

Mesa Public Schools

Publications & Electronic Media - Multimedia marketing campaign

Superintendent search

In November 2017, the longtime district superintendent announced his upcoming retirement. The communications and marketing department developed a robust multimedia marketing plan to recruit a highly qualified candidate and share the experience with employees and the community.

In collaboration with the selected search firm, the department created a brochure to give applicants an opportunity to learn more about the position, district and community. The vivid, full-color brochure was attached as a PDF to the job listing that posted Jan. 3, 2018.

Then a website was created with a timeline, updates and more information about the superintendent search so staff, parents and community members could follow the process.

Concurrently, the department collaborated with the research and evaluation team to coordinate an employee and community survey to gain feedback on what characteristics were important in a superintendent. The survey was available via a link on the district home page, and it was promoted via phone, email and text notifications, as well as social media and the Peachjar flyer delivery system. The survey received 4,664 responses.

After a nationwide search, the Governing Board identified three superintendent finalists in February 2018. To provide an opportunity for the community to learn more about the finalists, the communications and marketing coordinated a livestream Q&A with the finalists, to occur at the district's educational television studio March 5, the day before the finalists' second interviews. The event was advertised to parents and staff through email, phone, text and social media. A guest host from Arizona State University asked questions directly from the community survey, which had asked what characteristics were important in a superintendent. A small live studio audience attended. Why a livestream vs. an in-person forum? With 64,000 students across 82 schools and 200 square miles, this allowed more families and staff an inclusive, convenient way to "Meet the Finalists" from the comfort of their own homes.

On March 6, the Governing Board selected Dr. Ember Conley as the next superintendent. Parents and staff were informed of the selection by email and social media.

Overall, the whirlwind search was a success. Our exhausted communications and marketing crew received kudos from administration, staff, Governing Board members and the community for keeping the search transparent and running smoothly. It also made the superintendent transition easier on longtime staff, who remarked how impressive they found Dr. Conley during the Meet the Finalists livestream.

Website link: <http://www.mpsaz.org/community/govboard/search/>

Meet the Finalists video: <http://www.youtube.com/watch?v=t16z8szjZ3k?rel=0&modestbranding=1>

MEET — THE — FINALISTS

Live-streamed Q&A with the finalists for
superintendent of schools

DR. ANNA BATTLE
DR. EMBER CONLEY
DR. SHAUN HOLMES

Monday, March 5, 2018
6:30 p.m.

Watch the program live:
bit.ly/MPSSlive, mpsaz.org, edtv99.org/live
or Cox cable channel 99



MESA PUBLIC SCHOOLS

AN INVITATION TO APPLY FOR THE POSITION OF SUPERINTENDENT

THE POSITION

Mesa Public Schools' Governing Board is seeking a highly qualified superintendent to lead the largest public school district in Arizona. The selected candidate will assume the position July 1, 2018.

Arizona School Boards Association (ASBA) has been engaged as the consultant in this search. All activities associated with identifying and screening candidates and questions regarding the position will be handled by ASBA.

THE REQUIREMENTS

Administrative experience in education commensurate with the position that clearly and measurably demonstrates leadership success and sustainable results.

Current superintendent certificate preferred.

Doctoral degree preferred.

GOVERNING BOARD

The Governing Board comprises five uncompensated community members elected to serve four-year terms.

MEMBERS	SEATED	TERM EXPIRATION
Elaine Miner*	Jan 1, 2017	Dec. 31, 2020
Steven Peterson	Jan 1, 2009	Dec. 31, 2020
Jenny Richardson	Jan 1, 2015	Dec. 31, 2018
Kiana Sears	Jan 1, 2017	Dec. 31, 2020
Ben Smith	Jan 1, 2015	Dec. 31, 2018

*previously served 1999-2006

THE QUALIFICATIONS

The successful candidate will possess and have demonstrated the skills and abilities essential for excellence in educational leadership, including:

A student-centered leader who is passionate that every child receives the best education possible to achieve their full potential and become a productive contributor to society, and drives this belief through rigorous curriculum, instruction and assessment practices.

A visionary leader who seeks and transforms ideas into reality, celebrates innovation, focuses on success, accepts risk and builds a culture of growth and problem solving through continuous improvement.

A collaborative leader who embraces diversity, engages stakeholders, listens well, invites constructive criticism and considers feedback in final decision making.

An influential leader of high integrity who inspires excellence and dedication, builds trust and fosters confidence in staff, parents, students and community.

A sound fiscal leader who prioritizes the use of all resources to maximize the impact and benefit to students and employees while adhering to state and federal requirements.



THE DISTRICT

Mesa Public Schools is the largest public school district in Arizona, educating more than 64,500 students in preschool through 12th grade. The award-winning district comprises six comprehensive high schools, nine junior high schools, 50 elementary schools and 17 choice and success schools. Mesa Public Schools enjoys a strong, positive working relationship with more than 9,000 full- and part-time staff members.

Generations of Mesa families have attended district schools — Mesa pride runs deep. As a minority-majority district, with approximately 43 percent Hispanic students, MPS embraces diversity. More than 35 languages are spoken in student homes.

Outstanding athletics and arts are hallmarks of a comprehensive Mesa Public Schools education, as evidenced by award-winning district athletic teams and performance groups.

