

JGCONSULTING

Proposal

Consulting Services – Superintendent of Schools Search



November 18, 2022

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MEMORANDUM

Dear Des Moines Independent Community School District Board of Directors:

JG Consulting welcomes the opportunity to serve Des Moines Independent Community School District (DMPS) as the firm to manage the executive search process for the purpose of identifying a *Superintendent of Schools*. Our firm will manage the recruitment process in collaboration with the Board of Directors (Board). Our mission is to provide an equitable process while maintaining the district's standard of quality. We aim to accomplish this objective in a timely and cost-efficient manner with a benchmark of professional achievement and integrity. JG Consulting represents the school district and not the individuals seeking the position of Superintendent.

JG Consulting works with school districts to find Superintendents, Directors, executive-level administrators, regional-level administrators, and principals. We are committed to the long-term success of our district partners. Our commitment begins with successfully matching candidates and school districts upon the completion of the position profile. JG Consulting acknowledges the importance of supporting the executive search needs to ensure a strong intersection of talent.

Our recruitment efforts will span the country among various educational entities. The business methodologies implemented during the recruitment process will equip the district with access to every facet of our country's education landscape to achieve the district's objective of successfully identifying a Superintendent of Schools. JG Consulting will be a dedicated partner of the district and will make every effort to communicate accordingly with everyone involved in the Superintendent search process.

Our firm's expertise is perfectly aligned to serve Des Moines Independent Community School District during the executive search process. We understand the goal is to improve the academic achievement of every student, and we welcome the opportunity to partner with the district to achieve this goal.

Respectfully,

James Guerra

James Guerra
President & CEO

JG Consulting | a "One-Fourth Consulting, LLC" company
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Corporate Office:
3616 Far West Blvd., Ste. 117-586
Austin, TX 78731

INTRODUCTION & BACKGROUND

JG Consulting has specific attributes unique to the firm:

JG Consulting focuses on human capital.

Our firm has diverse and rich relationships within the education landscape including the districts we support. We strive to develop new relationships with each new partnership.

JG Consulting promises ongoing communication with the Board and candidates to ensure a seamless recruitment process.

JG Consulting works *nationwide* serving school districts.

Our success has strengthened our relationships with many administrators across the country and we have vast access to a great talent pool that has made professional commitments to working in various markets.

The Superintendent search will be managed onsite and remotely during each phase of the process. JG Consulting has 40 Faculty team members located across the country who are readily accessible to support Des Moines Independent Community School District.

JG Consulting has integrated a unique technology platform for recruitment efficiency.

Our firm is connected to rising talent in districts across the country and we need to effectively connect with everyone in real-time.

We have integrated a unique technology platform, "Modern Hire", unlike any other firm in the country that will allow the Board to review candidate interviews and profiles on-demand. The on-demand resource enables us to efficiently recruit candidates while saving the district additional costs.

JG Consulting accessibility and team members.

Our team is accessible anytime during each phase of the executive search process.

Dr. Michael Hinojosa will serve DMPS as a Principal Consultant. Dr. Hinojosa has served more than 27 years as a superintendent/CEO of six public education systems, including two of the 25 largest school systems in America: Dallas ISD in Texas and the Cobb County School District in suburban Atlanta, Georgia.

Alton Frailey will serve DMPS as Chief Search Officer. Mr. Frailey most recently served as the Superintendent of Schools with Katy ISD, DeSoto ISD, and Cincinnati Public Schools before retiring. He is the past president of AASA and a certified School Board Trainer.

Holly Maria Flynn Vilaseca will serve DMPS as a Senior Search Consultant. Ms. Vilaseca served on the Houston Independent School District as a Trustee in District VI.

JG Consulting is committed to working in any district seeking to recruit talented educators.

We pride ourselves in supporting specific districts with intentional focus. We do not aim to support every superintendent search opportunity because we want to build long-term relationships with districts committed to seeking the most qualified candidates for their school system.

