

# Signature Search Process

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**HYA** | HAZARD  
YOUNG  
ATTEA  
ASSOCIATES



# The HYA Difference

## National Reach – Local Focus

Established in 1987, Hazard, Young, Attea & Associates (HYA) is one of the oldest and largest search firms having assisted more than 1,400 school boards select exceptionally talented leadership in school systems across the nation, large and small, urban and rural. HYA's reputation and experience make it one of the preeminent school search firms in the nation and a standard which others often emulate. HYA Associates are located across the country to conveniently serve clients and are thus uniquely qualified to bring local - as well as national - perspectives, knowledge, experience, and connections to each search.

## Communication

Communication and organization are critical to successful searches. HYA uses web-based delivery systems that give our clients anytime, anywhere access to all documents regarding the search. Whether through a tablet, smart phone, laptop or desktop computer, the Board and the search Associates have confidential access to all information associated with the search in an organized, transparent, and timely manner.

## Executive Oversight

Every HYA search has executive oversight by the HYA President and a project manager to ensure all details are carefully managed. HYA has professionally staffed offices, a technological infrastructure, and a staff of full-time employees. Our tech team serves as a resource to school districts for linking the online community survey and other search materials to their website. These resources make HYA capable of responding to requests in a very timely fashion.

## Research Based

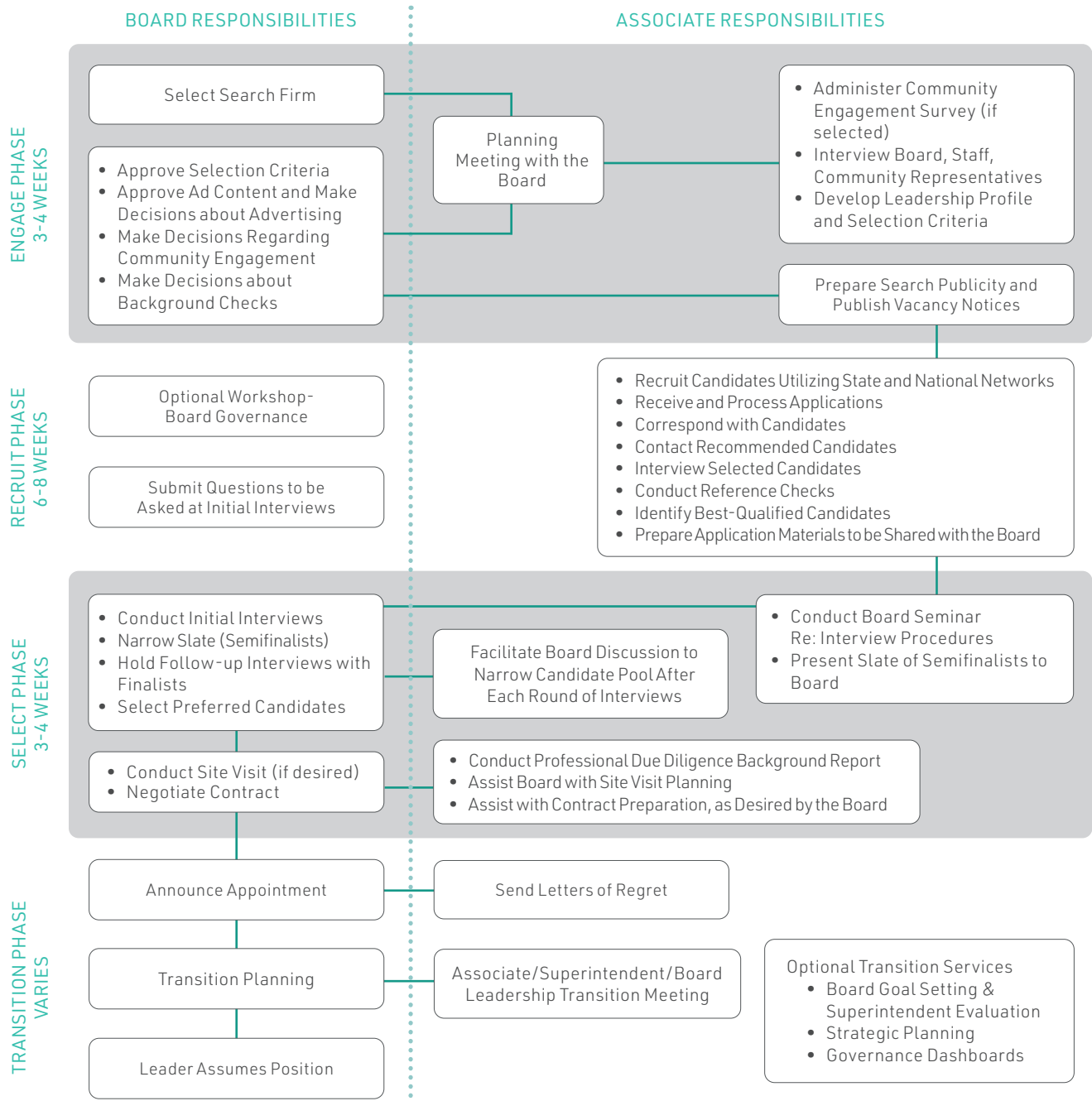
HYA has over 30 years of experience supporting school districts in improving student outcomes. HYA's community engagement process employ research-based approaches to identifying the goals, needs, and priorities of the school system along with the desired characteristics of its next leader. The Engage Phase was developed based on research on effective leadership. The resulting Community and Leadership Profile Report provides information on the current state of the District, essential information the Board will use in the selection process and the new leader can use day one of employment. Furthermore, by blending consulting, professional service, and technology, HYA offers transition services and an analytics infrastructure to help the Board and their new leader better understand the interrelationships among school functions, and the impact of decisions and expenditures on student outcomes.



