A PROPOSAL FOR A SUPERINTENDENT SEARCH

For



Raytown Quality Schools

Submitted by:



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St. Louis, MO 63130

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August 11, 2021

Alonzo Burton, Board President Raytown Quality Schools 6608 Raytown Road Raytown, MO 64133

Dear Mr. Burton,

This letter is in response to a request regarding the need for professional executive search services to assist in the search for a Superintendent. We are a state, regional and national search firm dedicated to meeting the needs of every district seeking excellent leadership. The firm is comprised of a diverse team of 50 plus associates throughout the country; who have extensive experience in the search business. Our state and national recruiting network allow us to meet any timeline established by our clients and consistently deliver a quality pool of candidates. On the pages that follow, our proposal will indicate those personnel to be assigned exclusively to your search.

We provide experience and expertise of many people who have led large, medium and small districts in recruiting and presenting candidates who met or exceeded school board expectations. We are familiar with Missouri, having conducted searches in Missouri, and across the country; in districts of various sizes and demographics. I recently was the lead consultant for GR Recruiting to conduct the search for Springfield, MO; who hired Dr. Grenita Lathan; and lead the search in Kansas City where Mark Bidell was recruited as their superintendent.

To become more cost effective, our firm relies on up-to-date technology including video conferencing, candidate video interviews and frequent emails or telephone contacts as necessary, while still providing in-person contacts as requested. Our ability to provide multiple forms of communication with our clients is something that is important to us to make sure our clients are involved and well-informed throughout the process.

We will aggressively recruit excellent candidates who have been thoroughly investigated and determined to be a very good match to the superintendent profile.

Your satisfaction is our goal. To that end, we will work tirelessly to achieve that goal by first finding and recruiting the highest quality candidates for the Board's consideration. After the search, the District can expect exceptional support from our firm and from our partnership with *K12 Insight* and throughout the process. This comes in the form of useful data and improved communication with stakeholders and parents.

Sincerely,

Gary L. Ray

Gary L. Ray President

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EXECUTIVE SUMMARY

GR Recruiting is a diverse firm with a wealth of experience, and we are fully capable of meeting all the requirements of the Raytown Quality Schools Executive search requirements. Owner/founder Gary Ray, has over forty (40) years of extensive experience in educational leadership and recruiting top quality candidates for searches. GR Recruiting's associates' personal careers in school leadership plus their search efforts easily exceed ten (10) years. The firm's key to success is every Associate understands educational leadership and what it takes to match candidates to School Board expectations. A recent sample of Superintendent searches that have been conducted by GR Recruiting Associates similar to your district are exhibited on page 15.

Our firm is dedicated to excellence and to delivering utmost client satisfaction. We are highly sensitive to diversity as it affects a search from three perspectives. First, we have always had strong relationships with organizations that address the needs of individuals of color and women in leadership roles. Second, our firm employs a very diverse group of search leaders and team members. Third, we will provide our clients with a diverse pool of candidates who each meet the District's profile criteria.

GR Recruiting has always been concerned about the performance of not only the Superintendent once in office, but the actual performance of the District under their leadership. To undertake support and improvement in these areas, our firm has developed a network of resources to assist districts beyond the end of the search. We have established a relationship with *K12 Insight*, a company dedicated to effective communication practices and customer service. Our objective is to provide our clients with the best possible opportunities for improved district management and student achievement.

Our recruitment efforts will be both aggressive and pertinent to the position profile which is created via School Board, teachers, staff, student and constituent input. We strive to be unsurpassed in pursuing likely candidates who have good jobs, therefore need to be recruited. All applications are screened, and only those who meet the District's profile will be advanced to candidate status for further intensive background investigations.

Please note, we find people for jobs and not jobs for people. We take the highest care of all applicants to encourage and process their submissions, but it should be noted that we never accept any fees from candidates. Our firm wants our clients to understand that we work for them exclusively, and we will provide highly qualified candidates; all of whom will be quite capable of meeting or exceeding your expectations. No surprises!

Mission Statement:

"Committed to our Clients by recruiting and supporting outstanding educational leaders"

EXPERIENCE AND QUALIFICATION

Overview of



We are a national firm with regional offices in Arizona, Iowa, Missouri, South Carolina, and Texas. Our associates average more than ten (10) years in the school executive search business, and understand educational leadership and what it takes to match candidates to School Boards' expectations.