SUPERINTENDENT EXECUTIVE SEARCH: WORK PLAN

1. Planning Discussion & Board Member Interviews

- Board Member interviews;
- Staff, Student, Stakeholder and community-related meetings;
- Define the scope of work for the search;
- Review and provide input on the job description, qualifications, competencies, selection criteria, legal requirements, newspaper and educational publications, announcements, search calendar and compensation package;
- Discuss any issues and expectations for the position;
- Determine the search and selection procedures including the search calendar;
- Discuss the recruitment of candidates;
- Discuss the screening process and preliminary evaluation;
- Discuss the interviewing process;
- Discuss the selection and hiring activities.

2. Communication Protocols

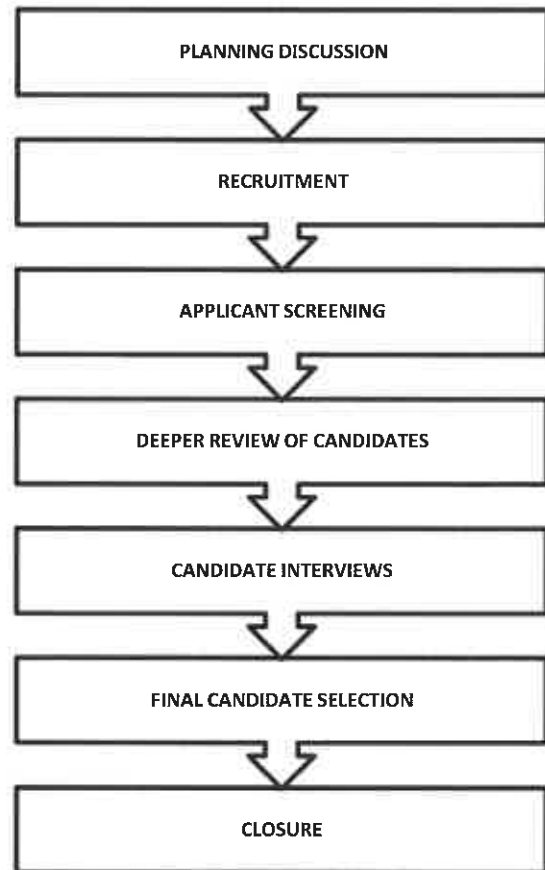
- We will assist with marketing, advertising and communication for the available position. These efforts will include advertising in educational publications, various websites with state organizations, national organizations and higher education institutions. We will develop an advertising plan for the Board's approval.

3. Candidate Recruiting

- We will create a search strategy according to the unique needs of the district. We will not rely solely on advertising and job postings. Our firm will proactively engage with candidates across the vast educational ecosystem including national and state affiliations, private sectors and non-profit sectors;
- JG Consulting will distribute countless e-mails with the position profile and make countless phone calls to potential candidates and sources;
- We ensure a balance of gender and ethnicities among the qualified candidates we present to the Committee. We will actively recruit traditional and non-traditional candidates that have successfully demonstrated leadership capacity;
- Our national networks will provide access to the for-profit, not-for-profit and other education communities nationwide. We utilize these channels in every search. Our network includes individuals within national and state education boards, political leaders and business leaders.

4. Candidate Reviews

- We will review all communication from interested candidates seeking information on the position to determine if they meet the minimum qualifications;
- Candidates who meet the minimum requirements will be asked to furnish additional information that will enable us to further evaluate their skills and experience according to the position profile;
- The Board will have access to each candidate's profile during the executive search.



5. Applicant Screening

- Candidates that successfully pass the pre-screening process will be presented to the Board for discussion and determination for the first phase of interviews. *We do not work with a “stable” of candidates;*
- Additionally, JG Consulting will conduct thorough background checks of each candidate with a third-party;
- JG Consulting is a registered agent with E-Verify;
- *JG Consulting does not discriminate against any employee or job candidate because of his race, color, religion, national origin, sex (including pregnancy), physical or mental disability, or age.*

6. Candidate Interviews

- JG Consulting will provide comprehensive profiles of each candidate selected for an interview;
- Profiles will include: a synopsis completed by the firm, access to the Modern Hire interview portal for each candidate, responses to preliminary screening questions, detailed responses from the personal interview rubric, a comprehensive background check by a third-party, completed reference checks and original resume. We work with each group to ensure that the candidates have been vetted.

