



Serving Educational Leaders,  
Inspiring Student Success

## **Superintendent Search Service**

Process Overview Guide

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# Introduction

Selecting a new superintendent is the single most important decision the board will make. Recent studies show that district leadership makes a significant difference in student achievement.



When boards are seeking a superintendent who will fit their district and whose professional skills are outstanding, it is prudent to secure outside assistance. In successful school districts, the board and superintendent work as a team. There is a common goal to improve student achievement, with both sides working to keep the relationship positive and effective.

The Kansas Association of School Boards (KASB) is the first place many boards turn for help when selecting a new superintendent. KASB has offered a successful superintendent search service for almost forty years. Since KASB is the only organization whose primary goal is to serve Kansas boards of education, it is no surprise boards select KASB to help in finding the right superintendent.

KASB has skilled, experienced and helpful staff dedicated to the principle of serving local boards. Our search consultants are some of the finest in the nation. KASB staff members, Dr. John Heim, Dr. Brian Jordan, Dr. Doug Moeckel, Mr. Randy Weseman work out of the Topeka office while Mr. Gary Sechrist and Mr. Craig Wilford are KASB field consultants. In total, our search team brings many years of leadership experience to the superintendent search process.

KASB staff is well acquainted with school leaders in Kansas and the Midwest. We are in a position to make recommendations as to the professional work, skill level and instructional leadership experience of most individuals in the region interested in applying for a Kansas superintendent position. Because every state has a school board association, and we belong to the National Affiliation of Superintendent Searchers, we also have the capacity to conduct a full national search.

When a district decides to use KASB to lead the search process, it not only gets the skill and experience of the search team, it can also draw upon our other in-house resources.

# Reasons to Use KASB



1. Selecting a new superintendent is the single most important decision the board will make. Recent studies show that district leadership makes a significant difference in student achievement. The board should seek professional assistance with this important task.
2. KASB has been doing superintendent searches for almost 40 years. Our process has provided numerous districts with quality leadership and success.
3. KASB staff are experienced administrators who know the work of Kansas superintendents and how to conduct leadership searches. Although an individual will have the responsibility to lead the search team, the entire search staff will be available to provide advice and assistance.
4. When a district decides to use KASB to lead the search process, they not only get the skill and experience of the search team, but they also can draw upon other KASB resources such as legal advice, research data, etc.
5. KASB works for you and is committed to working with the board before, during and after the search. Our entire team is available to ensure the process goes smoothly, the right person is selected and appropriate support and follow-up occurs for both the board and superintendent.
6. KASB is a service organization solely dedicated to helping Kansas school boards. As a member, you are assured of our commitment to conduct a search that produces positive results.
7. The board is in charge of the process. Board member thoughts, ideas and input are critical to a successful search.
8. KASB has substantial knowledge of Kansas districts, communities and administrators. In many cases KASB staff can provide first-hand knowledge of the candidates' leadership styles, board-superintendent relations and their skills in improving instruction and student achievement.
9. KASB conducts thorough background checks on all viable candidates. The background review goes well beyond the standard list of references provided by the candidate.
10. KASB has the capacity to contact every school board association in the United States to make inquiries into the background of school leaders across that country. The KASB Web site allows the vacancy notice and district information to be directly linked. KASB often receives requests from regional and national firms to list vacancies.
11. KASB takes steps to guard against "the good old boy/girl network." Although we market positions extensively, we want to ensure we attract candidates who want to come to your district. KASB will not call candidates to apply that do not fit the agreed upon criteria or just to make the application list look good.

12. Our role is not just to help select a new superintendent, but to ensure a successful relationship continues between the board and superintendent. We consider our process to be a partnership that is on-going and supportive of those we serve.
13. KASB is a member of the National Affiliation of Superintendent Searchers and other state search agencies.

Thank you for considering joining with KASB to form a “partnership for success.”

