

School District



SUPERINTENDENT SEARCH PROPOSAL

Due Date: December 9, 2022



INTRODUCTION

Hazard, Young, Attea and Associates, (HYA) proposes to conduct a national search for talented and highly qualified candidates for the position of Superintendent of Schools for the Brevard Public Schools District (hereinafter referred to as District).

This document serves to clearly outline the specific services, deliverables and costs proposed for Brevard Public Schools.

FIRM INFORMATION

Hazard, Young, Attea & Associates (HYA) has more experience in identifying quality education executives than any other firm in the industry. The fact that the firm has assisted Boards with successful selections in more than 1,600 searches with student enrollment ranging from less than 500 students to upwards of 640,000 is no accident. HYA began working with rural, urban, and suburban school Boards over 35 years ago in an effort to assist them in recruiting highly qualified candidates and finding a leader that is the right fit for the district. HYA's success is about people: our Associates, their extensive contacts, and the Boards we assist. We build relationships with each new search, expanding our reach and our record of success.

The large quantity of searches our firm conducts per year puts us at a competitive advantage. The search volume places our firm and its Associates in more frequent contact with potential candidates. Many of whom may not be actively seeking employment but are known to our Associates and can thus be recruited when or if an appropriate position arises. In addition to your local/regional HYA team, clients have a network of 100+ Associates from throughout the United States who assist with the firm's mission to provide aggressive, thorough, and quality assistance to school Boards in need of identifying and recruiting highly qualified executives for superintendentcies and other key administrative positions.

HYA is committed to engaging a diverse cadre of associates and candidates ever since it was established in 1987. Many HYA associates have served and/or currently serve as members of and Board of Directors of ALAS (Association of Latino Administrators and Superintendents), NABSE (National Alliance of Black School Educators), AASA (American Association of School Administrators) and other associations across the country. HYA is proud of the diversity of candidates hired with its assistance, including individuals of varied gender, race, ethnicity, culture, and religious background. HYA commits to identifying, supporting, and placing school and district leaders of color and gender who have long been historically underrepresented in these posts. For client boards desiring nontraditional and hybrid experienced candidates HYA

maintains will with organizations such as the Eli Broad Foundation Leadership Academy to identify executive level leader candidates.

SCOPE OF SERVICES

HYA shall provide the following services and deliverables.



Engage Phase

HYA takes great pride in its commitment to community engagement and thoroughness of the processes used to gather input. The firm has a strong reputation for deep and meaningful engagement through its stakeholder forums, community interest group meetings and individual interviews. HYA also employs a research-based survey tool that is customizable and available in world languages. There is a lot of science involved in crafting an effective and reliable survey; the resulting survey report is presented with disaggregated data by stakeholder group and identifies the goals, needs and priorities of the school system along with the desired characteristics of its next leader. The *Community and Leadership Profile Report* is sophisticated and immediately publishable for your community. An example of the report is included with this proposal.

HYA has a history of successful virtual/video-based engagement. HYA has extensive experience and expertise conducting video interviews, focus groups, forums, meetings, candidate presentations, meet and greets, and community Q&A sessions. In addition, the firm has reported and presented to school Boards at public meetings and in closed sessions using an array of video platforms.

The **Engage Phase** is a disciplined and inclusive approach that seeks first to understand what students, staff, parents, Board, and community members need and desire from their school district and Superintendent. HYA engages both internal and external stakeholders using virtual or face to face interviews, focus groups, forums, and surveys. The goal is to gather information from all stakeholders to identify the strengths of the district/community and current and foreseeable district/community challenges within a research-based framework to match the right leader with your school district.

Depending on the Board's selections for the Engage Phase, some of the most important deliverables include the following:

- Summary of the planning meeting with the Board that details the timeline and steps of the search process and decisions made by the Board.
- *HYA Community and Leadership Profile Survey and Survey Report*, if desired and paid for by the Board.
- Findings from individual consultant days for interviews, focus groups, and/or town hall meetings; included in the price of the proposal is up to 32 one-hour sessions (a session is defined as an interview, focus group, or townhall meeting). Additional sessions can be added per the daily rate in the pricing section.
- *Leadership Profile Report* and *Desired Characteristics* based on the data from the survey, interviews, focus groups, meetings with the Board and other material made available to the associates.



