



**Stafford County
Public Schools**
Inspire | Empower | Excel

Superintendent's Search

School Board Presentation: Launching Your Search
Dr. Kevin Castner & Dr. E. Wayne Harris
June 29, 2021

Stafford County Public Schools Superintendent's Search *Inspire. Empower. Excel.*

- Dr. Kevin Castner, Superintendent (Retired)
- Dr. E. Wayne Harris, Superintendent (Retired)
- Extensive Knowledge of Virginia School Districts
- Broad support from BWP Nationwide Directors and Associates
- Relationship with colleagues around the country

Thank you for the opportunity to work with you!

Our record of success

- Over 800 successful national searches by BWP & Associates
- Superintendent searches completed by various team members:
 - Prince William County, Virginia
 - Arlington County, VA
 - Hanover County, VA
 - Madison Metropolitan School District, WI
 - DeKalb County, GA
 - Columbus City, OH
 - Rochester City, NY
 - Harrisonburg City, VA
 - Williamsburg – James City County, VA
 - Alexandria City, VA
 - Falls Church, VA
 - Chesterfield County, VA
 - Spotsylvania County, VA



Contact our former clients for references

Topics for discussion tonight

- The Four Step Search Process
- Search timeline
- Community Engagement
(schedule, activities, survey)
- Marketing your vacancy
- Salary considerations
- Keys to a successful search
- Questions and Clarification

A. G. Wright Middle School
Home of the Tigers





The Four Step Search Process

1. Specification



2. Recruitment



3. Assessment



4. Selection



Step 1 - Specification

- 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 and post vacancy.
- Begin recruiting candidates.

Consider Competitive Salary Parameters/Confidentiality

- Salary and benefits parameters;
- Decision: Confidentiality of candidates.



Stafford County Search Timeline

- **Important dates:**
 - **Discuss Option 1 and Option 2**
 - **Determine Community Engagement Parameters**
 - **Application deadline**
 - **Initial and final interviews**
 - **Superintendent begins on or before January 1, 2022**

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.

Step 2 - Recruitment

- **Goal:**

Find outstanding candidates

**Advertise: National publications
and websites**

Nominations from extensive network

Personal contacts

Marketing Stafford County's Superintendent Vacancy

- Initial vacancy posting
- Begin advertising plan
 - Professional websites
 - Publications:
 - Ed Week
 - AASA
 - NABSE
 - VSBA/VASS
 - ALAS
 - BWP website
 - Others



Stafford County Search will attract excellent candidates

- **Successful Schools:** history of high academic performance;
- **Tight-Knit community:** Empowers all students for success;
- **Diverse, dynamic and professional community;**
- **Excellent quality of life:** recreational & cultural opportunities;
- **Great location:** easy travel nationally and internationally;
- **Located near Washington D. C.** political center of the world

Step 3 - Assessment

- Review online applications & other documentation
- Identify group for “further consideration”
- Conduct informal interviews; begin vetting process
- Conduct formal & “informal” reference checks
- Access body of information for best “match and fit”

Exceed Expected Vetting of Top Candidates

- Go beyond references
- Conduct internet research
- Read “between the lines”
- ***Our focus is “Match and Fit”!***



Step 4 - Selection

- **Present top 4-6 candidates to Board**
- **Board selects candidates for initial & final interviews**
- **Associates provide Board interview protocols and sample questions**

Essential Steps for a Successful Search

- **Board unity and participation**
- **Transparency**
- **Candidate confidentiality until finalist identified**
- **Focus on Leadership Profile description of “match and fit” for Stafford County.**

Superintendent Search – proposed next steps

Specifications: Completed June/July

- ✓ Board approves profile
- ✓ Community Engagement Process Determined

Recruitment/Assessment: July – early September

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

Selection: September

- ✓ 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 on or before January 1, 2022

Stafford County Superintendent Search

"Our focus is match and fit"



Board Questions and Discussion