7. Deliberation in the selection process of candidates for final consideration.

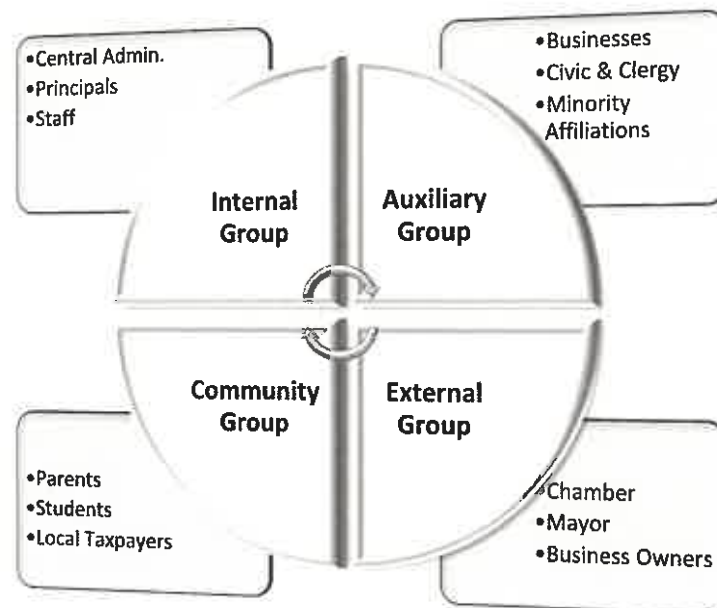
- Arrange for candidate district visits, if applicable. At the request of the Board.

8. We will support the district when requested on final interviewing protocols.

9. Closure

- We will contact all candidates as a process of the closing phase of the executive search. JG Consulting will also prepare final reports or a summary of expenses and assist in the announcement of the appointment, if requested by the Board. We will serve as an intermediary to construct the Superintendent’s contract, if requested by the Board.

Example Stakeholder Meetings¹



¹ Stakeholder recommendations will be made by the Board. We will also post an online survey accessible on the district’s website to protect the anonymity of the public and staff.

SUPERINTENDENT EXECUTIVE SEARCH: PROPOSED TIMELINE

Proposed Activities	Proposed Timelines ¹
1. Planning discussion to initiate the Superintendent search with the Board Members.	January
2. Internal and External Community-related meetings: a. <u>January</u> ² ; Online survey (duration of the executive search) and in-person meetings (when allowable). b. In-person meetings including town hall forums.	January
3. Present formal scope of work and preliminary job profile to the Board during executive session for approval and/or necessary modifications, research recruiting channels within PreK-12 and external networks; define marketing and recruiting strategies.	February
4. Candidate Application Portal is Open • Marketing and Recruiting Activities; • Local, state, regional and national publications; • Other education publications and websites; • Campaigns: E-mails, calls, virtual meetings and in-person recruitment at national conferences.	February – March
5. JG Consulting candidate screening; includes online interviews	March
6. Application Deadline	March
7. Prepare and present pre-screened applicants in a reporting format and with access to the online interview videos	March
8. Candidate Interviews: Round I	April
9. Candidate Interviews: Round II	April
10. Name the Lone Finalist	May

***Timeline is customizable to the needs of the Board.**

¹ All dates will be aligned to meet the deliverables of the Board.

² In-person engagement meetings are contingent upon current pandemic restrictions.

EXPERIENCE: CONSULTANTS

JG Consulting experience.

Consulting Team Information:

Dr. Michael Hinojosa

Principal Consultant

C: (214) 986-3978

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Alton Frailey

Chief Search Officer

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Holly Maria Flynn Vilaseca

Senior Search Consultant

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Lizzy Carol

Chief of Staff

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Administrative Chief

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Andres Garcia

Coordinator

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JG Consulting has successfully managed more than 175 executive-level searches nationwide during the past 8 years. We have dedicated Faculty strategically located in the nation's largest markets. JG Consulting is the only full-service consulting firm supporting school districts nationwide based in Texas. We are also the only firm to host an annual Leadership Academy® to support the career development for aspiring leaders and superintendents.

