



Seaside School, Inc

Seaside School Executive Director Search Committee

Published on March 25, 2026 at 11:17 AM CDT

Date and Time

Wednesday March 25, 2026 at 5:00 PM CDT

Location

Seacoast Collegiate High School

Founded in 1996

Serving Students in Grades 5 - 12

We seek to sustain an educational community where an emphasis on academic excellence is complemented by our concern for each learner's personal growth and intellectual, aesthetic, and psychological development. The curriculum is developmentally responsive – actively engaging students in learning skills in context; integrative – directing students to connect learning to daily lives; and exploratory – enabling students to discover their abilities, interests, learning styles, and ways that they can make contributions to society.

Information on procedures for public comment can be found on our Governance Page. ([Click Here](#))

If anyone needs special assistance to participate in the public input session, every effort will be made to provide an appropriate accommodation. When requesting accommodations for public input, please allow no less than 1 business day notice prior to the scheduled meeting.

Specific issues about a particular student should only be addressed to the school's Director of Student Services, rather than the Board of Directors.

All public comments will be taken under advisement by the Board, but will not elicit a written or spoken response. The names of persons providing public comment and a brief summary of topics or input will be included in the meeting minutes published. A response will be provided to the stakeholder within seven (7) days.

Agenda

	Purpose	Presenter	Time
I. Opening Items			5:00 PM
A. Record Attendance			1 m
B. Call the Meeting to Order			
C. Approve Minutes	Approve Minutes		1 m
II. Seaside School Board Selection Committee			5:02 PM
A. Search Firm Finalists Review and Selection	Vote	Megan Harrison	45 m
III. Other Business			
IV. Closing Items			
A. Adjourn Meeting	Vote		

Coversheet

Search Firm Finalists Review and Selection

Section: II. Seaside School Board Selection Committee
Item: A. Search Firm Finalists Review and Selection
Purpose: Vote
Submitted by:
Related Material: Search Firm Follow Up Responses.pdf
Myers McRae - Search Information Form Seaside schools.docx
Buffkin Baker Confirmation Letter.pdf
Myers McRae Seaside School LOA 2026.pdf
Search Firm Scorecard Proposed Weighting and Blank Scorecard.pdf

Buffkin / Baker Responses:

Replacement Guarantee

We noted the 365-day placement guarantee outlined in the proposal and appreciate that level of commitment. Could you confirm that the replacement search would be conducted without additional professional fees, aside from any mutually agreed advertising or candidate travel expenses?

Yes, correct.

Community Stakeholder Input

Your proposal references gathering stakeholder feedback through forums, conversations, and surveys during the early phases of the search. Could you share a bit more about how those engagements are typically structured and how that feedback informs the leadership profile and recruitment strategy?

We work closely with the board and your internal team to plan open forums, small-group meetings, and listening sessions. In partnership with your internal team, we will ensure broad outreach to parents, alumni, and internal and external community members to gather meaningful input. In addition to these engagements, we use a survey tool that can be widely distributed and posted on your website to capture the broadest possible perspectives. We carefully distill this feedback to shape the leadership profile. Our search profiles are never boilerplate—stakeholders will clearly see their voices reflected. The insights gathered also directly inform our research strategy, recruitment efforts, and interview questions for both our team and the search committee. We will share the results of the survey with the board/committee via a secure portal.

Advertising and Recruitment Outreach

You reference a proactive outreach strategy and broad engagement with potential candidates and referral sources. It would be helpful to understand:

What advertising channels or job boards are typically used for searches like this

Below is a list of potential venues:

- [Charter School Jobs](https://charterschooljobs.com) (charterschooljobs.com)
- [National Alliance for Public Charter Schools Job Board](https://jobs.publiccharters.org)(jobs.publiccharters.org): This is the gold standard for charter leadership searches and regularly features *Head of School* and *Executive Director* postings nationwide. It is explicitly designed for the charter sector and is widely monitored by sitting charter leaders and senior administrators.
- Best K-12 Platform: AASA Career Center (The School Superintendents Association) aasa-jobs.careerwebsite.com
- In addition, most states have their own associations. We would work with you to determine which ones might make the most sense. Some examples are below:
 - State Charter School Associations: (e.g., the [MN Association of Charter Schools](#) or [DC Public Charter School Board](#)) that host job boards specifically for schools in their regio
 - State Departments of Education: Portals like the [Virginia Department of Education's job board](#)
- Lastly, we post on LinkedIn and our internal website (no cost to you).

Whether advertising costs are included in the professional fee or billed separately

Separately

Typical advertising budget ranges for similar searches

It depends on how many venues you choose. Typically it is around \$1,500-\$2,000 for a few venues.

What happens if you need to do a third + round to secure a candidate? Would we continue to pay additional advertising fees?

Regarding advertising, these costs are considered out-of-pocket expenses and are not included in our professional fee. Should you choose to initiate additional rounds of advertising, any related expenses would be billed separately.

