

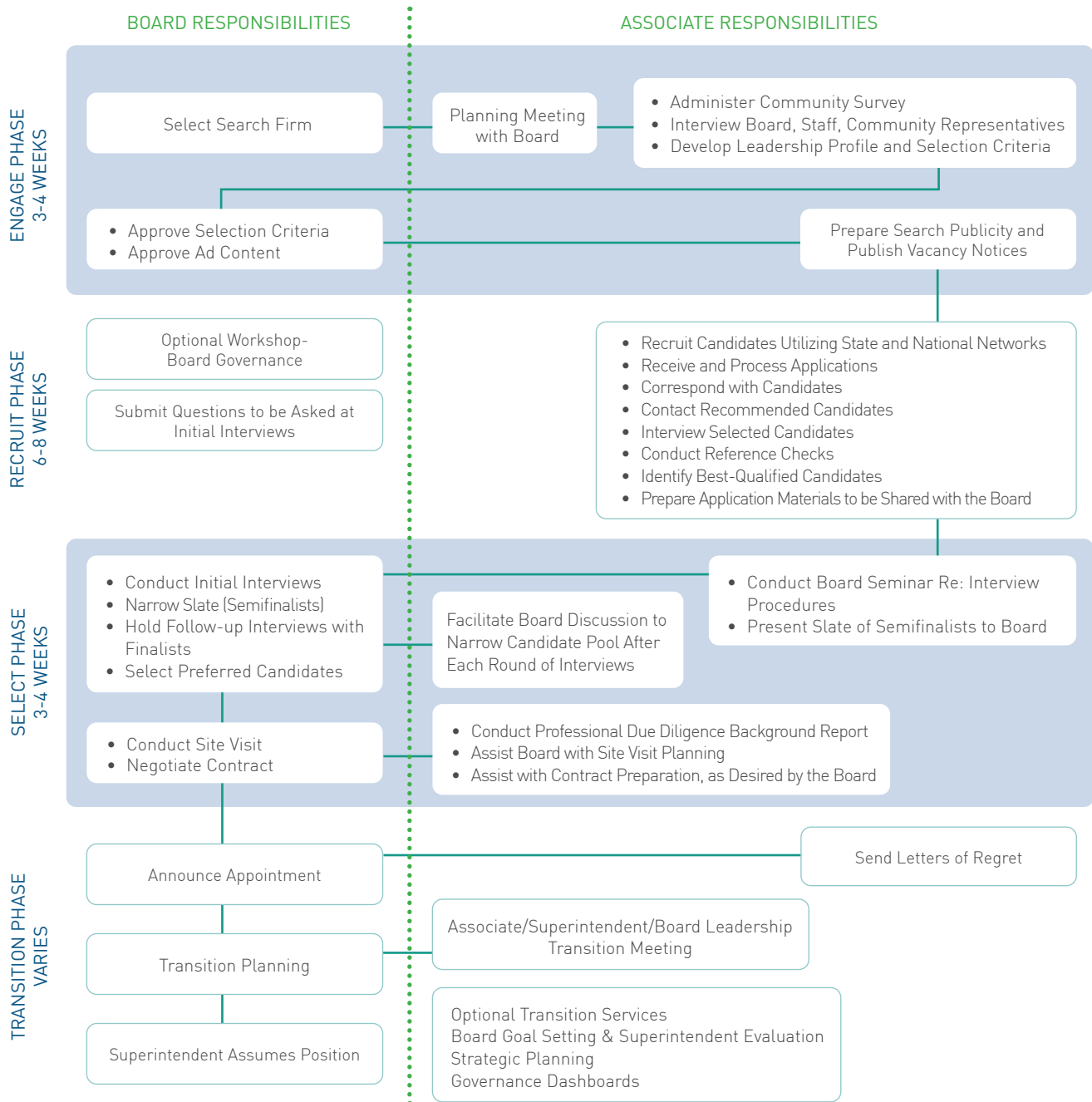


SAN MATEO-
FOSTER CITY
SCHOOL DISTRICT

San Mateo – Foster City School District Superintendent Search Proposal

HYA | HAZARD
YOUNG
ATTEA
ASSOCIATES

HYA Signature Search Process



February 10, 2021

Mr. Kenneth Chin, President
San Mateo-Foster City School District Board of Education
1170 Chess Drive
Foster City, CA 94404

Dear Members of the San Mateo-Foster City School District Board of Education:

Thank you for the opportunity to present this overview of the services that Hazard, Young, Attea & Associates, (HYA) can provide to San Mateo-Foster City School District in your search for a new Superintendent. Why is HYA exceptional amongst educational search firms? We believe it is due to the following factors:

NATIONAL REACH – LOCAL KNOWLEDGE: We have conducted over 1,400 searches and are represented by associates throughout California and across the nation. We have also conducted searches for more than half of the member districts of the Council of Great City Schools and 47 of the 100 largest districts in the country. The firm has both a local and national reach, with 20 California-based associates, and 100 others from throughout the country. We have conducted more than 180 executive searches in California.

THE BOARD PORTAL: Communication and organization are critical to successful searches. Our web-based delivery system gives the Board anytime, anywhere access to all documents regarding the search. Whether through a tablet, smart phone, laptop or desktop computer, the Board and the search Associates have confidential access to all information associated with the search in an organized, transparent, and timely manner.

