

 Finding a *leader*
for their *future...*



 **b.w.p.**
AND ASSOCIATES

SUPERINTENDENT SEARCH PROPOSAL

Oak Park Elementary School District 97

Oak Park, Illinois

Due Date: January 12, 2015

CORPORATE OFFICE: 708.361.4997
872 S. Milwaukee Avenue, #221 | Libertyville, IL 60048
Debra A. Hill, *Managing Director*
847.204.0462 or drmomaka29@gmail.com
www.bwpassociates.com



708.361.4997 | 872 S. Milwaukee Ave., #221 | Libertyville, IL 60048

January 10, 2015

Dr. Albert G. Roberts, Superintendent
Oak Park Elementary School District 97
970 Madison Street
Oak Park, IL 60302

Dear Dr. Roberts and Members of the Board of Education:

We are pleased to provide our proposal to assist you in your search for your next Superintendent of Schools. *BWP & Associates* is a national search firm that will provide you with an experienced search team composed of Mark Friedman, Debra Hill, and Joseph Porto. The team is committed to working with you and your community to identify your specific needs and to seek a group of excellent candidates for your consideration.

BWP & Associates consists of experienced and dedicated consultants who are networked with educational leaders throughout the country. We offer a high level of expertise and extensive knowledge for recruiting exceptionally talented people. Our proposal is attached and presents in detail how we will support you throughout your search process. We encourage you to visit our website at www.bwpassociates.com to learn more about our search process.

We appreciate the opportunity to submit this proposal. Please feel free to contact us if you have any questions or if we can assist further as you discuss your search options.

Sincerely,

Debra A. Hill
Managing Director & Co-Lead Consultant
847.204.0462
drmomaka29@gmail.com

Joseph M. Porto
Co-Lead Consultant
847.577.5167
jmp2211@hotmail.com

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Profile

BWP & Associates can successfully recruit excellent candidates for your consideration. When Oak Park Elementary School District 97 selects *BWP*, it is receiving services from a firm with a history of over 800 successful executive searches. Our consultants bring both national educational leadership connections as well as an understanding of what makes an outstanding superintendent. For a representative list of *BWP* directors and associates, please see the attached *BWP* Directory.

Company Background

BWP & Associates grew from the merger of three nationally known search firms: Harold Webb Associates, PNR Associates, and The Bickert Group, Ltd. *BWP* traces its oldest roots to Harold Webb Associates that, in 1977, became the first nationwide superintendent search firm in the country. PNR Associates conducted leadership searches in educational and national non-profit organizations since 1984. The Bickert Group, Ltd., incorporated in 1992, served predominately Midwest school districts. Through the merger into *BWP & Associates*, these three firms significantly expanded their connections and consultant base. *BWP*'s corporate office is located in Libertyville, Illinois.

Consultant Search Team

If *BWP & Associates* is selected, Debra Hill and Joseph Porto will serve as co-lead consultants, assisted by Mark Friedman. This team will work with the District 97 School Board in its search for a new superintendent. Their resumes are attached. Other *BWP* consultants will provide networking assistance to the search team.

Search Planning and Preparation

We propose a multi-phased search for outstanding candidates for the position of Superintendent of Schools. Most searches extend over a period of 15 to 22 weeks. (See attached Search Calendar).

Our consultants will confer with the Board to establish Board control of the search from the outset. This will be done by:

1. Reviewing Board/consultant responsibilities for each phase of the search (See attached Superintendent Search Flow Chart).
2. Determining the role of current superintendent, staff members, administrators, students, district residents, and other stakeholders in the search process.
3. Preparing a detailed search calendar that meets Board's specific needs.
4. Considering Board options and preferences for a position announcement and advertisements.
5. Discussing the compensation package to be offered to the new superintendent.
6. Agreeing upon a communication plan to keep the Board abreast of the search progress and the consultants alerted to questions or issues that may arise.

Our process includes individual interviews conducted with each member of the Board to determine desired qualifications for the position. We also recommend meeting with representative teachers, administrators, other interested staff, parents, business, civic/community leaders, and others the Board may designate. In consultation with the Board, specific leadership profile characteristics for the position will be developed from the results of these interviews and incorporated into the search advertisement materials.

Announcements of the vacancy will be drafted for Board approval and will be posted as directed by the Board in thoughtfully selected national and regional publications, as well as the *BWP & Associates* website (www.bwpassociates.com). *BWP* will also contact our national network of professionals to identify prospective candidates. A complimentary Internet link from our vacancy announcement and search profile will be provided to your school district website, if you desire.

Our consultants can provide counsel to the Board about all phases of the search process including media relations.

Candidate Recruitment

BWP & Associates offers a national reach to find a group of excellent candidates for your consideration with emphasis on your geographic region.

- Our experienced and dedicated consultants are networked with educational leaders, as well as college, university and business leaders, throughout the country.
- *BWP* team members are active in state, regional and national educational organizations, and many participate in superintendent academies to train current and future superintendents.
- Our consultant roster includes many successful current or retired superintendents who offer a high level of expertise about the role of a superintendent.

