
A Proposal
to the
Tomball Independent School District
Board of Trustees
For Superintendent Search Services
from
Arrow Educational Services, Inc.

January 23, 2013

YOUR ARROW CONSULTANT TEAM

Dr. Russell Marshall, President of Arrow Educational Services, Inc. has experience in all levels of education. He has served as a superintendent, assistant superintendent, principal, assistant principal and classroom teacher. He is a former associate professor of educational leadership and Coordinator of the Superintendent Certification Program for both The University of Texas at Tyler and Stephen F. Austin State University. His current position as superintendent of Mabank ISD, an exemplary district near Dallas, keeps him current on the laws and complexities demanded of the superintendency.

Dr. Marshall has over 32 years of service to Texas school children. He was twice named the Region 10 Superintendent of the Year, having received this honor for two consecutive years. Being a current superintendent, he possesses the innate ability and expertise needed to recognize characteristics and chemistry vital to a successful superintendent search.

He and his wife, Tammye, have been married for 30 years. They are the parents of four wonderful children. Jordan, 24, is a graduate of Stephen F. Austin State University and is currently a labor and delivery nurse at JPS Hospital in Fort Worth; Griffin, 21 is enrolled in Tarleton State University, while Landon, 18, and Alden, 15, are students in the Mabank Independent School District. Four children create a huge challenge for Tammye as a "full time mom."

Jim Dunlap, Lead Consultant, is a veteran educator with 44 years of experience in Texas public schools as a janitor, teacher aide, bus driver, teacher, principal, business manager, superintendent and education service center staff member. For nineteen of those years, he served as superintendent in three outstanding Texas school districts: Diboll, Beckville and Hallsville. Boards of Trustees in Diboll and in Hallsville nominated him as Superintendent of the Year, and he was twice selected as nominee for State Superintendent of the Year from Region 7. He is a TEA certified board trainer, lecturer and workshop leader at service centers and area universities.

For several years, he held a variety of leadership positions with the Region 7 Education Service Center, including administrative services division director. He left the ESC to pursue a new venture as adjunct instructor in the principal preparation program for Texas A&M-Texarkana. Jim has served as interim superintendent in two school districts and is currently serving his third tour in Hallsville ISD. In addition, he is a certified school district monitor for the Texas Education Agency. He has also served as editor of www.TexasISD.com's companion electronic newsletter, *The Lone Finalist* which is dedicated to keeping Texas educators current on critical school issues. This strong and wide-ranging set of field experiences provides him a special understanding of and a bond with superintendents and board members. His wife of 42 years, Linda, is also a retired school administrator and she still does contract work with Region 7 Education Service Center and with area school districts. They are the proud parents of two wonderful adult children and the three "grandest" grandchildren ever.

Since 80% of all searches are conducted in a similar manner regardless of which firm you choose, you should focus on the consultants who provide the best fit for your individual board. The 20% difference in firms makes all the difference. A harmonious working relationship coupled with mutual trust is the most important element in a board/consultant arrangement. You must feel that harmony and that trust with members of a consulting team from the beginning.

With Arrow, the board secures a level of personal service for years to come that no other firm provides. The professionals from Arrow Educational Services, Inc. have the background, experiences, the network and contacts you can trust.

The next element to look for in a consultant firm is passion for their work. Your Arrow team brings a visible passion and an authentic love for what they do for your children and for your school district. Most of your candidates already know this and others who apply will experience it. You, your district employees and your community will experience this relationship as well. There will be no doubt in anyone's mind the direction and purpose of your search.

SERVICES/EXPECTATIONS

Our company will work with the board, staff and community in developing a profile of the personal and professional qualities and qualifications you desire in a superintendent. From this profile, Arrow will recruit proven, highly successful educators for the position of superintendent in your district. This will be done through personal contacts and advertisements on statewide and national job placement boards, internet sites, universities, service centers and individual contacts.

We will work closely with the board during the entire process. This includes advertising the position, screening of applicants, reference checks, and advice on how the board can conduct criminal history and credit checks. In addition, Arrow Educational Services, Inc. will provide assistance in developing

the offer of employment to the top candidate. We schedule interviews and work directly with the board in developing the interview protocol, candidate questions and all other aspects of the search.

Role of Arrow:

1. Act in an advisory capacity for school board members throughout the search process
2. Assist with determining timelines for conducting the search process
3. Advertise the position
4. Collect applications
5. Screen applicants and assist in determining finalists for the superintendency
6. Assist with determining the provisions of employment
7. Assist in developing interview questions and procedures
8. Perform personal reference checks of final candidates
9. All other duties necessary for a successful search

Role of the District:

1. Establish timelines for conducting the search
2. Provide information about the district to Arrow for advertising the position
3. Determine provisions of employment
4. Conduct interviews
5. Announce finalist(s) 21 days before the employment of a superintendent
6. Assist with a home district visit, if desired
7. Conduct Criminal Records Checks
8. Appoint the superintendent

As Texas Education Agency certified school board trainers, we will offer three hours of team building credit to each board member during the search. This will be done through the search process or delivered after the new team is in place.

EXPERIENCE

Arrow Educational Services, Inc. was formed with the express purpose of “providing support, assistance and training for Texas educators and school trustees.” Our primary business is superintendent search assistance. We have worked with school districts across the state of Texas and **we are justifiably proud of our work.** We encourage you to check our references and talk to the

people who have used our services. They will give you the real story about how hard we will work for you not only during the search process but for months (and years) later!