[Faculty](#)

[Testimonials](#)

[Editorials](#)

Please refer to individual credentials and other acknowledgements of the designated consultants associated with the Superintendent Search Firm Services (following pages).

SUPERINTENDENT SEARCH REFERENCES: SCHOOL DISTRICTS

Houston Independent School District

Judith Cruz, Board President

P: (713) 556-6000

E: Judith.cruz@houstonisd.org

Superintendent Search: 200,000 Students

Placed: Millard House II

Washoe County School District

Dr. Angela Taylor, Board President

P: (775) 348-0200

E: ataylor@washoeschools.net

Superintendent Search: 64,000 Students

Placed: Dr. Kristen McNeill

San Antonio Independent School District

Dr. Robert Jaklich, Interim Superintendent

P: (361) 550-4489

E: rjaklich@gmail.com

Superintendent Search: 45,000 Students

Placed: Dr. Jaime Aquino

Lamar Consolidated Independent School District

Joy Williams, Board Vice President

P: (832) 489-5191

E: joy.williams@lcisd.org

Superintendent Search: 36,000 Students

Placed: Dr. Roosevelt Nivens

Kansas City, Kansas Public Schools

Randy Lopez, Board President

P: (913) 302-4315

E: randy.lopez@kckps.org

Superintendent Search: 22,000 Students

Placed: Dr. Anna Stubblefield

Victoria Independent School District

Tami Keeling, Board President

P: (361) 935-5142

E: tami.keeling@hotmail.com

Superintendent Search: 14,000 Students

Placed: Dr. Quintin Shepherd

Hutto Independent School District

Terrence Owens, Board Vice President (former)

P: (512) 759-3771

E: terrence.owens@huttoisd.net

Superintendent Search: 9,000 Students

Placed: Dr. Celina Estrada Thomas

Austin Independent School District

Geronimo Rodriguez, Board President (former)

P: (512) 426-6483

E: geronimo4aisd@gmail.com

Superintendent Search: 80,100 Students

Placed: Dr. Stephanie Elizalde

Socorro Independent School District

David Morales, Board President

P: (915) 637-0804

E: david.morales@sisd.net

Superintendent Search: 47,300 Students

Placed: Dr. Nate Carman

East Baton Rouge Parish Public School System

Mike Gaudet, Board President (former)

P: (225) 229-5584

E: mgaudet@ebrschools.org

Superintendent Search: 41,000 Students

Placed: Dr. Sito Narcisse

McAllen Independent School District

Marco Suarez, Board President

P: (956) 451-3275

E: marco.suarez@mcallenisd.net

Superintendent Search: 23,000 Students

Placed: Dr. Jose Gonzalez

Weslaco Independent School District

Armando Cuellar, Board President

P: (956) 376-7205

E: acuellar@wisd.us

Superintendent Search: 15,600 Students

Placed: Dr. Dino Coronado

New Braunfels Independent School District

Wes Clark, Board President

P: (830) 643-5700

E: wclark@nbisd.org

Superintendent Search: 9,700 Students

Placed: Dr. Cade Smith

San Marcos Consolidated ISD

Clem Cantu, Board President

P: (512) 393-6700

E: clem.cantu@smcisd.net

Superintendent Search: 8,100 Students

Placed: Dr. Michael Cardona

SUPERINTENDENT EXECUTIVE SEARCH: COST

Analysis

The Superintendent Search will begin immediately upon award. JG Consulting will correlate to the timeline goals set forth by Des Moines Independent Community School District.

The firm will work diligently onsite in the district with the Board and community stakeholders as often as requested. The team of consultants will also engage in various remote activities to ensure maximum productivity.

There are no additional publishing and advertising fees associated with the Superintendent Search. The firm will incur all costs. We rely on various outlets but primarily engage with our national network and affiliates.

JG Consulting will also incur the cost of the on-demand interview subscription, Modern Hire, Inc., and the Wonderlic Assessment.

Payment terms are \$20,000 upon execution of the contract. The final payment of \$20,000 will be due upon the hiring of a candidate. Payment is due net 30-days for each installment.

Total Cost for All Services Rendered = \$40,000 (All-Inclusive & Not to Exceed).

Bid Contact Person:

James Guerra

President & CEO

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