

SCHOOL BOARD OF PINELLAS COUNTY, FLORIDA
WORKSHOP – April 5, 2012

The School Board of Pinellas County, Florida, conducted a workshop on Thursday, April 5, 2012, at 10:30 a.m., in the Cabinet Conference Room, Administration Building, 301 4th Street S.W., Largo, Florida.

Present: Mrs. Robin L. Wikle, Chairperson; Mrs. Carol J. Cook, Vice Chairperson; Ms. Janet R. Clark, Mr. Glenton Gilzean, Jr., Mrs. Terry Krassner, Mrs. Linda S. Lerner, Mrs. Peggy L. O’Shea, Members; Mr. James F. Madden, Deputy Superintendent; and, Mr. James A. Robinson, General Counsel.

The following topic was discussed:

- **Superintendent Search Process** – Dr. Wayne Blanton, Florida School Boards Association, led the Board Members in their discussion to determine specific criteria to be considered in their effort to secure a new superintendent, as well as the process to be followed for the search. Dr. Blanton shared with the Board a brochure that was used by Palm Beach County Schools in their recent search.

The following is the list of directions agreed to by the Board:

- A superintendent search status report should be included in every agenda for the Board’s regular meetings.
- Qualifications - An agenda item will be prepared for the April 24th meeting at which time the Board will approve the qualifications/qualities desired in their next superintendent.
- Communication - Dr. Blanton’s conversations will be with the Chairperson, verses with each individual Board Member.
- Cost of Contract with FSBA - The cost to contract with FSBA to perform the search will be capped at \$8000. The cost of printing, advertising, bringing in candidates, etc., are not included in this fee.
- Ad and Brochure - A draft of the ad and the brochure will be presented to the Board at their April 17, 2012 workshop. The brochure will incorporate pieces of the Pinellas brochure from 2008 and the Palm Beach brochure of 2012. Formal action will be taken by the Board to approve both items at their April 24, 2012 meeting. There will be 3000 brochures printed with 1500 being sent to Dr. Blanton and then the remainder being sent out to local groups or interested parties. Advertisements will begin a.s.a.p., once the ad and brochure are approved by the Board. The advertisements should run for a period of 2-3 weeks and all avenues for advertisement should be utilized, i.e., Wall Street Journal, etc.

- Qualifications to be listed in Brochure – The following wording was agreed to: “An earned master’s degree, with an earned doctorate or equivalent preferred. A minimum of 10 years of executive administrative and supervisory experience in a school district with at least 25,000 students or in a comparatively-sized government/business organization.” The qualities included in the Palm Beach brochure will be used with the addition of the third and seventh bullets from the Pinellas 2008 brochure. The word, technology, will be incorporated into the desired qualities.
- Applications - Mrs. Beaty will serve as the Board’s point person, receiving the applications, recording them according to the prescribed process, distributing them to the Board Members according to their desired method, mailing to Dr. Blanton at the end of each week during the application period and maintaining a complete file of the received applications for public record and viewing. The applications are to be received in the School Board Office, via electronic mail or US mail, no later than July 2, 2012 at 5:00 p.m.
- Candidate Selection - A workshop will be scheduled for July 17, 2012, 3-4 hours in length, at which time the Board Members and Dr. Blanton will discuss and identify their top five candidates; determine the interview procedures; and, determine the questions to be used during the interviews with the candidates. It was determined by the Board that district’s leadership team would not become a part of the Board’s process in determining the qualifications. Dr. Blanton stressed the importance of having the spouses included when the selection process has narrowed the field to the top 2 or 3 candidates. That selection will be scheduled for formal Board approval at a regular meeting. If a ballot is used for that voting, the Board Members must sign the front of their individual ballot. The individual voting should be formally announced at the end of their discussion.
- Letter to Candidates – A letter will be drafted to be mailed to those candidates not selected, thanking them for their interest.
- Interviews – Interviews will begin once school is in session to allow the candidates called in the opportunity to visit some of our campuses, those visits to be organized through the Board Office. The interview process will include a one-on-one time between each of the 2-3 final candidates and each Board Member, approximately 45 minutes in length; a formal, public interview; conversations between each candidate and selected district and community groups; and, an informal reception. Dr. Blanton suggested that should a member of the public have a question they wish to have asked of a candidate, the individual should be required to write the question down and submit it to be reviewed by both the Chairperson and the General Counsel as to its appropriateness. If appropriate, a member of the Board may read it to the candidate.
- Start Date – The selected individual should be prepared to start his/her employment with the district on Monday, December 3, 2012. The new superintendent will serve as a consultant from December 3, 2012 to the last day of the district’s contract with our present superintendent, Dr. John Stewart. Should the Board not encounter a candidate that they believe would be the best for Pinellas County, Dr. Blanton will reopen the search.
- Salary Range – There was consensus reached by the Board that the salary range to be advertised will be \$225,000 - \$275,000 with a rolling contract. The exact terms of the rolling language will be determined at a later date.

- Contracts – Dr. Blanton will forward to the Board Office copies of finalized superintendent contracts from other districts for the Board’s review of content.

➤ **Leadership Discussion**

- Mrs. Wikle requested and received permission from the Board to work with Mr. Robinson to rewrite the scope of Mr. Robinson’s contract, should Dr. Stewart’s recommendation be approved regarding the reorganization of the General Counsel’s Office.
- It was reported that the Pinellas Education Foundation has offered to pay for the refreshments to be served at the upcoming student recognition event(s).
- Mr. Madden, referring to the report PvPS: Creating a Voice for Parents and Taxpayers, shared that the report is a collaborative effort between the Education Foundation and Pinellas County Council PTA/PTSA.

No official actions were taken by the Board at this workshop. An audio recording of this workshop is filed in the Board Office archives. This workshop adjourned at 1:31 p.m.

Chairperson

Secretary

/db
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