PRESENTING FOR THE ADMINISTRATIVE JOB SEARCH

Presented by McPherson Jacobson, LLC

AASA 2013—Los Angeles

DESIRED SUPERINTENDENT TRAITS

Desired Superintendent Traits (up to 2011-2012 searches)

<table>
<thead>
<tr>
<th>Trait</th>
<th>Occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership Skills</td>
<td>400</td>
</tr>
<tr>
<td>Excellent Communication Skills/PR</td>
<td>368</td>
</tr>
<tr>
<td>Finance</td>
<td>342</td>
</tr>
<tr>
<td>Personal Character</td>
<td>296</td>
</tr>
<tr>
<td>Strategic/Long Range Planning &amp; Vision</td>
<td>242</td>
</tr>
<tr>
<td>Education &amp; Educational Trends</td>
<td>182</td>
</tr>
<tr>
<td>Student Centered</td>
<td>166</td>
</tr>
<tr>
<td>Community Involvement</td>
<td>152</td>
</tr>
<tr>
<td>Decision-Making/Problem Solver</td>
<td>152</td>
</tr>
<tr>
<td>Student Skills</td>
<td>148</td>
</tr>
<tr>
<td>Supervision of Staff</td>
<td>139</td>
</tr>
<tr>
<td>Visible Motivator/Inspire</td>
<td>135</td>
</tr>
<tr>
<td>Previous Experience/Advanced Degree</td>
<td>135</td>
</tr>
<tr>
<td>Legal Issues</td>
<td>134</td>
</tr>
<tr>
<td>Political</td>
<td>128</td>
</tr>
<tr>
<td>Educational</td>
<td>120</td>
</tr>
<tr>
<td>Technology</td>
<td>118</td>
</tr>
<tr>
<td>Facilities</td>
<td>115</td>
</tr>
</tbody>
</table>

Data is based on over 3,100 criteria identified by almost 500 school districts, in 31 states, between 1991 and 2012.
ADVANCING YOUR JOB SEARCH

• The letter
• The resume
• The references
• Research, research, and even more research
• Acing the interview
• Negotiating a contract
• The transition

THE LETTER

• Attention grabbing letter
• Identify your strengths
• Give examples
• Speak to any previous problems

THE RESUME

• Many resumes look exactly alike
• Seek a format that is unique to yourself
• Professional quality
• Descriptive-selected accomplishments
• Selective representation of accomplishments in key leadership areas
THE REFERENCES

- The people who speak to your qualifications can very well determine your professional fate
- Use floating list based upon position
- Remember, name recognition counts
- The most current carry the most meaning
- Current supervisor

RESEARCH, RESEARCH, AND EVEN MORE RESEARCH

- Learn as much as you can, it will impress the district with your commitment to wanting to be there
- Outwork your competition by learning all you can
- The Internet and newspapers are great resources
- Obtain key district publications

RESEARCH, RESEARCH, AND EVEN MORE RESEARCH (Cont.)

- Do a pre-visit
- Establish phone contacts (editor of paper, Chamber President)
- Know each board member by name and background
ACING THE INTERVIEW

• SALES 101—you are selling yourself
• Promptness and appearance
• Know the eight standards of the superintendency and be able to speak to them
• Avoid overuse of previous district as example of what new one should look like
• Be sure to say the same thing to all groups

ACING THE INTERVIEW (Cont.)

• Be honest, sincere, and demonstrate passion
• Pay attention to your body language
• Have good questions for the board as well as for all groups
• Bring your spouse
• Articulate an entry plan
• Prepare a portfolio of supplemental materials

NEGOTIATING A CONTRACT

• The best you will ever get is when you arrive
• Do your homework, have a competitive figure in mind
• Multiple-year contracts are the norm
• Moving expenses
NEGOTIATING A CONTRACT (Cont.)

• Expect a package that is competitive with other superintendents
• Structure benefits consistent with your needs
• Spend time on language—especially in areas such as rollover, operating principles, evaluation, and responsibilities

THE TRANSITION

• Always strive to leave when people don’t want you to
• Exit with the same class that you arrived with
• Promise to aid successor during their transition
• Be sure to get off on the right foot—the first month is critical

ADDITIONAL ASSISTANCE

• McPherson & Jacobson, L.L.C. offers an on-line Administrative Job Search Seminar to assist you in preparing for your job search
• Résumé and cover letter review are also available