RESEARCH BASED COMMUNITY ENGAGEMENT: HYA's community engagement process and online survey employ research-based approaches to identifying the goals, needs, and priorities of the school system along with the desired characteristics of its next leader. The survey was developed based on research on effective leadership.

MORE THAN A BACKGROUND CHECK – EXECUTIVE DUE DILIGENCE: HYA's comprehensive and expanded background checks are completed by independent third-party investigators and include an executive summary allowing for an analysis of findings, not simply dozens of articles and documents for Board members to read.

Our technical proposal, which follows, is based on the guidelines set forth in your RFP. We would appreciate the opportunity to assist the SMCCSD Board once again in this most important task.

Sincerely,



Glenn "Max" McGee, Ph.D.
President
Hazard, Young, Attea & Associates

INTRODUCTION

Hazard, Young, Attea and Associates, (HYA) Proposes to conduct a national search for talented and highly qualified candidates for the position of Superintendent of Schools for San Mateo – Foster City School District (hereinafter referred to as “SMFCSD” or District). This document serves to clearly outline the specific services, deliverables and costs proposed for San Mateo – Foster City School District per the RFP.

1. FIRM HISTORY AND DESCRIPTION

Hazard, Young, Attea & Associates (HYA) has more experience in identifying quality educational executives than any other firm in the industry. Our firm began working with Boards more than thirty years ago in an effort to assist them in recruiting highly qualified candidates and finding a leader that is the right fit for the district. HYA’s success is about people: our Associates, their extensive contacts and the Boards we assist. We build relationships with each new search, expanding our reach and our record of success.

HYA has successfully assisted with over 1,400 searches nationwide and over 100 in California. Attached to this proposal is a record of superintendent search references from the last five years and an extensive listing of California searches. The student enrollment in these districts range from less than 100 students to upwards of 640,000. We find that the large quantity of searches our firm conducts per year puts us at a competitive advantage. The search volume places our firm and its Associates in more frequent contact with potential candidates, many of whom may not be actively seeking employment but are then known to the Associates and can thus be recruited when or if an appropriate position arises. Presently, our firm is represented by 24 Associates in California and 100+ Associates from throughout the United States who assist with the firm’s mission to provide aggressive, thorough and quality assistance to school boards in need of identifying and recruiting highly qualified executives for superintendencies and other administrative positions.

2. FIRM INFORMATION

Hazard, Young, Attea & Associates (HYA)

Home Office: 1475 E. Woodfield Road 14th Floor
Schaumburg, IL 60173

Phone) 847-724-8465

Fax) 847-318-6751

Email) hya@hyasearch.com

HYA President: Max McGee 224-234-6129

maxmcgee@hyasearch.com

Project Manager: Therese Meyer 847-250-7517

theresemeyer@hyasearch.com

3. THE SEARCH TEAM

HYA assigns an individual management team to each executive search that it conducts. Upon the concurrence of the Board, HYA proposes the following search team. Resumes for the team are included in the Appendix. A description of their experience can be found in section #6 of this proposal.

HYA Associate	Cell Phone	Email
Carolyn McKennan	831 295-0982	carolynmckennan@hyasearch.com
Vahn Phayprasert	415-871-7537	vahnphay@hyasearch.com

4. REFERENCES


HYA's reputation for effectiveness and integrity is extremely important. The following references were chosen because the board worked with the HYA Associates being proposed for the search or because the district has a similar demographic profile to the district. The reference contact information includes the Board President of the District. In addition to the references listed below, an extensive list of searches HYA has conducted in California is attached.

District Name and State	Reference Name	Contact Information
Cupertino Union School District, CA	Lori Cunningham	408-252-3000 Cunningham-lori@cusdK8
Los Angeles Unified SD	Monica Garcia	213.505.6122 monica.garcia@lausd.net
Los Gatos-Saratoga UHSD	Cynthia Chang	408-888-8995 chang@lgsuhd.org
Palo Alto Unified SD, CA	Ken Dauber	650-906-4340 kdauber@pausd.org
San Mateo-Foster City SD (CA) *2015 search	Audrey Ng	626.862.4582

HYA also had the privilege of serving the following Boards in San Mateo County School Districts over the years:

Belmont-Redwood Shores SD	Brisbane School District	Burlingame School District
Las Lomas Elementary SD	Portola Valley SD	San Bruno Park SD
San Carlos School District	Woodside Elementary SD	Jefferson Union HSD
Sequoia Union HSD	South San Francisco Unified HSD	

5. SERVICES UTILIZED TO ASSIST IN IDENTIFYING CANDIDATES




HYA does not use any direct services to identify or recruit qualified candidates, as that is our primary area of expertise. We pride ourselves on knowing thousands of educators IN California, the west coast and across the country and using this network to identify potential candidates and to conduct initial vetting of these candidates to insure they are qualified for the position and are a great potential match for unique needs of the SMFCSD. Our skill set in this area and our network of educators has been one of the foundation components of our success over the past 30+ years.