Nominations, on-line applications, and candidate credentials will be received and acknowledged by the consultants and a confidential file for each applicant will be created and maintained. During this phase of the search, we will communicate with applicants and conduct preliminary reference checks for the most promising candidates in anticipation of a possible interview.

Candidate Evaluation

At the close of the application deadline, the consultants will carefully review all candidate materials.

- Individuals will be screened using the leadership profile characteristics established by the Board.
- Candidates will undergo further background and detailed reference checks by the search team. As in all phases of the search, we adhere to strict guidelines of confidentiality.

- Our examination of finalist candidates' backgrounds is discreet, but rigorous, reaching personal and professional references well beyond those provided by the candidate.
- Our ability to provide considerable information about the candidate beyond that appearing in the official file is attributable in part to the integrity of our professional relationships built through the years with educational leaders, university professors and board members throughout the country.

After vetting all applicants, we will present a slate of candidates recommended for initial interviews by the Board. The number in this slate usually includes four to six highly qualified candidates.

When this slate is presented, the consultants will support and assist the Board in the final stages of the process including:

- Preparing the Board for candidate interviews – both initial interviews and second interviews with finalists – by providing written interview guidelines, suggested questions, and protocols.
- Discussing Board visits to the community(s) of the preferred candidate(s), if desired.
- Suggesting community activities appropriate to introduce finalists, if desired.
- Providing any support the Board needs to ensure informative, comprehensive and successful closure of the search.
- Discussing and offering options and recommendations for the Board to conduct formal background checks of the final candidate(s).

Consultants will be available upon request for counsel to the Board during its interviews.

Superintendent Appointment and Closing of Search

Following finalist interviews, the Board will select a candidate and authorize the terms of the employment contract to be offered. At the request of the Board, we will assist the Board and/or its attorney in preparation of a draft contract.

After the successful candidate accepts the offer and appropriate announcements have been made, we will send letters to all applicants confirming the appointment and extending the Board's appreciation for their candidacy. Also, we suggest that the Board president send letters to candidates interviewed by the Board.

Upon request, we will assist the Board in effecting an orderly transition in leadership. Search team members will be pleased to discuss this with the Board should you be interested.

Consultant Fee and Expenses

The consulting fee for our services will be \$14,900 plus expenses, which include creation and maintenance of candidate files, communications to those in the network

and to prospective candidates, postage and telephone charges, clerical expenses, and consultant expenses.

Reliable estimates for candidates' interview costs and Board travel are difficult to determine because of mode and distance of travel, and the number of persons involved are unknown. We are well aware of the dangers of these "hidden" costs as well as the fiscal restraints with which school districts operate.

Our best estimate of basic search expenses is as follows:

- Secretarial support \$800 to \$1,500
- Postage \$100 to \$150
- Telephone/fax \$225 to \$300
- Online survey, if desired \$200
- Materials/supplies \$200 to \$400
- Consultant travel \$1,000 to \$3,000*

*Consultant travel will depend on the distance traveled and the number of trips

The following options, if incurred, will be billed directly to the Board from the publisher or through the Firm and are in addition to the above consultant fees and expenses.

- Advertising in national publications; i.e., *Education Week*, estimated at \$1,800 to \$3,200, costs being dependent on variables such as size, layout and frequency of postings. Generally, there is no cost for regional postings.
- Advertising on the American Association of School Administrators (AASA) website at a cost of \$385 to \$800, dependent on the number of weeks posted.
- Advertising on the ASCD website at a cost of \$450 to \$900, dependent on the number of weeks posted.

Payment Schedule

Our consultant fee is normally billed in three equal installments:

- Upon the signing of the Letter of Understanding,
- After the presentation of the slate of semi-finalist candidates,
- Upon the appointment of the new superintendent.

Final expenses are billed within 90 days of completion of the search.

Quality Assurance

If the new superintendent resigns or is dismissed for cause within two years of commencing duties, *BWP & Associates* will conduct a new search at no additional cost to the Board except for expenses.

References

Our reputation, integrity and effectiveness are important to us. We strongly urge you to speak with representatives of Boards our consultants have served. A partial list of past

clients and references from recent searches is attached, and a more complete list is available on our website at www.bwpassociates.com.

Oak Park RFQ Written Response Request

Please find BWP's written responses to the eight questions asked in the RFQ. These responses are located at the end of this document packet, pages 16-20.

Contact Us

BWP's Managing Director, Debra Hill, will be co-leading the consulting team with Joseph Porto. Their resumes are attached. Questions regarding this proposal may be directed to: Debra Hill at 847.204.0462 or Joseph Porto at 847.577.5167. We will be glad to provide any further information, if needed.

