



ESD 112 PROPOSAL TO PROVIDE
SUPERINTENDENT SEARCH SERVICES FOR

WOODLAND PUBLIC SCHOOLS

SUBMITTED TO THE
SCHOOL DISTRICT
BOARD OF DIRECTORS

Janice Watts
Jeff Wray
Trish Huddleston
Sarah Stuart
Tom Guthrie

NOVEMBER 6, 2023

*We know there's
no more important
responsibility for
a school board
than selecting
its educational
leader. We're
with you every
step of the way.*





PROPOSAL FOR CONSIDERATION

November 6, 2023

Janice Watts, President
Woodland School Board
800 Second Street
Woodland, WA 98674

Dear Ms. Watts:

On behalf of Educational Service District 112, we are pleased to submit this proposal for consideration. As a regional service agency with a keen focus on education and leadership, we are uniquely qualified and well-positioned to successfully provide Superintendent Search Consultant Services.

The ESD 112 Superintendent Search team is comprised of members of the agency's top leadership, with specialized skills in recruitment, materials development, community engagement, facilitation, hiring and contract negotiations. When you contract with us to conduct your search, you get the benefit of an entire team of professionals – each with unique skills and vast experience. Additionally, we are knowledgeable in all facets of public education and are very familiar with the Woodland Public Schools.

Our proposal and supporting materials follow. Thank you for considering us as your Superintendent Search Consultant. We look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Tim Merlino".

Tim Merlino
Superintendent

SOUTHWEST WASHINGTON AND
WOODLAND...RIGHT SMACK IN THE
MIDDLE OF THE MOST STUNNING
LANDSCAPES IN THE UNITED STATES.





We are committed to providing you, the Board, with highly qualified choices. We'll present educational leaders who have the skills and experience to lead your district, allowing you to focus on finding the superintendent who will best carry out your vision.

OUR PROMISE TO WOODLAND PUBLIC SCHOOLS

AS A PARTNER in Southwest Washington education, ESD 112 is invested in helping districts find the highest quality leadership for our school districts. We will be here, working beside you to deliver quality education, long after the search is completed.

AS A SERVICE PROVIDER to Woodland Public Schools we are aware of the exceptional programs and services it provides to its students. The search gives us an opportunity to create awareness and celebrate all that Woodland offers, so outstanding educational leaders are drawn to apply.



*Our time-tested search process: we work on your behalf
and at your direction. You make all of the decisions.*

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SCOPE OF SERVICES

ESD 112 offers a highly customized and comprehensive Superintendent search service. From start to finish we focus on providing you with candidates whose exemplary records of leadership and administrative experience represent the desired characteristics of the next Woodland Public Schools Superintendent. ESD 112 does not currently have any other Superintendent Searches so our entire focus and commitment will be to find the ideal candidate to serve as the next Superintendent for the Woodland Public Schools. From the development of recruitment and marketing strategies through the transition to new leadership, we will work beside you all the way.

Unlike some traditional recruiting firms, we do not have a pre-established pool of applicants that we try to sell to our clients. We use the qualities and qualifications that you identify as most important in your next Superintendent and tailor a recruitment plan that creates a rich pool of qualified applicants.

Our time-tested process guarantees that you focus on the most important responsibility you have as a board member; selecting your Superintendent. We facilitate and coordinate all aspects of your search, but you, the Board, make all decisions. We work on your behalf and at your direction.



A comprehensive process is critical to the search success.



GATHERING INFORMATION & DEVELOPING THE PLAN

Our process starts with assisting you to gather information on the important skills, experience and characteristics of the next Woodland Superintendent.

- ☞ We will facilitate conversations with the Board, staff and community to identify the qualities most desired in the next Woodland Superintendent.
- ☞ We use information gleaned from these conversations to build a position description and recruitment materials that will attract the kind of leaders who possess your desired skills and qualifications.



PROACTIVE RECRUITMENT

We recognize that attractive candidates are often educational leaders who may not be looking to leave their current positions, but we want all qualified candidates to take a look at what Woodland has to offer. We will:

- ☞ Identify candidates that meet your criteria and actively solicit their applications.
- ☞ Use robust and diverse recruitment strategies including eye-catching print materials, electronic communications, and candidate nominations.
- ☞ Tap into our regional, state, and national network of educational and business leaders to identify exemplary candidates.

