



# NASB

Nevada Association of School Boards



## SUPERINTENDENT SEARCH SERVICES

Provided by: Modern EducateHR

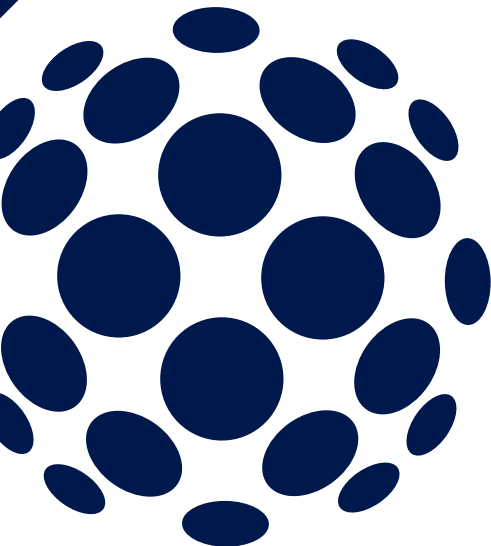
**Keith Lewis**

Lead Consultant

Phone: (775) 443-5451

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Website: <https://modernehr.com>





Keith Lewis

Consultant

modernducatehr@gmail.com

775-443-5451

## Introduction

We are pleased to introduce Modern EducateHR, an educational consulting team dedicated to providing executive search services for school districts. If your school district is planning to conduct a search for a new superintendent or other executive position, we are here to support you throughout the process.

As the founder of Modern EducateHR and a retired superintendent from Douglas County School District, I have the wonderful opportunity to lead a team of experienced professionals, including both current and former superintendents from various districts in Nevada. Our team members—Todd Hess, retired superintendent of Storey County School District; Dr. Kristen McNeill, retired superintendent of Washoe County School District; and Dr. David Jensen, current superintendent of Humboldt County School District—bring a diverse range of insights from both rural and urban educational settings.

Endorsed by the Nevada Association of School Boards, we have successfully conducted searches, including a recent project for the Pershing County School District in Lovelock, Nevada. In this informational packet, you will find a reference letter from the selected superintendent, reflecting our collaborative approach and commitment to achieving the best outcomes for school boards.

Understanding that each district has its unique needs, we have developed a comprehensive 7-phase process that allows us to work closely with your school board. This process ensures we create a search strategy that aligns with your specific requirements and fiscal constraints. Whether you seek a straightforward advertising approach or a more extensive community engagement process, we tailor our services to fit your needs.

We are confident in our ability to provide a high-caliber search experience for any school district and would be honored to assist you in identifying your next leader. Our goal is to support your hire to ensure a successful transition and foster a long-term relationship that enhances your district's mission.

Thank you for considering Modern EducateHR for your executive search needs. We look forward to the opportunity to partner with you in shaping the future of your school district.

Sincerely,

A handwritten signature in cursive script that reads 'Keith Lewis'.

Keith Lewis

Founder, Modern EducateHR, LLC



## SUPERINTENDENT & EXECUTIVE STAFF SEARCH SERVICE

### About Us

Educational governing bodies across the country face a critical responsibility when selecting new executive leaders. Whether you are seeking a superintendent, assistant superintendent, or other key district executive, we are here to be your trusted partner in building stronger schools. We understand that choosing the right leadership team is essential to a district's success—and that's where we come in.

We specialize in helping school boards identify and recruit exceptional executive leaders who align with your district's values and vision. Our mission is simple: to work closely with your governing board to understand your unique needs and connect you with high-caliber candidates who are ready to lead and inspire. With our support, you can navigate the hiring process with clarity and confidence, ensuring your school district has the leadership it needs to thrive. Let's work together to shape a strong and successful future for your schools!

