



# HYA

## Associate Program

An Opportunity for Independent  
Educational Consultants



## Message from the President

Over 40 years ago, professional educators like yourself came together to fulfill a dream – to provide school districts and professional colleagues high quality, thorough, and personalized service when they desired to employ and develop school executives, improve school board governance, or address issues related to student performance and school district operations. As HYA enters its fifth decade of service to school districts and educational organizations throughout the United States, the success which the firm has enjoyed is no secret. Its success is in large part due to the firm's continuing emphasis on quality, thoroughness, and personalized service to each client and the firm's ability to attract highly knowledgeable, dedicated and professional Associates!

HYA's Associate Program is for educational professionals who are looking to serve others and develop their personal portfolio of clients within a prestigious professional community. Whether you desire to use your expertise in recruiting and developing education leaders, facilitating strategic planning, completing operations audits, or focusing on building your unique consulting practice, the HYA Associate Program will provide a brand name and business infrastructure to help you meet your

personal, professional, and financial goals, while leaving the headaches of running the business to HYA.

As an experienced and credentialed professional, HYA realizes you have many opportunities. We invite you to become a member of our highly respected group of educational professionals. For more information on the HYA Associate Program, reach out to any current Associate or HYA's leadership team. Contact information is on the final page of this brochure.

Our Best Wishes for Success in Your Future Endeavors,



Nanci Perez  
President



"In five years, I went from one consulting opportunity to leading multiple projects in multiple states concurrently. The business infrastructure, support, and online tools provided by HYA made this possible."

**Mike Richie, Ed. D.**

Vice President  
Midwest



"HYA offered the opportunity to stay involved on the practitioner side of public education in addition to my university appointment. HYA's Associate Program provides the opportunity to grow my network of colleagues and to continue to make a difference for students."

**Maria Ott, Ph. D.**

Senior Associate  
West Coast



"With HYA, I get the technological tools, products, staff, licensing, insurance, registrations, and, of course, brand recognition to respond to complex proposal requests."

**Bill Adams, Ed. D.**

Vice President  
East Coast



"Being a part of the HYA community of Associates keeps me on the cutting edge in the field of education and the staff gives me incredible logistical and executive support so I can focus on growing client engagements and serving my clients well."

**Micah Ali**

Senior Associate  
West Coast/National



"As an Associate that works with numerous clients simultaneously, HYA provides both the infrastructure and network to grow my business and better serve my clients."

**Shawn Joseph, Ed. D.**

Senior Associate  
East Coast/National

## Featured Associates

# The HYA Advantage

## BRAND IDENTITY

The HYA brand provides immediate national credibility and recognition. For clients, the HYA designation brings confidence that the Associate is part of a group of vetted professionals. HYA's national footprint, serving thousands of school systems nationally, and credibility includes a wide range of consulting and leadership services for school systems.

## LEAD GENERATION

HYA creates many opportunities for Associates through our marketing efforts and website. As an Associate of HYA, we provide a national platform to generate consulting opportunities, including referrals and RFP notices to match to your expertise and help you grow your practice.

Associates also create their own consulting opportunities. HYA has the communication tools and marketing resources to help with this effort.

## FEATURED SOLUTIONS

HYA has developed solutions, products, and best practice processes and templates for executive search, strategic planning, superintendent evaluation, leadership development, executive coaching and board governance training.

## SUPPORTIVE COMMUNITY

HYA is a community of Associates that work together to innovate and enhance one another's capabilities. HYA's reputation and experience make it one of the preeminent education consulting firms in the nation and a standard others try to emulate. The vetting process ensures all Associates represent the highest professional standards. Associates are screened and enrolled twice a year, in January and July.

As your consulting engagements grow beyond your capacity to deliver, HYA can expand your capabilities by adding team members and services.





# Business Services

## LICENSING

As an HYA Associate you can meet the requirements to bid on most RFP's because HYA has the necessary:

- Policy compliance
- Certifications
- Bonds
- Business licenses and registrations

## TRAINING & SUPPORT

- Comprehensive training, professional development opportunities, and AI bot
- Access to templates, guides, materials, and videos
- Coaching and guidance from the HYA Senior Associates; Associate Newsletters; and blog
- Products to utilize for comprehensive consulting practice

## TECHNOLOGY INFRASTRUCTURE

- Email and voicemail
- Google office apps (documents, spreadsheets, presentations)
- Mobile support and HYA AI tools
- Conference call and video webinar tools
- Software products and other support solutions

## FINANCE

- Invoicing
- Accounts payable/receivable
- Expense management
- Tax accounting and filing

## OFFICE SERVICES

- Receptionist
- Business cards
- Business forms/materials
- General office support
- Branded supplies

## INSURANCE PROTECTION

- Professional Liability Coverage
- Employment Practices Coverage
- Commercial insurance policies for all contracts

## MARKETING

- Lead generation
- Infrastructure of web, media, and print
- Conferences
- Webinars, thought leadership, and publications

# Business Relationship

## LIFE-WORK BALANCE

As an HYA Associate, you have control over how work fits into your lifestyle. Whether you want the flexibility to take on a couple of clients a year (a bench player) or you desire to grow your own educational consulting practice (a Lead Associate), HYA gives you the infrastructure, tools and network.

## ELIGIBILITY

HYA maintains the highest standards for membership into its Associate Program. Significant experience as an educational professional and/or work in the education sector is required. Interested individuals will be interviewed by the HYA leadership to determine eligibility. Sitting administrators/school personnel are not eligible due to ethical and conflicts of interest considerations.

## REVENUE SHARING

Revenue sharing is based on a progression, from starting as a new Associate to maturing as an Executive Associate. An Executive Associate enjoys an Associate/HYA split of 80/20.

Revenue splits per project are based on consulting experience and the ability to deliver services independently. If you serve on a team, fees for services are determined by the Lead Associate.

## MEMBERSHIP

HYA has strict non-compete expectations and maintains an exclusive relationship with its Associates. HYA is their sole agent and contracting entity. Annual membership fees cover the carrying costs of insurance, technology licensing, software, and state and federal licenses.



# Next Steps

Do you want to apply to join the team? Would you like to learn even more?

Visit <https://hyasearch.com/become-an-associate/> or contact HYA Executive Vice President, Steve Humphrey. HYA recommends you seek the endorsement of a current HYA Associate to include in your application.

Steve Humphrey, Ed. D.  
Executive Vice President, HYA  
630-632-0092  
[stevehumphrey@hyasearch.com](mailto:stevehumphrey@hyasearch.com)



HYA values your thoughts and is dedicated to elevating HYA to unparalleled heights and ensuring its Associates have access to the tools and network they need to empower school leaders with information to improve student outcomes.

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