The district offers a broad array of programs to students, including:

- 1:1 student take-home devices (ninth to 12th grade)
- Montessori (pre-K to sixth grade)
- International Baccalaureate (K to 12th grade)
- Dual language immersion (K to sixth grade)
- AP Capstone diploma program (ninth to 12th grade)
- Career and Technical Education programming (seventh to 12th grade)
- Franklin Traditional Schools (K to eighth grade)
- STEM and STEAM experiences (pre-K to 12th grade)

ABOUT MESA

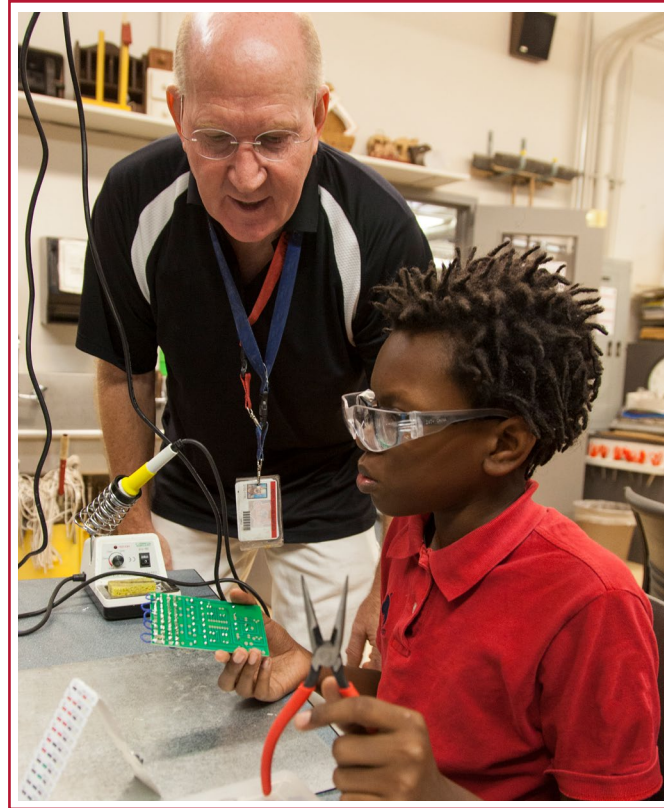
The district encompasses approximately 200 square miles of Mesa and a small part of north Chandler. Mesa is the third largest city in Arizona, and the 36th largest city in the country. In 2016, the population was approximately 475,274. The city's population has grown an estimated 52 percent between 1990 and 2010 and is expected to reach 620,300 by 2030.

Mesa ranks among the top cities in the nation for quality of life and entrepreneurship. In 2015, *Money Magazine* named Mesa the top city in the southwest, citing "One prime reason: education."

The city's top employers include Boeing, City of Mesa, Banner Health systems and the district itself.

Voters are historically supportive of Mesa Public Schools, approving a 10 percent maintenance and operations override in 2014, and a \$230 million bond in 2012. Although several charter and private school options are available in Mesa, approximately 87 percent of Mesa's children attend district schools.

It's great to live in Mesa, too. Recreational highlights include numerous hiking and walking trails, a stellar parks and recreation system, a robust creative scene in downtown Mesa, and spring training games at the local Chicago Cubs and Oakland As stadiums.



BY THE NUMBERS

SUCCESS

- 27 A+ Schools of Excellence (2014-17)
- 20 Civic Engagement Schools (2016-17)
- 20 National Blue Ribbon Schools (1982-2017)
- 30 America's Healthiest Schools (2017)
- Apple Distinguished School (ECFI, 2015-19)
- National K-12 environmental science teacher of the year (2017)
- Arizona IB teachers and students of the year (2017)

STAFF

- Employees - 9,180
- Certified - 3,878
 - 35 National Board Certified Teachers
 - 58 percent with advanced degrees
- Classified - 5,302

SYSTEM

- 52,100 student mobile technology devices
- 54 Title I schools
- 36,100 daily bus route miles
- 10,265 special education students
- 58,000 daily meals served

FINANCIAL

- Maintenance and operations budget \$405 M
- Capital budget \$20 M
- Total budget \$736 M
- Primary tax rate: 4.54
- Secondary tax rate: 2.79
- ASBO International Certificate of Excellence in Financial Reporting (31 consecutive years)

OUR VISION

Unprecedented Excellence in Education

OUR CORE VALUES

In Mesa Public Schools:

- Each student is important.
- Learning is our focus and priority.
- Collaboration and innovation are indispensable.
- Sound fiscal stewardship is essential.
- Diversity increases our opportunities.
- Success is expected and celebrated.

LEARN MORE AT MPSAZ.ORG

OUR MISSION

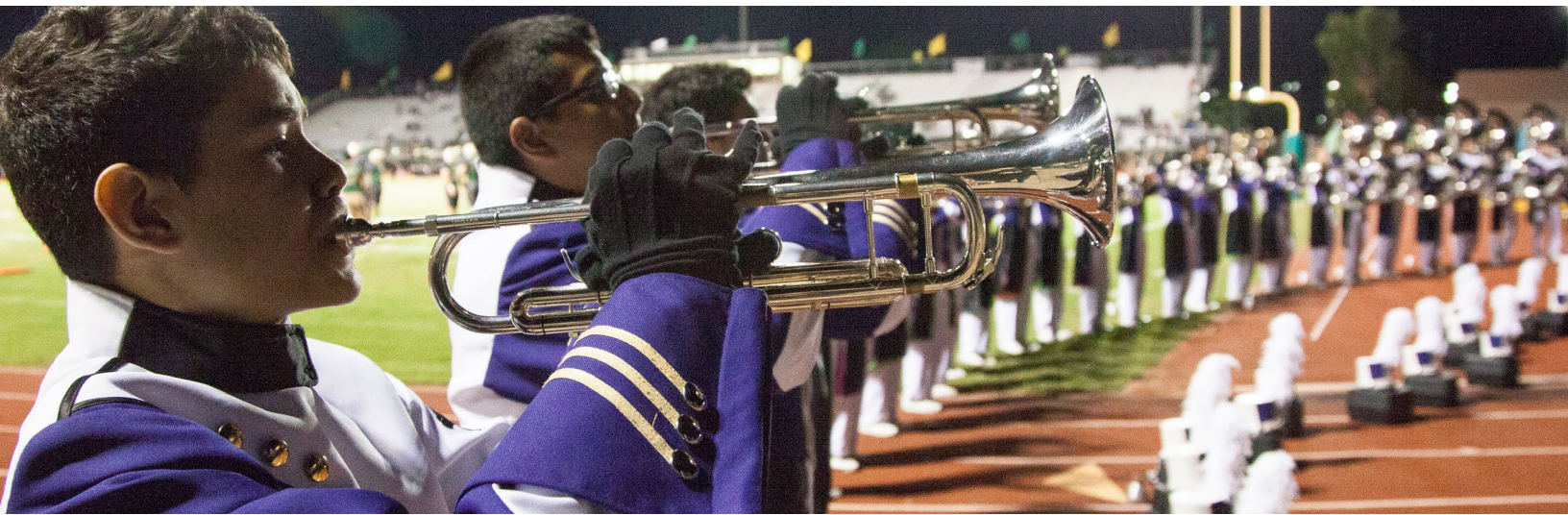
To develop a highly educated and productive community, one student at a time