### Our Team



**Keith Lewis**  
Search Consultant  
Retired Superintendent  
Douglas County SD



**Todd Hess**  
Search Consultant  
Retired Superintendent  
Storey County SD



**Kristen McNeill**  
Search Consultant  
Retired Superintendent  
Washoe County SD



**Dr. David Jensen**  
Search Consultant  
Superintendent  
Humboldt County SD

### Continuum of Search Possibilities

Board Conducted Board Directed	★ Externally Facilitated Board Directed ★	Turnkey Headhunter Board Input
<ul style="list-style-type: none"> <li>Maximum board control and involvement</li> <li>Labor intensive for board</li> <li>High potential for mistakes</li> <li>Least expensive</li> </ul>	<ul style="list-style-type: none"> <li>Major board involvement</li> <li>Heavy lifting delegated to the facilitator</li> <li>Leverage local connections</li> <li>Higher cost</li> </ul>	<ul style="list-style-type: none"> <li>Least board involvement</li> <li>Highest potential for mismatch between board and recruiter</li> <li>Extremely high cost</li> </ul>

★ Search provided by MEHR – Local Control ♦ Opportunities for Community Connections ♦ Clear Communication ★

### How we Function

Modern EducateHR's Superintendent & Executive Staff Search Service makes use of a cadre of trained professionals who work together to facilitate an effective search process from the very first meeting. Once Modern EducateHR is contacted by an educational governing body, a member of the search cadre will meet with the governing board to outline the process and create a proposal contract for the Superintendent & Executive Staff Search Service.



## Our 7-Phase Process

We understand that every district is unique. While our 7-phase process is outlined below, we will work collaboratively with the governing body to design a search that best meets your specific needs. Whether you require basic advertising and recruitment or a comprehensive community engagement strategy, we tailor the search to align with your goals and budget.

### **Phase 1 Identify District Priorities in Relationship to Needs of the District and the Qualities Desired in an Executive**



- Conduct interviews with each member of the governing body and other key education and community leaders identified by them—such as administrators, teachers, parents, business leaders, and others—to determine the district’s perceived needs and the qualities most desired in the new executive. If desired, an online survey can be used to gather input from a broader group of community stakeholders.

### **Phase 2 Advertise and Administer Recruitment and Application Procedures**



- Develop targeted recruiting materials that describe the district and executive position, and announce the vacancy. Announcements will be shared with key agencies and individuals nationwide, with a focus on the western region. Electronic advertisements will be created for posting on leading educational leadership websites. This broad-based outreach strategy ensures the governing body reaches a wide and diverse pool of qualified candidates. An application form and selection procedures will be proposed by the consultant, subject to approval by the governing body.

### **Phase 3 Targeted Personalized Recruitment**



- In addition to general advertising for the position, our team will personally reach out to respected and knowledgeable individuals nationwide to share the desired qualifications for the executive role as identified in Phase 1. These targeted contacts will be asked to recommend exceptional business and educational leaders they know who may align with the district’s needs. Each nominee will be confidentially contacted to gauge interest in pursuing the executive opportunity. This personalized recruitment approach significantly increases the number of high-quality candidates in the selection pool. Without this confidential, targeted outreach, top leaders often remain on the sidelines and do not actively apply. In today’s environment, it is not practical to rely solely on known job-seekers; it is in the district’s best interest to identify and recruit the most outstanding candidates.

### **Phase 4 Screen Candidates and Reference Checks**



- Under the direction of the governing body, we will prepare a list of qualified candidates. Comprehensive reference checks will be conducted through direct contact with individuals familiar with each applicant. The desired leadership characteristics will be evaluated, and an in-depth background check will be performed. The search consultant will meet or speak by phone with candidates recommended for interviews. Procedures will be established to ensure that all candidate information and materials are accessible to all members of the governing body.



### Phase 5 Interview Candidates



- Interview times will be scheduled with the governing body for the final candidates. We will work collaboratively with the governing body to design an interview process that includes representatives from the internal education community, the broader community, and other designated stakeholders. The search team will provide a proposed interview structure and procedure, including sample questions, for review and revision. We will partner closely with all parties to ensure the interview experience is positive and productive for everyone involved.