While we do not use any outside services to identify candidates, we do have deep and significant relationships with a number of state and national organizations so that we can get the word out about vacancies and solicit recommendations for highly qualified candidates. Our Associates in California have long standing relationships with ACSA (Association of California School Administrators), CALSA (California Association of Latino Superintendents and Administrators), CAASA (California African American-American Superintendents Administrators) and other associations, universities, and organizations. Some of the national organizations that we contact most often include the American Association of School Administrator (AASA), the Association of Latino Administrators and Superintendents (ALAS), and National Alliance of Black School Educators (NABSE), the Council of Great City Schools, and the National Association of School Boards (NSBA). Through our network of associates we also have relationships with most the state-level administrative and school boards associations.

The one formal relationship for services that we use in determination qualifications of candidates is with Baker Eubanks. This firm is an industry leader in conducting background checks and media reviews. We recommend to Boards that they use the services of Bakers Eubanks to conduct a final, thorough background check on their finalist or semi-finalists to insure that nothing has been missed in the vetting process.

6. EXPERTISE OF THE SEARCH TEAM AND HYA ASSOCIATES

Carolyn McKennan, Ed.D Dr. McKennan served as a school superintendent for 16 years in two California School Districts. Upon retirement she joined Hazard, Young, Attea & Associates (HYA) as a Senior Associate before being named the West Coast Regional President of HYA. During her 15 years with HYA she has completed 80 searches on behalf of the firm including those in Arizona, California, Montana, Oregon, and Washington. Dr. McKennan has assisted districts ranging from 450 to 730,000 students. She is nationally known having presented at many conferences including the American Association of School Administrators (AASA) and the Association of Latino Superintendents and Administrators (ALAS). She has worked closely with the California Association of African American School Administrators (CAAASA) and the California Association of Latino School Administrators (CALSA). Her leadership and collaborative style are well known throughout the educational



community including the many school boards she has served.

While serving as President of HYA from 2013 – 2018, Dr. McKennan also oversaw executive searches throughout the state of California and school districts and educational organizations throughout the west coast.

Vahn Phayprasert is a proven educational leader with expertise in strategic planning, administration teams, board relations, and executive searches. With over 19 years of experience in education, Vahn has served as superintendent of schools, assistant superintendent of educational services, school principal, middle school dean of students, and general education teacher in San Mateo County (Millbrae School District and San Mateo-Foster City School District). During his tenure, Vahn’s focus was on equity for all kids, strengthening partnerships with community stakeholders, Professional Development for administration and most notable, implementation of a Social Emotional Learning (SEL) Program district-wide.

As superintendent of schools, Vahn led a systemic change process that resulted in a comprehensive strategic plan, administration collaboration, and improved board-teacher-administration relations through strategic collaboration and alignment of HR practices. In addition to his leadership roles, Vahn was a member of the Association of California School Administrators mentoring fellow administrators within his own district and across San Mateo County.

7. SCOPE OF SERVICES

HYA’s search processes are organized in four phases – Engage – Recruit – Select and Transition, which are aligned below to the questions in your RFP. Full descriptions of each phase in our search process are included in this proposal. HYA assigns an individual management team to each executive search that it conducts. The lead Associates assigned to the SMFCSD will assume direct responsibility for the search and coordinate the activities of the other Associates engaged in the project. Additional Associates are generally engaged as needed, with all 20+ California Associates and 100+ Associates in the firm tasked with identifying prospective candidates for the search. An assigned team also ensures that individuals closely associated with the search are available to respond in a timely manner to any request the client board may have.

The HYA Associates will perform all the necessary support services to ensure a successful search. Many of the “value add” services are described in other sections of the proposal, but be assured that Dr. Carolyn McKennan and Mr. Vahn Phayprasert will facilitate the work of the Board – meeting as often as needed, providing the necessary support, and maintaining

direct and frequent communication – until a new Superintendent is employed. The search team is supported by the back office to ensure timeliness of the work.

Suggested Timeline:

Date	Activity
Week of March 1, 2021	Board Planning Meeting
Week of March 8, 2021	Leadership profile Focus groups: Consultants meet with Board members individually, staff, parents, community members and local officials designated by the Board.
March 8-19, 2021	Online Survey available to public for completion
Week of April 5, 2021	Board meeting to present, review Leadership Profile Report (LPR)
March-April, 2021 HYA national website EdCal, EdJoin, CALSA, CAAASA	Advertise as directed by the Board
April 9, 2021	Recommended application deadline - applications will still be accepted until position is filled.
Week of April 12, 2021	Top candidates interviewed by consultants.
Week of April 19, 2021	Consultants meet with the Board to identify slate of semifinalists - plan initial interviews and develop questions (open and closed session)
Week of April 26, 2021	Board interviews slate of semifinalists. The Board will meet with consultants at the conclusion of the interviews; consultants will conduct extensive background checks on the finalists. Two days for interviews are recommended to be calendared.
Week of May 3, 2021	Board Second interview with finalists. <i>Details of the second interview will be determined after the semifinalist interviews. If the Board chooses to have an Advisory Committee participate in the final selection, this will be scheduled.</i>
May, 2021	Board will meet with consultants immediately following final interview to determine preferred candidate
May, 2021	Finalize contract, approve appointment
TBD	Introduce superintendent

The following services and deliverables are including in the HYA Signature Search Process:



Engage Phase

HYA takes great pride in its commitment to community engagement and thoroughness of the processes used to gather input. We have a strong reputation for deep and meaningful engagement at stakeholder forums, community interest group meetings and individual interviews. We also use a research based survey tool that is available in multiple languages and is presented with disaggregated data by stakeholder group. Some of the most important deliverables during the engagement phase of the search include the following:

- Conduct a Planning Meeting with the Board and provide a summary of said meeting which will detail the timeline and steps of the search process and decisions made by the board;
- Survey community constituents electronically and provide a report of findings; The HYA Community Engagement Survey is a research based instrument that is specifically designed for the search process and has a specific analysis, scoring logic and reporting framework. If the client requests a customized survey, the team will assist the district in designing a customized survey.
- Provide for up to four individual consultant days for interviews, focus groups, and/or town hall meetings to gather in-person input from constituent groups as decided by the board; additional days are billed at \$1000/day;
- Present a *Leadership Profile Report* to the Board, and propose *Desired Characteristics* based on the data from the survey, interviews with district and community representatives and other material made available to the associates.

Extensive experience and expertise conducting video interviews, focus groups, forums, meetings, and candidate presentations, meet and greets, and community Q&A sessions

The HYA team will work with the SMFCSD Board to customize an approach to stakeholder engagement that takes into consideration current status of social distancing and the specific needs of the District Community. Long before Covid-19, our firm was conducting online community forums. In addition, with current travel and meeting restrictions we have recently conducted on-line focus groups with students, staff, alumni, community groups, city and county council members, etc. HYA has also reported and presented to school boards at public meetings and in closed sessions using the whole array of digital platforms: Zoom, Google Meet, Web Ex, and GoToMeeting. HYA recently conducted community presentations and interviews via a Zoom Webinar for the two finalists in the final stages of a search. Over the past year, our firm has successfully completed searches conducted completely virtual, as well as hybrid models of in-person/virtual meetings and interviews.





Recruit Phase

We use a myriad of recruiting techniques to ensure we are reaching out to all potential candidates. The Recruit Phase consists of National and regional advertising packages for Board consideration and leveraging HYA's extensive national network of Associates and incorporating advertising strategies. Our Associates throughout the country are aware of outstanding Superintendents and aspiring Superintendents in their state and region and maintain close professional relationships with many educators and school district leaders who might be interested in making a job change or a career move. We have ongoing relationships with state and national superintendent organizations and leaders so that they can recommend candidates to us. We have Associates who serve on the Boards of the *American Association of School Administrators*, the *Association of Latino Administrators and Superintendents*, and the *National Alliance of Black School Educators*. Associates are kept informed of the searches the firm is conducting and we seek recommendations from them regarding candidates who fit the profile being sought for that district. The proof of our recruiting network and efforts is the fact that approximately two thirds of the candidates ultimately selected by Boards with whom we work were recruited for the position rather than self-selected or self-nominated. The deliverables during the recruitment phase include:

- Prepare and place advertisements as selected by the Board;
- Recruit and contact candidates utilizing national networks;
- Correspond with candidates regarding the search process, timeline, *Leadership Profile Report* and *Desired Characteristics*;
- Interview candidates;
- Conduct reference checks;
- Identify best qualified candidates;
- Prepare application materials of selected slate of candidates for Board consideration.

SCREENING CANDIDATES

Reference checking is one of the most important tasks in the search process. We often begin with the informal references of referrals for potential candidates. Once an individual moves to the level of a potential candidate through the application process or through recommendations and recruitment efforts, we begin our vetting process. This includes contacting the listed references on the application or provided by the candidate. While this step is necessary it is not sufficient as most candidates will provide references that will provide only highly favorable comments. We continue the vetting process by conducting comprehensive internet searches to review any public information regarding the candidates. HYA Associates conduct confidential reference calls to obtain deep insight on any candidate that would be recommended to the Board for consideration. Given our network of

Associates and many professional relationships, it is likely that we know someone who either knows the candidate directly or knows someone who knows the candidate. These references often provide confidential, hard-to-obtain information about the candidate that is invaluable in determining whether or not to recommend the candidate to the Board.

Two additional steps are recommended towards the end of the selection process, before any public announcement: a comprehensive independent background check by an outside firm and a site visit. The comprehensive background checks can be conducted on the single finalist or on the three semi-finalists that the Board brings back for second interviews. These are not simple background checks by searching a social security number. The due diligence background checks are conducted by a third-party entity and include checking on issues related to criminal and civil court records, financial records, driving records, college degrees and university accreditations. They can also include print and social media reviews. The site visit is optional, and is typically completed on the sole finalist once a selection is made but before a contract is signed.



Select Phase

HYA believes that the Associates are responsible for supporting the School Board in all phases of the search. This is particularly true during the interview process for semi-finalists and finalists because we want the Board members focused on assessing the candidates, not managing logistics. The Associates are available during the interview process to ensure that all runs smoothly and to facilitate debriefing the interviews and what the Board learned about the candidates. Some of the specific deliverables during this phase include:

- Present a slate of candidates, the number of candidates to be determined by the Board with a recommendation from HYA;
- Conduct the Interview Workshop and provide materials and protocols to ensure informative effective Board interviews;
- Schedule interviews for the Board with selected semi-finalists and finalists;
- Facilitate Board discussion to narrow candidate pool after each round of interviews;
- Coordinate and provide third party, independent investigative background check(s) of candidates as selected and paid for by the Board;
- The Board's decision to hire or not hire a particular candidate is at the sole discretion of the Board; and the Board takes responsibility for that decision.