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BUILDING & REFINING THE APPLICANT POOL

As we identify candidates, we personalize our approach to each individual to persuade him/her to give serious thought to a new opportunity. We will:

- ☞ Contact candidates identified through the nomination process.
- ☞ Follow-up with candidates identified during recruitment activities.
- ☞ Conduct informal meetings with targeted candidates.
- ☞ Assist candidates to complete applications.
- ☞ Begin reference checking.

Our screening process evaluates candidates against the qualities you identified as integral in your next leader. We will:

- ☞ Develop individual candidate leadership profiles that include a synopsis of candidates' educational, professional, and community experience, while incorporating background and reference check information.
- ☞ Conduct initial screening interviews.
- ☞ Facilitate your review of candidates and selection of finalists.

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THE INTERVIEW PROCESS

We help you develop an interview process that provides maximum opportunity for the Board to assess the qualifications of each candidate. We will:

- ☞ Schedule finalist travel.
- ☞ Organize school and community "meet and greet" with the finalists.
- ☞ Develop, with Board approval, finalists' interview and community event schedules.
- ☞ Assist Board in developing interview questions.
- ☞ Facilitate the interview schedule process as interviews are conducted.
- ☞ Provide Board additional feedback and information learned from references, as requested.
- ☞ Facilitate Board's process of receiving feedback from stakeholder groups.

There's room to adjust this process based on Board discussion. We promise to customize as requested.

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SELECTIONS & NEGOTIATIONS

Once you have decided who you want to be your superintendent, we work hard to get them to come to work for you. We will:

- ☞ Help facilitate your offer to the new superintendent.
- ☞ Share sample superintendent compensation with the Board.
- ☞ Assist with contract negotiations.
- ☞ Notify unsuccessful candidates.
- ☞ Prepare announcements and press releases.
- ☞ Recommend options for introductions and welcome to school and community.



CALENDAR & TIMELINE

Immediately upon selection of ESD 112 as your search firm, we meet with the Board to finalize, plan and prepare communication materials about the search process and invite participation as you proceed.

JANUARY, 2024

- ☞ Initial planning meeting with Board representatives.
- ☞ Facilitate Board and stakeholder meetings to determine qualifications and characteristics of a successful candidate.
- ☞ Based on stakeholder input, develop a Leadership Profile for new Superintendent, finalize recruitment strategies and marketing materials.
- ☞ Post the Superintendent position no later than January 30.

FEBRUARY, 2024

- ☞ Execute recruitment strategies.
- ☞ Weekly status updates sent to Board detailing recruitment activities and candidate interest.

Should a superintendent not be selected, a timeline for re-posting will be immediately established.

MARCH, 2024

- ☞ Recruitment application closes March 10.
- ☞ ESD screens all applications, checks references, conducts screening interviews, verifies credentials and develops candidate leadership profiles.
- ☞ Present all applications to Board with a recommended slate of candidates for review and consideration.
- ☞ Facilitate application review and finalist selection.
- ☞ Publicly announce finalists for the position.
- ☞ Last week of March—conduct finalists interviews with board and stakeholder committees.
- ☞ Host day in the district for finalists (and spouses) with tours, meet and greet.

APRIL, 2024

- ☞ Site visit to finalist district.
- ☞ Public Announcement of selection of new Superintendent for the Woodland Public Schools contract negotiations, and announcements made no later than April 15, 2024.
- ☞ Should a Superintendent/Principal not be selected, a timeline for re-posting will be immediately established.

YOUR SEARCH TEAM

The ESD 112 Superintendent Search team will be led by Mike Nerland, Assistant Superintendent for Teaching and Learning and Marnie Allen, Assistant Superintendent for Human Resources, Legal Services and Insurance Programs. They will be supported by members of the agency's top leadership, working on your behalf to provide all services at the Board's direction. Our role is to plan, develop, facilitate and execute the best processes that lead the Board to the best candidate and fit for Woodland.

SEARCH LEADS



MIKE NERLAND, ASSISTANT SUPERINTENDENT, TEACHING & LEARNING

Mike Nerland has been a public educator for forty years. During that time Mike has served as a teacher, an elementary, middle and high school principal, superintendent, and for the last eight years, as Assistant Superintendent of Teaching and Learning at ESD 112. As an educational leader Mike has a proven track record of success whose skill at building relationships and partnerships has provided opportunity for students and educators alike.



