

Rochester City School District



Launching Your Superintendent Search

BWP & Associates

School Board Presentation

Dec. 19, 2018

Rochester City School District Superintendent Search Team

- Dr. Kevin Castner - Superintendent (Retired)
- Dr. Percy Mack – Superintendent (Retired)
- Dr. Paul McKendrick - Superintendent (Retired)

THANK YOU for the opportunity to work with you!



Rochester City School District Superintendent Search Objectives

- Establish a process that will support and help the Board find the best candidate.
- Create community and staff support for the search effort by involving them in the process.
- Recruit highly-qualified candidates.
- Complete the search within the Board's expectations.

Launching your search

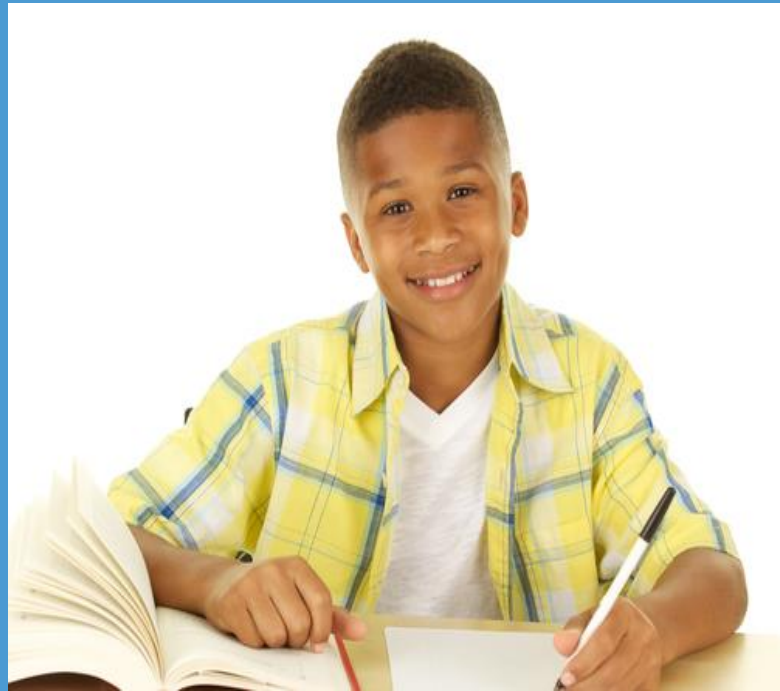
- We tailor the search process to your needs.
- The School Board is the decision maker throughout the process.
- Tonight we are seeking your permission to take steps necessary to begin your search.





The Four Step Search Process

1. Specification –
Where we are now
2. Recruitment
3. Assessment
4. Selection



Topics for discussion tonight

- Search timeline
- Community engagement activities and schedule
- Marketing your vacancy
- Salary considerations
- Keys to a successful search
- Other questions you may have



Community Engagement

- Engage employees and community in discussion. ***
- Identify experiences, qualities, and skills next superintendent must possess and demonstrate.
- Create leadership profile and description.
- Seek Board approval of profile , add to vacancy posting, and serve as a guide in recruiting and selection of recommended candidates.

Public Engagement Strategies

- Interview Board members
- Meet with representatives of various groups
- Open forum(s) for employees and community
- Online survey posted on district's website

Collected data allows associates to “specify” a skill set for recruiting and selecting good candidates.

Marketing Rochester City School District's Superintendent Vacancy

- Attractive vacancy posting
- Advertising plan for professional websites and/or publications:
 - Ed Week
 - AASA
 - ASCD
 - NABSE
 - Harvard Urban Supts.
 - New York associations
 - BWP website



Consider Competitive Salary Parameters

- Candidates will need to know salary parameters
- Will seek to determine a figure and salary statement from you after Community Engagement
- Samples of salary
- Statements ***



Your search timeline

- Designed so that your new superintendent will be named **April*****
- Important dates –
 - Community engagement days and called meeting
 - Search update and survey report
 - Application deadline
 - Month of April – initial and final interviews and public interaction with finalists
 - Important to check your calendars for possible conflicts