BWP & Associates

Managing Director

Debra A. Hill

Retired Superintendent, West Northfield School District 31, Glenview, Illinois; and
Past President of the Association for Supervision and Curriculum Development (ASCD)

Directors

Ronald Barnes

Retired Executive Director, Indiana School Executive Leadership Academy, and Professor of Leadership &
Policy Studies, Indiana University; Retired Superintendent, Cons. High School District 230, Orland Park, Illinois

Houston Conley

Retired Professor of Education, Virginia Tech University; and
Former Deputy Superintendent, Washington, DC, Dayton Public Schools, Dayton, Ohio

Nolan Estes

Former Associate U.S. Commissioner of Education (Johnson Administration); and
Former Superintendent, Dallas Public Schools, Dallas, Texas

Mark Friedman

Retired Superintendent, Libertyville Elementary School District 70, Libertyville, Illinois; and
Illinois Superintendent of the Year, 2008-09

George McShan

Educational Consultant, registered by Texas Education Agency as provider of continuing education for school
boards; Past President, National School Board Association; and Consultant to school boards nation wide

Anne Noland

Retired Superintendent, Forest Ridge School District 142, Oak Forest, Illinois; and
Principal Mentor, DuPage County Regional Office of Education, Illinois

Sandra Sims-deGraffenried

Retired Executive Director of the Alabama Association of School Boards; and
Has conducted or assisted with approximately 70 school superintendent searches.

William C. Symons

Retired Superintendent, Charlottesville, VA, with over 30 years experience as a school administrator in three
states, which included successful service as a Superintendent in five districts of varying sizes.

Director Emeritus

Paul Plath

Retired Superintendent in Springfield, OR and Yuma Union High School District, AZ. Founder of PNR
Associates, with more than 40 years of service to school districts and 15 years of search service.

Associates

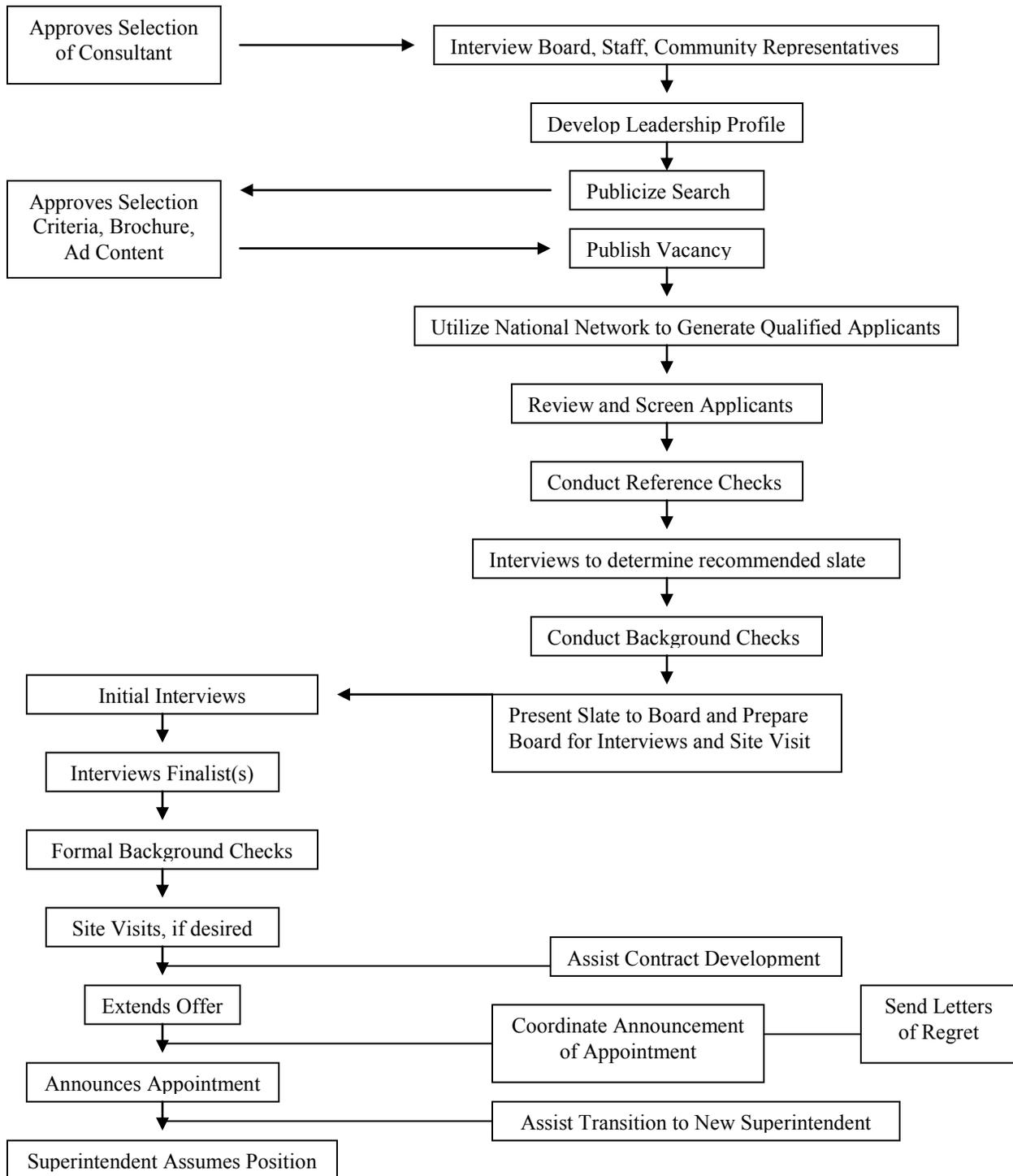
Felipe Alanis (TX)	Steven M. Griesbach (IL)	Kevin O'Mara (IL)
Larry Ascough (TX)	Norman Hall (TX)	Harold Porter (AZ)
Mary Ann Blaskowitz (SC)	E. Wayne Harris (VA)	Joseph M. Porto (IL)
Bob Bowers (OH)	Sheila Harrison-Williams (IL)	George Russell (OR)
Sara Branner (VA)	A.B. Hatch (GA)	Guy Schumacher (IL)
Bruce Brown (IL)	Karl Hertz (WI)	Steve Staples (VA)
Jess Butler (TX)	Don Hooper (TX)	Odell Stuckey (SC)
Kevin Castner (VA)	Joan S. Isenberg (MA)	Richard Thompson (NC)
Frank Cleary (NC)	James T. Jeffers (AL)	James Tucker (VA)
Charles Coleman (IL)	Bert B. Kimble (MO)	Nicholas D. Wahl (IN)
Mary Conley (MD)	Eric A. King (IL)	Patricia Wernet (IL)
Suzanne Cusick (OR)	Joan Kowal (FL)	Kathleen Williams (WI)
Harold Dodge (AL)	Phil McDaniel (IN)	Susan Workman (IL)
Stanley J. Durtan, Jr. (VA)	Clem Mejia (IL)	Kay Worner (MN)
Phil Ehrhardt (IL)	Lee Monroe (SC)	Roger Worner (MN)
Robert D. Elsea (MO)	Thomas Mullins (IL)	Gary K. Wright (MO)
Tom Goodman (CA)	Jon N. Nebor (IL)	Ann Wyatt (AL)
Donald Gossett (IL)	Rubén Olivárez (TX)	Youssef Yomtoob (IL)