OUR PATHWAYS TO EXCELLENCE

- Student achievement and learning
- Social emotional learning
- Innovative solutions

OUR PROMISE

Every student in Mesa Public Schools is known by name, strength and need, and graduates ready for college, career and community.



PROJECTED TIMELINE

ACTIVITY	TIMING
Application deadline	Noon, Jan. 24
Semifinalists selected by the Board	Feb. 9
Semifinalist interviews with the Board	Week of Feb. 19
Finalist interviews with the Board	Week of March 5
Selection of new superintendent	By March 9
Start date	On or before July 1

SALARY AND BENEFITS

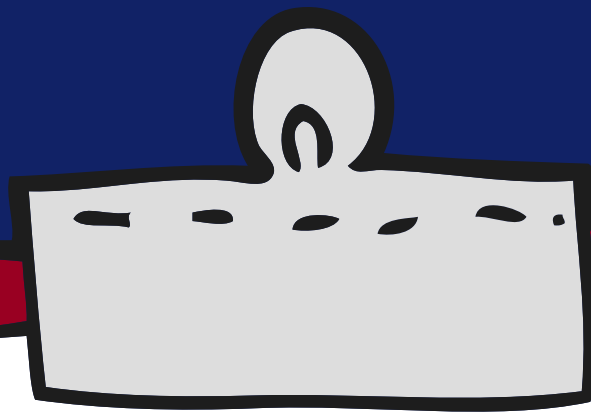
The minimum salary will be \$210,000 plus performance pay and an excellent benefit package. The final salary for the successful candidate will be determined based on proven experience, qualifications, and meeting Board criteria.

Application and selection procedure are available at [azsba.org/jobs/executive-search](https://www.azsba.org/jobs/executive-search)

For more information, please contact Steve Highlen, ASBA executive search and senior policy consultant, at shighlen@azsba.org or 602-254-1100.

Candidates are asked to not contact board members directly. Any effort to do so may eliminate them from consideration. Names of applicants will be held in strict confidence whenever possible; however, Mesa Public Schools complies with state Freedom of Information laws.

Mesa Public Schools is an equal opportunity employer.



Share your thoughts with the Governing Board.

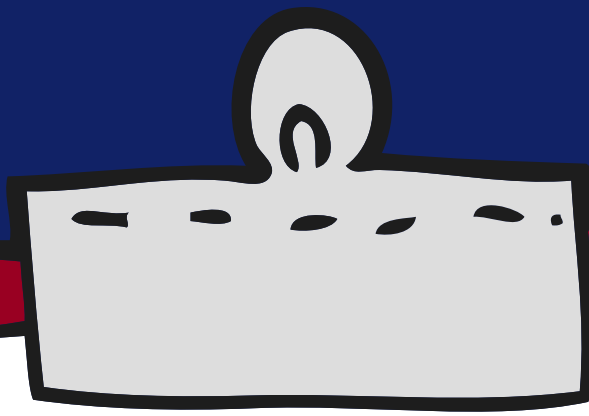


bit.ly/MPSsuperintendent

Superintendent Michael Cowan is retiring at the end of the school year. The Governing Board would like your opinion on the current state of the district and the characteristics you would like to see in the new Superintendent of Schools. Please complete this short survey by Jan. 23. If you need access to a computer, please visit your school office.

*Learn more about the search for a new superintendent at
mpsaz.org/community/govboard/search.*





Comparta su opinión con la Junta Directiva.



bit.ly/MPSSuperintendent

El superintendente Michael Cowan se jubilará al final de este año escolar. La Junta Directiva quisiera su opinión sobre el estado actual del distrito y las características que usted quisiera ver en el nuevo superintendente. Por favor complete esta breve encuesta antes del 23 de enero. Si necesita acceso a una computadora, por favor visite la oficina de su escuela.

