



SUPERINTENDENT SEARCH AND SELECTION SERVICE



2023 - 2024



Leadership Focused • Student Centered • Success Driven



(800) 928-5272 • (502) 875-3411
www.kasa.org

87 C. Michael Davenport Blvd.
Frankfort, KY 40601



Dear School Board Members,

I wish to personally thank you for considering KASA to facilitate the search for your next superintendent. Never has this decision been more vital to your students, families, and community and you must ensure that your next leader exhibits a wide range of skills and knowledge. It may be the most important decision you make as a board member.

KASA is the “The School Leaders Association” and the largest association of school administrators in Kentucky with over 3,100 members strong. You will quickly learn that our team of Superintendent Search facilitators all have experience as former district leaders and are keenly aware of the important qualities that a successful superintendent must possess.

Why choose KASA? Because we are unique in two important ways. First, KASA is the sole provider of the New Superintendents Onboarding Training which is statutorily required. We know and can provide insight on the important traits needed to succeed as a superintendent. Secondly, KASA has revised its delivery models to meet your needs and interests. We are pleased to now offer amazing pricing reflecting a variety of service levels. These options range from fully virtual to fully on-site, all guaranteeing the same outstanding results.

Frankly, there are many options for leading your search, but our goal is simple. After experiencing KASA’s *Gold Standard* of service, when you conduct the next search, ***KASA will be who you call.***

We will...

- ✓ Follow all applicable statutes, regulations, board policies and best practices
- ✓ Adhere to the board’s timetable
- ✓ Make your search a priority
- ✓ Ensure that your KASA lead consultant is available 24/7

Please do not hesitate to contact me if I can be service to you in any way and all the best as you begin your search for a new superintendent.

Sincerely,

Rhonda Caldwell, Ed.D., CAE, Executive Director
Kentucky Association of School Administrators
rhonda@kasa.org

BOARD OF EDUCATION'S ROLE & TIMELINE

Orientation for Board Members

The KASA process begins with an orientation meeting (virtual or on-site) in which a timeline is established, best practices of successful searches are reviewed, and qualities needed for the next superintendent are explored.

Second Meeting for Board Members

In the second meeting, the KASA lead team member provides an overview of talent, traits, skills, and knowledge of high performing superintendents. The board members then establish the specific qualities they desire their next superintendent possess.

Third Meeting for Board Members

This is another important meeting with the time utilized to select finalists and develop interview questions, again based on best practice and research.

SCREENING COMMITTEE'S ROLE

Kentucky Revised Statute 160.352 is very clear on how a screening committee shall be established, and who will serve on it. The KASA lead team member will work closely with the board contact person to ensure all elections and appointments are completed legally and ethically, which will further establish confidence in the board's ability to make the right choice for superintendent. The Board may choose to have this process done at the local level without support however, if chosen, KASA consultants can and will provide proper regulatory guidance to all stakeholder groups and will always operate within the statutory limits.

In addition, the KASA lead team member will provide training for the committee members on their specific role in this process, and the narrow parameters in which this committee operates. The committee does not select the superintendent. It only recommends candidates to the Board who ultimately decides who is interviewed and selected.

ENGAGING THE COMMUNITY

Following the guidance of board members, your KASA lead team member will work with the district point of contact to schedule an online survey to provide feedback to the board regarding desired qualities for superintendent candidates. This survey can be provided to staff, students, parents, community, or any specific role group the boards desires. Results are presented to the board in graphs and submitted comments.

MEDIA RELATIONS

A team of marketing and public relations professionals will be assigned to assist the KASA team and board of education. The KASA team will meet with the board's assigned district contact person and the local media representatives to introduce KASA, describe the services and the process the board of education will follow, and exchange contact information.

POSITION ANNOUNCEMENT

KASA will advertise the position through a large-scale media mix, including:

- KASA's high traffic website, which is the go-to source of information for aspiring and sitting superintendents in Kentucky and other states
- The American Association of School Administrators (AASA) key leadership team who effectively recruit nationwide
- Flagship publications, both state and national, of interest to school administrators

APPLICATION AND SELECTION PROCESS

Superintendent Applicants

Using the resources available to the greater KASA organization, lead team members will contact quality candidates and screen those for a potential match with the board's search criteria.

As a service to superintendent candidates, KASA provides a toll-free telephone number and a primary mobile phone number. KASA actively uses social media to support its searches. Both e-mail and website addresses are available, and a user-friendly, online application process is utilized.

The application materials of the finalists will be accepted, managed, and organized in the KASA office in Frankfort. They will be presented in the same format for ease of reading and review by the board members and screening committee members.

Background and Reference Review

The KASA lead team member will work closely with board members to coordinate and support any community involvement activities requested. Lead team members are also available to conduct personal background checks on each finalist candidate, as well as conduct professional reference checks.