Upon completion of screening interviews conducted, the Associates will present a select slate to the Board. The number of candidates on the slate will have been determined by the Board during the initial Planning Session. Prior to presenting the slate (or in a separate advance session, if preferred), the consultants will conduct a seminar for the Board designed to prepare for candidate interviews. This seminar will include written guidelines and

protocols to ensure informative and comprehensive interviews. Approximately one to two hours in length, the seminar will also review the steps in the final stages of the search.

Prior to this workshop, HYA will solicit questions, hypothetical situations and/or topics of interest, identified by the Board as desirable topics of discussion for the Board's initial interviews with the candidates. Such feedback will be developed into an Interview "Script", which will be reviewed and revised during the aforementioned workshop and then used by the Board during the first round of interviews. The second interviews are generally unscripted and designed to follow-up on topics and questions identified during the first interviews.

The consultants will facilitate each decision-making session of the Board, if desired. Such involvement permits more active engagement by all Board members in both the general search process and the specific dialogue regarding the candidate pool. In facilitating the decision-making process, HYA assists the Board in assessing the abilities of the respective candidates in relation to the criteria identified by the Board.




Transition Phase

At the conclusion of the selection process, HYA offers a combination of included services and optional services to assist with the transition of the new superintendent. The included services are:

- Communicate with all unsuccessful candidates at the close of the search and the appointment of the new Superintendent;
- Assist the Board in announcing the appointment of the new superintendent
- Hold a transition meeting with the new Superintendent regarding information learned throughout the search process and next steps in the transition process;
- Offer other transition services to be considered by the Board and if desired, paid for by the Board.

8. DISTRICT STAKEHOLDER AND COMMUNITY INVOLVEMENT

The HYA Engage phase consists of designing and planning a process of engaging the Board and stakeholders through interviews, online surveys, and focus groups. HYA will conduct individual interviews with each member of the Board and others the Board designates. Information from these interactions assists the Board in developing a leadership profile and selection criteria that match the priorities of the community and that meet the unique needs of the District. This disciplined, inclusive and research-based approach ensures all stakeholders have the opportunity to be a part of the search process and provides valuable feedback about the school district based on HYA's local research and professional understanding of the district's standing in the broader marketplace. In an effort to be fully transparent to the community, an internet link is provided to the HYA website which details



the search process and the vacancy announcement. The development of the Leadership Profile allows the search team to focus all recruitment and screening efforts on candidates that meet the skills and talents identified by the community engagement process. Top ranked candidates will have experience, skills and talents that match the needs identified by the SMFCSD.

9. PRICING PROPOSAL

In consideration for Services, the District will pay to Hazard, Young, Attea and Associates:

- A. Consulting Fee for the search in the amount of \$23,000. The fee covers the costs of consultant services for the major components of the search process as defined in this proposal and the HYA California Advertising Package which includes two (2) ads in EdCal and a 30 day online CALSA advertisement. The Consulting fee is due in three installments:
 - 50% will be invoiced upon execution of the contract/agreement
 - 25% will be invoiced upon presentation of the Leadership Profile Report
 - 25% will be invoiced upon presentation of the slate
- B. Associate Expenses, if applicable, for travel will be reimbursed by the Board. If the search is conducted virtually, travel expenses for the consultants will not be applicable.

Optional Additional Services:

- C. If the Board chooses to reimburse candidates for travel for interviews, Candidates will submit the expenses directly to the District for reimbursement.
- D. Advertising on HYA's webpage (over 18,000 page views on our Active Searches page per month) and social media pages are included in the consulting fee. The HYA California Advertising Package is also included in the fee. If the Board wishes to add additional regional or national advertising, options and pricing for these optional advertising services are attached.
- E. Background checks/Executive Due Diligence Services: HYA Associates screen and conduct reference checks on candidates. HYA highly recommends an independent, third-party due diligence background check be used on the finalist(s). The cost ranges from \$1100 - \$1950 per candidate. See attached for investigative procedures and options.

- F. HYA is a green corporation and provides all search materials via an online portal. If the Board requests hard copies of the materials, the district will be invoiced to cover the costs of any printing, binding and shipping of materials.
- G. The Community and Leadership Profile Survey is offered in English and Spanish. If the district wishes to offer the survey in additional languages, the fee is \$415 per language. Please allow up to two weeks for translation. Custom requests will be quoted based on scope of customization.

HYA GUARANTEES

Fixed Price

Throughout the search process the Associates will be available to counsel with the Board about the search. The consultants will assist the Board until the Board determines it has found the appropriate candidate for the position.

Client-Satisfaction

If the Superintendent departs from the position during the first year under any circumstances or within two (2) years if a majority of the Board is still in place and departure is due to dissatisfaction and not personal or familial reasons, HYA will recruit new candidates for the Board at no additional cost barring travel, advertising and due diligence expenses.

Non-Solicitation of Selected Candidate


The Superintendent appointed with HYA's assistance will not be presented to another Board as a candidate if it would result in the Superintendent leaving the District within three (3) years of employment unless the Board provides written authorization to HYA that they may do so.