*Aprenda más sobre la búsqueda del nuevo superintendente
en mpsaz.org/community/govboard/search.*

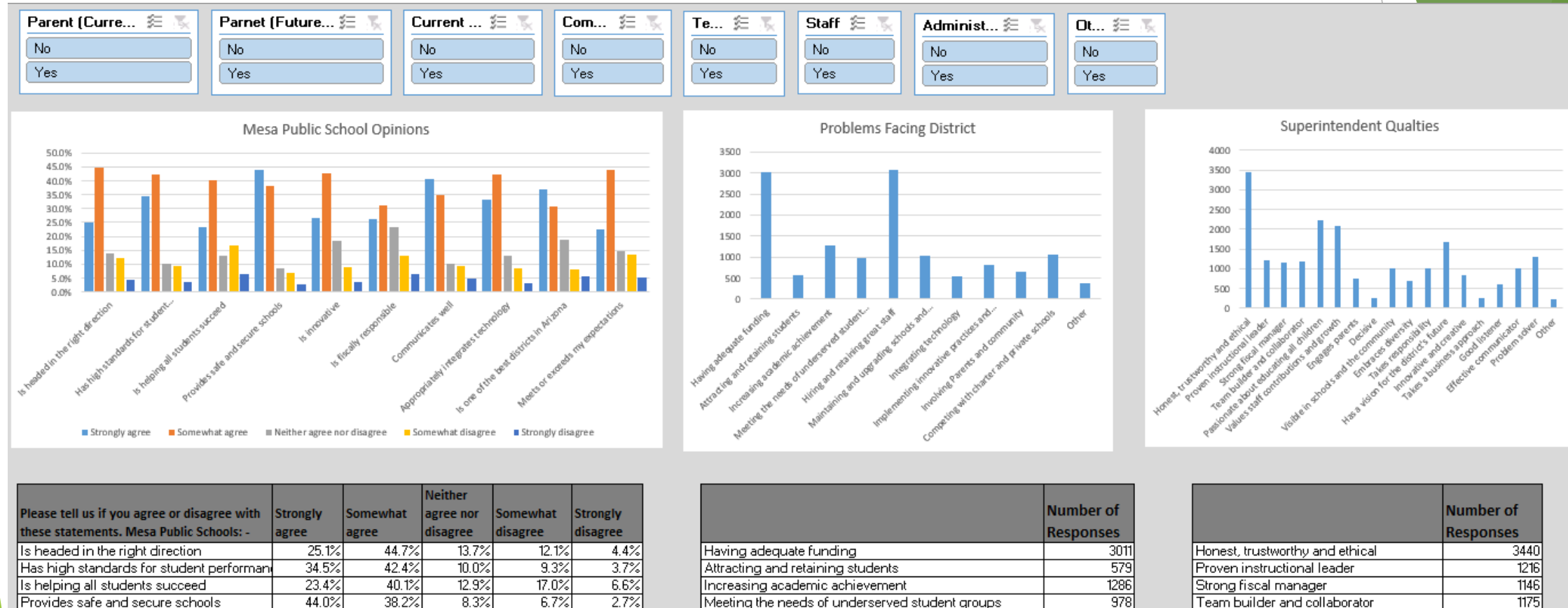
Superintendent Search Survey

January, 2018

How The Survey Was Conducted

- ▶ The survey was open from January 8 to January 23.
- ▶ The link to the survey was published on the district home page.
- ▶ Parents were informed through phone, text, email and Peachjar.
- ▶ Staff was informed through phone, email and Peachjar.
- ▶ We received 4,664 responses.
 - ▶ 2,744 parents
 - ▶ 1,448 teachers
 - ▶ 948 classified staff
 - ▶ 803 community members
 - ▶ 90 administrators
 - ▶ 79 students
 - ▶ 200 other


We Can Look At The Results In Many Ways



What We Asked


- ▶ What is your view of the current state of MPS?
- ▶ What are the 3 biggest challenges facing MPS?
- ▶ What are the 5 characteristics you would like to see in the new superintendent?
- ▶ What question would you ask the superintendent candidates?
- ▶ Is there anything else you would like to tell us?

Superintendent Characteristics



▶ Honest, trustworthy and ethical	3,440
▶ Passionate about educating all children	2,237
▶ Values staff contributions and growth	2,082
▶ Has a vision for the district's future	1,675
▶ Problem solver	1,225

Superintendent Characteristics



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▶ Values staff contributions and growth	2,082
▶ Has a vision for the district's future	1,675
▶ Problem solver	1,225
▶ Proven instructional leader	1,216
▶ Team builder & collaborator	1,175
▶ Visible in schools & community	1,025
▶ Takes responsibility	1,013
▶ Meets the needs of underserved students	978
▶ Implements innovative practices & programs	804
▶ Involves parents & the community	647
▶ Attracts & retains students	579
▶ Integrates technology	552

Superintendent Characteristics By Group

Overall	Community	Parents	Teachers	Support Staff
1) Honest & ethical	1) Honest & ethical	1) Honest & ethical	1) Honest & ethical	1) Honest & ethical
2) Passionate about ALL children	2) Passionate about ALL children	2) Passionate about ALL children	2) Values staff contributions & growth	2) Values staff contributions & growth
3) Values staff contributions & growth	3) Values staff contributions & growth	3) Values staff contributions & growth	3) Passionate about ALL children	3) Passionate about ALL children
4) Visions for the District's future	4) Problem solver	4) Visions for the District's future	4) Visions for the District's future	4) Visions for the District's future
5) Problem solver		5) Problem solver	5) Proven instructional leader	5) Strong fiscal manager

For this analysis, parents were parents who were not staff. Community members were community members who were not parents or staff.

If You Could Ask the Superintendent Candidates One Question, What Would It Be?

There are 94 pages of single-spaced questions that people want to ask

How do you feel about teacher
& support staff salaries?

**Are all students equal in your eyes?
How do we meet All their needs?**

**How is Mesa going to
return to being one of
the best school districts
in the state?**

**What ideas and abilities do you
possess that should allow you
the privilege of educating my
child and the other children of
Mesa?**

**How will you
innovatively meet the
needs of our diverse
population – in
language, in
achievement, in
resources, on a tight
budget ?**

**HOW WILL YOU TACKLE THE ISSUE OF STUDENTS
FAILING CLASSES ~ FROM K TO 12?**

Give a specific example of
how you will close the
academic achievement gap.

