



**Tucson Unified School District  
Kick-Off Meeting and Documents**

**CONFIDENTIAL**



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## KICK-OFF MEETING AGENDA – TUESDAY, APRIL 16, 2013

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- Philosophy for Searches
  - Transparency of Process
  - Equitable Treatment of Candidates
  - Communications
- Search Timeline and Deliverables:
  - Board of Education Interviews
    - Collective, One on One
  - One on One Board Member Interviews
    - Desired skills and professional characteristics
    - Salary Range and Length of Contract
  - Marketing and Recruiting
    - Local, Regional, National
    - Traditional Candidates
    - Non-traditional candidates
  - Presentation of Candidates
    - Top 8-12 Candidates
    - Full List of Applicants
    - Elements:
      - Resume and Credentials, Written Application, Data Dashboard, Background Check, Public Domain Information and Links, Evaluation Rubric, References, Hogan Leadership Assessment, Other relevant documentation
  - First Round Interviews
    - Top 5-7 Candidates
    - Face to Face Interviews
  - Finalist Interviews and Activities
    - Top 2-3 Candidates
    - District Tour
    - Cabinet Interviews
    - Board Interview
    - Dinner with Board of Education
    - Community Meeting
  - Confidentiality
  - Communications
    - Weekly with Board Chair
    - Weekly written updates
    - Information Requests via Board Chair, as per normal district communications processes

## PROPOSED WORK PLAN

Proposed Tasks	DRAFT Proposed Timelines
1. Meet with Tucson USD Board of Education to launch search	April 16, 2013
2. Prepare materials, research recruiting targets, both within K12 and outside of the industry; determine marketing and recruiting strategy and avenues; conduct other activities as identified by the client; develop ad plan and draft ad copy.	Ongoing
3. Marketing and Recruiting: Based on final position profile/job description <ul style="list-style-type: none"> <li>• Local/state regional/national newspapers</li> <li>• Other education publications and websites</li> <li>• E-mails, letters, calls, and face to face visits to referral sources and potential candidates</li> <li>• Can be moved up a bit, if no search sub committee</li> </ul>	April 22-May 24, 2013
4. Requested application due date.	May 24, 2013
5. Pre-screen, screen and interview applicants using position profile/job description. Full reference and background checks completed.	Week of May 27
6. Present confidential candidate materials to client for review and determination of those to interview (Proact On Site)	June 4
7. Conduct initial interviews with top 5-7 candidates.	Saturday, June 8
8. Determine and name finalists and conduct Hogan Leadership Assessment.	June 8
9. Board Interviews with up to 3 finalists, district tour, administrative interviews, board interview, public meetings, board dinner, over 3 days	June 10, 11, 12
10. Name new Superintendent	June 13, 2013

\* Timelines can vary.

## PROPOSED ADVERTISING PLAN

Description	Details	Total Estimate
Direct Recruitment of Midwest Administrators (IL, IN, WI, MI, MO, IA, MN, OH)	<i>Supts/C-level Administration</i>	\$500
Direct Recruitment of NE Administrators (NY, NJ, PA, MD, DE, VA, WV, MA, CT, NH, VT, ME, RI)	<i>Supts/C-level Administration</i>	\$500
Direct Recruitment of SE Administrators (KY, NC, SC, GA, TN, AL, FL)	<i>Supts/C-level Administration</i>	\$500
Direct Recruitment of South Administrators (MS, LA, AR, OK, TX)	<i>Supts/C-level Administration</i>	\$500
Direct Recruitment of West/SW Administrators (NM, AZ, CA, NV, OR, WA)	<i>Supts/C-level Administration</i>	\$500
Direct Recruitment of Mid-State Administrators (MO, ND, SD, NE, KS, WY, UT, CO)	<i>Supts/C-level Administration</i>	\$500
AASA Job Bulletin	<i>30 day listing</i>	\$575
EdWeek	<i>Newspaper + Website, 30 days</i>	\$2,051.68
LinkedIn	<i>30 day listing</i>	\$195-\$300
Career Builder Website (USA Today)	<i>30 day listing</i>	\$419
Association of Latino Administrators and Supts.	<i>6 week web posting</i>	\$100
Private School Networks		Included
PROACT Search's Web Site + Blog	<i>5000 views/month</i>	Included