Price Match

HYA will agree to match the price of any competitive bid as long as the bid is for a comparable level of services and support (both time and process).

10. ADDITIONAL INFORMATION

Our firm and Dr. McKennan had the pleasure of assisting the SMFCSD Board with their Superintendent search in 2015. We are familiar with the district and are confident we can find excellent candidates that match the criteria you are looking for in your next Superintendent. HYA search teams are supported by a professionally staffed office, a technological infrastructure, and a proven search process that allows associates the



capability and flexibility to respond to any request the Board may have on the Board's time schedule.

Our recruiting process is structured to take the time needed to find the right candidate. If for some reason the candidate pool does not yield the right match for the District, we continue to recruit and provide another slate for the Board's consideration. Approximately 75% of the candidates ultimately selected by our Board clients were specifically recruited for that District and may not have considered the position without our contact and communication.

CAROLYN MCKENNAN

EDUCATION

Ed.D.	University of Southern California
M.S.	Montana State University, Billings
B.S.	Montana State University, Billings

PROFESSIONAL EXPERIENCE

2003-Present	Vice President and Senior Associate, Hazard, Young, Attea & Associates (IL)
2013-2018	President, West Coast Region, Hazard, Young, Attea & Associates
2008-2010	Coach, School Administrators, Pivot Learning Partners (Springboard Schools)
2005-2012	Member Services Representative, Association California School Administrators
1996-2005	Superintendent of Schools, Morgan Hill Unified School District (CA)
1990-1996	Superintendent of Schools, Soquel Union Elementary School District (CA)
1989-1990	Assistant Superintendent Instructional Services, San Luis Coastal Unified School District (CA)
1988-1989	Associate Superintendent Administration and Instructional Services Sunnyvale Elementary School District (CA)
1987-1988	Acting Superintendent, Sunnyvale Elementary School District (CA)
1986-1987	Associate Superintendent Curriculum and Instruction, Sunnyvale Elementary School District (CA)
1985-1986	Executive Director Curriculum and Instruction, Billings Public Schools (MT)
1973-1985	Principal, Billings Public Schools (MT)
1967-1972	Teacher, Billings (MT)

CURRENT/PAST CIVIC/PROFESSIONAL ACTIVITIES

Morgan Hill Rotary Club, member, 1996-2005, Paul Harris Fellow
Board of Directors, Cultural Council of Santa Cruz County, 1993-1996
Capitola Chamber of Commerce, member, 1994-1995
Board of Directors, Wharf-to-Wharf Race Committee, 1995-present
Board of Directors, Sunnyvale Chamber of Commerce, 1987-1989
Board of Directors, Leadership Sunnyvale, Vice president, 1987-1989
Committee for Business and Education Together, Sunnyvale, CA, 1987-1989

PROFESSIONAL AFFILIATIONS

President, Superintendents Council, Association of California School Administrators, 2002-2005
President, California City School Superintendents Association, 2000-2001, Secretary 1999-2000
Association of California School Administrators Curriculum Management Audit Committee Governance Council, member, 1997-2003
Chairperson, Mentor New Superintendent's Workshop, Association of California School Administrators, Program, 1993-1994
President, Santa Cruz County Administrative Women in Education, 1992-1994
Vice President, Legislative Action, Santa Cruz Chapter, Association of California School Administrators, 1992-1994
American Association of School Administrators
Association for Supervision and Curriculum Development
Phi Delta Kappa

HONORS

Elected President, Association of California School Administrators Superintendency Council, 2002-2005
CA School Boards Association, Superintendent's Advisory Council, appointed representative, 2003-2005
Association of CA School Administrators, elected representative, Region 8 Superintendency Committee
Association of School Administrators Legislative Policy Committee, 1997-1998
American Association of School Administrators, California Delegate
Northern California Superintendents, 1996-present, by invitation only
Association of CA School Administrators, elected representative, Region 10, Superintendency Committee, 1995-1998
Regional Merit Award, South Bay School Leadership Center California School Leadership Academy, 1993
Senior Level Traineeship, Montana State University, 1967

Vahn A. Phayprasert

EDUCATION

Masters of Arts: Education Administration Supervision:

University of Phoenix, San Diego Campus

B.S. Elementary Education:

Emporia State University, Emporia KS

PROFESSIONAL EXPERIENCE

2020-Present	Associate, Hazard, Young, Attea & Associates, IL
2015-2020	Superintendent, Millbrae Elementary School District, CA
2013-2015	Assistant Superintendent of Educational Services Millbrae ESD, CA
2008-2013	Principal / Dean of Students Millbrae ESD, CA
2006 - 2008	Program Improvement Coach/ELD Teacher, San Mateo-Foster Schools
2003 - 2006	Elem. Teacher/Visiting Teacher, San Diego Unified School District
2002 - 2003	Elementary Teacher, Miami-Dade County Public Schools
2001 - 2002	Elementary Teacher, Houston Independent School District
1999 – 2001	ESU Prof. Development School/Long-term Visiting Teacher, Emporia State

CREDENTIALS

Illinois Professional Educational License (PEL)