*What do you see that we are
doing well and what changes
would you like to make?*

**How will you help the
many schools that are
underperforming?**

Challenges Facing MPS: Choose Up To 3

- ▶ Having adequate funding
- ▶ Attracting and retaining students
- ▶ Increasing academic achievement
- ▶ Meeting the needs of underserved student groups
- ▶ Hiring & retaining great staff
- ▶ Maintaining and upgrading schools and facilities
- ▶ Integrating technology
- ▶ Implementing innovative practices & programs
- ▶ Involving parents & the community
- ▶ Competing with charters and private schools

The Three Most Significant Challenges Facing MPS

Overall

- 1) Hiring & retaining great staff (3083)
- 2) Having adequate funding (3011)
- 3) Increasing achievement (1286)
- 4) Competing for students (1050)
- 5) Upgrading facilities (1037)

Community

- 1) Hiring & retaining great staff
- 2) Having adequate funding
- 3) Meeting underserved students' needs
- 4) Increasing achievement
- 5) Innovative programs

Parents

- 1) Hiring & retaining great staff
- 2) Having adequate funding
- 3) Increasing achievement
- 4) Competing for students
- 5) Innovative programs

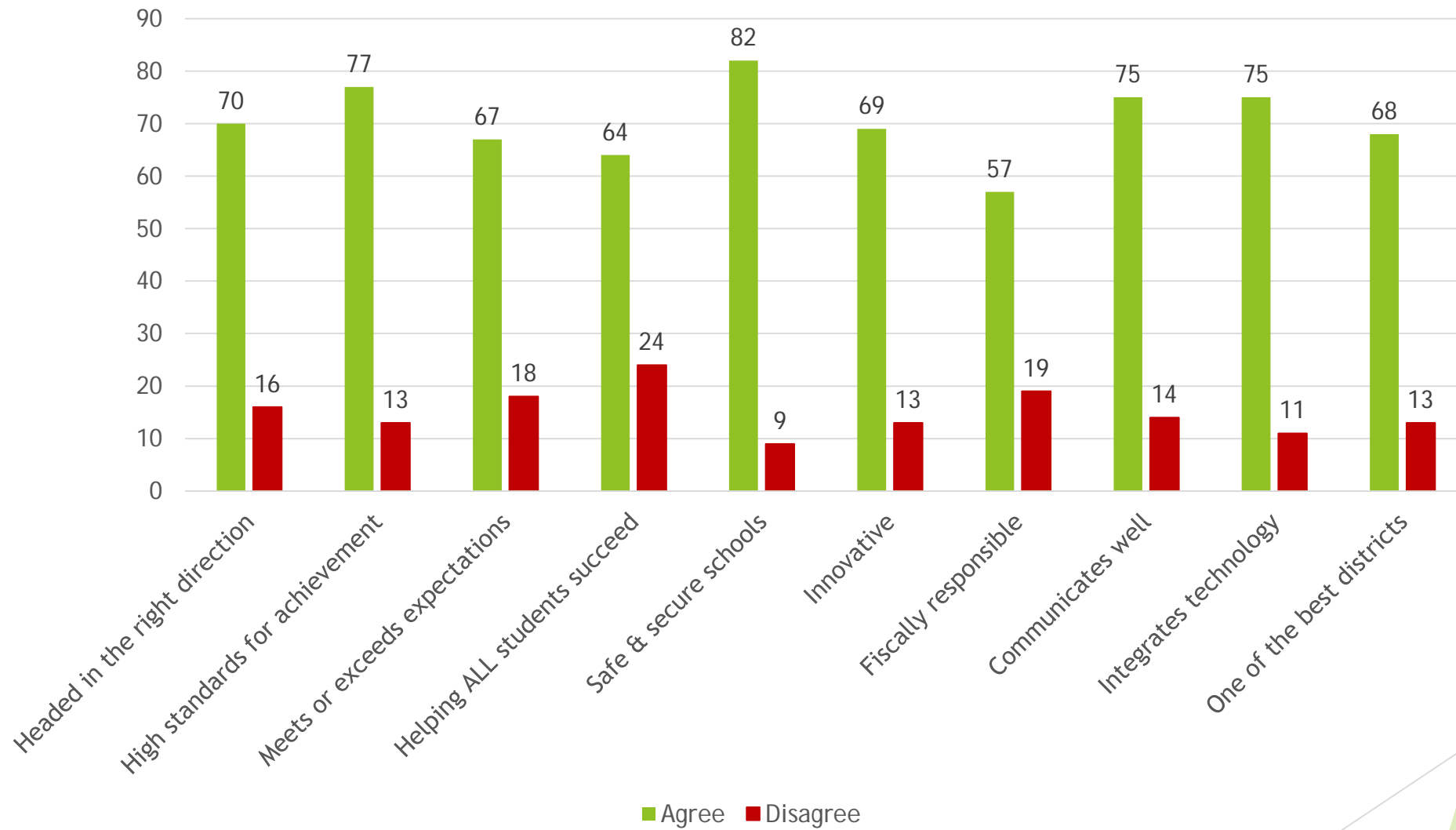
Teachers

- 1) Hiring & retaining great staff
- 2) Having adequate funding
- 3) Meeting underserved students' needs
- 4) Increasing achievement
- 5) Competing for students