BWP & Associates

Superintendent Search Flow Chart

Board of Education

Consultants, BWP & Associates



Partial Client Listing

Troy School District 30-C (IL)
Mr. Mark Griglione (O) 815-351-3399

Hinsdale CCSD 181 (IL)
Mr. Marty Turek (O) 312-543-3036

Streator Twp HS District 40 (IL)
Ms. Karen Ricca (O) 815-672-1376

Alexandria City Public Schools (VA)
Ms. Karen Graf (O) 703-907-9321

Park Ridge-Niles CCSD 64 (IL)
Mr. Anthony Borrelli (O) 847-318-4300

Arlington Heights SD 25 (IL)
Mr. David Page (C) 847-392-4567

MSD Lawrence Township (IN)
Ms. Carol Helmus (O) 317-423-8200

Carmel Clay Schools (IN)
Ms. Tricia Hackett (C) 317-691-6817

Hartselle City Schools (AL)
Ms. Monty Vest (C) 256-426-9125

Community High School Dist. 94 (IL)
Ms. Katherine Doremus (O) 630-212-7128

Lincolnwood School District 74 (IL)
Mr. Scott Anderson (O) 312-545-1176

Butler School District 53 (IL)
Mr. Alan Hanzlik (O) 630-573-2760

Gower School District 62 (IL)
Mr. Ryan Asmus (O) 630-978-6232

School District of Jefferson (WI)
Mr. Scott Buth (C) 262-719-0232

Victoria ISD (TX)
Ms. Tami Keeling (O) 361-576-3131

Center Cass School District 66 (IL)
Ms. Alison Murphy (O) 630-985-1284

School District of Shorewood (WI)
Mr. Robert Reinshoffer (O) 414-963-9672

Plano School District 88 (IL)
Mr. Jim Porter (O) 630-267-9175

Winnetka School District 36 (IL)
Ms. Nancy Fehrenbach (O) 847-471-8618

Jackson-Madison County Schools (TN)
Mr. Robert Alvey (O) 731-394-7148

Huntsville City Schools (AL)
Mr. Topper Birney (C) 256-479-9555

Greenville County Schools (SC)
Mr. Roger Meek (O) 864-233-8587

Joliet School District 86 (IL)
Mr. Jeffrey Pritz (O) 815-740-3196

Bryan Independent School District (TX)
Ms. Maritza Pena Hoffman (C) 979-574-8937

Tinley Park CCSD 146 (IL)
Mr. Dean Casper (O) 708-614-4500

Bentonville Public Schools (AR)
Mr. Travis Riggs (O) 479-254-5000

Avoca School District 37 (IL)
Mr. Jeffrey Greengoss (O) 847-269-1774

Baldwin County Public Schools (AL)
Dr. Alan Lee (O) 251-937-0308

Mobile County Public Schools (AL)
Dr. Reginald Crenshaw (O) 251-221-4000

Webster Groves School District (MO)
Ms. Janet Hamill (O) 314-963-7545

Monroe County School Corporation (IN)
Dr. Teresa Grossi (O) 812-330-7700

Horry County Schools (SC)
Mr. Will Garland (O) 843-358-8002

COMMUNITY
high school
DISTRICT 94

Serving Carol Stream
Warrenville
West Chicago
Wheaton
Winfield

Lalo Ponce
Superintendent

Kimberly C. Chambers, Ed. D.
Assistant Superintendent
Administrative Services

Gordon H. Cole
Director of
Business Services

326 Joliet Street
West Chicago, IL
60185-3142
Phone: (630) 876-6200
Fax: (630) 876-6211
www.d94.org



April 30, 2013

Dr. Phil Erhardt
BWP & Associates
872 South Milwaukee Avenue, #221
Libertyville, IL 60048

