



## Superintendent Search Proposal

**Purpose** - To assist the Board of Trustees of the Independent School District to seek and select an outstanding school administrator to lead the district forward and impact students' lives.

**Partners** - Our corporation is made up of four experienced educators with over 60 years combined experience as superintendents. Partners include:

Doug Williams

- Superintendent, Sunnyvale ISD - 2007 to 2023
- President, Texas Association of School Administrators - June 2021 to June 2022
- Legislative Chair, Texas Association of School Administrators - 2017 to 2019
- Region 10 Superintendent of the Year - 2022

Blake Cooper

- Superintendent, Commerce ISD 2008 - 2016
- Region 10 Superintendent of the Year - 2015
- Former Executive Director - Friends of Texas Public Schools 2016-2019
- Texas Association of Community School Executive Committee - 2011-2016
- University Interscholastic League (UIL) Legislative Council - 2009-2010

Stan Surratt

- Superintendent, Lindale ISD 2007 to Present
- Superintendent, Fruitvale ISD 2000 to 2007
- Region VII Superintendent of the Year 2016
- Executive Committee, Texas Association of School Administrators - 2018 to 2022
- University Interscholastic League (UIL) Legislative Council Member 2023-2024

Kevin Worthy

- Superintendent, Royse City ISD - 2012 to 2023
- Superintendent, Gunter ISD - 2007 to 2012
- Region 10 Superintendent of the Year - 2023
- Executive Committee, Texas Association of School Administrators - 2018 to 2022
- University Interscholastic League (UIL) Legislative Council Member 2016 to 2022

## **Outline of Search Process**

**Establishing Timelines & Expectations** - We will work with the board to develop timelines for each step, calendar key dates, and set expectations for the process, including communication. We understand the importance communication plays with board members and will strive to make certain all board members are provided regular updates.

**Profile Development** - We believe that the best hirings take place when the right candidate is linked with the right school district at the right time. This can only take place by clearly defining the traits, characteristics, and qualities desired in the future leader. Developing a profile requires a collaborative effort from key stakeholders that we will facilitate.

**Community & Staff Input** - In order to assist in the profile development, we will conduct sessions with the community and staff to solicit feedback on key questions. These sessions will provide an opportunity for stakeholder involvement in collecting key information to help the board as they navigate the search process. The board will designate individuals to participate in these sessions with the goal of capturing a cross section of the district.

**Candidate Recruitment & Posting** - Once the profile is developed, we will initiate the recruitment process to find candidates that meet the identified qualifications and characteristics. The position will be posted on TexasISD.com, the primary site school administrators use to monitor job vacancies. Additionally, we will utilize sites such as the Texas Association of School Administrators to advertise this position.

Finally, we will contact school leaders from regions across the state to assist in identifying great candidates for the district. Because of our involvement with TASA and Friends of Texas Public Schools, the contacts we have across the state will prove beneficial during this phase. From this outreach, we will initiate personalized letters to candidates that have been identified as meeting the established profile for this position.

**Candidate Review & Presentation to Board** - We will compile all resumes and applications submitted and then conduct a preliminary candidate review to determine if the applicants meet

the qualifications for the position. A compiled list will be generated by our firm outlining each candidate's certification status, qualifications, and experience.

**Board Review & Video Screener** - We will present the compiled list to the board at a called meeting along with analysis conducted by the firm concerning the specific candidates that meet the qualifications and profile set by the board. All candidates' resumes will be available for review at that meeting. The goal for that meeting will be to narrow the list of candidates to around 10 to 12 for further consideration.

We will send an email to the selected candidates that includes a link to a set of questions. Each candidate will make a 5 to 7 minute video addressing those questions and return it to the firm for processing. During this phase, the firm will begin to conduct background checks.

**Selection of Candidates to Interview** - Upon receipt of the videos, we will prepare a presentation of each candidate for the board to review, including a link to the video. We believe the brief video interview will greatly assist the board making an informed decision about which candidates to consider for an interview.

**Preparing for the Interviews** - We will contact the candidates to set a schedule for the interviews and coordinate all logistics to facilitate an efficient interview process. The firm will provide suggested questions to be used for each candidate during the interview and we will prepare packets for every board member containing candidates resumes, interview questions and an area to make notes and comments.

**Interview Process** - We recommend that the interviews last 90 minutes and that the candidates be asked the same questions. This will allow for more valid evaluations to be made for each candidate. We also recommend that the interviews take place on consecutive nights if at all possible.

**Determining Next Steps** - Upon conclusion of the interviews, we will work with board leadership to help the board set a course for the next steps. Should the board determine a second round of interviews is necessary, we will assist in the process of setting up the interviews.

**Selection of Lone Finalist and Contract Finalization** - Once the board has selected the candidate to be named lone finalist, we will facilitate an agreement of understanding between the two parties to assist in contract finalization. The firm will also contact additional reference checks and background checks along with assisting the board president in following up with references of the lone finalist. We will serve as a liaison between the legal counsel of the district and the lone finalist during finalization of the contract.

**Onboarding Assistance** - Impact Education Specialists believes a seamless onboarding is vital for the new superintendent to have success in the district. We will offer the experience of our partners to aid in that onboarding should the board and the new superintendent wish to utilize that service. The scope of the onboarding assistance will include monthly visits to the district and phone and email correspondence as needed. This assistance will continue for six months after the official hiring date.

The superintendent search process is somewhat similar for every firm, however, this service is unique for Impact. As previously stated, our four partners have 60 plus years of experience. That experience, combined with the familiarity we will have acquired with your district, will allow us to assist your new superintendent during the important onboarding phase.

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### **Financial Proposal**

**Base Fee:** \$ 7500  
**Consultant Expenses:** \$ 1000 (Estimate)  
**Advertising Expenses:** \$ 200 (Estimate)  
**Candidate Travel:** \$ 1000 (Based on distance for candidates)

All items will be invoiced when the official hiring is completed. Receipts will be provided by Impact Education Specialists for expenses incurred.

**Onboarding Assistance:** \$2500

Optional, to be determined after official hiring of superintendent

## **Guarantee**

While we believe the search process proposed will yield an outstanding superintendent to lead your district forward, we realize events occur that may cause the Superintendent to leave the district. If for any reason this takes place during the first two years after the official hiring date, Impact Education Specialist will conduct another search with no base fee being charged.

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### **Why Choose Impact Ed to Conduct the Search for Your District**

- All four of our partners are long tenured superintendents. We have experience working with boards and understand the characteristics required to successfully lead a school district.
  - We will provide weekly communication with all board members in order for you to stay updated on the search process.
  - Additionally, our superintendent experiences are recent. We are well-versed in the challenges administrators face and can assist the board in helping identify the candidates that are most prepared to meet those challenges.
  - Our partners have contacts from across the state through service on committees with organizations such as the TASA Executive Committee and the UIL Legislative Council. Additionally, Blake Cooper served as the Executive Director of the Friends of Texas Public Schools, making connections with school leaders across Texas.
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## **Conclusion**

We appreciate the privilege to present this proposal to the Board of Trustees for the XXX Independent School District. We look forward to the opportunity to work with your board in securing the person to lead your district. Please contact Doug Williams at [dwilliams.impactd@gmail.com](mailto:dwilliams.impactd@gmail.com) or 903.969.0402 should you have any questions regarding our services.