- Each search is conducted in strict adherence to the needs of our client district.
- ◆ We are very aggressive in our recruiting efforts in order to provide a pool of candidates who are successful in current positions and a good match to the District criteria.
- We assist the School Board of Directors in the development of a suitable profile for the position by interviewing each member individually.
- ◆ As a part of the profile development, we will meet in person or virtually with any stakeholder groups designated by the board, teachers, staff, students, and parents to collect input.
- ◆ GR Recruiting has a unique partnership with a nationally recognized company, K12 Insight which specializes in solutions for Community Engagement through Online Surveys, Customer Service for Schools, and School Communications.
- ◆ All collected data from our survey of desirable traits as well as input from meetings is promptly made available to the School Board to guide them in identifying those characteristics most desired.
- Our process provides valuable information to the Board, staff and community during the search process as well as data that can be used to enhance the new superintendent's transition into the district. This process is provided at no additional cost, and no other firm provides this service.
- Our associates perform extensive interview screenings with potential candidates and their references, before recommending the top candidates to the Board.
- We provide a consensus scoring instrument to assist the School Board of Directors in its decisions for the most qualified candidates.
- We proceed in conducting extensive background investigations with a background check company involving social, criminal, civil, employment and educational investigations of the top finalists, at no cost to the district.
- We offer a guarantee that specifies the selected finalist must complete two (2) years of service or we will redo the search for no fee except for expenses incurred.

KEY STAFF EXPERIENCE

These are the principal/project coordinators who will be directly involved in working with the Raytown Quality Schools. These experienced associates will be recruiting screening and conducting background checks. Our 50 plus associates across the country, ensuring that every region will be covered, recruit the best candidates for the Raytown Quality Schools. Furthermore, we have professional contacts throughout your region as well as across the nation. Please find a partial list of our associates who will be involved in the recruitment and screening of candidates. The firm will actually engage additional associates on this search project.



Mr. Gary Ray Founder and President

Gary is President of GR Recruiting and possesses over 40 years of experience in the school executive search business. He supervises all searches conducted by the firm and will directly interact with the team on this search and any committee that may be established on all details of this search. Mr. Ray is a former school administrator with an advanced degree who has worked

with hundreds of school boards. Gary has long been a leader among executive search firms, and he has been a frequently sought-after presenter and keynote speaker at state and national conventions. His knowledge of successful leaders and his contact with them has proven to be an invaluable resource in our searches.



Ryan Ray Vice President

Ryan earned his Bachelor's degree in Business/Communications from the University of Missouri and his Master's degree in Human Resources Business Management from Lindenwood University. He has spent the last 15 years as President of Ray and Associates and now helps lead GR Recruiting. He has been the lead on some of the biggest national searches across the country including Seattle, Baltimore, Hillsborough County FL, Kansas City and Austin Texas to name a

few. He has also led State Superintendent searches for the states of Hawaii, Colorado, Michigan, Ohio and Alabama. He has been an exhibitor and presenter at national conventions (AASA-American Association of School Administrators, NSBA-National School Boards Association, ALAS- Association of Latino Administrators and Superintendents).



Ms. Gloria J. Davis Midwest Associate

Ms. Gloria J. Davis has been an educator for over forty-six (46) years primarily in the area of administration. She has served as superintendent for the past sixteen (16) years in urban and multi-cultural school districts in Decatur, Illinois and Dodge City, Kansas. She was most recently responsible for leading the education reform initiative as superintendent for the Illinois

Department of Juvenile Justice. Ms. Davis has served as an elementary teacher, elementary and middle school principal and assistant superintendent in University City, Missouri, which is an inner-ring suburb of St. Louis, Missouri. Her most recent presentations on the "School to Prison Pipeline" and "How to Enhance Achievement for All Students" are examples of presentations that have been well received by educators. As a consultant, Ms. Davis has completed numerous superintendent searches over the last seven (7) years, placing excellent superintendents in districts where they continue to be successful.