# More Than a Background Check – Executive Due Diligence

HYA offers comprehensive and expanded background checks completed by independent third-party investigators and includes an executive summary allowing for an analysis of findings, not simply dozens of articles and documents for Board members to read. The investigative procedures are comprehensive and thorough with a focus on the public school landscape - well beyond what constituents could produce through a simple internet search. This includes on-site research of primary source documents at relevant county court houses for civil and criminal record history. Additionally news and social media investigations provide a better understanding of a candidate's leadership style, public relations skills, and reputation.

## HYA Signature Search Process





# The Four Phases of HYA's Signature Search

The process outlined represents a prototypical search. Upon selection, the Associates will meet with the Board to discuss this process and modify it to meet the Board's unique needs. The following is a description of each phase in the search



## Engage

The Engage phase consists of designing and planning a process of engaging the Board and stakeholders through interviews, online surveys (available in world languages), and focus groups. Information from these interactions assists the Board in developing a leadership profile and selection criteria that match the priorities of the community and that meet the unique needs of the local district. This disciplined, inclusive and research-based approach ensures all stakeholders have the opportunity to be a part of the search process and provides valuable feedback about the school district based on HYA's local research and professional understanding of the district's standing in the broader marketplace. Survey options are detailed on page 7 of this brochure.





## Recruit

The Recruit phase consists of leveraging HYA's extensive national network of Associates and incorporating advertising strategies (as selected and paid for by the Board pursuant to pages 8 and 9 of this brochure) that results in the identification and recruitment of exceptionally talented leaders. HYA can also recruit non-traditional candidates, i.e. executives that have worked in business, military, private or public sector. HYA works in close partnership with state and national organizations with numerous Associates serving on those Boards.



## Select

The Select phase consists of providing the Board with a slate of candidates that were interviewed by HYA Associates using the Leadership Profile established by the Board. HYA's Associates are committed to spending the necessary time and energy on the details to find the right candidates to bring to the Board. The search team then facilitates the Board interviews and appointment process including reviewing candidates' references. HYA's ability to gain important background information regarding candidates - beyond what appears on an individual's resume - is a unique and distinguishing characteristic of HYA, and is attributable to the integrity of the firm, Associates, and the vast networks of professional relationships built through years in the education field. A workshop on interviewing and construction of interview questions is facilitated by the Associates for the Board. Executive due diligence including formal background and media checks complete the Select phase (as selected and paid for by the Board pursuant to page 10 of this brochure).



## Transition

The Transition phase consists of assisting the Board and new Superintendent to assure a successful transition. Appointing a new leader is the first step toward accomplishing organizational and student goals for success. Included in the search fee is a transition meeting with the new Superintendent and representative(s) of the Board regarding the information learned throughout the search process, in particular, the Community and Leadership Profile Survey. Additional transition services are available (as selected and paid for by the Board pursuant to page 11 of this brochure).