Recruit Phase

HYA uses a myriad of recruiting techniques to ensure all potential candidates are reached. Without spending a dollar on advertising, HYA clients know that they are getting immediate exposure through the HYA Active Searches page with over 25,000 page views per month. In addition, HYA provides analytics on your job postings including how many views your job has received during a specific period of time, the average amount of time your posting was viewed, etc. No other educational leadership search firm has the infrastructure to provide this data to their clients.

HYA offers optional national and regional advertising packages. Given the volume of searches HYA conducts each year and our preferred pricing, our options provide our client districts national advertising packages at rates below what they could purchase in the marketplace. The costs are detailed in the advertising services schedule in the *Signature Search Brochure*.

In addition to national and regional advertising, HYA utilizes the firm's extensive national network of Associates. HYA Associates throughout the country are aware of outstanding Superintendents and aspiring Superintendents in their state and region and maintain close professional relationships with many educators and school district leaders who might be interested in making a job change or career move. HYA Associates have ongoing relationships with state and national superintendent organizations including AASA (The School Superintendent's Organization), ALAS (Association of Latino Administrators and Superintendents) and NABSE (National Alliance of Black

School Educators). For boards that seek applicants with non-traditional or hybrid experiences HYA has develop relationships and recruitment strategies to attract these applicants.

Associates are kept informed of the searches the firm is conducting and we seek recommendations from them regarding candidates who fit the profile being sought for that district. The proof of our recruiting network and efforts is the fact that approximately two thirds of the candidates ultimately selected by Boards with whom we work were recruited for the position rather than applied or self-nominated. The deliverables during the recruitment phase include:

- Prepare and place advertisements as selected.
- Recruit and contact candidates utilizing national networks.
- Correspond with candidates regarding the search process, timeline, *Leadership Profile Report* and *Desired Characteristics*.
- Interview candidates.
- Conduct reference checks.
- Identify best qualified candidates.
- Prepare application materials of selected slate of candidates for Board consideration.

Reference checking is one of the most important tasks in the search process. We begin with the informal references of referrals for potential candidates. Once an individual moves to the level of a potential candidate through the application process or through recommendations and recruitment efforts, we begin our vetting process. This includes contacting the listed references on the application or provided by the candidate. While this step is necessary it is not sufficient as most candidates will provide references that will provide only highly favorable comments. We continue the vetting process by conducting comprehensive internet searches to review any public information regarding the candidates. HYA Associates conduct confidential reference calls to obtain deep insight on any candidate that would be recommended to the Board for consideration. Given our network of Associates and many professional relationships, it is likely that we know someone who either knows the candidate directly or knows someone who knows the candidate. These references often provide confidential, hard-to-obtain information about the candidate that is invaluable in determining whether to recommend the candidate to the Board.



Select Phase

HYA believes that the Associates are responsible for supporting the School Board in all phases of the search. This is particularly true during the interview process for semi-finalists and finalists because we want the Board members focused on assessing the candidates, not managing logistics. The Associates are available during the interview process to ensure that all runs smoothly and to facilitate debriefing the interviews and what the Board learned about the candidates. But it is the Board's decision and sole discretion to hire or not hire a particular candidate and the Board takes responsibility for that decision. Some of the specific deliverables during this phase include:

- Present a slate of candidates, the number of candidates to be determined by the Board with a recommendation from HYA.
- Conduct the Interview Workshop and provide materials and protocols to ensure informative effective Board interviews.
- Schedule interviews for the Board with selected semi-finalists and finalists.
- Facilitate Board discussion to narrow candidate pool after each round of interviews.
- Coordinate and provide optional third party, independent investigative background check(s) of candidates as selected.