California Administrative Services and Multiple Subject Credential, Clear

Cross-Cultural, Language and Academic Development (CLAD), Clear

Gifted and Talented Education Certificate

RELATED PROFESSIONAL EXPERIENCE

Association California School Administrators (ACSA) Personnel Academy, 2013-2014

Association California School Administrators (ACSA) Superintendent Academy, 2012 – 2013

Faculty Associates / San Jose State University, 2006 – 2008

ACCOMPLISHMENTS

- Increased and expanded technology programs
- Reinstated a music program at our elementary sites
- Updated Board Policy & Admin. Regulations to reflect current legislation
- Extended Kindergarten Program to include an afternoon intervention block
- Successfully implemented the Common Core State Standards
- Successfully transitioned to the new California standardized testing system
- Developed a Professional Development and Curriculum Adoption Plan
- Implemented a TK-8th Grade Social Emotional Learning (SEL) Program

California Searches Conducted by Hazard, Young, Attea & Associates

School District	Position
Acalanes Union HSD	Superintendent
Alvord USD	Superintendent
Anaheim Elementary SD	Superintendent
Antioch SD	Superintendent
Baldwin Park USD	Superintendent
Bassett USD	Deputy Superintendent
Belmont-Redwood Shores SD	Superintendent
Beverly Hills Schools	Chief Human Resources Officer
Beverly Hills Schools	Executive Director - Special Education
Beverly Hills Schools	Superintendent
Bonny Doon Elementary SD	Superintendent
Brisbane SD	Superintendent
Bullis Charter School	Principal/Executive Director
*Burlingame ESD	Superintendent
Campbell Union HSD	Superintendent
Capistrano USD	Superintendent
Carlsbad USD	Superintendent
Castro Valley USD	Superintendent
Centinela Valley UHSD	Superintendent
Coachella Valley USD	Superintendent
Compton USD	Superintendent
Coronado USD	Superintendent
*Cupertino USD	Superintendent
Downey Unified Schools	Superintendent
Dublin Unified School District	Superintendent
East Side Union HSD	Superintendent
*El Rancho Unified SD	Superintendent
Eureka SD (Granite Bay)	Superintendent
Fremont Union High School District	Superintendent
Fremont Unified School District	Superintendent
Fresno USD	Superintendent
Galt HSD	Superintendent
Gilroy USD	Superintendent
Gilroy USD	Asst. Superintendent - HR
Gilroy USD	Asst. Superintendent - Ed Services
Glendale Unified School District	Superintendent
Gravenstein Union SD	Superintendent/Principal
Hillsborough City School District	Superintendent
Hollister School District	Superintendent
Jefferson UHSD	Superintendent
*Lafayette SD	Superintendent
Laguna Beach USD	Superintendent
La Mesa Spring Valley SD	Asst. Superintendent - Business Services
*Las Lomitas ESD	Superintendent
Leadership Public Schools	Chief Executive Officer
Leadership Public Schools	Chief Academic Officer
Live Oak SD	Superintendent
Loma Prieta Joint Union SD	Superintendent
Loomis USD	Superintendent

California Searches Conducted by Hazard, Young, Attea & Associates

School District	Position
Los Altos SD	Superintendent
Los Angeles County High School for the Arts	Principal
Los Angeles County Office of Education	Asst. Superintendent - HR
Los Angeles County Office of Education	Deputy Superintendent
Los Angeles County Office of Education	Asst. Superintendent - HR
*Los Angeles Unified SD	Superintendent, Deputy Superintendent - Instruction
Los Gatos Union Elementary SD	Superintendent
Los Gatos -Saratoga Union HSD	Superintendent
Manhattan Beach USD	Superintendent
Mill Valley Schools	Superintendent
Montecito Union SD	Superintendent
Mountain View SD	Superintendent
Mountain View-Los Altos High School District	Superintendent
*Oakland USD	Deputy Chief, Facilities – Facilities Planning and Management
Oceanside Unified SD	Superintendent
Ocean View SD	Superintendent
Orinda Union SD	Superintendent
Pajaro Valley USD	Deputy Superintendent
*Palo Alto USD	Superintendent
Piedmont USD	Superintendent
*Pleasanton USD	Superintendent
Portola Valley SD	Superintendent, High School Principal, Director of Assessment
Ravenswood City School District	Superintendent
Redwood City Schools	Superintendent
Reed SD	Superintendent
Rescue Union SD	Superintendent
Riverside USD	Superintendent
*Ross SD	Superintendent
*Ross Valley SD	Superintendent
Rowland USD	Superintendent
Saddleback Valley USD	Superintendent
Salinas City Elementary School District	Superintendent
San Bruno Park School District	Superintendent
*San Carlos SD	Interim Superintendent, Superintendent
*San Diego City SD	Superintendent
*San Diego County Office of Education	Superintendent
San Dieguito UHSD	Superintendent
San Francisco USD	Superintendent
San Leandro USD	Superintendent
San Mateo County Office of Education	Asst. Superintendent - Special Ed
San Mateo Union High School District	Superintendent
San Mateo-Foster City School District	Superintendent
*Santa Ana Unified SD	Superintendent
*Santa Barbara SD	Superintendent
*Santa Clara County Office of Education	Chief Academic Officer, Chief Business Officer, Director of Special Education

