



## Montgomery County Board of Education

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# Request for Proposals For Qualified Search Firm Consultant for Superintendent of Schools

**August 24, 2021**

## **Section I: Purpose**

The Montgomery County Board of Education of Alabama (the “MCBOE”) seeks proposals from education executive search firms or individuals to provide consulting services for a national search for a Superintendent of Schools Position.

## **Section II: Introduction**

The School District is beginning its national search for a qualified candidate to become its new superintendent of schools as of July 1, 2022. In order to ensure an orderly transition, the MCBOE of Education desires to finalize a selection for the new superintendent by the 14<sup>th</sup> of May, 2022. To help in the national search for the most qualified candidate the School District is seeking to retain the services of an executive search firm or individual with experience in the national recruitment of superintendents for a mid-sized school district.

### **Description Montgomery County Board of Education School District**

The MCBOE encompasses nearly 800 square miles and serves the ethnically diverse population of Montgomery County, Alabama.

The School District serves approximately 28,000 students and is composed of 32 Elementary Schools (Grade Levels K-5), 10 Middle Schools (Grade Levels 6-8), and 8 High Schools (Grade Levels 9-12).

The MCBOE is committed to equal opportunity for all individuals in education. The school district’s programs and activities do not discriminate on the basis of gender, gender identity, age, sex, race, color, religion, ancestry, national origin, ethnic group identifications, marital or parental status, physical or mental disability, sexual orientation or the perception of one or more of such characteristics. The MCBOE actively promotes programs that ensure that discriminatory practices are eliminated in all school district activities.

Additional information about the School District is available on its website:

<http://www.mps.k12.al.us/> or you may contact the School District’s Senior Communication Officer, Jade Jones at [jade.jones@mps.k12.al.us](mailto:jade.jones@mps.k12.al.us).

### **Section III: Scope of Work**

The Montgomery County Board of Education will work with the selected firm or individual to develop a superintendent search process and a timeline for the search activities. At a minimum, the activities will include:

- Develop search criteria that incorporates the School District’s goals and the leadership characteristics that the BOE and community consider requisite for success
- Demonstrate a candidate identification process that identifies a diverse pool of highly qualified and competent candidates in school districts with a similar achievement and community context, reflecting a familiarity with our students’ needs
- Advise the Board on a compensation package that facilitates successful recruitment of the type of Superintendent that Montgomery County Board of Education needs and desires
- Solicit applications nationally
- Generate a position description with desired qualifications
- Develop an application process for the position
- Advise the Board regarding identification and assessment of candidates
- Assist with logistics of finalist interviews
- Ensure a satisfactory conclusion to the search including a provision of specified retained employment guarantee

Understanding that discretion is of utmost importance to the Montgomery County Board of Education, as well as to many candidates, the search firm must maintain the confidentiality of all information collected as appropriate.

#### **Generation of position description and qualifications**

Conduct interviews with and solicit input from school board members, school district staff, community leaders and the general public to develop the qualifications and criteria that will be used to judge superintendent candidates.

#### **Advisory Services to the Board of Education**

Developing a search plan and timeline in consultation with the Board. Assisting with the evaluation and interviewing of potential candidates. Ensuring that there is compliance with applicable legal requirements.

#### **Identification and Assessment of Candidates**

- Develop and distribute recruitment materials that will encourage qualified candidates to apply
- Conduct a national search that will include advertising the position broadly in print media as well as through an effective web-based strategy
- Conduct personal outreach recruiting to ensure that the applicant pool includes highly qualified candidates with diverse backgrounds and experiences
- Collect all relevant background information on potential candidates so that the strengths and weaknesses of each applicant can be assessed

- Assist the Board with prescreening candidates based on clearly delineated criteria
- Assist the Board (or possible advisory committee on the board's behalf) in evaluating the applicants against the qualifications and criteria developed to create a group of candidates for interviews

#### **Assist with Logistics of Finalist Interviews**

- Facilitate visits by the Board to the communities of the finalist(s)
- If in-person visits are not doable, the search firm will propose an alternative affirmation process
- Facilitate community forums and interviews with the finalist

#### **Ensure a Satisfactory Conclusion to the Search**

- Assist the Board in contract negotiations with the selected candidates

### **Section IV: Proposal Requirements**

To allow the Board of Education to fairly judge the merits of each proposal, responses to the RFP shall include a response to each of the items listed below. The Board reserves the right to reject proposals that do not follow this format.

**Cover Sheet** – Include the completed cover sheet that is part of this RFP signed by a person authorized to act on behalf of the company submitting the proposal.

**Executive Summary** – Provide a short summary that demonstrates your understanding of the scope of services required by the School District and why your firm is best able to provide the scope of services prescribed in this Request for Proposal.

**Experience and Qualifications** – Provide details on the following:

**Overview of Company** – address, telephone, fax, e-mail, whether company is local, regional, or national; if a multi-office firm, which office will provide the services; areas of expertise and types of searches performed by the company.

**Project Team** – Provide names, titles, addresses, telephone numbers and e-mails of the person(s) who will be authorized to represent the company. Specify the names, titles, addresses, telephone numbers and e-mails of the person(s) who will be directly working on our superintendent search. Discuss the availability of each team member and the potential for conflicts that might interfere with the project's timeline.