Dr. Brenda Dietrich Midwest Associate

Dr. Dieterich's educational background consists of earning a Bachelor's Degree from Kansas State University in Elementary Education, a Master's Degree in Educational Administration, and a Ph.D. in Education Administration with a minor in Business Administration. She has been a classroom teacher, Jr. High Principal, and held several Central Office positions including Superintendent of Hampden-Wilbraham Regional School District, Wilbraham,

Massachusetts for 5 years, and Superintendent of the Auburn-Washburn School District in Topeka, Kansas for 14 years. Brenda has also been an adjunct professor of Educational Administration at the University of Massachusetts in Amherst, and Doctoral Candidate field supervisor for Baker University in Kansas. When she was appointed the Superintendent of the Auburn-Washburn School District in 2001, she became the first female Superintendent in the district and the only female Superintendent in Shawnee County. She retired on July 31, 2015 after 40 years in education and 19 years as a Superintendent.



Dr. Mary Fasbender Midwest Associate

Mary Fasbender currently holds the position of Regional Associate with GR Recruiting, and Mary has worked in the executive recruiting field for more than a decade, serving as lead associate throughout the Midwest and the entire country in districts of all sizes. She works with School

Boards, Administrative Teams, Teachers, and stakeholder to develop district profiles in order to recruit, screen, and present boards with a slate of candidates for positions such as administrator, business official, principal, or superintendent of schools. She also works with board leaders and superintendents in order to facilitate a smooth transition of leadership, clarifying roles and responsibilities and establishing a focus on assessment and planning.

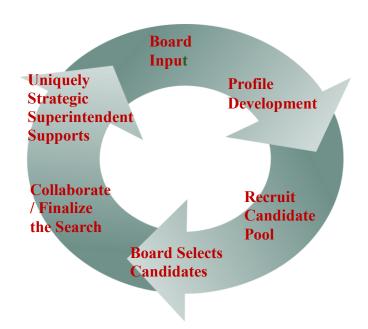
Prior to her current role, Mary served as Superintendent of Schools in a northern Illinois suburban district. She led the district in creating a 5-year Strategic Plan, that included short- and long-term goals and benchmarks to support student success and staff readiness for 21st Century leading. Under her leadership student outcomes on the state exams rose to first in McHenry County, recognition as a State Spotlight School, while implementing efficiencies leading to increased fund balances. Mary was also the Assistant Superintendent for Curriculum and HR. During her tenure in this role she recruited, interviewed, and hired hundreds of teachers and administrators. Recently she coled a successful \$7 million capital campaign for St. Mary's Catholic Church.

Mary graduated from Knox in 1971 with a degree in French and endorsement in education. In 1988 Mary received her Master of Education in Leadership & Supervision from Northern Illinois University. Mary was awarded her Doctor of Education in Educational Administration in 1994 from Northern Illinois University.



SCOPE OF WORK

Raytown Quality Schools



Step 1. The School Board's Involvement at the Start

- ◆ Individual Facetime, Zoom, Google type interviews with each member to assess perspectives that lead to an accurate profile for the position.
- Establish a comprehensive timeline for the search.
- Determine the salary range and benefits package.
- ◆ In consultation with the School Board, we will develop a marketing and recruitment plan. We will place the search information on the district and GR Recruiting websites and key state, regional and national organizations such as: the National Alliance of Black School Educators (NABSE), Association of Latino Administrators and Superintendents (ALAS), Council of Great City Schools (CGCS), American Association of School Administrators (AASA), and National School Boards Association (NSBA) and State Administrator and School Boards Associations. Print and electronic advertisements will be developed for posting with key educational leadership associations, including organizations which focus on diversity in education leadership.
- We will demonstrate all standard application forms to ensure compliance with state laws.

The Process (CONT.)

Step 2. Staff and Public Involvement

- ◆ Assess constituent concerns and preferences utilizing our firm's 28 item research-based survey which is available in a variety of languages.
- ◆ If desired, we will provide in person, virtual or a combination of both for meetings with predetermined groups of people to interact with them on characteristics that are vital for the position profile

Step 3. Recruitment and Screening of Applications

- ◆ Ensure communication with associates working the search and any known details that are relevant.
- Aggressively recruit applications from individuals known for their traits that match those of the District.
- Make broad contacts throughout the educational profession for referrals of individuals to strongly consider.
- Screen all applications to determine whether to move them forward as possible candidates. Screening is always performed carefully considering District position requirements.
- We will interview all candidates to assess actual interest and viability. This is accomplished by virtual candidates interviews responding to a set of questions relevant to District and professional and personal information.
- Perform extensive background investigations on top candidates. Much of this work is done to protect the confidentiality of both the candidate and the persons who are willing to become references. This, of course, goes far beyond the references listed by the candidates.