Dear Dr. Erhardt:

On behalf of the Board of Education of Community High School District 94, I would like to thank BWP & Associates for their assistance in our search for a superintendent. Not only was the pool of candidates that you brought forward excellent and highly qualified, but the assistance and support provided throughout the process was tremendously helpful.

The level of professionalism, methodology used to identify and recruit capable candidates, and the guidance provided in identifying the needs of our district were all superior and we could not have asked for better support throughout the process.

I would not hesitate to recommend BWP & Associates to any other district in the future. Please feel free to use District 94 as a reference and should we require assistance in the future in hiring administrative staff, BWP would lead our list in firms to turn to for assistance.

Once again, thank you for your assistance in hiring for this vital position for our district.

Sincerely,

Katherine M. Doremus
President, Board of Education
Community High School District 94

*Community High School strives to promote and provide growth experiences in
Learning, Leadership and Living.*

MARK R. FRIEDMAN, Ed.D.

989 Knollwood Drive, Buffalo Grove, IL 60089 • friedman.markr@gmail.com • 847-975-8393 (c) • 847-634-0961 (h)

EDUCATION

Doctor of Education, 1980, Vanderbilt University, Nashville, TN
Master of Public Administration, 1974, Roosevelt University, Chicago, IL
Bachelor of Arts, 1970, Arizona State University, Tempe, AZ

PROFESSIONAL EXPERIENCE

2012 – Present **Master Trainer** – Growth Through Learning Illinois
Administrator/Principal Evaluation

2012 – 2013 **Interim Superintendent**
Arlington Heights/Elk Grove Village, IL, District 59

2010 – 2011 **Interim Superintendent/Special Projects Consultant**
Winnetka School District 36, Winnetka, IL

2006 - Present **Partner/President, BWP & Associates**
Management Consulting and Executive Searches

1992 – 2009 **Superintendent of Schools**
Libertyville School District 70, Libertyville, IL

1996 - 2006 **President/Partner, The Bickert Group, Ltd.**
Management Consulting and Executive Searches

1996 – 2006 **Assistant Superintendent**
Curriculum, Instruction & Personnel
Lincolnwood School District 74, Lincolnwood, IL

1983 - 1986 **Director of Instruction, Itasca District 10, Itasca, IL**

1981 - 1986 **Principal, Washington Elementary School, Itasca, IL**

1976 - 1981 **Reading Laboratory Director/Teacher, Chicago, IL**

1970 - 1976 **Teacher, Grades 1- 5, Chicago, IL**

PROFESSIONAL ACTIVITIES

Adjunct Professor North Park University, College of Education, Chicago, IL
National Louis University, Wheeling, IL
Illinois Benedictine University

Trainer/Instructor Illinois Administrators Academy, Illinois State Board of Education

Illinois Association of School Administrators
Du Page County Regional Office of Education
Lake County Regional Office of Education
Chicago Public Schools – Ravenswood Ridge Network

Directorships Illinois Association for Supervision & Curriculum Development
Northern Illinois Reading Recovery Consortium
Partners for Excellence in Education

Committees Illinois Association for Supervision & Curriculum Development
Illinois Administrators Academy - Early Childhood Education
Reading Advisory, National Louis University
Lake County Superintendents Association, President
Effective Schools Conference
Illinois Association of School Administrators (IASA) - Illinois School for
Advanced Leadership (ISAL)

AWARDS/HONORS

State of Illinois, Superintendent of the Year 2008-09
2009 Distinguished Leadership in Education Award, Lake County Chapter, Phi Delta Kappa
Lake County, Illinois, Superintendent of the Year 2008
Lake County, Illinois, Superintendent of the Year 2004
Phi Delta Kappa, National Louis Chapter, Educator of the Year

RELATED PROFESSIONAL ACTIVITIES/ACCOMPLISHMENTS

President, Lake County Superintendents Association
Treasurer, Illinois Association for Supervision & Curriculum Development
President, Northern Illinois Reading Recovery Consortium
Doctoral Dissertation Committees, Vanderbilt University, Loyola University
Board of Directors, United Way of Lake County, IL
51st District State Representatives College Scholarship Board
Board of Directors, Illinois Association for Supervision and Curriculum Development (ASCD)
Conference presenter and keynote speaker at local, state, & national workshops/conferences
Consultant to many school districts throughout the United States
Vanderbilt University student admissions interviewer/Vandy Corps
Served on State of Illinois Superintendent Licensure Revision Committee