# What Others Say

*"Sterling not only had an aggressive timeline for our search, but the involvement and input from our administration, faculty, staff, students, and community were essential as we moved through the process. Gary Sechrist provided excellent leadership, which allowed us to select a candidate that we can honestly say met the criteria that our entire learning community was looking for. Our experience with KASB could not have been better."*

*Ken Brown  
President of the BOE  
Sterling USD 376*

*"KASB was a huge help in our superintendent search. They were always available for questions. Our board greatly appreciated his help and guidance."*

*Board President  
Attica USD 511*

**LEADERSHIP  
KASB SERVICES**

*"I have been through the superintendent search process twice in the past four years. One with and one without KASB. Using KASB for the search made the process quicker and more efficient. I would highly recommend using them for your search."*

*Mark Pollock  
Board President  
South Barber USD 255*

*"Having never been through the process, I was very unsure going in, and incredibly stressed. I felt we received very good direction."*

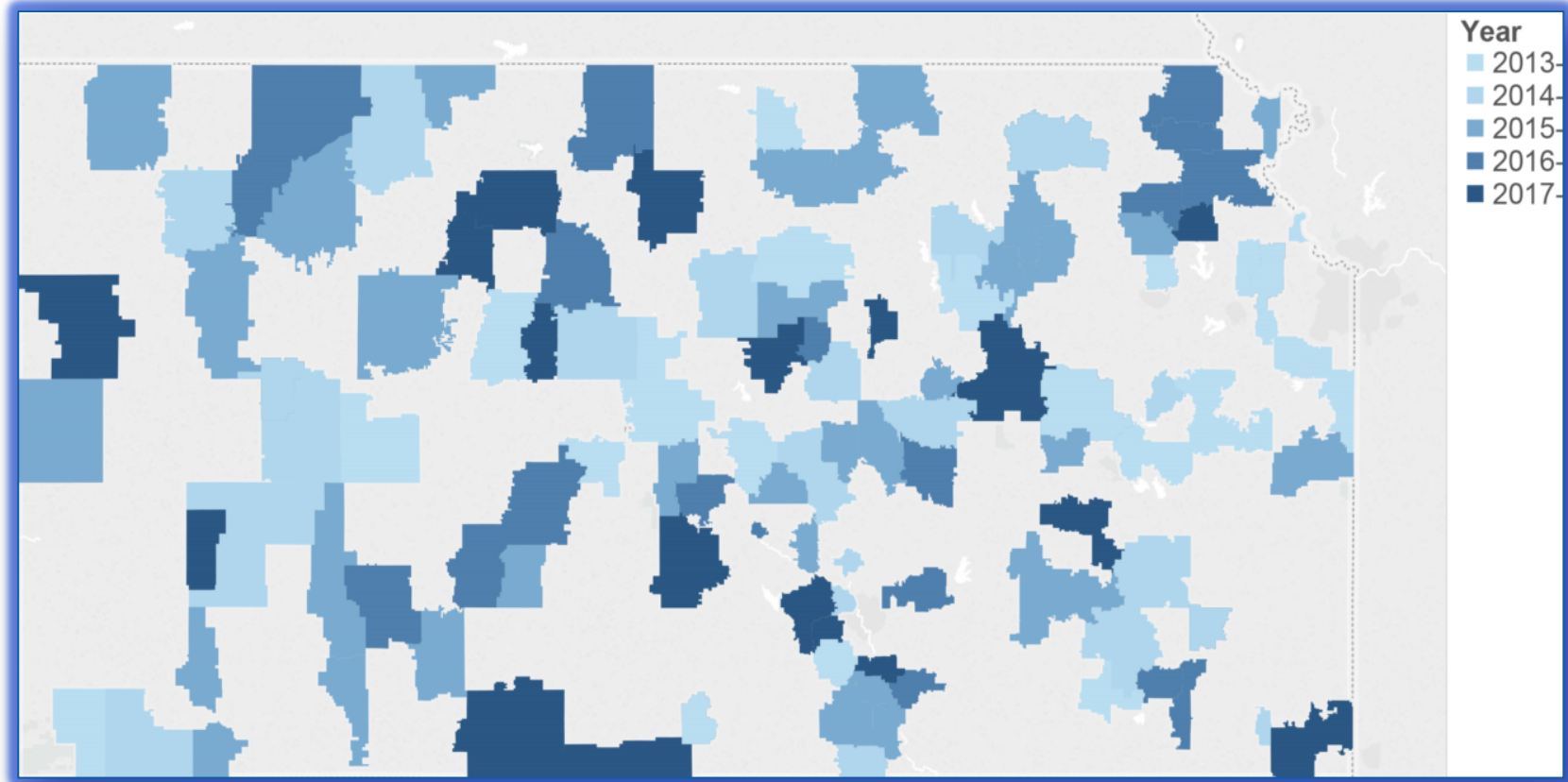
*Sedgwick USD 439*

*"Dr. Jordan was extremely professional and very helpful. He always returned phone calls and helped guide us through the process."*