### Phase 6 Contract Development and Arrangements



- We will work with the governing body, the selected candidate, and the organization's attorney to ensure the final employment agreement accurately reflects the mutual understanding of all parties and outlines the district's expectations for the executive's performance and evaluation criteria.

### Phase 7 Determination of First Year Goals and Development of an Entry Plan for New Executive



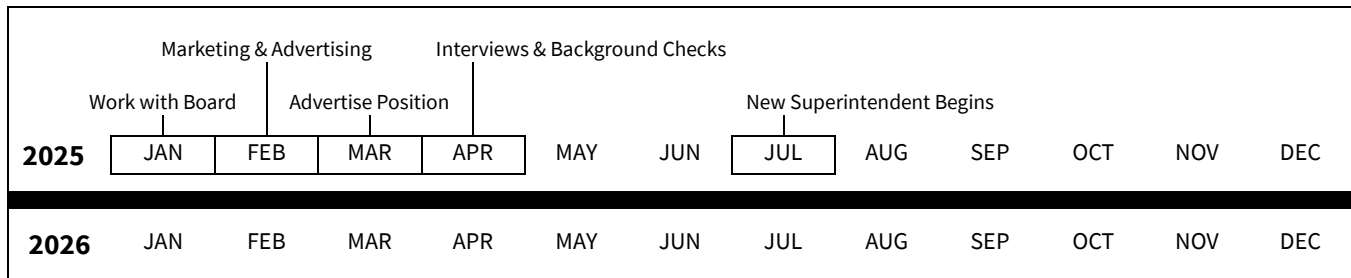
- The search team will collaborate with the executive and the governing body to support a smooth transition and help develop a plan for the executive's introduction to the district and community. We will provide at least two follow-up visits during the first year to align the district's expectations with the executive's performance and evaluation criteria. These visits will be designed to help address and manage any early challenges that may arise in the new leadership relationship.

Throughout the process, we will maintain open communication with the governing body, providing regular updates, addressing concerns, and ensuring the search aligns with the district's strategic goals. This streamlined approach is designed to guide the governing body and the search team toward a successful hiring outcome for a new executive leader.

## Communication

Communication and organization are essential to a successful executive search. We utilize secure, web-based systems that provide our clients with 24/7 access to all search-related documents. Whether using a tablet, smartphone, laptop, or desktop, the governing body and search consultants can confidentially access all information in a well-organized, transparent, and timely manner.

## Typical School District Superintendent Search Timeline



Note: The timeline is flexible and will be adjusted to meet the school district's needs.



## Our Fee Schedule

- |                             |   |
|-----------------------------|---|
| ▪ Basic Fee                 | Negotiated based on size of district        |
| ▪ Advertising               | Actual Cost – Dependent on Extent of Search |
| ▪ Travel                    | Actual Cost                                 |
| ▪ Criminal Background Check | Actual Cost                                 |

## Our Guarantee

If the newly hired executive resigns or is dismissed for cause within 18 months of starting the role, Modern EducateHR will conduct a new search for the governing body at no additional cost, aside from expenses incurred during the new search process. Additionally, the appointed executive will not be recruited or considered by us for another position within three years of their start date unless released from this commitment by the governing body.

## Additional Services Available

- Revising and updating executive job description(s).
- Assisting in contract negotiations.
- Assist in developing contract (legal review recommended).
- Schedule and/or conduct on-site visit(s) to finalists' home districts.
- Assist in developing executive performance appraisal.





## Scheduling the Superintendent & Executive Staff Search Service

The Modern EducateHR Superintendent & Executive Staff Search Service may be requested by contacting Keith Lewis at (775) 443-5451 or [keith@moderneducateHR.com](mailto:keith@moderneducateHR.com). Mr. Lewis will schedule a mutually convenient time to meet with a member of the search cadre to determine the board's needs and to draft a proposal/contract. There is no cost for this initial meeting. All costs for the Superintendent & Executive Staff Search Service are identified in the proposal/contract which must be approved by the Board before it takes effect.