# The Search Team

Presently, HYA is represented by Associates across the United States who assist with the firm's mission to provide proactive, thorough and quality assistance to School Boards in need of identifying and recruiting highly qualified executives for superintendencies and other administrative positions. HYA Associates bring extensive executive search experience and broad educational backgrounds to its practice. Through continuing involvement in school and university work, HYA Associates are aware of current educational issues and have strong relationships with educational leaders and opinion-makers in administrative leadership and management. HYA is committed to engaging a diverse and gender balanced cadre of Associates. Among HYA Associates are members of NABSE (National Alliance of Black School Educations) and ALAS (Association of Latino Administrators and Superintendents).

HYA assigns an individual management team to each executive search that it conducts. Associates assume direct responsibility for the search and coordinate the activities of all individuals engaged in the project. In addition to the Associates assigned to the search, all nation-wide Associates in the firm are tasked with identifying prospective candidates.

HYA has professionally staffed offices, a technological infrastructure and a full-time employed staff; thus, HYA is capable to respond to any request the Board may have on the Board's time schedule. Finally, each search has executive oversight by the HYA President and project manager to ensure no detail is overlooked. HYA's office staff, which is highly knowledgeable and pleased to assist at any time, is available to the Board from 8:00 a.m. to 5:00 p.m. CST, Monday through Friday.

HYA believes that communication and organization are critical to successful searches. Our delivery systems give the Board anytime, anywhere access to all documents regarding the search. The Board and its Associates can have confidential access to all information associated with the search in a cloud based, organized and timely manner.

# Community and Leadership Profile Survey

HYA's online survey employs a research-based approach to identifying the goals, needs, and priorities of the school system along with the desired characteristics of its next leader. The survey was developed based on research on effective leadership.

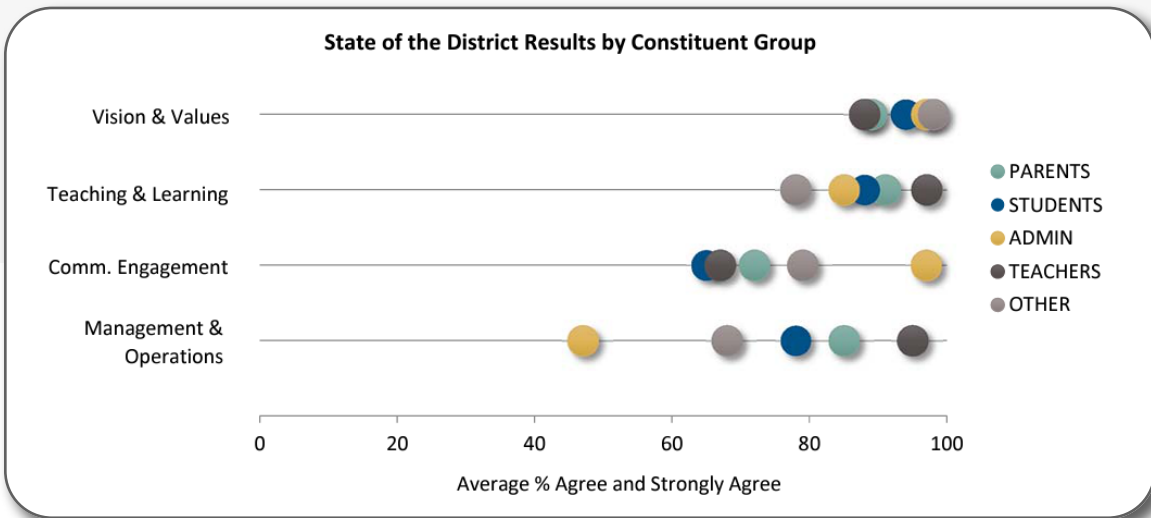
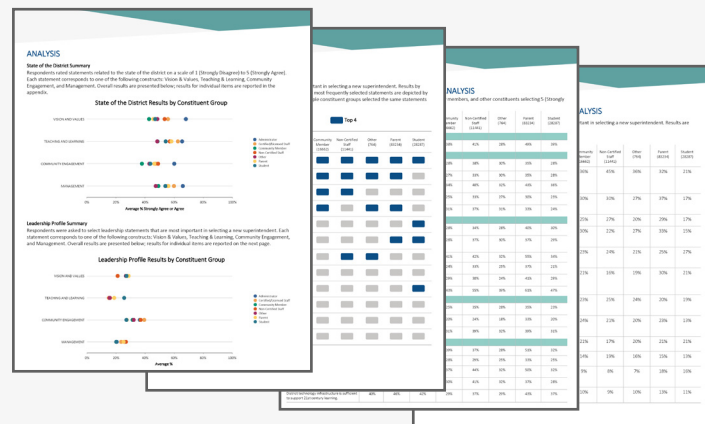
There is a lot of science involved in crafting a good survey questionnaire. HYA uses a multi-stage process to design, measure change over time, and report survey findings. The Community and Leadership Profile Report is a sophisticated executive report to publish for your community. Survey responses are summarized by area, constituent group, and disaggregated at the question level.