Upon completion of screening interviews conducted, the Associates present a select slate to the Board. The number of candidates on the slate will have been determined by the Board during the initial planning meeting. Prior to presenting the slate (or in a separate advance session, if preferred), the Associates will conduct a seminar for the Board designed to prepare for candidate interviews. This seminar will include written guidelines and protocols to ensure informative and comprehensive interviews. Approximately one to two hours in length, the seminar will also review the steps in the final stages of the search. HYA does not provide counsel relative to the Board's process for interviewing candidates. The Board will seek the advice from its attorney regarding the Board's process for interviewing candidates to comply with open meeting laws in their state.

Prior to this workshop, HYA will solicit questions, hypothetical situations and/or topics of interest, identified by the Board as desirable topics of discussion for the Board's initial interviews with the candidates. Such feedback will be developed into an Interview "Script", which will be reviewed and revised during the aforementioned workshop and then used by the Board during the first round of interviews. The second interviews are generally unscripted and designed to follow-up on topics and questions identified during the first interviews.

The Associates will facilitate each decision-making session of the Board, if desired. Such involvement permits more active engagement by all Board members in both the general search process and the specific dialogue regarding the candidate pool. In facilitating the decision-making process, HYA assists the Board in assessing the abilities of the respective candidates in relation to the criteria identified by the Board.

Two additional steps are recommended towards the end of the selection process, before any public announcement: a comprehensive independent background check by an outside firm and an optional site visit. The comprehensive background checks can be conducted on the single finalist or on the three semi-finalists that the Board brings back for second interviews. These are not simple background checks by searching a social security number. The due diligence background checks are conducted by a third-party entity and include checking on issues related to criminal and civil court records, driving records, college degrees and university accreditations. They can also include print and social media reviews. The site visit is optional and is typically completed on the sole finalist once a selection is made but before a contract is signed.



Transition Phase

At the conclusion of the selection process, HYA offers a combination of included services and optional services to assist with the transition of the new superintendent. The included services are:

- Communicate with all unsuccessful candidates at the close of the search and the appointment of the new superintendent.
- Assist the Board in announcing the appointment of the new superintendent.
- Hold a transition meeting with the new Superintendent regarding information learned throughout the search process and next steps in the transition process.
- Offer other transition services to be considered by the Board and if desired, paid for by the Board. These services include Executive Coaching, Board Governance Training, Superintendent Evaluation and Strategic Planning.

THE SEARCH TEAM

HYA assigns an individual management team to each executive search that it conducts. Upon the concurrence of the Board, HYA proposes the following search team.

HYA Associate	Cell Phone	Email	Experience
Dr. Bill Adams, VP Oversight* Florida Based	609-471-4046	billadams@hyasearch.com	250 Searches over 16 years lead or provided oversight: ~92% still in place.
Stacey Adams, Senior Associate, * Team Lead Florida Based	310-614-0915	sadams@hyasearch.com	25+ Searches over 5 years ~92% still in place.
Dr. Aresta Johnson, Associate*	203-510-6560	arestajohnson@hyasearch.com	10+ Searches over 3 years ~100% still in place
Caryn Shaw, Associate*	908-229-7362	carynshaw@hyasearch.com	6 Searches over 2 years ~100% still in place
Fast Track Additional Associate: Ted Blaesing, Team Member Florida Based	651-470-8579	tedblaesing@hyasearch.com	25+ Searches over 10+ years; large urban/county experience

Stephanie Norwalk serves as project manager and can be reached at 847-250-7517 and stephanienowalk@hyasearch.com

*Resume attached

REFERENCES

HYA’s reputation for effectiveness and integrity is extremely important. The following references were chosen because the Board worked with the HYA Associates being proposed for the search or because the district has a similar demographic profile to your district. In addition to the references listed below, an extensive list of national searches our firm has completed since 2016 is attached. Our references will attest that phone calls from Board members and the Superintendent are picked up or returned immediately regardless of the time of day. Emails are returned in a matter of hours, and questions are answered in detail. Our team works for you and with you.

