

Legal Memorandum

From: Campbell Shatley, PLLC
School Board Attorneys
To: Asheville City Board of Education
Re: Board Assisted Search
Date: January 5, 2023

As part of our general representation of school boards we offer to assist the Board with its process to secure a new permanent Superintendent of Schools, as needed. Campbell Shatley does not act as a "search firm" and the information provided below should not be considered as a proposal from our Firm to conduct a search. To the contrary, the services described herein are available at any time to assist the Board and any chosen search firm, as needed. Please note that the negotiation and drafting of a contract with the next Superintendent is a traditional legal service of the Board Attorney; and therefore, is not included in these estimates.

Category I: Set-Up and Administrative Costs

Estimate: \$750 – \$1,000

Services: 1) create a job description, application, and advertisement and 2) provide release forms for criminal reference background checks. We will make initial contacts with and provide information to interested candidates. We will send rejection letters as directed by the Board. The majority of these services will be provided by a paralegal to reduce costs. The application will be hosted on the Asheville City Schools website with instructions on e-submission to our office.

Category II: Survey

Estimate: \$1,500

Services: If desired by the Board, Campbell Shatley will develop and post an online survey or surveys to be completed by parents, employees and/or community stakeholders regarding desirable characteristics and traits for the new Superintendent. This information can be very valuable in selecting who to interview.

Category III: Advertising Costs

Estimate: Free to \$2,000 actual expense

Services: This cost depends upon the scope of advertising desired by the Board and is a direct pass-through cost. Advertising can be local, regional, or national. However, at a minimum we recommend posting the job on the following websites which do not charge a fee: NCSBA, NC Association of School Administrators, and the Asheville City Schools webpage. Please note that publications such as *Education Week* do charge a fee.

Category IV: Board Directed Full Selection Process (i.e., no search firm)

Estimate: \$18,000 - \$25,000 (difference based on number of candidates chosen)

Services: We will assist the Board of Education in narrowing the field to four (4) or five (5) candidates. We will then conduct thorough 1) criminal background checks, 2) on-line "fee-for-service" (i.e., Lexis-Nexus) newspaper history searches, and 3) telephone interviews with all references and others identified as knowledgeable about the finalists. Based upon this thorough background check, we will compile all the results by candidate, giving the Board a comprehensive picture of the finalist prior to interviews. This amount includes anticipated Board meetings which we attend and facilitate. We believe that a background search that can be reviewed by each Board member on each candidate prior to interviews results in a better interview process.

Category V: Candidate Interviews

Estimate: Per hour charge if our attendance is requested by the Board. This can be discussed at a later date.

Services: We will provide the Board with a list of interview questions. We will also counsel the Board on lawful interview strategies and techniques.

Category VII: Additional Direct Costs for Candidates

The Board of Education will need to reimburse candidates for travel and lodging expenses. Our paralegal can coordinate travel arrangements with candidates if needed.