DR. DEBRA A. HILL

517 Dodge Avenue. Evanston, IL 60602
Phone 847-475-1792. Fax 847-475-6950. Cell 847-204-0462. E-Mail
drmom29@sbcglobal.net

Objective: Expert Consultant on Educational Issues

Experience

- 2008 – Present Associate Professor – Argosy University
- 1988 – 2011 Adjunct Professor – National Louis University
- 2002 – Present Associate/ Partner – Bickert, Webb, Plath, Executive Search Firm
- 1990 – Present Independent Educational Consultant
- 2000 – 2007 Superintendent of Schools – West Northfield SD 31
- 1999 – 2000 Assist. Superintendent for Staff Development – Evanston SD 65
- 1992 – 2000 Assist. Superintendent of Curriculum & Instruction – Evanston SD 65
- 1998 – 1999 Interim Superintendent of Schools – Evanston SD 65
- 1972 – 1982 Classroom Teacher – Oak Park and Evanston, IL

Education

- 1993 – Loyola University - Chicago Ph.D. Curriculum/Human Resources
- 1972 – Northwestern University – Evanston Master of Arts in Teaching
- 1971 – Northwestern University – Evanston Bachelor of Science
- 1967 – Englewood High School – Chicago

Accreditations

- Numerous workshops as listed
- Character Counts participant and trainer
- Mennonite Peace Training Program
- Association of School Administrators Trainer
- Standards and Assessment – Harvard Professional Education Program
- Motorola Leadership Academy
- National Louis TPACT – Technology in the Classroom Project
- Grant Reader – Illinois State Board

Professional Memberships

- Association for Supervision and Curriculum Development (ASCD)
International Board of Directors, Leadership Council, Nominations Committee Chair, Legislative Committee, President-Elect 2011- 2012, President 2012-2013, Immediate Past President 2013-2014
- Illinois Association for Supervision and Curriculum Development (IASCD)
President, Program Coordinator, State Standards Committee, Leader Mentor Program, Governance Chair
- National Organizations for Math, Reading, Science, and Social Studies
- National Alliance of Black School Educators
- National Middle Schools Association – Diversity Committee
- Phi Delta Kappa
- Evanston District 65 Teacher-Administrator Negotiations Team
- Evanston Township High School – Curriculum Forum
- National Committee – Minority Student Achievement Network
- City/School Liaison (Evanston)
- Evanston United Way Board
- Foster Reading Center Board of Directors
- Evanston Arts Council
- National Louis University – ISBE – NCATE Review Committee
- Golden Apple Awards Nominations Review Committee
- North Cook Intermediate Service Center Governing Board (Chair)
- Evanston Housing Options Board of Directors (Vice President, President, Advisory Com.)
- Rotary International – Glenview Sunrise Club (Activities Chair)
- Evanston Alumnae Chapter of Alpha Kappa Alpha Sorority (Vice President- Grad. Advisor)

I have served in leadership capacities in numerous professional and community organizations, presented workshops and made program presentations at most of the organizations listed.

Awards and Publications

- “Accepting the Disabled” – Rehab Institute of Chicago (1989)
- “Breaking the Mold” – Illinois State Board of Education (1999)
- “Stone of Help” – Ebenezer Church (1999)
- NAACP Community Service Award (1999)
- International Who’s Who of Professional and Business Women (1999)
- Distinctive Ladies Community Leadership Award (1999)
- District 65 School Board Award of Appreciation (1999)
- Sterling’s Who’s Who in American Education (2000)
- “Teacher Tips”, National Louis University Newsletter (2000)
- National Staff Development Conference (2000)
- King Elementary School – Parent Involvement (2000)
- Service Recognition – Evanston School District 65 (1977 – 2000)
- Certificate of Appreciation – ASCD (2000-2005)
- “Service Above Self Award” – Glenview Rotary Sunrise (2004)
- “Superintendent of the Year” Nomination - North Cook IASA
- “Prof. Development and Teacher Evaluation”, ASCD Update, Jan. 2013

415 E. Lynnwood Ave.
Arlington Heights, IL 60004
(847) 577-5167

Vita
Joseph M. Porto, Ed.D.

PROFESSIONAL EXPERIENCE

<u>Superintendent of Schools</u> Avoca School District 37 Wilmette, IL	2002-2011
<u>Superintendent of Schools</u> Pleasantdale School District 107 Burr Ridge, IL	1995- 2002
<u>Director of Instructional Development</u> North Shore School District 112 (Consolidation of former Highland Park School Districts 107, 108, 111) Highland Park, IL	1993-1995
<u>Elementary Principal</u> Red Oak School Highland Park School District 108 Highland Park, IL	1989-1993

UNIVERSITY EXPERIENCE

<u>Assistant Professor</u> (Educational Administration) Northern Illinois University DeKalb, IL	2011-Present
<u>Adjunct Professor</u> (Educational Administration) Loyola University Chicago, IL	2004-Present

CONSULTING EXPERIENCE

<u>JMP Consulting, Ltd</u> Educational Consulting Services	2011-Present
<u>BWP and Associates</u> Educational Consulting Services	2011-Present