*Jean Becker  
Clerk of the Board  
Horton USD 430*

# KASB Superintendent Searches

## 2013-2014 through 2017-2018



# KASB Searches (10 years)

## 2008 - 2009

101 Erie  
224 Clifton-Clyde  
226 Meade  
251 North Lyon County  
263 Mulvane  
271 Stockton  
293 Quinter  
309 Nickerson  
369 Burrton  
379 Clay Center  
380 Vermillion  
381 Spearville  
410 Durham-Hillsboro-Lehigh  
416 Louisburg  
420 Osage City  
423 Moundridge  
614 East Central KS Coop in Education

## 2009 - 2010

106 Western Plains  
107 Rock Hills  
215 Lakin  
267 Renwick  
308 Hutchinson  
326 Logan  
331 Kingman  
357 Belle Plaine  
417 Council Grove  
440 Halstead  
442 Seneca  
480 Liberal

## 2010 - 2011

109 Republic County  
208 Wakeeney  
212 Northern Valley (Almena)  
214 Ulysses  
224 Clifton-Clyde  
253 Emporia  
257 Iola  
286 Sedan  
289 Wellsville  
308 Hutchinson  
313 Buhler  
314 Brewster  
320 Wamego  
335 Jackson Heights  
342 McLouth  
352 Goodland  
358 Oxford  
363 Holcomb

365 Garnett  
388 Ellis  
464 Tonganoxie (Interim)  
481 Rural Vista  
482 Dighton  
501 Topeka  
605 SCKSEC  
628 SCKESC

## 2011 - 2012

105 Rawlins County  
113 Prairie Hills  
234 Fort Scott  
270 Plainville  
350 St. John  
361 Anthony-Harper  
372 Silver Lake  
373 Newton  
398 Peabody  
415 Hiawatha  
459 Bucklin  
504 Oswego  
505 Chetopa-St. Paul  
506 Labette County

## 2012 - 2013

101 Erie  
103 Cheylin (Bird City)  
109 Republic County  
204 Bonner Springs  
215 Lakin  
240 Twin Valley  
243 Lebo-Waverly  
273 Beloit  
290 Ottawa  
312 Haven  
316 Golden Plains  
385 Andover  
397 Douglass  
407 Lyons  
417 Council Grove  
429 Troy  
480 Liberal  
503 Parsons  
506 Labette County  
514 ECKEC  
615 Brown County

## 2013 - 2014

112 Central Plains  
217 Rolla  
239 Minneapolis  
243 Lebo-Waverly  
251 North Lyon County  
264 Clearwater  
283 Elk Valley  
287 West Franklin (Pomona)  
288 Central Heights (Richmond)  
303 Ness City  
342 McLouth  
416 Louisburg  
428 Great Bend  
444 Little River  
453 Leavenworth  
464 Tonganoxie  
475 Geary County  
489 Hays  
491 Eudora  
511 Attica

## 2014 - 2015

210 Hugoton  
211 Norton  
264 Clearwater  
266 Maize  
288 Central Heights  
298 Lincoln  
306 Southeast of Saline  
315 Colby  
366 Woodson  
380 Vermillion  
397 Centre  
407 Russell  
413 Chanute  
418 McPherson  
421 Lyndon  
423 Moundridge  
439 Sedgwick  
457 Garden City  
468 Healy  
482 Dighton  
484 Fredonia  
504 Oswego  
509 South Haven  
511 Attica  
608 Keystone



**2015 – 2016**

102 Cimarron-Ensign  
 103 Cheylin  
 108 Washington County  
 200 Greeley County  
 208 WaKeeney  
 212 Northern Valley  
 224 Clifton-Clyde  
 240 Twin Valley  
 253 Emporia  
 274 Oakley  
 320 Wamego  
 323 Rock Creek  
 333 Concordia  
 337 Royal Valley  
 345 Seaman  
 353 Wellington  
 357 Belle Plaine  
 358 Oxford  
 369 Burrton  
 378 Riley County  
 383 Manhattan-Ogden  
 389 Eureka  
 401 Chase-Raymond  
 410 Durham-Hillsboro-Lehigh  
 412 Hoxie  
 419 Canton-Galva  
 429 Troy

444 Little River  
 448 Inman  
 459 Bucklin  
 489 Hays  
 502 Lewis  
 616 ECKC  
 603 ANW

**2016 – 2017**

237 Smith Center  
 293 Quinter  
 294 Oberlin  
 316 Golden Plains  
 336 Holton  
 347 Kinsley-Offerle  
 375 Circle  
 376 Sterling  
 377 Atchison County  
       Community Schools  
 408 Marion-Florence  
 415 Hiawatha  
 430 South Brown County  
 443 Dodge City  
 447 Cherryvale  
 461 Neodesha  
 463 Udall  
 487 Herington  
 495 Fort Larned  
 507 Satanta