## Our 7-Phase Process

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<b>Phase 1</b> 	<b>Identify District Priorities in Relationship to Needs of the District and the Qualities Desired in an Executive</b> <ul style="list-style-type: none"> <li>Conduct interviews with each member of the governing body and other key education and community leaders identified by them—such as administrators, teachers, parents, business leaders, and others—to determine the district’s perceived needs and the qualities most desired in the new executive. If desired, an online survey can be used to gather input from a broader group of community stakeholders.</li> </ul>
<b>Phase 2</b> 	<b>Advertise and Administer Recruitment and Application Procedures</b> <ul style="list-style-type: none"> <li>Develop targeted recruiting materials that describe the district and executive position, and announce the vacancy. Announcements will be shared with key agencies and individuals nationwide, with a focus on the western region. Electronic advertisements will be created for posting on leading educational leadership websites. This broad-based outreach strategy ensures the governing body reaches a wide and diverse pool of qualified candidates. An application form and selection procedures will be proposed by the consultant, subject to approval by the governing body.</li> </ul>
<b>Phase 3</b> 	<b>Targeted Personalized Recruitment</b> <ul style="list-style-type: none"> <li>In addition to general advertising for the position, our team will personally reach out to respected and knowledgeable individuals nationwide to share the desired qualifications for the executive role as identified in Phase 1. These targeted contacts will be asked to recommend exceptional business and educational leaders they know who may align with the district’s needs. Each nominee will be confidentially contacted to gauge interest in pursuing the executive opportunity. This personalized recruitment approach significantly increases the number of high-quality candidates in the selection pool. Without this confidential, targeted outreach, top leaders often remain on the sidelines and do not actively apply. In today’s environment, it is not practical to rely solely on known job-seekers; it is in the district’s best interest to identify and recruit the most outstanding candidates.</li> </ul>
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<b>Phase 5</b> 	<b>Interview Candidates</b> <ul style="list-style-type: none"> <li>Interview times will be scheduled with the governing body for the final candidates. We will work collaboratively with the governing body to design an interview process that includes representatives from the internal education community, the broader community, and other designated stakeholders. The search team will provide a proposed interview structure and procedure, including sample questions, for review and revision. We will partner closely with all parties to ensure the interview experience is positive and productive for everyone involved.</li> </ul>
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## Our Team



**Keith Lewis**

Search Consultant  
Retired Superintendent  
Douglas County SD



**Todd Hess**

Search Consultant  
Retired Superintendent  
Storey County SD



**Dr. Kristen McNeill**

Search Consultant  
Retired Superintendent  
Washoe County SD



**Dr. David Jensen**

Search Consultant  
Superintendent  
Humboldt County SD

## Biographies

**Keith Lewis** – Keith currently serves as the Executive Director of Visit Carson Valley, but his primary focus has always been on education. With over 28 years of dedicated service in K-12 public education, he concluded his career in 2023 as the Superintendent of Douglas County School District in Minden, NV. Prior to that role, he spent five years as the Executive Director of Human Resources for DCSD and served as a middle school administrator for a decade.

Keith's leadership extends beyond the classroom. He was Vice-President and Secretary-Treasurer of the Nevada Association of School Superintendents (NASS), a commissioner on the Nevada Commission for Professional Standards, and an advisor to the National Council for Modern Teacher. Additionally, he contributes to the community as Co-Director of the Carson Valley Basketball Association.

His academic journey began at Gardiner High School in Montana and continued at Boise State University, where he earned a bachelor's degree in secondary physical education with a minor in Biology. In 2005, he obtained a master's degree in educational leadership from National University.

During his tenure at Douglas County School District, Keith adeptly managed complex labor issues, including personnel investigations and Title IX inquiries. His extensive experience in labor negotiations involved financial research and contract costing, which were crucial for effective negotiations. He also focused on policy development and the creation of job descriptions that promoted sound hiring practices. His dedication to staff development was evident through the successful administrative and student leadership retreats he organized.

