



**Newberg School District  
Newberg, Oregon  
October 1, 2018**

**REQUEST FOR  
PROPOSALS FOR PROFESSIONAL SERVICES  
SEARCH FIRM FOR SUPERINTENDENT FOR  
FISCAL YEAR 2019-20 AND BEYOND**

**Proposals due: Wednesday, October 10, 2018 by 4:00 p.m. PDT**

**Proposal submission: via email to Gregg Koskela, Board Secretary,  
at [koskelag@newberg.k12.or.us](mailto:koskelag@newberg.k12.or.us)**

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**1. Objective & RFP Milestones**

The School District Board of Directors is seeking a professional services firm to assist in the process of identification and employment of a new Superintendent of School District. The new Superintendent will formally start their work for the district on July 1, 2019. It is anticipated that a firm will be selected and awarded in accordance to the timeline below:

- A. Send approved RFP to potential firms – October 1, 2018**
- B. Receive proposals from interested firms – October 10, 2018, 4:00 PM**
- C. Board Personnel Committee to select finalists for interview – October 10, 2018**
- D. Interview of finalists – October 16, 2018**
- E. Board Selection of Professional Search Firm – October 22, 2018**

## **2. Scope of Work:**

The Board of Directors is seeking the assistance of a professional services firm specializing in education executive searches for a District Superintendent. The selected firm will work in an advisory role with the School Board to provide the following services:

- A. Advise and assist the School Board with the development and execution of search strategies, approach, and process that meet the needs, timing, and target requirements of the School District. We envision an approximate timeline as follows:**
  - 1. Board works with search firm to**
    - a) design, schedule, and conduct public input process (November 2018)
    - b) define criteria for superintendent candidate (Nov/Dec 2018)
    - c) announce and advertise the vacancy (Nov/Dec 2018)
    - d) develop recruitment materials, including a professional brochure (Nov/Dec 2018)
    - e) receive applications (due by mid- January 2019)
    - f) prescreen applications (January 2019)
    - g) facilitate Board selection of semi-finalist candidates for first interview (on-line, unless local) (Jan/Feb 2019)
    - h) train Board in reference checking, interview, and site reviews (February 2019)
    - i) assist Board in conducting first interviews (Jan/Feb 2019)
    - j) serve as resource to Board selection of finalist candidates for site review, in-district interview (February 2019)
    - k) assist in scheduling elements of site reviews (February 2019)
    - l) assist in scheduling, coordinate in-district interview process (February 2019)
    - m) serve as resource to Board selection of new superintendent, including support to negotiating contract (Feb/Mar 2019).
    - n) assist, if needed, in coordinating and producing press releases announcing hire. (Feb/Mar 2019)
  - 2. Firm may suggest other supports and services, separately priced.**

B. Provide a collaborative and flexible process, with milestones that include involvement and feedback from stakeholders. This includes a final selection process with School Board, district staff and community involvement.

C. Develop a process and advertising campaign for seeking superintendent candidates that proactively identifies a diverse pool of highly qualified and competent candidates (regardless of whether or not they are currently engaged in a job search) in districts with a similar achievement and community context, reflecting familiarity with our students' needs and the values of the School District.

D. Act as the primary point of initial contact for candidates, providing them with requisite information and obtaining information on all candidates as necessary for Board review.

E. Provide background information on each superintendent candidate recommended for interviews.

F. Please describe your firm's standard practice regarding Superintendent contract negotiation process, providing competitive salary and benefit information, and development of a compensation package that will facilitate successful recruitment of the type of Superintendent suited for the School District.

### **3. Firm Background Information Required**

Please provide the following information to highlight your experience and ability to meet our needs:

- \* Provide two to three references from searches you have conducted and successfully completed in the past 12-24 months, with emphasis on districts similar to the School District.

- \* Success rates in previous searches you have conducted.

- \* Evidence of ability to successfully communicate with a diverse community and clientele.