Superintendent Search – proposed next steps

Specifications: Completed January, 2019-Community Engagement; Survey

- Report Results
- Board approves profile

Recruitment/Assessment : Jan. -March, 2019

- BWP receives and reviews applications
- BWP screens applications and completes reference checks
- BWP prepares candidate slate; recommendations to Board

Selection: April, 2019

- Board selects candidates for interviews
- Board conducts first round of interviews
- Board conducts finalist interviews
- Board selects new superintendent and negotiates contract
- Board introduces new superintendent to community
- Superintendent begins July, 2019

Review of tonight's decisions

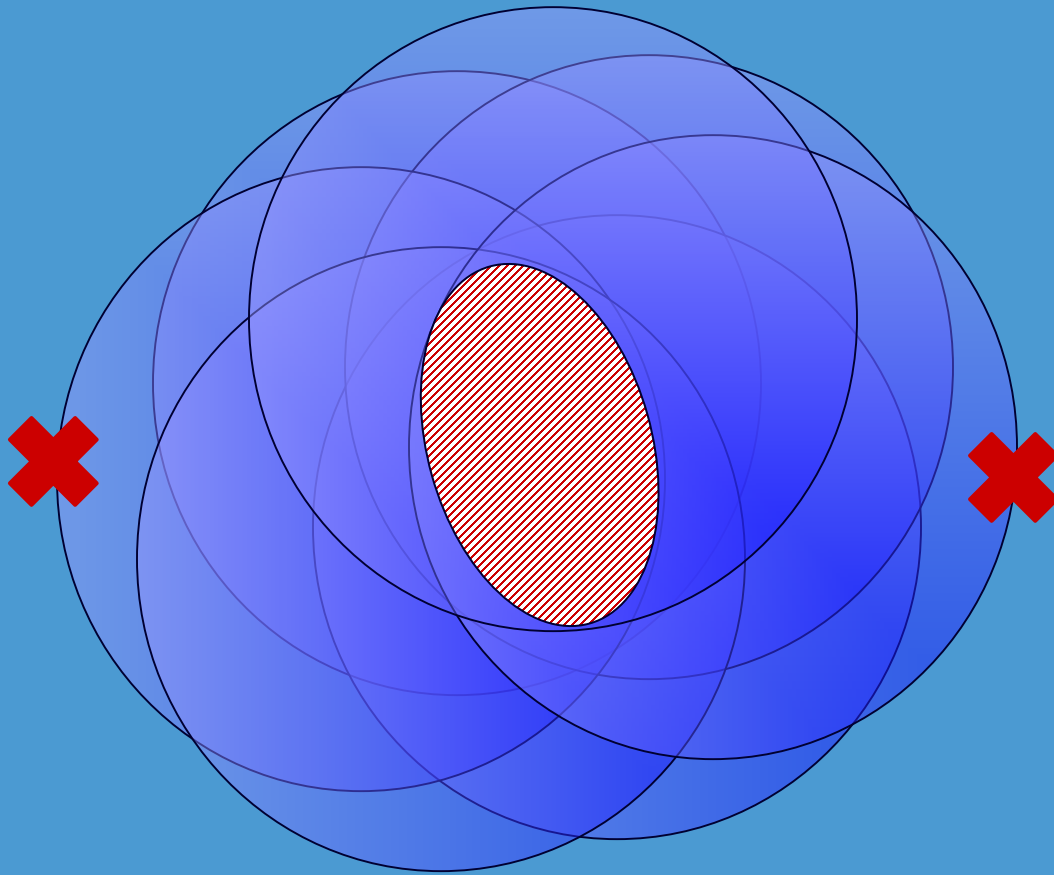
- Search timeline
- Community engagement schedule
- Survey Content
- Initial BWP website posting
- Advertising plan



Keys to a successful search

- **Board unity and participation**
- **Transparency**
- **Candidate confidentiality until finalist announcements**
- **Focus on Leadership profile and match for your district**

Board Members/Commissioners



“Individual talents get magnified many times over through the collective lens of an effective team.”

Dalal Haldeman



Thank you for the opportunity to continue our work with you as you find your next leader.



Van Henri White



Willa Powell



Cynthia Elliott



Melanie Funchess



Dr. Elizabeth Hallmark



Beatriz LeBron



Natalie Sheppard

Experience demonstrates that people of good will, working for the common good, will always make the best decision(s).

Any other questions for us?