audience members will have an opportunity to provide written feedback prior to Board deliberation.

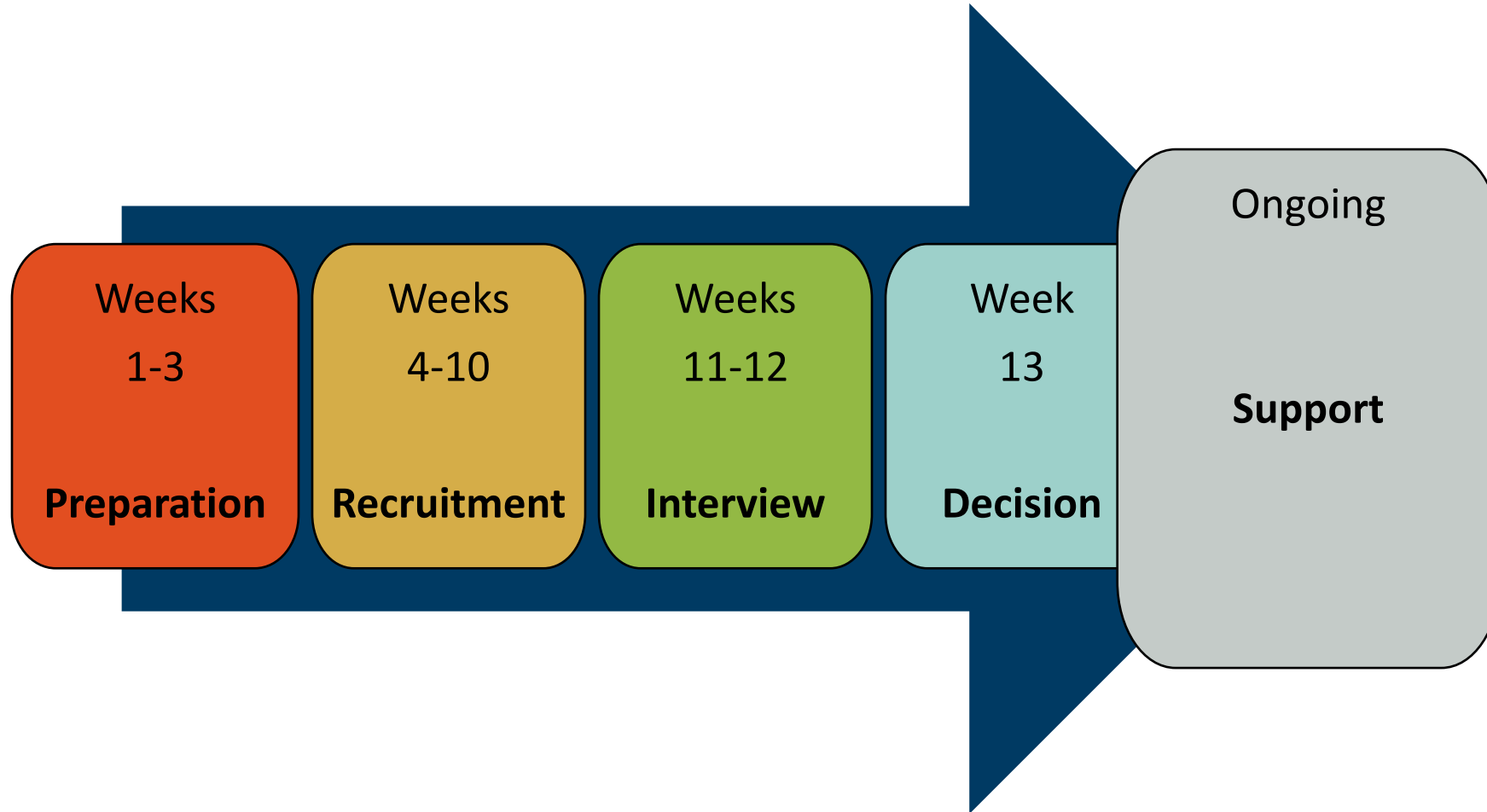
# The Search Process



# Decision-Making Phase

- Action item “to begin negotiations with...”
- Two Board Members meet with candidate to work out a contract
- Formal Board adoption of contract

# The Search Process



# Ongoing Support

- Follow-up workshop on Successful Superintendent Transition
- Area Representative Program
- Price Break on Facilitated Evaluation





MASB  
MICHIGAN ASSOCIATION  
OF SCHOOL BOARDS

**THANK YOU!**