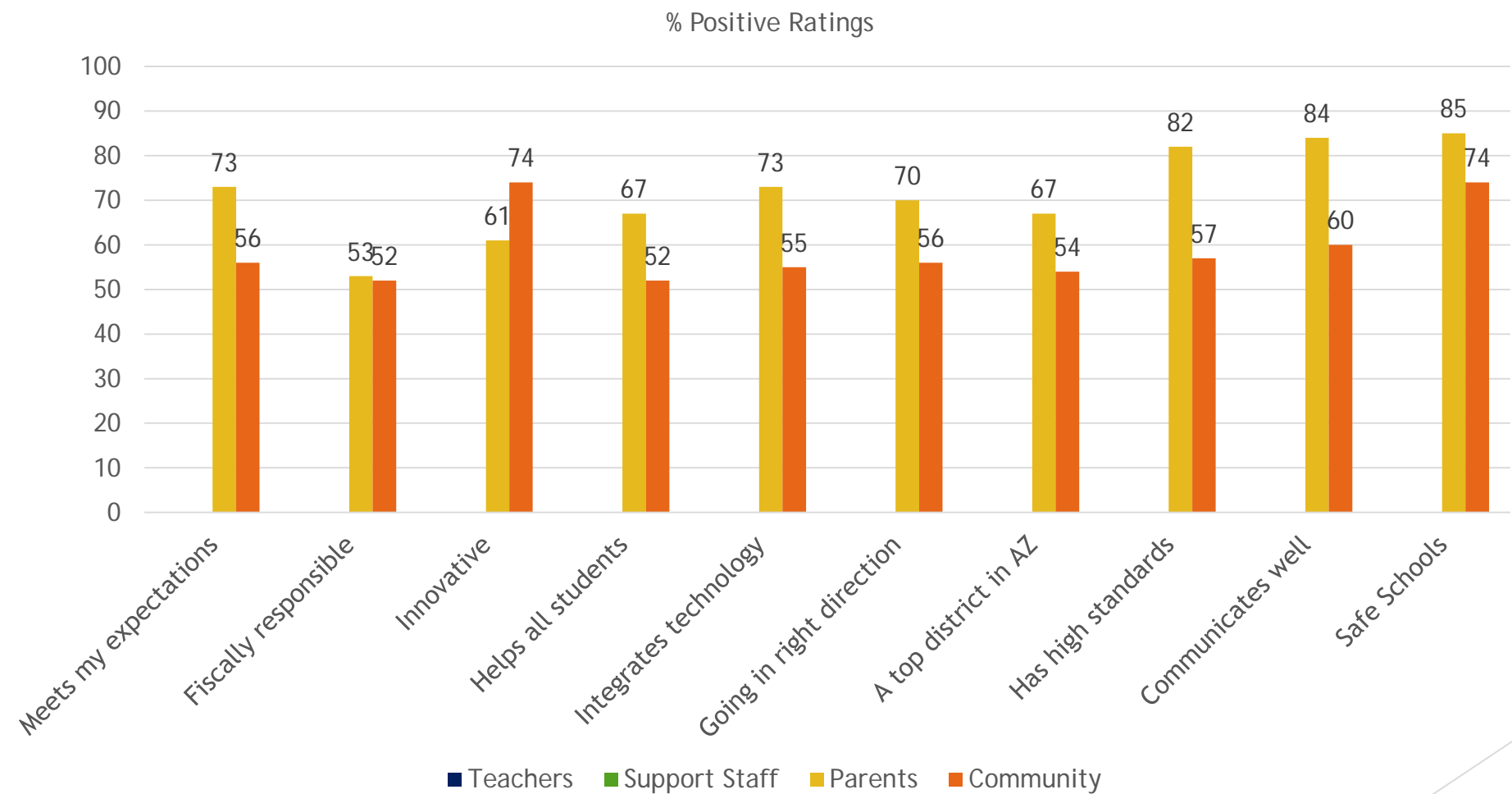
Support Staff

- 1) Having adequate funding
- 2) Hiring & retaining great staff
- 3) Upgrading facilities
- 4) Competing for students
- 5) Increasing achievement