**Experience** – For each member of the project team, please provide a description of their experience and education, time with the company, and how their experience suits their role on the team. Specify the number of superintendent searches in which each member has participated and in what capacity. Note the longevity of superintendents hired by members of this team or firm

over the past six years. Describe any particularly noteworthy accomplishments of the superintendents placed.

**Work Plan** – Provide details on the following:

- The approach to be used to address each search activity listed in Section III: Scope of Work
- Methods you will use to communicate and work with a seven-member elected Board of Education
- Methods you will use to identify prospective candidates and promote their interest to apply information from the public to develop the initial position qualifications and evaluation criteria and in providing a meaningful way to generate and receive public input the evaluation of final candidates
- Your experience in effective community engagement both in terms of collecting information from the public to develop the initial position qualifications and evaluation criteria and in providing a meaningful way to generate and receive public input in the evaluation of final candidates
- Describe what the major challenges to a successful superintendent search are and how the project team will address them
- Estimate a reasonable timeline that the project team will use to guide the search process
- Describe the Information, services and assistance you will require from the MCBOE and School District staff to enable you to conduct the search

**Cost** – A budget should be provided that will cover all of the work described in Section III: Scope of Work and the Work Plan above. The budget should provide a breakdown of costs in the following areas:

- Estimated cost by each scope of work section
- Estimated hours spent by each member of the project team and their fees Estimated travel expenses
- Estimated publishing and advertising expenses
- Estimated postage and other costs to distribute information regarding the vacancy
- Any other expenses

Proposal must also include a maximum price that will not be exceeded to complete the described work. Payment terms should be specified.

**References** – Provide a minimum of three school districts (of similar size and academic quality to the MCBOE, if possible) that have used your services for a superintendent search within the past six years. For each reference, provide the school district name, contact person, title, telephone number and address. Describe the contract (scope, length, and dollar value) for each reference.

**Contract Form** – If you intend to propose a form of professional services contract between you or your company and the MCBOE, please provide a sample copy of such contract form. If you prefer that the MCBOE generate such contract, please so indicate.

**Litigation Record** – Have you been involved in litigation with any of your clients within the last five (5) years? If so, please give the name, date, and jurisdiction of each such matter, and a brief description of the nature of the dispute and the outcome.

**Ensuring Client Satisfaction** – Provide information regarding your philosophy and policies regarding client satisfaction in the event of an unsuccessful search.

Additional Information - Should you feel that additional information would help us more properly evaluate your proposal or if you have recommended modifications in the procedures specified herein, please feel free to address such matters under this heading.

### **Section V: Timeline for this RFP**

Please submit a proposed schedule for the implementation of this RFP. If, in the experience of the firm, you believe that the schedule listed here is doable for the scope of the work enclosed, please indicate the reasons why it is conducive to a through and diligent search.

Date	Activity

### **Section VI: Submission Details**

All proposals must be received at the MCBOE’s administrative offices prior to 12:00 noon CST on October 29, 2021. Proposals must be enclosed in a sealed envelope and the package must clearly show the phrase “Request for Proposals – Superintendent Search for Montgomery County Board of Education” and the name of the candidate firm.

Submissions should be prepared as standard 8-1/2 X 11 letter size and shall not exceed 30 pages, exclusive of required attachments. Adherence to the maximum page criterion is critical and each page side with criteria information will be counted toward the maximum number of pages. Front and back covers, table of contents pages, and tabbed divider pages will not be counted if they do not contain submission information.

Proposals must be submitted in print (3 copies) and electronic (PDF) formats. The electronic file must be submitted via email to the address below or via thumb drive that is delivered with the printed copies of the proposal. The deadline noted above applies both to print and electronic submissions.

Proposals must be sent to:

Marvin Rudolph

Purchasing & Risk Mgt. Supervisor  
Montgomery Public Schools  
307 S. Decatur Street  
Montgomery, AL 36104  
[marvin.rudolph@mps.k12.al.us](mailto:marvin.rudolph@mps.k12.al.us)

## **Section VII: General Conditions**

The MCBOE reserves the right to waive, modify, or otherwise vary the conditions or requirements herein and may accept or reject any and all proposals as the Board of Education, in its sole discretion, deems to be in its the best interest. The School District may, notwithstanding the terms specified herein, negotiate the terms of any response to the RFP. The MCBOE shall not be bound to accept the lowest priced proposal, but may accept such proposal, if any, as the MCBOE determines to be in its best interest.

**Cover Page**

**Response to Request for Proposals**

This proposal is submitted on behalf of:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

The above listed consulting firm hereby submits its proposal and agrees to furnish services to the Montgomery County Board of Education (“MCBOE”) in accordance with this Request for Proposals and the response prepared by the consultant.

The Consultant has carefully reviewed this Request for Proposals and the Consultant’s response and understands that the MCBOE will not be responsible for any errors or omissions on the part of the Consultant.

Consultant agrees that the MCBOE reserves the right to accept or reject any or all proposals and to waive any irregularity or informality in any proposal received.

The attached proposal shall be considered an irrevocable offer and shall be valid for ninety days from the proposal submission deadline specified in the RFP.

The undersigned hereby affirms that he/she is a duly authorized agent for the company submitting this response.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Consultant/Authorized Agent

\_\_\_\_\_  
Title of consultant/Authorized Agent

\_\_\_\_\_  
Signature of Consultant/Authorized Agent