California Searches Conducted by Hazard, Young, Attea & Associates

School District	Position
Santa Monica - Malibu USD	Superintendent
Saratoga ESD	Superintendent
Saugus Union SD	Superintendent
Sausalito Marin City SD	Superintendent
*Sequoia Union HSD	Superintendent, High School Principal
Solana Beach SD	Superintendent
Sonoma Valley USD	High School Principal
Soquel Union ESD	Superintendent
South San Francisco USD	Superintendent
Southwestern Community College	President
Stockton USD	Superintendent
Sweetwater Union HSD	Superintendent
Tamalpais UHSD	Asst. Superintendents - Ed Services
Tamalpais UHSD	Asst. Superintendents - HR
Tamalpais UHSD	Superintendent
Tustin USD	Superintendent
Union Elementary School District	Superintendent
Vallejo City Schools	Superintendent
Vista USD	Superintendent
*Walnut Creek ESD	Superintendent
West Contra Costa USD	Superintendent
Woodside Elementary SD	Superintendent

** Denotes district in which we have conducted multiple searches*

Advertising Services

HYA Associates work with their clients to consider the many approaches to advertising vacant position(s). The HYA staff creates and coordinates all advertisements at the Board's direction. The HYA packages ensure exposure in the most frequently read print, e-publication journals, and job boards of educational leaders across the country. HYA has created other more focused advertisement options for the Board to consider as add-ons to the National Plan, including state and region-specific options. Whatever the Board chooses, HYA staff will write, place, and coordinate all the details.

Package 1 - \$1,999

One HYA group ad in Ed Week's print publication

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search

Package 2 - \$3,025

Two HYA group ads in Ed Week's print publication

Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepages for EdWeek and TopSchoolJobs for 7 days

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search

Package 3 - \$6,320

Listing in the HYA group ads in Ed Week's print publication for the length of the search

Dedicated District specific ad in Ed Week's print publication

Online listing on EdWeek's TopSchoolJobs for 30 days & Showcased on the homepages for EdWeek and TopSchoolJobs for 7 days

Online listing on AASA for 30 days with Online Spotlight, Preferred, and Featured upgrades

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search



Options to Complement the Advertising Packages

(Choose as many as desired.)

Careerbuilder Network - \$488

Careerbuilder ad, linked to ASCD job ramp (Association for Supervision and Curriculum Development) for 30 days

ALAS & NABSE - \$520

Association of Latino Administrators and Superintendents (ALAS) for 6 weeks online, push on ALAS apps

National Alliance of Black School Educators (NABSE) for 30 days

Custom

Quoted price is based on number of Associations and frequency of ads to place

Regional Packages

(Regional packages give your vacancy additional exposure in a specific geographic region. National Advertising, as detailed in packages 1, 2, and 3, should still be considered.)

California - \$1,050

2 advertisements in the ACSA (Association of California School Administrators) EdCal CareerConnect print and 7 days online

CALSA (California Association of Latino Superintendents and Administrators) online advertisement for 30 days

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search

Northeast - \$1,050

NJASA (New Jersey Association of School Administrators)

NYSCOSS (New York State Council of School Superintendents) online and newsletter

CAPSS (Connecticut Association of Public School Superintendents)

Posting on the HYA Active Searches website

Milestone search updates on HYA's Facebook, LinkedIn, and Twitter

Online listing on K12JobSpot for the length of the search

Executive Due Diligence

HYA incorporates executive due diligence in the search process. The comprehensive and expanded background checks are completed by independent third-party investigators and include an executive summary allowing for an analysis of findings, not simply dozens of articles and documents for Board members to read. The investigative procedures are comprehensive and thorough with a focus on the public school landscape - well beyond what constituents will produce through a simple internet search. This includes on-site research of primary source documents at relevant county court houses for criminal record history. Each background search requires 7-10 working days to complete.

Two packages are offered. The Comprehensive Package includes a news and social media analysis. The news media investigation provides a better understanding of a candidate's leadership style, public relations skills and priorities. The news media investigation draws upon over 28,000 specialized publications and 900 newswires in 200 countries and includes 30 years of credible archived information. Special focus is given to publications in communities where the candidate has lived or worked. The social media review includes a review of text and images on sites such as Twitter, LinkedIn, personal blogs and industry websites. The analysis provides a summary of candidate generated activity with highlights of negative alerts.

The Basic package was designed in response to requests for a simpler cabinet or principal position background check; it does not include the news and social media analysis.

	Comprehensive \$1950	Basic \$1100
Personal Profile Summary	x	x
Social Security Trace	x	x
County Criminal Record History	x	x
Federal Criminal Record History	x	x
County Civil Record History	x	x
Department of Motor Vehicles License Information	x	x
Education (Degree) Verification	x	x
Transunion Credit Report	x	x
Investigation of all Aliases Identified within Past 7 Years	x	x
Investigation of all Jurisdictions of Residence, Education, and Employment within Past 7 Years	x	x
University and Academic Program Accreditation	x	x
National Criminal Record History	x	x
National Sex Offender Search	x	x
Executive Summary	x	x
News Media Review (5 year timeframe and up to 20 relevant articles)	x	
Social Media Review	x	

HYA looks forward to the possibility of working with the Board and assisting with the selection of a new leader. Please contact HYA at 847-724-8465 or at hya@hyasearch.com with questions or requests for additional information.

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