Throughout his distinguished career, Keith has received numerous honors. In 2023, he was named the Carson Valley Chamber of Commerce Bill Henderson Citizen of the Year and was nominated for the national Life Changer of the Year Award. He also received the inaugural DCSD Board of Trustees



Excellence in Leadership Award in 2019. His passion for sports and coaching earned him induction into the Douglas High School Basketball Hall of Fame, and he was named the 2002 Northern 4A – Sierra League – Coach of the Year. As an undergraduate at Boise State University, Keith was inducted into the Associated Students of Boise State University Hall of Fame and served as president of the Student Action Council for the American Association of Health, Physical Education, Recreation, and Dance (AAHPERD).

**Todd Hess** – Todd has dedicated nearly three decades of his professional career to the Storey County School District in western Nevada, where he recently retired as Superintendent. Born and raised in the district, Todd's commitment to education and community has been unwavering.

Beginning as a classroom educator, Todd initiated his career teaching U.S. Government, History, Social Studies, and Geography at Virginia City High School. His involvement extended beyond the classroom, as he also took on the role of coaching basketball for the Virginia City Muckers. This early experience laid the foundation for Todd's comprehensive understanding of the district's dynamics and needs.

Over the years, Todd's leadership skill became increasingly evident as he transitioned into administrative roles within the Storey County School District. He spent a total of 16 years serving as the Principal of every school in SCSD, including Virginia City High School, Virginia City Middle School, Hugh Gallagher Elementary School, and Hillside Elementary School. In these positions, Todd demonstrated his commitment to fostering positive relationships and effective communication among board trustees, families, students, staff, businesses, and other community stakeholders.

Todd's reputation as a strong communicator and relationship builder extends beyond the district boundaries. He is an active member of the Nevada Association of School Superintendents (NASS), where he not only serves on the ACT Council but also chairs the Committee of Outdoor Education. This involvement reflects Todd's dedication to contributing to educational initiatives beyond his immediate responsibilities.

Throughout his career, Todd has garnered recognition for his outstanding contributions. In 2002, he was honored as the 1A Athletic Director of the Year. Furthermore, he served as the 1A president for four years and acted as a liaison to the Executive Board of the Nevada Interscholastic Activities Association (NIAA). The Nevada Association of School Boards acknowledged Todd's exemplary leadership by naming him the Administrator of the Year in 2011. His ongoing commitment was further underscored when he received the Co-Superintendent of the Year award in 2023. Additionally, Todd's dedication to school safety earned him the Individual School Safety Award from the International School Safety Institute in 2020.

Todd Hess shaped the educational landscape of Storey County, leaving an indelible mark through his commitment, leadership, and genuine engagement with the community.

**Dr. Kristen McNeill** – Dr. McNeill is a native Nevadan who has dedicated over 20 years to public education in the Reno-Sparks area. She began her career teaching grades 2 through 6 and later served as principal at Lois Allen and Marvin Moss Elementary Schools. In 2008, Dr. McNeill became



the Director of State and Federal Programs/K-16 Initiatives for the Washoe County School District (WCSD), progressing to Chief Strategies Officer in 2010 and Chief of Staff in 2012, during which she briefly served as Interim Superintendent.

In September 2015, she was appointed Deputy Superintendent, overseeing the Office of School Leadership, Office of Academics, and the Strategies Office. In July 2019, she took on the role of Interim Superintendent, effectively acting as WCSD's Chief Executive Officer. In April 2020, she was appointed Superintendent, leading the district through the challenges of the COVID-19 pandemic. Under her leadership, WCSD became one of the largest urban districts to maintain in-person instruction during the 2020-21 school year while offering distance learning options.

Dr. McNeill briefly returned to the role of Interim Superintendent in December 2023 to facilitate the transition to new district leadership after the resignation of her successor. She engaged with various stakeholders to address concerns and support a smooth leadership change, ultimately returning to retirement in July 2024.