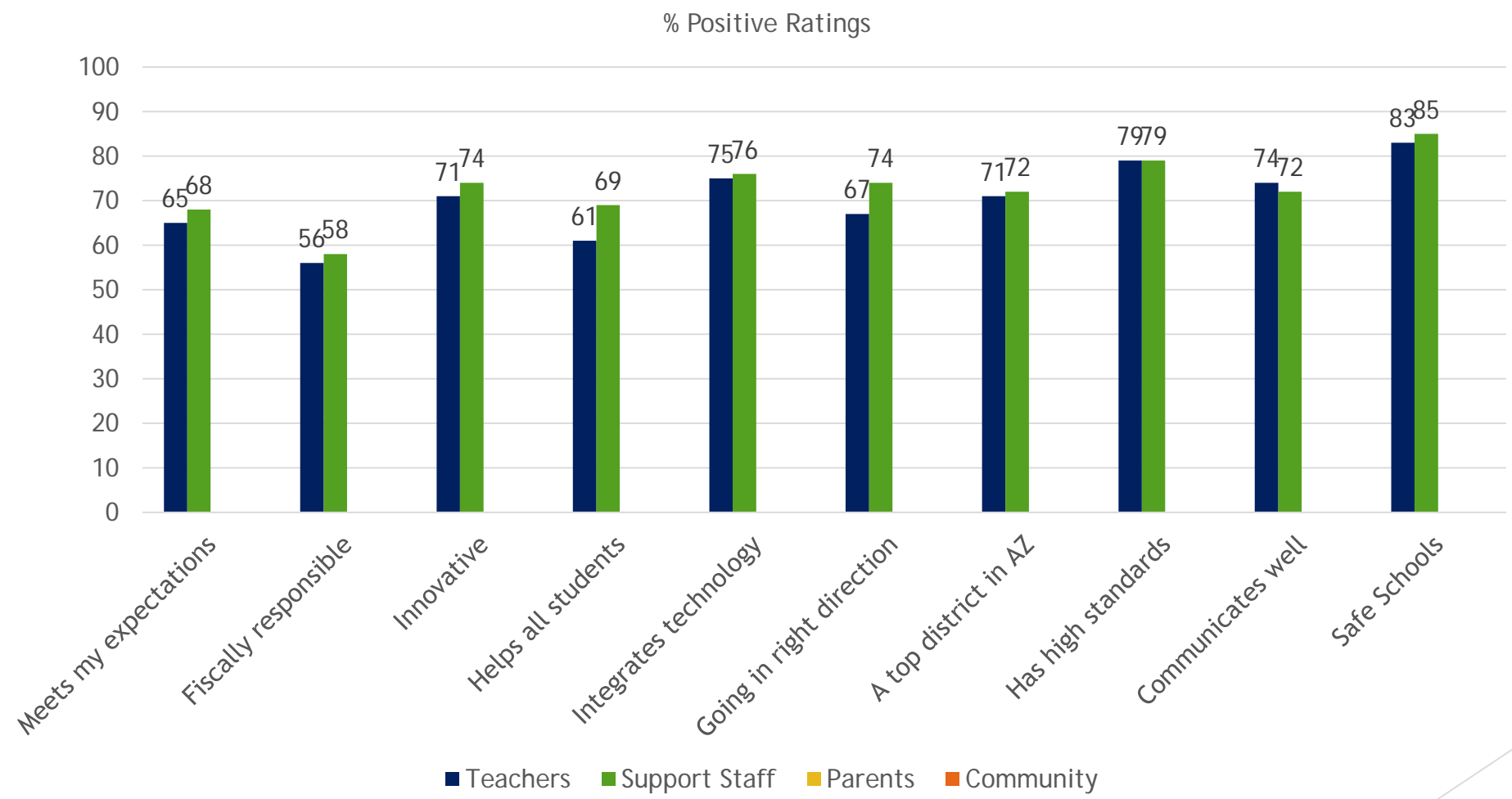
Perceptions of Mesa Schools



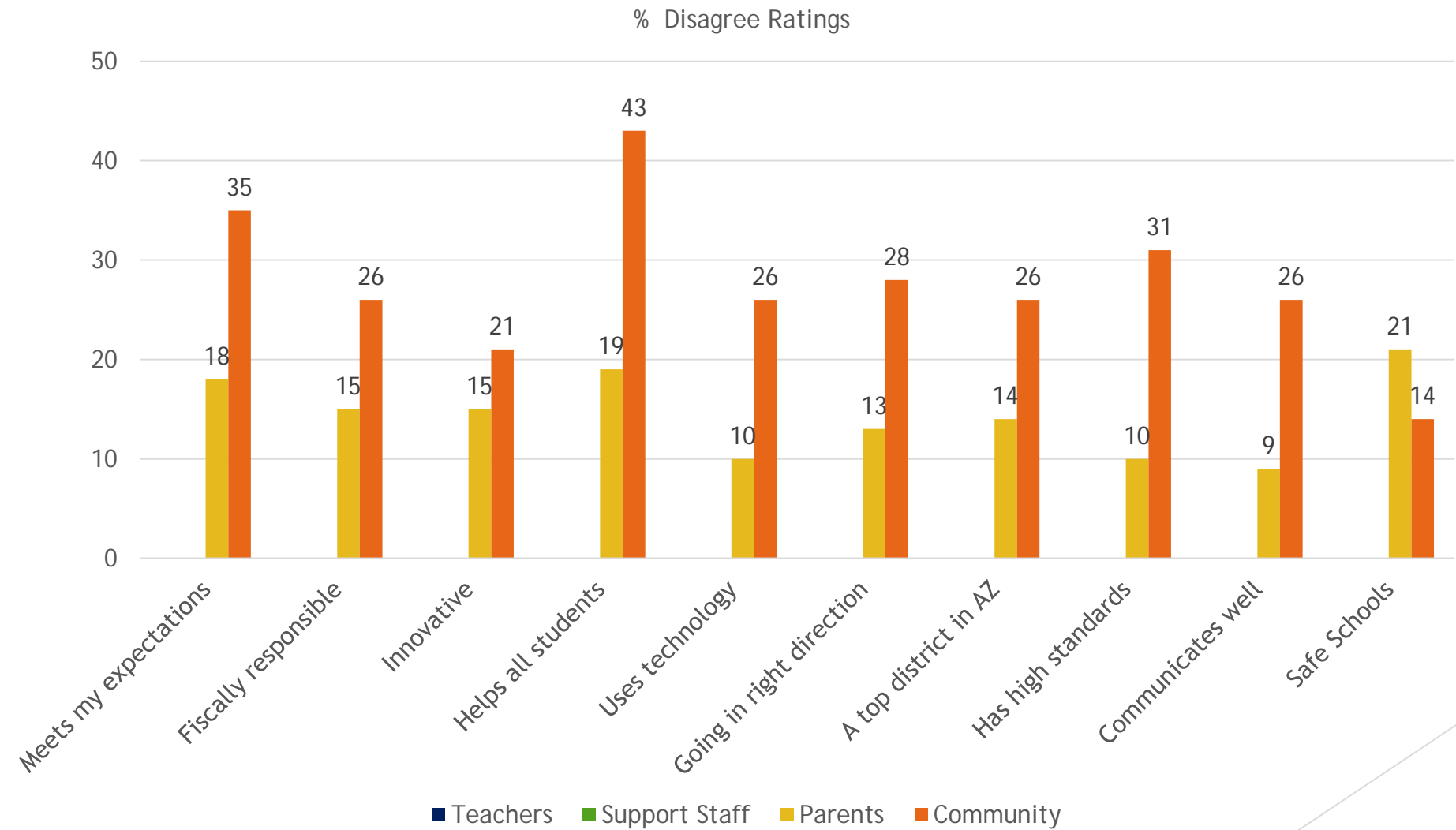
Positive Perceptions of Mesa Schools By Group