509 South Haven  
 511 Attica  
 619 Sumner County

**2017 – 2018**

241 Wallace County  
 255 South Barber  
 263 Mulvane  
 267 Renwich  
 269 Palco  
 271 Stockton  
 272 Waconda  
 300 Comanche County  
 306 Southeast of Saline  
 307 Ell-Saline  
 310 Fairfield  
 316 Golden Plains  
 338 Valley Falls  
 363 Holcomb  
 380 Vermillion  
 386 Madison-Virgil  
 417 Morris County  
 432 Victoria  
 452 Stanton County  
 464 Tonganoxie  
 465 Winfield  
 468 Healy  
 495 Larned

*KASB has conducted over 300 searches (34 being completed in 2015-2016) since 2003, averaging almost 20 searches per year and 11 applicants per search. Notice that in addition to superintendent searches, both Service Centers and Special Education Coops have utilized our search process in the hiring of directors. Also, districts have entrusted the Leadership Services to conduct searches for principals, human resource personnel and business managers.*

# Our Search Team



**Dr. Brian Jordan** is the Assistant Executive Director of Leadership Services at KASB. At KASB, Dr. Jordan coordinates leadership development programming for principals and superintendents. He also has responsibility for training in the areas of evaluation, managing change, and board development.

Dr. Jordan has served as a district- and building-level leader and a teacher across a wide range of districts from small rural to large diverse districts. His time as a district-level leader was spent in curriculum and instruction and human resources. Most recently he served as a principal, director, and assistant superintendent in Emporia UDS 253.

Dr. Jordan received his Bachelor's Degree from Kansas State University. His Master's Degree was obtained at Emporia State University. Dr. Jordan completed his Doctorate Degree at Kansas State University.



**Dr. Doug Moeckel** is the Deputy Executive Director at KASB. His primary duties include whole board training, superintendent searches and strategic planning. Dr. Moeckel's experiences include 39 years in education including administration, teaching and coaching. His administrative experience includes time as superintendent of schools in Ellsworth as well as building level leadership at the secondary and elementary level.

Dr. Moeckel received his Bachelor's Degree from Kansas State University, Master's from Fort Hays State University and Doctorate from Kansas State University. He has served in various leadership roles including Council of Superintendents, chair of the Smoky Hill Superintendent Advisory Council and is currently a member of the Board of Directors of the Kansas Association of Supervision and Curriculum Development.



**Mr. Gary L. Sechrist** is the KASB Leadership Services Field Specialist. Mr. Sechrist has been in educational leadership since 1992. Mr. Sechrist served as both as building level and district level administrator throughout his career. He was named Superintendent of Promise in 2010 and was honored as the MetLife Principal of the Year in 2006. Mr. Sechrist has served on numerous educational committees and has presented around the nation on topics focused on leadership and education.

Mr. Sechrist's most recent experience was at Lyons USD 405, where he served first as building principal and then superintendent.

Mr. Sechrist received both his Bachelor's and Master's degrees from Fort Hays State University.



**Mr. Randy Weseman** is the association's Assistant Executive Director of Operations. A former superintendent in Lawrence USD 497 and Tonganoxie USD 464, Randy brings a wealth of experience and expertise to the position following a long career in public education.

Born and raised in Dighton, Kansas, Mr. Weseman graduated from high school in 1968 and joined the Air Force, where he served for four years. He then enrolled at the University of Kansas. He started his career in education with Lawrence USD 497, spending 35 years as a principal, teacher, and administrator, spending the last 10

years as the superintendent.

After retiring from Lawrence, he started working as a private consultant. He returned to work in the schools serving as the superintendent in Tonganoxie USD 464 for three years.



**Mr. Craig Wilford** has served in educational leadership since 1986. He has served in the role of activities director, building level and district level administration. He has had the privilege of serving on the Commissioner of Educations Advisory Council, on the Board of Directors of KSSA and as the President of the United School Administrators. Mr. Wilford also taught a master's course at Baker University, Organizational Health and Performance.

Mr. Wilford has had extensive training through the Cambridge model on strategic planning and leadership training through Wichita State University W. Frank Barton School of Business and the Kansas

Leadership Center.

He served as Superintendent of Derby Public Schools for 11 years and with the Derby School District for 26 years. He received his Bachelors of Arts from the University of Iowa and Master's degree from Fort Hays State University.