Interviews of Finalist Candidates

The KASA lead team member is available to assist the board in the development of the recommended and appropriate types of interview questions; use the board's selection criteria in creating a selection rubric with which to compare candidate responses to questions; schedule personal interviews with the finalist candidates; and coordinate interview logistics for the board of education.

Optional Finalist Showcase (see pricing options)

This option provides an opportunity for the staff and the community to meet your finalist candidates either through a virtual or on-site reception. Typically, these entail one candidate at a time, sharing 5 minutes of information about themselves and their leadership principles. Then, a limited number of curated questions are posed to allow the candidate to respond. KASA will organize and customize this event as the Board directs.

Optional Behavioral Questions (see pricing options)

Early in the Board's work, a list of preferred qualities will be created to guide the search. From these qualities, your KASA facilitator can design specific interview questions probing candidate's capacity and skills relative to these qualities. This is especially helpful when faced when deciding not just who would be a good superintendent, but who is the right superintendent for *your* district.

MAKING THE DECISION

The KASA lead team member is available to guide the board through the selection process in support of its review of the information gathered, comparing it to the selection criteria, and contacting those candidates not selected. The facilitator is also available to coordinate a board meeting and press conference to make the decision and announcement, as well as provide a press release for the media.

Legal Services

KASA professionals, with extensive experience in superintendent employment contracts, are available to assist the board of education and the board attorney in negotiating terms of a contract, including salary and benefits package and finalizing the document for signature.

WHY IS KASA UNIQUE? WE ARE THERE AFTER THE SEARCH!**Following the Employment of Your New Superintendent**

Once you've named your new superintendent, our services don't stop. KASA continues to be available to the board of education and the new superintendent.

Planning for Your First 30-60-90 Days

KASA provides individualized training for new superintendents in the development of an action plan for their first 30, 60 and 90 days in office. Research suggests this time period is the most critical to gain the most momentum early in the new superintendent's tenure and be the most effective in the position.

Mentoring and Training

The Kentucky Department of Education contracts with KASA to provide statutorily required training and mentoring for all new superintendents in the state. As a part of that program, KASA assigns experienced, successful sitting superintendents to new superintendents to serve as trainers, mentors and lead team members. In addition, a KASA coach is assigned to cohort groups of mentors and new superintendents to ensure consistency and quality of services.

Administrator Professional Development

KASA is the leading provider of professional development for public school administrators, including superintendents, in the state, bar none. Equipped with its own Professional Development department, a large corps of highly skilled and award-winning professionals provides both required and enrichment training for all administrators in the state throughout the school year.

The Kentucky Association of School Administrators (KASA), founded in 1969, is the largest school administrators' group in Kentucky. With more than 3,000 education leaders on board, members range from superintendents and senior level administrators to cabinet members, school principals and their assistants, and professors and aspiring school system leaders.

KASA members are the chief education advocates for children. They advance the goals of public education and champion children's causes in their districts and nationwide. As school system leaders, KASA members set the pace for academic achievement. They help shape policy, oversee its implementation and represent school districts to the public at large.

The KASA office is staffed by 10 team members, whose combined expertise and talents run a high-level/high-tech, statewide organization. In addition, the work of KASA is supported by some 300+ volunteer members of the association.

KASA'S PROMISE

We seem to live in a day and time where people can no longer look folks in the eye, offer a firm handshake while making a promise to do something, and then follow through. At KASA, every handshake includes a promise, what we call the *KASA Gold Standard*. This commitment ensures quality service at a reasonable price. No exceptions. Satisfaction guaranteed. Period!



Our Promise to You!

- ✓ Follow all applicable statutes, regulations, board policies and best practices
- ✓ Adhere to the board's timetable
- ✓ Make this search a priority search
- ✓ Have a principle lead team member available 24/7

Location and Contact Information

Contact: Dr. Kathy Fields
Address: 87 C. Michael Davenport Blvd, Frankfort, KY 40601
Telephone: (800) 928-5272 or (859) 338-3123
Fax: (502) 875-4634
Online: <http://www.kasa.org>;
Kathy@kasa.org

THE TEAM

Meet the professionals who are committed to a successful superintendent search for your school district.



Ronda Caldwell, Ed.D., CAE

In her role as Executive Director of KASA, Rhonda sees firsthand the critical link of a school superintendent to the overall success of the students and community he or she serves. Rhonda's extensive educational connections lead to a rich roster of potential superintendent candidates who distinguish themselves through KASA activities. Her vision for growing leaders, transforming public education, and shaping students' futures guides the work of the superintendent search team.



Kathy Fields, Ed.D.

With 36 years of public-school experience, 31 dedicated to school and district level administration, Kathy Fields brings extensive knowledge and a deep understanding of the importance of fostering a compatible match between superintendent and board. Kathy's four-year service as superintendent of Jessamine County Schools focused on cultivating strong communication, building community relations, and working nationally and internationally with diverse populations. Kathy leads the KASA aspiring superintendent training program and takes pride in preparing tomorrow's CEOs.