Step 4. Presenting the Candidates

- We will provide an overview of the entire candidate pool.
- We will give an analysis of the top qualified candidates.
- ◆ The School Board views top candidate interview videos.
- The School Board reads and discusses each candidate's application materials.
- School Board members participate in a consensus building exercise to develop a ranking of candidates to determine those to advance as finalists for further interviews.
- ◆ Top candidates and finalist interviews via in person, Zoom, Google or by the School Board's preferred platform.
- Consultant and board will finalize board approved interview questions for the top candidates.
- ◆ Firm will assist in all scheduling details necessary to enhance the final School Board/finalist interview process.

The Process (CONT.)

• Firm will provide the School Board with criminal, civil, social security, DMV records to ensure that there are no last-minute surprises. This also includes verification of past employment and education degrees. This is provided at no additional cost for the top candidates.

Step 5. Concluding the Search

- ◆ If requested, assist the District legal staff in negotiating a contract with the new Superintendent.
- ◆ All files will be subject to disposal and all unsuccessful candidates will be respectively notified.
- ◆ The Firm will assist the School Board in developing a press release announcing the selection of the new Superintendent.
- ◆ GR Recruiting has a unique partnership with the nationally recognized company, K12 Insight which specializes in solutions for Community Engagement, Online Surveys, Customer Service for Schools, and School Communications. This data provides the Board valuable staff and community input during the search process as well as valuable information that can enhance the new superintendent's transition into the district.

RAYTOWN QUALITY SCHOOLS

SAMPLE TIMELINE

(Actual dates to be determined in the first meeting with the School Board)

Phase of Search	Tasks at Each Phase	Tentative Estimates
I Board Involvement	 Meet with the School Board to do the following: Establish Superintendent search operating procedures, timelines, meeting dates, strategies for advertising and recruiting, and develop announcement materials of leadership opportunity Notify GR Recruiting Associates and professionals in the field of vacancy. 	1week
II Staff and Public Involvement	 District notifies all component school districts, constituents and stakeholders regarding public input opportunities. Public survey link is posted on-line to gather input and develop the candidate profile – available on-site website Finalize Superintendent Profile & approve online application 	2 weeks
III Recruitment & Applicant Screening	 Targeted, confidential outreach to leaders who might not be seeking a new job. Accept candidate applications & outreach to candidates matching the District Profile Deadline for all applicants Paper screen and complete candidate reference checks 	4-6 weeks
IV Present Slate of Candida	 Search team reviews matching candidates and determines slate Search team meets with School Board in closed session to discuss/determine candidates to be interviewed in the 1st level Interview. Board of Directors finalizes Round 1 candidate interview questions 	1 week
V Interviews & Concluding the Search	 Schedule all Round I and Round 2 (if needed) interviews. The School Board and consultants will agree upon an interview format that is best suited to the needs of the District and community. GR Recruiting consultants will facilitate the interview and subsequent deliberation process as needed, after which Round II interview questions are finalized. Round II interviews and subsequent deliberation process facilitated by GR Recruiting as needed While the basic compensation package will be developed at the outset of the search, GR Recruiting will ensure that contract negotiations and the eventual employment agreement reflect all parties' understanding and expectations. 	1 week
VI Ongoing Support for Superintende	 Customizable support for the School Board and new Superintendent includes: Entry plan assistance for the Superintendent and Board. Assistance in preparing an introduction for the new Superintendent to the community. 	Ongoing

PHASES OF THE SEARCH PROCESS



Initiate

Set timeline and activate search process with all Associates.



2 Engage

Engage community and develop a leadership profile and critical interests that align with the community's priorities.



Recruit

Utilize our veteran network of nation-wide Associates to identify and recruit top quality leaders who match the profile.



Select

Board selects a slate of highly qualified candidates aligned to priorities of the Board and community for interviews



5 Transition

Appoint and announce the new superintendent, and provide transition and ongoing supportive services.