District Name and State	Reference Name	Contact Information
Anne Arundel County, MD (83,000 students)	Dr. Joanna Tobin Board President	410-570-0366 jtobin@aacps.org
Atlanta, GA (52,000 students)	Jason Esteves Board Member	404-421-6215 jesteves@atlandapublicschools.us
Denver, CO (92,000 students)	Anne Rowe Board Member	Annerowe60@gmail.com
Syracuse City, NY (21,000 students)	Tamica Barnett, Board President	315-200-3979 tbarnett@scsd.us
Beaufort County, SC (22,000 students)	Dr. Christina Gwozdz Board President	843-636-8555 christina.gwozdz@beaufort.k12.sc.us
Newark, NJ (41,000 students)	Josephine Garcia, Board Member	J4garcia@nps.k12.nj.us
North Penn, PA (12,500 students)	Tina Stoll, Board President	215-783-1817 stolli@npenn.org
Lower Merion, PA (8,700 students)	Lucy Klein, Board President	215-680-3055 klainl@lmsd.org
Duval County, FL (128,000 students)	Paula Wright, Lead Board Member at the time of search	904-390-2374

Sample of Current/Pending Searches

District Name and State	Position	Number of Students
Fort Worth, TX	Superintendent	76,000
Stone Mountain, GA	Chief Financial Officer	93,000
Portland, OR	Deputy Superintendent	49,000
Paterson, NJ	Superintendent	28,000
South Sioux City, NE	Superintendent	3,850
Amherst, WI	Superintendent	1,100
Upper Arlington, OH	Superintendent	6,300
Menomonee Falls, WI	Superintendent	4,000
Bellflower Unified, CA	Superintendent	10,100
Collier County, FL	Superintendent	48,000
Scarsdale, NY	Superintendent	4,500
American Association of School Administrators	Executive Director	Superintendents Nationwide
Washington Twp, NJ	Superintendent	7,400
Ridgewood, NJ	Superintendent	5,600
Aspen, CO	Assistant Superintendent	1,700
Heartland Area Education Agency, Johnston, IA	Chief Administrator	150,000

SCHEDULE

Activity	Proposed Dates	
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		Fast - Tracked
Planning meeting with Board	January 17, 2023	Week of Dec 19, 2022
Online survey open/close	Jan 30, 2023 – Feb 14, 2023	Jan 9 – Jan 23, 2023
Posting and Initial Promotion (if compensation range is determined)	January 23 ,2023, or as discussed	Week of Dec 19 or 26, 2022
Board and Cabinet Interviews	Jan 23 – Jan 31, 2023	Week of Dec 19 and Dec 26, 2022
Community Engagement: Leadership profile development interviews/focus groups (Four Consultant Days)	Jan 30 – Feb 14, 2023	Jan 9 – Jan 23, 2023
<i>Leadership Profile Report and Desired Characteristics</i> presented to Board	Feb 27, 2023 (immediately after break)	Week of Jan 30, 2023
Application deadline	April 14, 2023	March 13, 2023
Seminar for interviews and final stages of search process and a slate presented to Board for initial paper/digital screen	Week of April 24, 2023	Week of March 20, 2023
Board initial interviews and identification of semi-finalists.	May 6, 2023	Saturday, March 25 or Week of March 27, 2023
Board second round interviews and identification of a finalist	May 13, 2023	Saturday, April 1 or Week of April 3 or Week of April 10
Third-party background investigation of identified finalist	Tbd approximately 10 days needed	Week of April 17, 2023
Optional board site visits - When site visits are conducted, they are generally concurrently scheduled at the time of the third-party background investigation	To be determined if desired Week of May 15, 2023	Week of April 17, 2023
Negotiations with successful candidate	tbd	tbd
Appointment and announcement conditioned on the third-party background investigation and contract approval and acceptance	Week of May 22, 2023	Week of April 24, 2023
Superintendent assumes responsibility	August 1, 2023, or as soon thereafter as possible	June 1, 2023, or as soon as possible

Retreat with new superintendent (optional)	To be determined after appointment of new Superintendent	To be determined after appointment of new Superintendent
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FEES

In consideration for Services, the District will pay to Hazard, Young, Attea and Associates:

- Consulting Fee for the search in the amount of \$39,700 This fee is due in two installments:
 - 50% will be invoiced upon execution of the contract/letter of agreement
 - 50% will be invoiced upon presentation of the slate

Please see the fee sheet for recommended options for a successful national executive educational leader search with recommended options including a fast-track search.