- \* Indicate if your firm is conducting any current searches in neighboring school districts or districts of similar demographics, in the state of Oregon, or in the Pacific Northwest.

- \* Identify the individual who will be the direct search consultant from your firm working with the School Board, and explain why you believe this individual is best suited to meet the specific needs of our search.
- \* Provide a profile of the experience and qualifications of all team members you are proposing for this effort and their associated hours.
- \* Identify what you believe are the *two most important questions* a School Board can ask a **search firm** to assist in determining the right firm for our district.

#### 4. Proposed Superintendent Search Process:

- \* Describe/illustrate in detail a typical search process employed by your firm, highlighting unique elements and aspects that you believe increase the likelihood of a good match between the district and candidates.
- \* Based on your analysis of the interests and needs of the School District, please describe what you see as the most significant challenges for the School Board as it searches for a new Superintendent.
- \* Describe what you believe is the best process a School Board can engage in relative to community involvement and voice in the Superintendent selection process.
- \* Describe how your firm handles internal and external candidates.
- \* From your experience in finding the best Superintendent to fit the needs of a wide range of school districts, please identify the *five most important questions* a School Board should ask **final candidates** for Superintendent.
- \* From your experience, please identify the biggest mistake a well-intentioned School Board can make at the final stages of the Superintendent selection process.
- \* Please describe your firm's practice regarding Superintendent candidate privacy issues associated with a search process.
- \* Describe any on-demand skill performance demonstrations and/or personality indicators, such as Myers Briggs or the People Map, that you advise to help the School Board with the selection process.

### ***Proposed Fee and Search Outcome***

\* Please provide an estimated cost for the Superintendent search associated with the outlined process you have described. Please also provide a breakdown by task where possible.

\* Should the final pool of candidates become not viable for some reason, please describe the process you would use to complete the search process, which is defined as the selection and acceptance of a Superintendent. Information regarding your past experience in this area is appreciated.

\* Please describe your firm's policy regarding successfully placed candidates who do not "stay" on the job for any reason within 12 months of appointment.

## **5. Submission Requirements and Deadline**

Proposal Envelope: a sealed envelope containing your Proposal must be marked with the lower left and corner as follows:

**Sealed Proposal Enclosed: Professional Services Search firm for Newberg Superintendent (Bidders Name), (Bidders Address), (Bidders Telephone Number)**

Proposals must be submitted to Gregg Koskela, Board Secretary, by **Wednesday, October 10, 2018 by 4:00 p.m. PST.**

Please submit 4 hard copies and one electronic.

Requests for clarification pertaining to the RFP must be submitted in writing via email to Gregg Koskela by noon PST Friday, October 5, 2018. Answers will be provided to all known submitters by Monday October 8, 2018.

It is contemplated that interviews of potential firms will be conducted by the Board Personnel Committee on Tuesday, October 16, 2018.

The Board anticipates making a decision regarding engagement of a search firm at the October 22 School Board meeting.

Public Announcement of Search Firm selection will be completed after successful

contract negotiations with the selected Search Firm.

**6. Standard Provisions and Reservations** The Board of Directors of herein expressly reserve the following rights:

- A. To negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the District. The District does not intend to award a contract solely on the basis of any one response made to this Request for Proposals or in any way to pay for information solicited or obtained. The information obtained will be used in determining what, in the judgment of the District, best serves the interests of the District.
- B. To reject any or all proposals as permitted by Oregon Statutes or Administrative Rule and to waive informalities in proposals if it is in the public's best interest to do so.
- C. To consider the competency and responsibility of proposers.
- D. In the event any proposer to whom the contract is awarded shall default in executing said formal contract or in furnishing satisfactory proof of Errors and Omissions Insurance (liability coverage), with minimum limits of \$1 million and, as warranted, evidence of workers compensation insurance, within the time and in the manner specified, to re-award the contract to another proposer. In the event that a contract is not executed within twenty (20) calendar days after the notice of intent to award has been made, the District may give notice to said firm of the District's intent to award the contract to the next best proposal, or to call for new proposals.
- E. In the event only one proposal is received, the School Board Chair or his/her designee may return the proposal unopened.
- F. To make the award based on its best judgment as to which proposal best meets the District's expectations for superintendent search and recruitment services, balancing the highest standards of quality, innovation and service with the best cost.
- G. To make such changes or corrections in timelines or plans as it may deem necessary or desirable prior to proposal opening. Proposers of record will be notified of such changes that affect proposal requirements in writing by addenda emailed to

the address on file with Board Secretary.