EDUCATION

Doctor of Education, Educational Administration Northern Illinois University De Kalb, IL	1994
Master of Science, Educational Administration Northern Illinois University De Kalb, IL	1983
Bachelor of Arts, Elementary Education National College of Education Evanston, IL	1978

**BWP Responses to Questions Asked
in
Oak Park School District 97 RFP**

1. **Please tell us what separates your firm from your competitors.** There are four factors that set BWP and Associates apart from other search firms. First and most important is our success rate. Ninety-eight percent (98%) of the candidates placed by BWP consultants (Illinois) since 2006 completed a minimum of three successful years. Ninety-five percent (95%) of candidates placed since 2006 were offered successor contracts. Not a single candidate placed since the founding of the company was found to be negligent/criminal in the performance of duties. Second, BWP and Associates has a network of contacts and candidates that is unsurpassed; we do not simply advertise and hope the right candidates will apply. Candidates that match the unique profile of the target district will be vigorously recruited through a strong array of professional contacts and experiences. Next, BWP and Associates does not simply dust off a standard search process template for your consideration. We customize each search to meet the unique needs of the client. Finally, BWP and Associates is the only search firm that provides a full year of mentorship for successful candidates at no charge.

2. **Given the relatively short timeline we have to complete this search, please outline both the tasks you will undertake and the timeline for performing them between the end of January 2015 and July 1, 2015 (first date of employment) that will help ensure that we have a new superintendent in place by the start of the 2015-16 school year.** After formal approval of the search contract by the Oak Park School District 97 Board of Education, the following tentative process would begin. Because we take pride in customizing searches to meet a district's unique needs, the process below may be altered, but represents the main elements and timeline. In short, we are able to provide a comprehensive and rigorous search that should conclude with the appointment of a new superintendent at the scheduled Board meeting in May.

January 28 – February 15

- Conduct planning meeting with Board and interview board members, administrators, teachers, staff, community members and parents to assist in the creation of a leadership profile for the superintendent position
- Launch an online survey available to all constituents to gather information and perceptions for the superintendent profile
- Create a formal Superintendent Leadership Profile
- Begin informal publication of the vacancy
- Approve selection criteria, advertisement choices, etc.

February 15 – April 1

- Formal advertising of the position
- Vigorous personal recruitment of candidates
- Receive and screen applications

April 1 – April 15

- Application process closes

- Applications screened and candidates selected for initial interviews with BWP
- Interviews conducted, reference checking completed
- Slate of candidates selected for presentation to the District 97 Board
- Candidate slate presented to Board
- Interview process and procedures determined by Board

April 15 – May 4

- Board interviews initial slate of candidates (5-6)
- Board interviews finalists (2)
- Interviews of finalists with selected constituent groups, if desired
- Site visits of finalists, if desired
- Superintendent selected and contract negotiated
- Superintendent formally approved at May Board meeting or special meeting

3. **For each of the items listed in the scope of Services (A-M) above, please provide an explanation of how you would perform each step in the process. In addition, please articulate whether there are other elements you would include in the scope and how you would accomplish them.** For each element of the Oak Park School District 97 Scope of Services, BWP and Associates would perform the following:
- A. The written candidate profile is a collaborative process that starts immediately upon selection of BWP. Personal interviews are conducted with each board member and selected representatives from key stakeholder groups such as administrators, teachers, staff, parents and community members. In addition, an electronic survey is created and made available to the entire Oak Park School District 97 community. Input on strengths of the district, areas for improvement and key leadership attributes is then compiled and presented to the board and community in a unique Superintendent Leadership Profile.
 - B. BWP would work with the Board to create a job description that would be presented in tandem with the Superintendent Leadership Profile.
 - C. Community input is gleaned throughout the candidate profile process described in Section A. In addition, community and stakeholder input is also coordinated upon request once the final candidates are selected by the Board. This is unique for each district, and BWP would work with the Board to create these opportunities.
 - D. BWP works with the Board to select appropriate local and national avenues of advertisement. Some of the options are free of charge, and some have an associated cost. BWP and the Board work in unison with the Board to determine the scope and sources of advertisement.
 - E. BWP and Associates has a network of contacts and candidates that is unsurpassed; we do not simply advertise and hope the right candidates will apply. Candidates that match the unique profile of the target district will be vigorously recruited through a strong array of professional contacts and experiences.
 - F. Every application that is submitted is carefully reviewed by the BWP search team members. Again, the unique Superintendent Leadership Profile drives the search for the best candidates to interview. Consensus is reached among the search team members on a significant pool of candidates to interview.