- Associate Expenses for travel will be reimbursed by the Board. Mileage reimbursement is based on current IRS guidelines. HYA follows GAO guidelines, all applicable statutory and Board requirements. HYA does not ask for reimbursement of meals.

Optional Additional Services:

Service:	Included in Fee:	Optional Enhancements:
On-site/virtual Associate days interacting with the Board and community	Up to 32 community engagement one-hour sessions (focus groups, interviews, town hall meetings etc.) Board Sessions/Meetings: <ul style="list-style-type: none"> ● Planning Meeting ● Development, Leadership Profile ● Presentation of the Slate ● Candidate Interviews by Board ● Adjudication of finalists 	Additional on-site consulting days billed at \$2,500/day as selected and paid for by the Board. A consulting day equals up to 8, one-hour sessions.
Community Engagement	Interviews, Focus Groups, Town Hall Meetings as decided by the Board. Survey and report of findings.	Research Based Survey, in English and Spanish, with Community and Leadership Profile Survey Report: \$2,000

	Effective Superintendents White Paper.	Professionally translated (not Google Translate) survey in world languages for \$415 per language.
Advertising	Advertising on HYA's webpage (over 25,000 page views on our Active Searches page per month) and social media pages.	HYA has designed advertising packages to maximize exposure for the vacancy. Options and pricing for additional advertising services are attached.
Reference/ Background Checks	HYA Associates screen and conduct reference checks on candidates.	HYA highly recommends an independent, third-party due diligence background check be used on the finalist(s). The cost ranges from \$1,100 - \$1,950 per candidate. See Due Diligence Services in the Signature Search Brochure.

Other Considerations: Fast track as per the fee sheet.

If the Board chooses to reimburse candidates for travel for interviews, candidates will submit the expenses directly to the district for reimbursement.

HYA is a green corporation and provides all search materials online. If the Board requests hard copies of the materials, the district will be invoiced to cover the costs of any printing, binding, and shipping of materials.

Recruitment for other positions; if the Board employs an HYA recruited candidate within one year of the close of the superintendent search, in addition to the position of Superintendent, 10% of the base salary will be due to HYA for the recruitment of said candidate.

GUARANTEES

Fixed Price

Throughout the search process the Associates will be available to counsel with the Board about

the search. The Associates will assist the Board until the Board determines it has found the appropriate candidate for the position.

Non-Solicitation of Selected Candidate

The Superintendent appointed with HYA's assistance will not be presented to another Board as a candidate if it would result in the Superintendent leaving the district within three (3) years of employment unless the Board provides written authorization to HYA that they may do so.

Client-Satisfaction

If the Superintendent departs from the position during the first year under any circumstances or within two (2) years if a majority of the Board is still in place and departure is due to dissatisfaction and not personal or familial reasons, HYA will recruit new candidates for the Board at no additional cost barring travel, advertising, and due diligence expenses. This applies to HYA Slated Candidates.

Price Match

HYA will agree to match the price of any competitive bid as long as the bid is for a comparable level of services and support (both time and process).

HYA looks forward to the possibility of working with the Board and assisting with the selection of a new leader. Please contact Dr. Bill Adams at 609-471-4046 or billadams@hyasearch.com with questions or request for additional information. The HYA corporate office can be reached the corporate office at 847-250-7261 or at hya@hyasearch.com.

Hazard, Young, Attea & Associates

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Schaumburg, IL 60173
(847) 250-7261

www.hyasearch.com

WILLIAM H. ADAMS

EDUCATION

Ed.D. Rutgers University, New Brunswick, NJ
M.A. Rowan University, Glassboro, NJ
B.A. Rowan University, Glassboro, NJ

EXPERIENCE

2018 – Present	Vice President/Senior Associate, Hazard, Young, Attea & Associates
2014 – 2018	East Coast Regional President, Hazard, Young, Attea & Associates
2006 – 2014	Ray & Associates, Cedar Rapids, IA
1987	New Jersey Regional Day School at Mannington
1986 – Present	CEO and Principal Consultant, W.H. Adams & Associates, LLC, Naples, FL
1984 – 1988	Radey & Fuller Associates, Cherry Hill, NJ
1982	US Department of Education, Title VI Grant
1977	NJ Council on Vocational Education, Trenton, NJ
1973 – 2008	Superintendent of Schools, Salem County Vocational Technical Schools, Woodstown, NJ
1969 – 1973	High School Principal, Camden County Vocational Technical Schools, Pennsauken, NJ