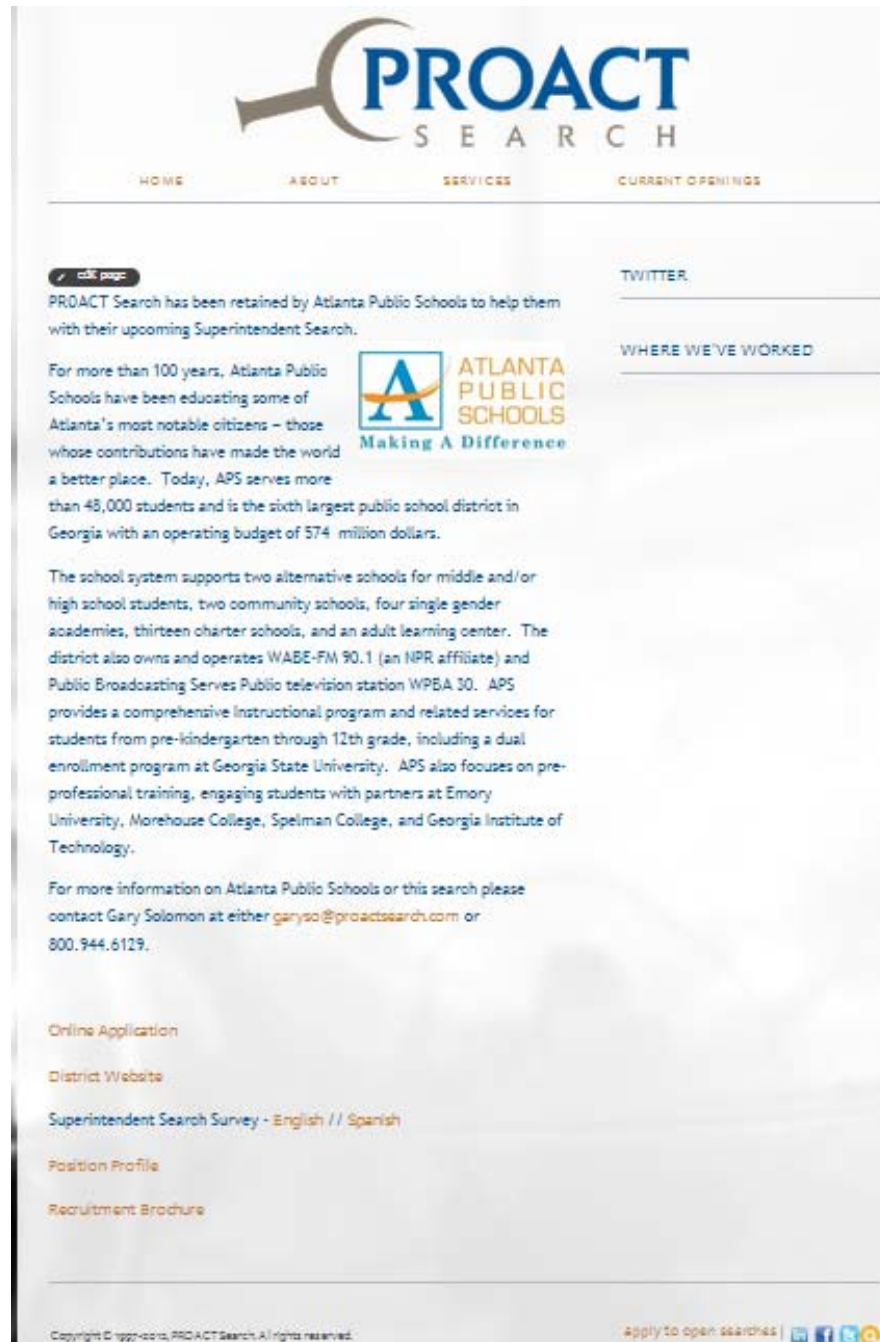
This is a short list of all the different options for advertisement and recruitment. In the past we State Job Board (some free, some charge); local newspapers; NASBE; The Broad Center; Hispanic Outlook in Higher Education; Women in High Education; Education American Network Website; and more. **Costs for each of these will vary and we will adjust advertising price based off of the District's desires.**

## WEBSITE MOCKUP

A website will be created just for this search. This will be a single point of information for stakeholders and candidates to apply. The site will be launched and updated as information is generated.

This site also affords the visitor to send this site via email, social networks or blogs.

<http://www.TUCSONUSDSUPERINTENDENT.com/>



## TUCSON USD SEARCH CODE OF ETHICS

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The Tucson Unified School District is embarking upon a search for a new Superintendent of Schools and recognizes it has the responsibility to select a person who can effectively administer the Board of Education's policies and provide leadership for the organization. The Board of Education further recognizes that the selection of a Superintendent is, perhaps, the most important decision that any Board makes. In conducting its search, the Board of Education understands that it has an obligation to protect the integrity of the Board, the District as well as the integrity of the entire search process. In keeping with this obligation, Board members and identified associates are asked to read the Code of Ethics statements below and by each person's signature affixed below will adhere to the statements herein:

- As a Member or associate, I accept my personal responsibility to protect the integrity of the Board, the District and of the search process, including the confidentiality of all prospects, applicants, candidates and finalists involved in the process.
- To protect the confidentiality of all persons, I agree not to reveal the identity of or any information about prospects, applicants, candidates or finalists before or after the Board of Education completes its work.
- I agree to be fair, accurate and responsible in managing the information given to me during the search process and will guard against inaccuracies, biases, careless actions or improper influences in using that information.
- I will treat issues impartially and handle controversial matters dispassionately, understanding that candidates who have been in executive positions and who have made difficult decisions are not always popular.
- I agree to disclose promptly to the Board Chair any appearance of real or potential conflict of interest with respect to the process or to any relationship with a prospect, applicant, candidate or finalist.
- I agree to place the welfare and best interests of the Board and the District ahead of all special and personal interests, and to use common sense, good judgment and ethical principles during the entire search process.
- I acknowledge that only the Board Chair or his designee is authorized to speak to the news media or any other outside groups when presenting major or final decisions regarding the search process on behalf of the Board of Education or the District.
  
- I willingly sign below and consider the statements above to be a matter of personal responsibility.

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Signature

Date