MARNIE ALLEN, ASSISTANT SUPERINTENDENT, HUMAN RESOURCES, LEGAL SERVICES AND INSURANCE PROGRAMS

Ms. Allen has worked with school districts and public agencies for more than 20 years, providing advice and support on a range of issues. She oversees the hiring of hundreds of employees, works diligently to find the best employees for positions that are being filled, and is skilled in assisting boards to accomplish their objectives.

SEARCH SUPPORT



MONIQUE DUGAW, EXECUTIVE DIRECTOR, COMMUNICATIONS AND PUBLIC ENGAGEMENT

As the Executive Director of Communications and Public Engagement, Monique leads a team of talented professionals who support communications, graphic design, video production, and web for 30 school districts in Southwest Washington. When there's not a crisis to contend with, Monique leads districts through strategic communications planning processes, including bonds and levies.



KATHY WHITLOCK, EXECUTIVE DIRECTOR, STUDENT AND SCHOOL SUCCESS

Kathy has broad experience across the K-12 spectrum serving first as a Title I Reading Specialist and ultimately as Superintendent of Schools. She leads a staff of education experts in educator professional development, school improvement efforts, prevention and direct student services. She collaborates with districts, the state's other ESDs and OSPI to close opportunity gaps and serves on many statewide committees focused on school improvement, equity and educator effectiveness.



TIM MERLINO, SUPERINTENDENT, ESD 112

With more than 38 years of experience working with school districts in Southwest Washington, Mr. Merlino is highly regarded and a leader that school districts look to for support and advice. Mr. Merlino leads a committed, highly skilled team and provides the resources that are necessary to deliver quality services to school districts. He will utilize his leadership, knowledge of school districts and support ensure the search team finds the Woodland Public Schools top candidates for the Superintendent position.

RELATED EXPERIENCE & REFERENCES

We invite you to check the following references for additional information regarding our agency's ability to conduct successful superintendent searches:

SKAMANIA 2017

Angus Anderson, Board Member
Hired Dr. Ralph Pruitt, served 2017-2022
122 Butler Loop
Skamania, WA 98648
509-427-8239

WAHAKIYAKUM 2017

Paula Culbertson, Board Member
Hired Brent Freeman, served from 2017-present
500 S. 3rd Street B398
PO Box 398
Cathlamet, WA 98612
360-795-3971

CENTERVILLE 2017

Nancy Sizemore, Board Member
Hired Dr. Ann Varkados served from 2017-present
2315 Centerville Hwy.
Centerville, WA 98613
509-773-4893

**In addition to these searches, ESD 112 did the most recent search back in 2007 and Michael Green was hired with a tenure of 17 years.*



**ESD 112 SEARCH
CONSULTATION FEE
PROPOSAL: \$7,500**

Search Preparation
Recruitment and Screening
Finalist Interviews and Selection
Contract Negotiations and Transition

Fees do not include expenses incurred by candidates for district interviews, expenses incurred by district Board members for visits to candidate districts, or expenses associated with hosting interviewees, staff and community gatherings.

ESD 112 has a long-term interest in the outcome of a successful Superintendent search... The successful candidate is going to be a member of this area and working directly with ESD 112 and the other area districts for years to come. A national firm, who isn't part of the community or region, doesn't have that same vested interest in the process.

MR. JIM BAYS, FORMER BOARD CHAIR, WOODLAND PUBLIC SCHOOLS

OUR MISSION

ESD 112 equalizes educational opportunities in learning communities through innovative partnerships, responsive leadership, and exceptional programs.



EDUCATIONAL
SERVICE DISTRICT **112**

2500 NE 65TH AVENUE, VANCOUVER, WA 98661-6812 | 📞 360 750 7500 🏠 360 750 9706
A TRADITION OF SERVING CHILDREN, SCHOOLS AND THEIR COMMUNITIES

FIND US ONLINE

www.esd112.org

Our website offers a general guide to programs and services, training opportunities, special events, employment openings, a map of districts in Southwest Washington, links to their sites and other educational sites, news, and more!

Educational Service District 112 is an Equal Opportunity Employer