AWARDS

AASA Distinguished Service Award, 2010
NJASA Designated Superintendent Emeritus, 2009
National School Boards American School First Place MAGNA Award, 2008
New Jersey Association of School Administrators Distinguished Service Award, 2005
New Jersey Superintendent of the Year, 1994
AASA James R. Kirkpatrick Legislative Award for testimony before the US Senate, House and GAO, 1991
Rutgers University Graduate School of Education “Distinguished Alumni Award,” 1992
Executive Educator, formerly published by the National School Boards Association,
Top 100 School Administrators in North America, 1980

PROFESSIONAL ACTIVITIES

National Center for Educational Research and Technology (NCERT) – Board of Directors (2007-13)
AASA Corporate Advisement Team (2006)
AASA Publications Review Board (2006 – present)
American Association of School Administrators Executive Committee (1998–01 & 2004–07)
Salem County One Stop Management Team for the Cumberland/Salem Workforce Investment Act
(2000 – 2008)
New Jersey Association of School Administrators
Treasurer (1994 – 1995)
Secretary (1995 – 1996)
President-Elect (1996 – 1997)
President (1997 – 1998)
AASA Legislative Corps (1990 - present)
State Advisory Council for the Gifted and Talented (1984–87)
N.J. Commissioner’s Advisory Council for the Handicapped (1978–86), Chairperson (1978–82)

STACEY E. MCNALLY-ADAMS

sadams@hyasearch.com

310-614-0915

Education

M.B.A., Nova Southeastern University, Ft. Lauderdale, FL
B.A., Communications, California State, Northridge, CA
Certificate of Eligibility Credential for New Jersey Principal, PreK-12.
Status of Eligibility Florida Department of Education, Business Education (Grades 6-12).

Experience

Hazard, Young, Attea & Associates (HYA), Schaumburg, IL
Senior Associate 2014 - Present

- Responsible for conducting all phases of executive level educational leadership searches throughout the country with a focus on the East Coast.
- Expertise in diverse districts of all sizes including Pemberton, NJ; Broward County, FL; and Beaufort, SC.

W.H. Adams & Associates, LLC, Florida

Managing Associate 2010-Present

- Created and launched proprietary model for school and school district strategic visioning and planning. Clients include Berkeley Heights, NJ; Chester, NJ; Camden County Technical Schools, NJ; Burlington County Technical Schools; Millstone Township, NJ; Vernon Township, NJ; Washington Township, NJ; Moorestown, NJ.
- In partnership with Ray & Associates of Cedar Rapids, IA and Hazard, Young, Attea & Associates coordinated executive searches. Clients include Broward County, FL; Collier County, FL; Cape Coral Charter Schools, Cape Coral, FL; Camden, NJ; Trenton, NJ; Marlboro, NJ; Montclair, NJ.

Teachscape Higher Education, Woodland Hills, CA 2007-2010

National Director, Higher Education Recruitment

Laureate Education, Inc., Los Angeles, CA

Director, Business Development 1994 - 2005

Developed and deployed national district sales initiatives

ARESTA L. JOHNSON, Ed.D.

EDUCATION

2010	Doctorate in Educational Leadership – University of Bridgeport, CT
2004	Certificate of Advanced Studies – University of Bridgeport, CT
1999	Master of Science, Secondary Education – University of Bridgeport, CT
1990	Bachelor of Science, Chemistry – Elizabeth City St. Univ., N.C.