Positive Perceptions of Mesa Schools By Group

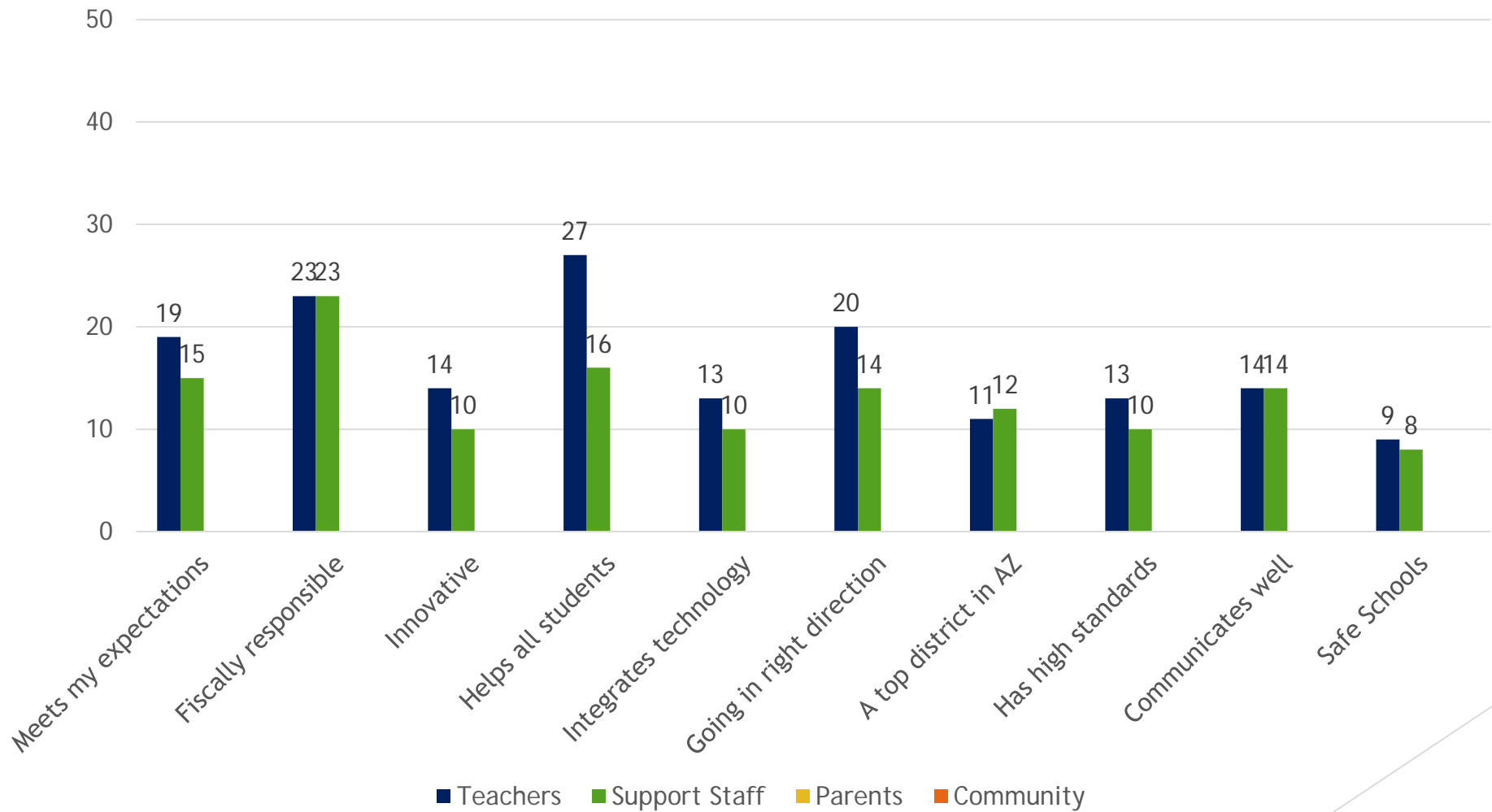


Lower Perceptions of Mesa Schools By Group



Lower Perceptions of Mesa Schools By Group

% Disagree Ratings



Is There Anything Else You Would Like To Tell Us?

There were 67 pages of single-spaced comments. Many were passionate about what they want to see in our next leader. This survey is the opportunity for 4,600 of your constituents to speak directly to you.

One asked 'will these survey results even be considered?' Through this presentation, by giving you all 196 pages of results and comments, and providing you a dashboard that lets you examine the results yourselves, hopefully the word will get out that the answer is 'yes -- staff, parent and community opinions were considered.'

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Common Themes: What Your Community Is Telling You

Common Themes

Superintendent Characteristics

- ▶ Honest & ethical
- ▶ Passionate about educating ALL students
- ▶ Values staff
- ▶ Vision for the future

Challenges Facing MPS

- ▶ Hiring great staff
- ▶ Having adequate funding
- ▶ Increasing achievement
- ▶ Competing for students

Perceptions of MPS

- ▶ + Safe schools
- ▶ + High standards
- ▶ - Helping All students succeed
- ▶ - Fiscally responsible
- ▶ - Meets or exceeds my expectations

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Questions or Comments?