WHY GR RECRUITING IS UNIQUE

- Recruiting qualified candidates is our strength and trademark.
- We have assembled the most experienced, diverse and aggressive team of 50 plus associates throughout the nation.
- We use a thorough process with an experienced team that is customized to meet the needs of your District.
- Experience in placing highly qualified candidates
- Our strong recruiting relationship through state and national organizations
- Great care is taken to assign associates who will become strongly aware of your District's needs in order to coordinate your search; including diverse men and women with wide ranging education in nonprofits, military and the private sector.
- Our thorough background checks of top candidates
- A long history of our associates placing women and individuals of color in leadership positions
- We have a proven record of aggressively recruiting a diverse pool of candidates that match our client's profile
- We have great success in long tenure placement of candidates by our associates.
- We aggressively recruit highly accomplished individuals who may not currently be in the job market, including "rising stars".
- Our candidate profile survey provides additional data from K12 Insight which is critical for the Board and Superintendent to be successful
- We have significant experience in recruiting and placing non-traditional and hybrid candidates who have a background in both education and the private sector.
- Beyond the search, GR Recruiting will provide an ongoing leader mentoring/support from some of the most experienced, diverse consultants in the nation.
- GR Recruiting has a unique partnership with a nationally recognized company, K12 Insight which specializes in solutions for Community Engagement through Online Surveys, Customer Service for Schools, and School Communications.
- Our process provides valuable information beyond the candidate profile from the Board, staff and community during the search process as well as survey data that can be used to enhance the new superintendent's transition into the district. <u>This process is provided at no additional cost, and no other firm provides this service.</u>
- We provide a two year guarantee on placement of candidates, including complete professional background checks of top candidate conducted by an external firm <u>at no added cost.</u>

Mission Statement:

CONFIDENTIALITY

We commit that our search processes will be hallmarked by confidential, professional, and supportive services for your school board and community. *This means that GR Recruiting will hold in the strictest confidence any/all information which becomes known to us, as a result of the services rendered to the school board.* As we work together, you as our client, will also need to maintain the confidentiality of information provided by GR Recruiting.

COST BREAKDOWN

The Consultant Fee. The base fee for the performance of the Superintendent search by the consultant as provided in this Proposal will be fifteen thousand five hundred dollars (\$15,500). The firm will discuss any modifications relating to the search fee regarding our services at the formal presentation. The Superintendent search fee shall be paid in three (3) installments; 1/2 of total fee is due upon signing of the contract; 1/4 of fee is due at the time of the stakeholder meetings; and the final 1/4 of fee is due when the Superintendent is officially hired by the District.

There is no charge by GR Recruiting for the services to assist the School Board in negotiating a contract with the new Superintendent and the development of the contract terms.

Consultant Reimbursed Expense. Certain expenses, including travel, lodging, meals, shipping, and other search related expenses will be kept to a minimum and are to be reimbursed by the District. Said expenses will be invoiced as they occur and will include a detailed account listing of such expenses.

Advertising Expenses. Will be billed separately to the district with board approval.

Candidate Expenses. If the District determines to reimburse candidates for interview expenses, expenses may include travel, lodging and meals for the candidate and spouse. Candidates are to submit all receipts and expense documentation to a designated individual at the District and said expenses will be paid as they occur.

Cost Saving Expense Options. GR Recruiting is aware of budget concerns and therefore offers several cost saving options: 1) Conduct meetings with our consultants via video conference such as Zoom, Skype, Google, or other medium, which could potentially save thousands of dollars in travel expenses; 2) Utilize our materials electronically (either via e-mail or a flash drive); and 3) Boards may conduct 1st round candidate interviews via Zoom to reduce candidate travel expenses. Once the School Board narrows the candidates down to the finalists, the intent will be to interview each finalist in-person with the School Board.

ESTIMATED COST SHEET

PREPARED FOR Raytown Quality Schools

CATEGORY					
BASE FEE	\$15,500.00				
TRAVEL (As Needed)					
Estimated cost for GR Recruiting Associates to travel to Raytown Quality School District for on-site meetings (to be inclusive of all travel, lodging, meals, etc.) ¹	\$1,500.00				
ADVERTISING					
Estimated expense for board approved advertisements ²	\$1,500.00				
TOTAL SEARCH COST	\$18,500.00				

Does not include candidate interview expenses.