PROFESSIONAL EXPERIENCE

2018	Associate, Hazard, Young, Attea & Associates, IL
2016 – Present	Superintendent, Bridgeport Public Schools, CT
2016	Assistant Superintendent of Secondary Education, Guidance, & School Choice, Bridgeport Public Schools, CT
2014 – 2016 Schools, CT	Executive Director of Secondary Education, Bridgeport Public
2012 – 2014	Instructional Leadership Director, Waterbury Public Schools, CT

AWARDS/HONORS

100 Most Influential Blacks in Connecticut for 2018 by the Connecticut NAACP
West Indian American Association of Bridgeport Distinguished Educator Award 2018
Stamford Kappa Alpha Psi Community Person of the Year Award 2018
New Haven Metropolitan Chapter of the Coalition of 100 Black Women Educator Award 2018
CHUMS Educator Award 2018
Milford Chapter of the Links, Inc. Community Awardee 2017
Greater Waterbury Branch of the NAACP Award 2015

CIVIC ENGAGEMENT

- Board of Directors for the Bridgeport Public Education Fund
- The Bridgeport Public Schools Foundation for Excellence
- Board of Directors for the United Way of Fairfield County
- Board of Directors for The Workplace, Inc.

Caryn H. Shaw

Education: M.B.A. Hofstra University, Marketing & Management, 1993
B.A. SUNY Binghamton, Writing & Literature, 1992

Experience:

Principal • CHS Consulting Services LLC • February 2022 - Present

- Advise and support schools and non-profit organizations on projects related to strategic planning, community partnerships, marketing, communications, and board governance.

President/VP/Board Member • Moorestown Board of Education • January 2015 – January 2018, January 2019 - January 2022

- Served as President in one of the most challenging years in education. Part of various committees including, Leadership, Finance and Operations, Communications, Strategic Planning, and newly formed Exploring Race and Racism Committee. Chaired Communications and Curriculum Committees.
- Championed advancing the use of technology and integrating it into classrooms in an efficient, productive, and innovative manner.
- Developed partnerships with universities to expand student access to real-life opportunities.
- Helped create a committee on Exploring Race and Racism at MTPS.
- Advised on fiscal management of ~ \$80 million budget. Secured the financial support necessary to achieve the district's mission by coming up with ideas to cut costs and raise revenues.
- Directed and supported district communications.
- Oversaw long-range planning of the educational programs and facilities.

President • Moorestown Jewish Association • September 2018 - Present

- Lead board members and volunteers to organize and implement service events and inclusive programs that promote the values of community and compassion.
- Develop new sustainable events by working strategically with other organizations.
- Stabilized the financial health of the organization.

Trustee/Development Chair • Moorestown Education Foundation • June 2018 - Present

- Create strategies to promote the foundation and raise awareness.

Marketing Consultant • March 1998 - August 2004

- Developed marketing strategies for organizations.

Panel Manager/Senior Project Director • The NPD Group

Other Volunteer and Leadership Roles: Executive Board Member of Moorestown Home & School Association, Board member of Sisterhood of Adath Emanu-El, Board member of Junior Women's Club of Somerset Hills

DR. THEODORE S. BLAESING

tedblaesing@hyasearch.com cell phone: (651) 470-8579

SUMMARY OF QUALIFICATIONS

EDUCATION

Ph.D. University of Iowa.
M.A. University of Northern Iowa
B.A. University of Northern Iowa

EXPERIENCE

2004-Present Senior Associate: Hazard, Young, & Attea. Hazard, Young, Attea & Associates Ltd. is a premier consulting firm in the United States, providing executive searches, board governance training, and professional development services for educational and non-profit organizations. Led approximately 40 superintendent & key administrator searches to include higher education searches. A large number of these searches were within the State of Iowa with many repeat clients.

2008- Present Consultant to Colleges, Universities and School Districts. Designed and led several studies on topics ranging from transitioning between high schools and college to district efficiencies. Numerous workshops for school board members - superintendents and administrative teams. Studies for Iowa school districts include Southeast Pole, West Des Moines, Norwalk, Council Bluffs, Ames and Johnston

2006-2017 Adjunct Professor, University of Minnesota. Specialty area of school finance elections.

2006-2014 Test Rater, Education Testing Services, Princeton, New Jersey. Reading and rating nationally norm tests for aspiring superintendents and school principals.