# The Search Process



1. KASB will visit with the board to outline components of the search process. They will then initiate search procedures upon agreement between the board and KASB. We will provide a “turn key” search and involve the board along the way. Flexibility is one of the major strengths of our service.
2. KASB will recommend a suitable time table for the selection process. Although it is flexible, it is recommended to allow at least six to eight weeks between the announcement of the vacancy until the close of the application.
3. KASB will publicize the opening as follows:
  - Post the vacancy on the website and establish an on-line application process along with listing the opening on Kansas Teaching Jobs, USA|Kansas and NASS (National Association of Superintendent Searches).
  - Share the vacancy on our Twitter and Facebook accounts as well as providing a periodic mention in our News Briefs email.
  - Email one week prior to the close date a notice that includes district-specific information along with link to apply for the opening. This email will be sent and received by over 2,400 addresses.
4. KASB will provide assistance and suggestions to help the district develop a district informational marketing resource, which will be posted on the website and sent to all Kansas districts as well as selected colleges and universities. As mentioned above, extended marketing venues (mass emails) will be sent to all potential candidates which includes the district information, closing and screening.
5. KASB will meet with the board to conduct a characteristics forum identifying traits the board desires in a new superintendent as well as create a district wide survey tool to gather online information if the board desires.
6. KASB will conduct characteristics focus group sessions with the community, students, teachers, administration or any group(s) the board considers appropriate to obtain input on what others view as desirable traits of the new leader.
7. Throughout the search process, KASB will provide the board with relative data designed to help the board make an informed decision. This data includes a salary comparison of the local district with school districts of comparable size.

8. KASB will establish a screening team to assist in the selection process. The team generally consists of a KASB representative, a Kansas superintendent and a third individual selected by the search team.
9. Prior to the screening, KASB will meet with the board to review the suggested interview process, format, techniques and candidate visits.
10. Throughout the process, KASB will receive all applications, conduct background checks and field questions from those interested in the position. The completed applications will be brought to the district on screening day and should be maintained in the district for one year.
11. The final screening conducted by KASB will take place as soon as possible following the closing date for the position. The screening team will assemble and vet the candidates to determine which candidates are the best fit to the desired characteristics defined by the board. The KASB search lead will then meet with the board to recommend three to five finalists.
12. As the board moves toward selecting from the finalists, KASB will provide the board with a sample contract as a guide for discussion with the final candidate.
13. KASB will provide the board and new superintendent with on-going support by conducting an expectation and goal setting session with the board and new superintendent.
14. KASB will be available for follow-up consultation with the board, superintendent or both.

# Example Timeline



## Date

## Agenda

- \_\_\_\_\_ Board announces its intention to seek a new superintendent.
- \_\_\_\_\_ The opening is immediately posted on the following websites: TalentEd, Kansas Teaching Job, USA Kansas, along with the KASB site. A district informational marketing resource announcing the USD opening and giving details of the application process may be printed, mailed and attached to KASB website. In addition, a small packet is mailed to the educational placement offices of the colleges and universities within the region. We will also share the vacancy on our social media accounts along with a mass email sent approximately one week prior to closing.
- \_\_\_\_\_ KASB meets with “superintendent characteristics committee(s)” to identify suggested characteristics of the new superintendent.
- \_\_\_\_\_ Completed applications are due to KASB.
- \_\_\_\_\_ All completed applications will be screened by a three-person team chaired by KASB.
- \_\_\_\_\_ The board of education will meet at 5:30 p.m. to hear the report of the screening committee. KASB’s practice is to present three to five names and one alternate to the board. (If the board wishes to meet at 5 p.m., or at a time later than 5:30 p.m., this can be accommodated.) After due deliberation of the board regarding the finalists, the board president should call the candidates to schedule an interview. (A suggested interview schedule will be provided.)
- \_\_\_\_\_ The board of education will schedule interviews. KASB strongly recommends that not more than one candidate be interviewed on a single day. Interviews should be scheduled as soon after the screening as possible.

After the interview, the board should reach consensus on its first and second choice. The first choice should be called first and a time for a district visit should be arranged. If the results of the visit are positive, the individual should be offered a contract immediately.

# Notes

# Pricing

Enrollment Category	Up to 999	1,000 - 1,999	2,000 - 3,999	4,000 - 9,999	10,000 and up
Comprehensive Services	\$3,750	\$4,250	\$5,250	\$6,250	Negotiable



For more information contact:

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