**Survey**  
\$3,000

**World Languages**  
\$550 per Language

**Custom Questions**  
\$1,500 - Up to 10 forced-choice questions and 3 open-ended questions

**Full Custom**  
\$10,000



# ADVERTISING SERVICES

HYA Associates work with their clients to consider the many approaches to advertising vacant position(s). The Associates create and coordinate all advertisements at the Board's direction.

HYA's advertising packages ensure exposure on the most frequently viewed websites and job boards, e-publications and newsletters of education leaders across the country. In addition, HYA offers more focused advertisement packages as add-ons to the national packages below, including state and region-specific options.

All search clients are advertised on the HYA's active searches page. The active searches webpage averages 25,000 views per month and is a clickable list that leads its viewers to a separate page fully dedicated to your search.

## Package 1 - AASA

\$3,050

### 30-day Online Posting on AASA Career Center

Spotlight and Preferred on AASA Career Center, and Featured on AASA's homepage, Career Center, and E-newsletters

### Two Single-listings in HYA's Monthly Group Ad

on HYA's Social Media Pages and in Education Week (print)

### Social Media Updates

on HYA's Facebook, Instagram, LinkedIn and Twitter

## Package 2 - EdWeek

\$3,050

### 30-day Online Posting on Top School Jobs

Showcased on Education Week's Top School Jobs and Network of Websites, and its Exclusive Leadership E-newsletter

### Two Single-listings in HYA's Monthly Group Ad

on HYA's Social Media Pages and in Education Week (print)

### Social Media Updates

on HYA's Facebook, Instagram, LinkedIn and Twitter

## Package 3 - Comprehensive

\$4,400

### 30-day Online Posting on AASA Career Center

Spotlight and Preferred on AASA Career Center, and Featured on AASA's homepage, Career Center, and E-newsletters

### 30-day Online Posting on Top School Jobs

Showcased on Education Week's Top School Jobs and Network of Websites, and its Exclusive Leadership E-newsletter

### Two Single-listings in HYA's Monthly Group Ad

on HYA's Social Media Pages and in Education Week (print)

### Social Media Updates

on HYA's Facebook, Instagram, LinkedIn and Twitter



# ADD-ON & REGIONAL

Regional packages give your vacancy additional exposure in a specific geographic region. National packages should still be considered.

**ALAS & NABSE**  
 Add-on  
**\$850**

**ALAS**  
 6-week Online Posting

**NABSE**  
 30-day Online Posting

**California**  
**\$2,200**

**EdCal's CareerConnect (2x)**  
 Classified Job Listing

**ACSA Career Center (2x)**  
 7-day Online Posting

**CALSA**  
 30-day Online Posting

**HYA's Monthly Group Ad**  
 One listing

**Social Media Updates**

**Northeast**  
 Add-on  
**\$1,095**

**NJASA**  
 30-day Online Posting

**NYSCOSS**  
 45-day Online Posting

**CAPSS**  
 6-week Online Posting

**Print Ad**  
 Add-on  
**\$3,050**

**Dedicated District specific ad in Ed Week's print publication**



**Social Media Updates**

**Custom**  
 Quoted Pricing

**Based on the number of Associations and frequency of ads to place.**

**Group Ad**  
**\$720**

**HYA's Monthly Group Ad**  
 One listing




# Executive Due Diligence

HYA offers executive due diligence as part of the search process that are completed by independent third-party investigators. The investigative procedures are comprehensive and thorough with a focus on the public school landscape - well beyond what constituents will produce through a simple internet search. The executive due diligence includes on-site research of primary source documents at relevant county court houses for criminal record history. Each background search requires 7-10 working days to complete.