Jan Lantz, Ed.D.

As the former Nelson County Schools superintendent for 14 years and veteran search facilitator, Jan brings extensive superintendent search experience and knowledge of the critical role the superintendent. Currently Jan helps lead the statutorily required KASA's Next Generation Leadership Series for Onboarding New Superintendents which means she has outstanding insight on the qualities and skills that a new superintendent must possess before he or she assumes the role. She was recognized as the F. L. Dupree Superintendent of the Year in 2010.



Benny Lile, Ed.D.

Dr. Lile retired as Superintendent of Metcalfe County Schools in 2020. His previous experience includes; middle school teacher, KDE, and 19 years as Director of Instruction/Technology for Barren County Schools. He totals 35 years of experience. His undergraduate degree is from the University of Kentucky and a doctorate from WKU.

Wayne Young, JD.

Wayne Young serves as KASA legal counsel and conducts frequent workshops for teachers, attorneys, and school administrators on legal issues in education such as student confidentiality issues, sexual harassment, and school personnel law. Wayne has taught school law at the graduate level for the University of Louisville and has published numerous articles on education law, including in the Kentucky Bar Journal, the official professional publication for Kentucky lawyers. He is also the author of the school law training module that has been used to train all new school superintendents in Kentucky for the past 20 years.

BENEFITS OF USING KASA

Should you choose to partner with KASA in finding, recruiting and employing your next superintendent, rest assured you will have the following:

- The resources, knowledge, and experience of the leading organization of public-school administrators in the state and nation—KASA and AASA;
- An established quality pool of candidates;
- A Lead Team member who follows all legal and policy requirements;
- A search and selection process that is professional and ethical;
- Multiple procedures to gain input from community, staff, and parents;
- The most widely accepted and research-proven training in best practice to select a superintendent;
- A lead team member who is knowledgeable and experienced in working with you side-by-side every step of the way;
- A set of in-depth profiles on all finalists to assist you in making an informed decision on the right person;
- A KASA attorney available in the development of superintendent's contract; and
- Superintendent support and professional development after the selection, ***this is what makes KASA unique.***

REFERENCES FOR RECENT SUCCESSFUL SEARCHES

Mr. Damon Jackey
Nelson County Board of Education
(502) 349-7000
damon.jackey@nelson.kyschools.us

Mr. Charlie Wise
Hardin County Board of Education

(270) 307-9474

charlie@wisecontracting.com

Mr. Andy Stone

Bardstown Independent Schools

(502) 331-8800

andy.stone@bardstown.kyschools.us

Dr. Brian Honaker

Meade County Board of Education

(270) 953-2072

bhonaker@bbtel.com

Mr. Chris Cook

Crittenden County Board of Education

(270) 965-0952

chris.cook@crittenden.kyschools.us

Ms. Tiffany Mumford Brame

Christian County Board of Education

(270) 887-7000

tiffany.mumford89@gmail.com

Ms. Angela Plummer

Paris Independent Board of Education

(859) 987-2160

angela.plummer@paris.kyschools.us

Mr. Eric Harris

Todd County Board of Education

(270) 265-2436

eric.harris@todd.kyschools.us

Mr. Dale Stewart

Daviess County Board of Education

(270) 852-7000

dale.stewart@daviess.kyschools.us

2023 – 2024 FEES AND SERVICE OPTIONS

Bronze – Virtual

- Virtual meetings with Board
- Locally formed screening committee
- Virtual meetings with screening committee
- Desired qualities survey
- Gallup StrengthsFinder 2.0 for finalists

Option: Virtual Finalists Showcase (add \$500)

Option: Desired qualities questions (add \$250)

\$4,250

Silver – Virtual

- Virtual meetings with Board
- KASA led formation of screening committee
- Virtual meetings with screening committee
- Desired qualities survey
- Gallup StrengthsFinder 2.0 for finalists

Option: Virtual Finalists Showcase (add \$500)

Option: Desired qualities questions (add \$250)

\$4,750

Gold – On-site

- On-site meetings with Board
- Locally formed screening committee
- On-site meetings with screening committee
- Desired qualities survey
- Gallup StrengthsFinder 2.0 for finalists

Option: On-site Finalists Showcase (add \$1000)

Option: Desired qualities questions (add \$250)

\$5,250 plus travel

Platinum – On-site

- On-site meetings with Board
- KASA led formation of screening committee
- On-site meetings with screening committee
- Desired qualities survey
- Gallup StrengthsFinder 2.0 for finalists

Option: On-site Finalists Showcase (add \$1000)

Option: Desired qualities questions (add \$250)

\$5,750 plus travel