SATISFACTION GUARANTEED

We provide a termination provision in our contractual agreement with the Raytown Quality Schools. If the District or GR Recruiting terminate this agreement, the District will be charged only for the work performed and expenses incurred up to the date of termination. If the School Board is dissatisfied with the new Superintendent within two (2) years from the date of employment of the Superintendent and if either party dissolves that relationship by resignation or termination within a two (2) year period of the initial employment, the firm of GR Recruiting will conduct a new Superintendent search at no cost to the District, except for expenses incurred.

GR Recruiting's experienced team will guide you throughout the search process. Our process will be tailored to meet your School Board's needs and we stand ready to modify our process to match your search interests.

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¹ The \$1,500.00 travel expense would be a cost savings if search meetings were conducted via virtual medium

² All Board approved advertising would be billed to the District

A RECENT SAMPLE LISTING OF SEARCHES CONDUCTED BY OUR ASSOCIATES

District	State	Enrollment	Year	Placement	Years Tenure
Bloomfield Hills School District	MI	5,470	2019	Patrick Watson	3
Boulder Valley Public Schools	СО	31,000	2018	Rob Anderson	3
Champaign Public Schools	IL	10,000	2020	Shelia Boozer	1
Edmonds Public Schools	WA	21,000	2020	Gustavo Balderas	1
Everett Public Schools	WA	21,000	2019	Ian Saltzman	2
Grand Rapids School District	MI	16,000	2020	Leadriane Roby	1
Granite Falls School District	WA	2,000	2018	Josh Middleton	3
Gresham Barlow School District	OR	11,900	2017	A. Katrise Perera	4
Hickman Mills C-1 School District	МО	5,839	2020	Yao Obeng	1
Indian Prairie School District	IL	29,000	2020	Adrian Talley	1
Kansas City Public Schools	МО	15,345	2016	Mark Bedell	5
Lake Oswego School District	OR	9,000	2019	Lora de la Cruz	2
Lake Washington School District	WA	32,000	2018	Jane Stavem	3
Lawrence Public Schools	KS	11,000	2018	Anthony Lewis	3
Matanuska-Susitna Borough School District	AK	19,000	2019	Randy Trani	1
Missoula County Public Schools	MT	15,000	2019	Rob Watson	3
Omaha Public Schools	NE	53,320	2017	Cheryl Logan	3
Seattle Public Schools	WA	49,000	2018	Denise Juneau	3
Snoqualmie Valley School District	WA	7,200	2019	Rob Manahan	3
Springfield Public Schools	МО	24,586	2020	Grenita Lathan	0

REFERENCES

Below you will find past clients with whom our Associates have worked, and they are available for you to contact as you choose.

District	State	Enrolled	Year	Referent	Phone	Email
Olathe School District	KS	29,244	2019	Rick Schier Board President	913.530.3544	rickschierboe@gmail.com
Bentendorf Community School District	IA	4,489	2020	Adam Holland, Past Board President	563.219.9300	aholland@bettendorfk12.ia.us
Bloomfield Hills School District	MI	5,470	2019	Paull Kolin President	203.570.2155	pkolin@bloomfield.com
Boulder Valley School District	СО	31,000	2019	Tina Marquis Board Member	303.941.5672	Tina.marquis@bvsd.org
Edmonds School District	WA	21,000	2020	Deborah Kilgore, Ph.D. Board President	425.223.8330	Kilgored952@edmonds.wednet .edu
Everett Public School	WA	21,000	2019	Caroline Mason Board President	425.238.7308	Caroline.mason@everettsd.org
Gresham Barlow School District	OR	11,900	2017	Kris Howatt, Board Member	503.830.3608	howatt@gresham.k12.or.us
Indian Prairie School District 204	IL	28,500	2020	Michael Raczak President	630.421.0714	Mike.raczak@ispd.org
Lake Oswego School District	OR	9,000	2019	Liz Hartman, Former President	503.697.7727	Liz.hartman@loswego.k2.or.us
Omaha Public Schools	NE	52,000	2017	Marque Snow President	402.915.2885	Marque.snow@ops.org
Springfield Public Schools	МО	23,000	2020	Alina Lehnert Board President	417.984.3820	alehnert@spsmail.org