- G. Once applications are screened, BWP selects 10-12 candidates that best match the unique profile created for the position. Initial screening interviews are conducted, with carefully crafted interview questions that match the candidate profile and leadership standards.
 - H. From the initial screening process, BWP and Associates selects the candidates that best match the District 97 profile. Reference checks are conducted and a slate of candidates is selected to present to the Board. This slate is usually 5-6 candidates, each of which BWP feels is the best fit.
 - I. Thorough reference checking is performed throughout the entire process. The research delves deep, beyond the initial list of references the candidates cite on their applications. In addition to these reference phone calls, letters and the like, BWP also conducts a wide Google search of candidates and their backgrounds.
 - J. BWP has years of experience assisting boards in the negotiation and preparation of compensation packages for the finalist. BWP will conduct a market analysis of comparable districts to Oak Park School District 97 in the Chicago suburban area. It will then present the Board with relevant data on market averages for salary, prevalent benefit options and other items that should be in a fair and attractive compensation package.
 - K. BWP has several superintendent contract templates that may be shared with the Board and/or the legal firm working with the district. We have much experience working with boards and law firms throughout development of the compensation package and formal contract.
 - L. As described in Sections J and K, BWP consultants have a wealth of experience in working with boards on initial performance goals for the new superintendent. We work with the Board and the district law firm to create goals that uniquely match the current needs of the district.
 - M. BWP and Associates have several guarantees. First, if the Board is not satisfied with the first slate of candidates presented, we will continue recruiting and presenting candidates until the Board has found its new leader; we do not stop until the Board is satisfied. Second, we guarantee our search for two full years. If for some reason the new superintendent is terminated within his/her first two years, BWP and Associates will come back and conduct a new search free of charge (plus expenses).
4. **Please provide your firms' approach to involving the community, staff and board in the processes for setting goals, interviewing candidates and selecting the finalists for the position. Include the specific tasks you would assign to each group, as well as the number and type of meetings, the number and type of attendees per meeting, etc. In addition, please identify which parts of these processes would be open and which would be closed, as well as how you define open and closed.** As stated previously, one of BWP's strengths is its ability and willingness to customize a search to meet the goals and values of each unique district. In some districts, the Boards seek a significant and meaningful community component in the search, while others prefer minimal or no involvement other than the Board of Education. We know Oak Park School District 97 has a deep and rich tradition of meaningful community involvement and would work to customize a process to meet those expectations. Typical stakeholder participation in BWP searches occurs at two stages of the process. Representative

groups of parents and community members will be personally interviewed by the BWP team as part of the process that leads to the Superintendent Leadership Profile. Also for the same purpose, all members of the community have access to the leadership profile survey that will be available on the district web site. The Superintendent Leadership Profile is then used throughout the process in advertising, recruitment, interview questions and selection criteria. Many districts also seek community involvement and input later in the process once the Board has determined its 2-3 finalists. Here, selected stakeholder representatives would have the opportunity to meet the finalists, possibly conduct interviews (after training and preparation) and provide valuable feedback to the Board regarding strengths, weakness and perceptions. Whenever community involvement is desired by the Board, BWP and Associates works closely with the superintendent, administrative staff and Board to make sure the selection of representatives is fair and open.

5. **With regard to your placement experience, please provide us with:**
i. A list of recent (past two/three years) superintendent placements that your firm has handled in districts similar to ours:

In the past 2/3 years we have completed the following searches in districts with similar size/characteristics:

Alexandria, VA,
Shorewood, WI,
Staunton, VA,
Carmel Clay, IN,
Cedarburg, WI,
Lincolnwood, IL,
Mount Horeb, WI,
Springfield, OH,
Arlington Hts, IL,
Hinsdale Elem, IL,
Butler Elem, Oak Brook, IL,
Noblesville, IN,
Park Ridge-Niles, IL,
Frankfort, IL,
Grafton, WI,
Troy/Shorewood, IL
Kaneland, IL,
Greeneville, SC,
Plainview, TX

ii. A list of superintendents that your firm has placed more than once: Dr. Nicholas Wahl has been placed twice by BWP, once in Hinsdale Township HS, IL, and in Carmel Clay, IN.

iii. An example of a placement that your firm handled that did not work out, and your explanation of why it did not work out: There are few placements that have not worked out, only two in the area. One found the Superintendent leaving due to a spouse's job transfer. The second was a situation in another suburb where the Board

did not select our recommended candidate but did choose a qualified person from the pool, and things got off to a rocky start. In the middle of the second year the Board and the Superintendent came to a separation agreement. There were many examples of internal politics causing issues.

6. **Please provide an estimate of costs for your services.** The cost of the basic search will be \$14,900 plus normal and nominal expenses as outlined in the proposal. It is always the intent of BWP to keep costs reasonable and minimal. All three consultants reside in the Chicago area so travel will be minimal and reasonable.
7. **Please provide the name and professional background/experience of the individual from your firm who would be assigned to lead this project should your firm be selected.** Dr. Joe Porto, retired Superintendent in the Avoca and Pleasantdale school districts will serve as the lead contact person. He will be joined by Dr. Debra Hill, BWP Managing Partner, and Dr. Mark Friedman, President, BWP. Resumes are included in the proposal packet.
8. **Please indicate what services your firm will provide and at what cost if the selected candidate does not remain with the district after the first year of employment.** BWP and Associates has a search guarantee. If the selected candidate does not successfully complete two full years in Oak Park District 97, the firm will conduct another search for no fee (expenses only). Again, our track record of success is 98%.