

To: Board of Education, Wenatchee School District  
From: Hank Harris and Barbara Young, *Hazard, Young, Attea, and Associates*  
Re: Advertisement Options and Recommendation for Superintendent Search  
Date: October 23, 2018

Good evening Board Members,

In consideration of the unique needs and interest of Wenatchee, we want to recommend the following array of advertising options for your Superintendent Search.

**Approved:**

HYA Package I (\$1950) -- approved by Board on Oct 8

- HYA Group Print Ad in Education Week
- Online Listing in Education Week's *TopSchoolJobs* site for 30 days
- Online showcased ad on Education Week and *TopSchoolJobs* homepages for 7 days
- Online listing on AASA (American Association of School Administrators) site for 30 days
- Posted on, Twitter, LinkedIn, and ECRA

**Recommend:**

HYA ALAS and NABSE Supplement (\$520)

- Association of Latino Administrators and Superintendents (ALAS) for 6 weeks online
- Push in on ALAS apps
- National Alliance of Black School Educators for 30 days

**Recommend:**

Washington State Lists (\$0, listed directly by Wenatchee Schools)

- WASA (Washington Association of School Administrators)
- WSSDA (Washington State School Directors Association)
- WSPA (Washington School Personnel Association)
- AWSP (Association of Washington School Principals)

Oregon State Lists

- COSA (Confederation of Oregon School Administrators) \$250
- OALA (Oregon Association of Latino Administrators): \$100 for 6 week posting

Other Websites

- Idaho Association of School Administrators: no fee
- CALSA (California Association of Latino Superintendents and Administrators): \$90 for 30 day posting
- Nevada Association of School Administrators (NASS): \*
- Arizona School Administrators: not yet known\*

**Comments:**

- a. All advertising that is not part of an HYA package can be placed by HYA for cost + 20% or directly by Wenatchee HR at cost.
- b. Given that we are waiting to hear back from 2-3 sites, the Board may wish to allocate a small amount of additional funding in the event there is a fee for some of these sites.