1993-2008 Superintendent of Schools, White Bear Lake Area School District, MN

1989-1993 Superintendent of Schools, School District of Beloit, WI

1982-1989 Associate Superintendent, Management Services, Davenport Community School District, IA

1985-1988 Adjunct Professor, Western Illinois University and the University of Iowa.

1981-1982 Assistant to Director, Institute for School Executives, University of Iowa.

1979-1981 Secondary School Principal, Olin Consolidated Schools, Olin Iowa.

1973-1979 K-12 Physical Education Coordinator and Teacher, Muscatine Iowa Community Schools.

PROFESSIONAL AND COMMUNITY SERVICE

1999-2007 President, Minnesota Association of School Administrators, 2005-2006.
Board member 1999 -2002 & 2004-2007.

2004-2008 Member, P-16 Education Partnership. The partnership was composed of leaders from PK-12 education, business, Department of Education, and Minnesota colleges and universities. The purpose of the Partnership was to improve education from early childhood through undergraduate degrees. Dr. Robert Bruininks, President of the University of Minnesota, led the Partnership.

2000-2006 Board of Trustees and Treasure, Minnesota School District Liquid Asset Fund. A fund that

- safely invested over \$1,300,000,000 for Minnesota school districts.
- 2004-2007 Member, Alliance for Student Achievement. The Alliance was composed of leaders from each organization lobbying legislative bodies on behalf of Minnesota school districts.
- 2002-2008 Member, Century College Education Foundation. Century College, with an enrollment of over 12,000 students, is the largest two year, post-secondary institution in the State of Minnesota.
- 1999-2000 President, Mid America Association of School Administrators, 2000. MAASA is an association of leading superintendents from 10 states in the nation's heartland. Member 1990 – present.
- 2004-2008 Member, Suburban School Superintendents of America. An organization of 100 of the leading superintendents from across the U.S.A.
- 1996-2005 Board Member and Executive Committee Member of SciMath^{MN}. An organization of business, college/university and K-12 education leaders dedicated to improving the teaching and learning of science and mathematics in the State of Minnesota.
- 2005-2008 Member, Minnesota Department of Education Assessment and Accountability Committee.
- 2002-2006 Member, University of Minnesota Teacher Education Advisory Council.
- 2001-2005 Member, Minnesota Board of School Administrators. This Board is responsible for all school administrator licensure to include alternative licensure and licensure discipline issues.
- 1994–2008 Founder and Secretary – White Bear Lake Area Education Foundation.
- 1997-1999 Chairperson, Metro Area Superintendents, Minnesota Association of School Administrators.
- 2002-2003 Chairperson, Nominating Committee, Minnesota Association of School Administrators.
- 1998-1999 Chairperson, Member Services Committee, Minnesota Association of School Administrators.
- 2001-2007 Member, Board of Directors, YMCA of Greater St. Paul.
- 2002-2003 Board Chairperson, Partners With Youth Fundraising Campaign, YMCA of Greater St. Paul.
- 1993-2000 Member and Chairperson, Board of Directors, Northeast YMCA.
- 1999-2005 Executive Committee Member, Metro Education Cooperative Service.

RECOGNITIONS, AWARDS AND HONORS

- 2018 University of Northern Iowa Hall of Excellence Inductee
- 2008 J. Stanley & Doris Hill Legacy Award – Outstanding Community Member of the Year.
- 2004 Teacher College Columbia University – Sixty-Second Superintendents Work Conference
- 2003 “Administrator Profile” – District Administration, August 2003.
- 2002 Fulbright Memorial Fund (FMF) Educators Study Trip in Japan.
- 2001 2001 State of Minnesota Superintendent of the Year.
- 1998 Participant in the first Fulbright Superintendents Seminar in Germany. One of fifteen superintendents from the U.S.A. chosen by the Fulbright Commission for this seminar.
- 1997 Administrator of Excellence – Minnesota Association of School Administrators.
- 1995 Distinguished Leader Award – YMCA of Greater St. Paul.
- 1982 Perry Eugene McClenahan Award. "To the outstanding candidate for an advanced degree in educational administration."
- 1982 Harvey H. Davis Award. "To an outstanding student in educational administration or higher education, particularly a student interested in the financing of education."