Throughout her career, Dr. McNeill has participated in numerous committees on educational issues, advocating for students living in poverty and emphasizing early childhood education. She holds a Bachelor of Science in Hotel Administration and a Master's in Instructional and Curricular Studies from the University of Nevada, Las Vegas, and earned her Doctor of Educational Leadership at the University of Nevada, Reno.

**Dr. David Jensen** – Dr. Jensen currently serves as the Superintendent of Schools for Humboldt County School District, a position he has held for over 12 years. Set to retire at the end of the 2024-2025 school year, Dr. Jensen has spent his entire career with the Humboldt County School District, beginning as a School Psychologist. In response to statewide fiscal challenges, he was soon assigned as Director of Federal Programs, significantly increasing funding to support essential educational initiatives. He was later promoted to Associate Superintendent for Business and Finance, a position he held for 18 months, before becoming Assistant Superintendent. After five years in this role, Dr. Jensen was selected as Superintendent of Schools in 2012, where he will have served for 13 years by his retirement.

In addition to his leadership within HCSD, Dr. Jensen has contributed extensively to education throughout Nevada. He has served as Secretary-Treasurer and President of the Nevada Association of School Superintendents (NASS) and was recognized as Superintendent of the Year by NASS in 2017, receiving additional recognition from the American Association of School Administrators (AASA) and the Nevada Association of School Boards (NASB). He represented NASS on the Nevada State Board of Education for three years, served as a Governor's appointee on the State School Safety Task Force, and has been an inaugural member of the School Finance Commission since 2019, appointed by the minority leader.

Dr. Jensen has extensive experience at the National level, and was recognized as a finalist for AASA President, providing strong representation for Nevada at the national level. In addition, he served for eight years on the AASA Governing Board and participated in the Life Touch Memory Mission, helping build a bottle school in rural Guatemala.



Dr. Jensen earned a Bachelor of Science (B.S.) in Psychology, followed by a Master of Arts (M.A.) and Specialist Certification in Educational Psychology with a focus on School Psychology from Brigham Young University (BYU). He later completed his Administrative Credential and earned a Doctorate in Education (Ed.D) from the University of Nevada, Reno (UNR).

With expertise in school budgeting and finance, contract negotiations, human resources, school safety, special education, psychology, school psychology, and policy development, Dr. Jensen offers consulting services through his firm, Jensen Professional Services, LLC.





## PERSHING COUNTY SCHOOL DISTRICT

Dennis Holmes, Superintendent of Schools  
Jonathan C. Reynolds, Principal, Pershing County High School  
Shea B. Murphy, Principal, Pershing County Middle School  
William Harvey, Principal, Lovelock/Imlay Elementary Schools

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September 17, 2024

### To Whom It May Concern:

My name is Dennis Holmes, and I am the new Superintendent of Pershing County School District. As someone relatively new to this position, I wanted to take a moment to express my appreciation for the excellent work done by Modern EducateHR, specifically Todd Hess and Keith Lewis, during the search process for this role.

Throughout the process, both Todd and Keith consistently demonstrated a high level of professionalism and knowledge. They ensured that every step was handled with care, and I felt well-supported at each stage. Their encouragement and clear communication made the entire experience positive.

Moreover, during our interactions, I sensed a genuine interest from both Todd and Keith in getting to know me—not merely as part of their process but to assess what would be a strong, mutual fit between myself and the district. Their approach went beyond the standard search process and contributed to the overall success of this match.

I am grateful to have been selected as the Superintendent of Pershing County Schools, and I hold Modern EducateHR in high regard for their role in that outcome. Our School Board also maintains high regards and appreciation for the work done by Modern EducateHR. Therefore, both the Pershing County School Board and I would gladly recommend them to others.

Please feel free to contact me at any time should you need further insights or information.

Sincerely,

Dennis Holmes  
Superintendent, Pershing County School District