Two packages are offered: comprehensive and standard. The Comprehensive Package includes a news and social media analysis. The news media investigation provides a better understanding of a candidate's leadership style, public relations skills and priorities. The news media investigation draws upon over 28,000 specialized publications and 900 newswires in 200 countries and includes 30 years of credible archived information. Special focus is given to publications in communities where the candidate has lived or worked. The social media review includes a review of text and images on sites such as Twitter, LinkedIn, personal blogs and industry websites. The analysis provides a summary of candidate generated activity with highlights of negative alerts.

The Standard Package was designed in response to requests for a simpler cabinet or principal position background check; it does not include the news and social media analysis.

	Comprehensive \$1950	Standard \$1100
Personal Profile Summary	x	x
Social Security Trace	x	x
County Criminal Record History	x	x
Federal Criminal Record History	x	x
County Civil Record History	x	x
Department of Motor Vehicles License Information	x	x
Education (Degree) Verification	x	x
Credit Report	x	x
Investigation of all Aliases Identified within Past 7 Years	x	x
Investigation of all Jurisdictions of Residence, Education, and Employment within Past 7 Years	x	x
University and Academic Program Accreditation	x	x
National Criminal Record History	x	x
National Sex Offender Search	x	x
News Media Review	x	
Social Media Review	x	

# HYA Transition Services

HYA offers optional transition services that would benefit the Board and Superintendent. Our website contains even more information, including white papers, brochures and videos about HYA's Transition services.

Visit: <https://hyasearch.com/executive-search/transition/>

## Board Governance Workshop

The Board Governance Workshop requires a half day and provides the Board the opportunity to clarify the respective roles of the Board and the Superintendent. The workshop addresses the concepts of trusteeship, governance, management, continuous improvement, and systematic change. Developing and maintaining effective Board-Superintendent relations, the need for long and short range planning, consensus decision-making, and other components of successful Board service are also discussed at this workshop.

**\$2,500**, includes all preparation and material.

## Board Goal Setting & Superintendent Evaluation

To develop and maintain effective Board-Superintendent relations and provide the Board with an opportunity to determine what it desires to have the Superintendent achieve while in the position, goals and the evaluation process must be codified and understood with great clarity. The evaluation process should reinforce the concept of continuous improvement and should monitor the achievement of the Board's goals. Processes and instruments for performance evaluation will be provided.

**\$5,000** (2 sessions: 1. Goal setting for superintendent, 2. Facilitation/review of superintendent evaluation).

## Executive Coaching

Creating and sustaining powerful Superintendent-Board partnerships is a key component of HYA's Signature Superintendent Coaching program. HYA Associates understand first-hand the demands of the position and are able to come alongside Superintendents as experiences through partners to explore leadership challenges and generate strategies to overcome obstacles before problems arise. The HYA program includes:

- Customized, confidential Executive Coaching sessions offered twice monthly
- Interviews and assessments designed to foster understanding of Superintendent's strengths, areas of growth, successes, and challenges, including:
  - » Strengths Inventories
  - » Emotional Intelligence (EQi2.0) Assessment
- Additional assessment options and 360 survey instruments available for Superintendent use
- Integration of additional HYA Associates with content-specific expertise available as needed throughout coaching experience
- 24/7 On-demand access for emergency situations

**\$10,000**/yearly subscription

## Transition Dashboard

Performance during the transition period in a new district is critical; it is an opportunity for the Superintendent to build relationships, analyze student achievement and financial status, understand community expectations and values, and arrive at a set of performance indicators to measure district success. Actions by the leader during the transition period form the foundation upon which all future rests. A solid foundation promotes future accomplishments. The Transition Dashboard provides a framework for the Superintendent to align communication and define school quality based on the priorities of the Board and community stakeholders.

The Transition Dashboard includes:

- An online, dynamic, and transparent infrastructure for the new Superintendent to communicate what they learned throughout the search process
- Key performance indicators that represent the values and priorities of the school district
- Specific actions the superintendent will do during the transition period

**\$10,000**/year hosting fee

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HYA looks forward to the possibility of working with the Board and assisting with the selection of a new leader. Please contact HYA at 847.250.7261 or at [hya@hyasearch.com](mailto:hya@hyasearch.com) with questions or requests for additional information.

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