## **7. Incurred Costs**

The District is not liable for any costs incurred by firms in the preparation and/or presentation of their proposals.

## **8. Protests of Award**

Any protests of the district's intent to award shall be in accordance with the State of Oregon Attorney General's Model Rules in effect at the time of the protest. Such rules can be found in Oregon Administrative Rules, Chapter 137, Division 47 ("Model Rules"). Protests must be submitted to the Chair of the Newberg School District Board of Directors; any appeals of his/her decision will be to the School Board; any appeals of the Board decision must be in Yamhill County Court.

## **9. Tax I.D. Number**

Proposals must state the Provider's Federal Tax Payer Identification Number.

## **10. Public Records**

This request for proposals and one (1) copy of each original proposal received in response thereto, together with copies of all documents pertaining to the award of a contract, shall be kept by the School District for a period of three (3) years and made a part of a file or record which shall be open to public inspection. If a proposal contains any information that the Provider does not want disclosed to the public or used by the District for any purpose other than evaluation of this offer, each sheet of such information must be marked with the following legend:

"This data shall not be disclosed outside the District or be duplicated, used, or disclosed in whole or in part for any purposes other than to evaluate the proposal; provided, that if a contract is awarded to this Contractor(s) as a result of or in connection with the submission of such information, the District shall have the right to duplicate, use, or disclose this information to the extent provided in the contract. This restriction does not

limit the District's right to use information contained herein if it is obtained from another source."

The above restriction may not include costs or price information which must be open to public inspection.

## **11. Compliance Requirements**

By submitting a proposal, proposer certifies conformance to the Applicable Federal Acts, Executive Orders and Oregon Statutes and Regulations concerning Affirmative Action toward Equal Employment Opportunities, Minimum Wages, Overtime pay, Oregon Tax Laws, and, as applicable, the requirements of ORS 244 and related regulations under the jurisdiction of the Oregon Government Ethics Commission, and other laws and regulations governing professional services contracts for a public agency in Oregon.

Proposers will disclose any actual or potential conflict(s) of interests regarding its proposed or actual contract or any candidate it may recommend that meet the definition of a "relative" as defined under ORS 244.020(15). All information and reports required by the Federal or Oregon State Governments, having responsibility for the enforcement of such laws, shall be supplied to the District upon request for purposes of investigating to ascertain compliance with such acts, regulations and orders.

## **12. Competitive Range Evaluation Criteria and Weighting**

The Board's Personnel Committee will review written proposals to identify those proposals that fall within a competitive cost range. Selected firms within the competitive cost range will then be invited for interviews with the Personnel Committee. The evaluation criteria for determining those firms within the competitive cost range and the weighting of that criteria are as follows:

1. The quality of the proposer's criteria and search development process and the quality of its search outreach that help ensure the successful identification, recruitment and selection of superintendent candidate(s) that meet the needs and expectations of the District. (Weight 30)
2. The insightfulness and quality of the responses to the School Board's requests for information in the RFP. (Weight 20)
3. Clarity of information in the proposal regarding fees and compensation structure. Minimum information must include fees payable by major milestone, which shall generally correspond to the district's timeline. (Weight 20)



4. The proposer's knowledge and understanding of the current challenges facing public K – 12 education in Oregon and the Newberg School District. (Weight 15)

4. The quality and expertise of the proposed team that would work directly with the School Board in the search process. (Weight 15)