The employment of a superintendent is the single most important task you will undertake as a board member. Normally, the search process is difficult and time consuming. While Arrow Educational Services, Inc. will relieve you of the details, no firm can relieve you of the final responsibility of selecting your superintendent.

We assure you that you will receive the same quality search that we have provided in one hundred nineteen searches across the great state of Texas. We will not, as some other firms insist on doing, "farm out" any parts of the process. Only members of Arrow Educational Services, Inc. will be involved in your search.

PRICING

Our marketing strategies to acquire your next superintendent will be directed only toward the most highly qualified and desirable candidates. The fee for these services will be \$12,500 plus expenses that should not exceed \$2,000. TexasISD will bill individually for their posting.

We are so confident in our ability to meet all your expectations, read carefully the guarantee below that no other firm will offer:

Our service is totally guaranteed. If upon completion of the search the board is not totally satisfied with the job we have done, you owe us nothing except our expenses. Absolutely NO ONE will work harder for you than Arrow Educational Services, Inc. and you WILL BE SATISFIED!

CONCLUSION

We take seriously the fact that this is a critical time for your district and all our efforts for your district will reflect that concern. It is our sincere desire that you have a smooth, instructive, enjoyable, and most of all, successful search and transition for your next school leader.

"The best predictor of future performance is past behavior." Arrow Educational Services, Inc. is proud of our record of successful work in assisting school boards in the selection of a superintendent. Following is a list of other school districts for which Arrow has conducted successful searches. Please, check our references.

Alto ISD

Completed 2006

Anderson-Shiro ISD (three)

Completed 2000, 2004 & 2006

Anna ISD

Completed 2009

Atlanta ISD

Completed 2006

Big Sandy ISD

Completed 2008

Big Spring ISD

Completed 2009

Bloomburg ISD

Completed 2007

Blue Ridge ISD

Completed 2008

Brazosport ISD

Completed 2011

Broaddus ISD

Closed 2010

Buffalo ISD

Completed 1999

Caldwell ISD

Completed 2000

Canton ISD

Completed 2010

Carthage ISD

Completed 2008

Celina ISD

Completed 2007

Center ISD

Completed 2002

Center Point ISD (three)

Completed 2002, 2007, 2008

Central ISD

Completed 1999

Chico ISD

Completed 2008

Coahoma ISD (twice)

Completed 2005 & 2008

Comfort ISD

Completed 2007

Commerce ISD

Completed 2009

Corrigan-Camden ISD

Completed 1999

Crandall ISD

Completed 2012

Crane ISD (twice)

Completed 2001 & 2004

Cumby ISD
Completed 2009

Daingerfield-Lone Star
Completed 2008

Dayton ISD
Completed 2010

DeKalb ISD
Completed 2012

De Soto ISD (twice)
Completed 2005 & 2007 NOT 2011

Diboll ISD (twice)
Completed 2000 & 2006

Elkhart ISD
Completed 2004

Etoile ISD
Completed 2002

Fairfield ISD
Completed 2009

Florence ISD
Completed 2000

Frankston ISD
Completed 2011

Fruitvale ISD (twice)
Completed 2007 & 2008

Gilmer ISD
Completed 2002

Glen Rose ISD (twice)
Completed 2002 & 2006

Grape Creek ISD
Completed 2003

Grapeland ISD

Completed 2001

Greenville ISD
Completed 2006

Greenwood ISD
Completed 2007

Hemphill ISD (twice)
Completed 2010 & 2011

Hempstead ISD
Completed 2007

Harleton ISD
Completed 2007

Henderson ISD
Completed 2000

Hillsboro ISD
Completed 2008

Ingram ISD
Completed 2000

Jarrell ISD (four)
Completed 2000, 2002, 2009 & 2012

Joaquin ISD
Completed 1998

Kemp ISD
Completed 2006

Kennard ISD
Completed 2007

Kermit
Completed 2010

Lancaster ISD
Completed 2010

Lexington ISD (twice)
Completed 2004 & 2010

Liberty ISD
Completed 2009

Lindale ISD
Completed 2007

Lorena ISD
Completed 2003

Mabank ISD
Completed 2003

Marion ISD
Completed 2007

Marshall
Completed 2009

Maud ISD
Completed 2012

Martinsville ISD (twice)
Completed 2001 & 2007

Mexia ISD (twice)
Completed 2003 & 2008

Midland Charter Academy
Completed 2008

Midlothian ISD
Completed 2000

New Boston ISD (twice)
Completed 2001 & 2005

Palestine ISD
Completed 2008

Pecos-Barstow-Toyah
Completed 2009

Post ISD

Completed 2010

Pilot Point ISD
Completed 2007

Quinlan ISD
Completed 2008

Rains ISD
Completed 2012

Reagan County ISD
Completed 2006

Rogers ISD
Completed 2009

Rusk ISD (twice)
Completed 2001 & 2012

San Augustine ISD
Completed 2007

Santa Fe ISD
Completed 2008

Schulenburg ISD
Completed 2001

Snook ISD (twice)
Completed 2001 & 2006

Stafford MSD (three)
Completed 2003, 2006 & 2011

Sunnyvale ISD
Completed 2007

Timpson ISD (twice)
Completed 1999 & 2009

Trinidad ISD
Completed 2006

Troup ISD

Completed 2001

Troy ISD

Completed 2003

White Settlement CISD

Completed 2012

Whiteface CISD

Completed 2002

Wimberley ISD

Completed 1999

Woden ISD (twice)

Completed 2008 & 2012

Wylie ISD (Collin County)

Completed 2011

Zavalla ISD

Completed 2008