Candidate Network and Outreach

Your proposal references outreach to 500–1,000 potential candidates and sources as part of the sourcing strategy. We would also appreciate additional context regarding:

- **The approximate size of your education leadership network or database**

Our education leadership network or database includes tens of thousands of contacts. While we maintain an extensive contact base, we ensure that our research is original for every client. Once we understand your needs and the ideal candidate profile, we carry out thorough research to create a custom contact list tailored specifically for you.

- **The proportion of candidates typically sourced through direct outreach versus applicant responses**

Recently, we have found very limited engagement through advertisements. While it is an important part of the process because it markets your wonderful school, our value add is in the direct recruitment and outreach we provide. We would estimate that roughly 85% of the pool is a result of our outreach as opposed to announcements.

Candidate Referral / Ownership

One additional clarification that would be helpful: if the Board identifies or receives interest from a candidate independently of the search process, how is that typically handled within the engagement agreement? For example, would the placement fee apply if a candidate is hired who was not sourced or introduced by the firm?

Our fee structure is based on the comprehensive nature of the search process, rather than a simple placement. We invest significant time and expertise in gathering information, conducting research, engaging in targeted recruitment, and ensuring a high-quality and transparent process for all stakeholders. We view this as a true partnership, actively seeking nominations and input from both your internal and external communities to identify the best possible candidates. Given the collaborative and multi-faceted nature of this approach, it can be challenging to definitively determine whether a candidate entered the process independently, as they may have been included on our outreach list or recommended through community engagement. Therefore, we do not make exceptions to the fee, no matter how a candidate comes to the process.

Search Capacity

Could you also share approximately how many executive searches your team typically runs simultaneously and how searches are staffed? It would be helpful for the Board to understand how your team ensures each engagement receives appropriate focus and support.

Competent search consultants can manage ten plus searches simultaneously because searches tend to be at different stages. Our approach is to assign two partners to every search so that the search will be led by partners. Ken and I would be your principal points of contact. It is not our practice to delegate communications or key elements of the search to junior associates. A hallmark of our work is our relational, consultative relationship. One or both of us will be your point person throughout.

Fee Structure

Finally, we noted the proposed 33% fee structure with a \$55,000 minimum. As the Board considers the proposals from several firms, we are also evaluating options that may allow us to align the engagement with our budget parameters.

Given your interest in expanding Buffkin / Baker's work in Florida and building relationships with institutions in the region, we would welcome the opportunity to discuss whether a reduced percentage or negotiated fixed fee structure might be possible for this search.

Yes, we would be willing to negotiate a fixed fee. Our minimum fee would be \$50,000.

Payment Structure

We also noted the payment structure outlined in the proposal, with retainers invoiced early in the process and the final balance due when an offer is accepted. As the Board reviews the engagement terms, we would appreciate the opportunity to discuss whether a slightly different structure might be possible.

Specifically, we would be interested in exploring:

- **A reduced initial retainer at the start of the engagement-**
Yes, but we would invoice more than three invoices at different milestones throughout the search, i.e., the completion of the search profile.
- **Structuring the remaining payments around key milestones in the search process**
Yes, we would work with you on the milestones.
- **Deferring the final payment until the selected candidate's start date**
We could defer the final invoice until a contract has been signed. We would not be able to defer until the start-date as that is unknown and could be months after the work has been completed.

Mutual Termination Clause

Can you confirm if there is a mutual termination clause - is anything owed if we cancel or are the fees paid non-refundable, etc.?

Our fees are non-refundable, as each invoice corresponds to specific deliverables throughout the search process. Consequently, refunds are not provided once those milestones are met.

Myers McRae Responses:

Replacement Guarantee

Does Myers McRae provide a candidate replacement guarantee in the event the selected candidate departs within a defined period after hire? If so, could you share the length of that guarantee and how a replacement search would be handled?

Our guarantee is for 1 year – if the candidate leaves within one year Myers McRae will conduct the search again free of charge.

Community Stakeholder Input

Because Seaside has a strong community and parent engagement culture, the Board would like to incorporate stakeholder listening sessions or community forums to help inform the leadership profile for the position. Is this something your team can assist with during the “Assess & Plan” phase of the search process?

We have done listening sessions on many presidential searches and are experienced in leveraging the feedback into the search process.

Engagement Terms / Termination Clause

Do your standard engagement agreements include a mutual termination clause should either party (school board or Myers McRae) determine the engagement is not the right fit during the search process?

Yes

Advertising and Recruitment Outreach

Your materials reference recruitment and advertising through recommended venues and distribution through your proprietary database.

Could you provide a bit more detail regarding:

- **What advertising channels or job boards are typically used for leadership searches like this**
We use the chronicle, higheredjobs.com, and similar venues. We are open to using any local/regional venues as well.
- **Whether advertising costs are included in the search fee or billed separately**
The initial round of advertising is included.
- **Typical advertising budget ranges for similar searches**
If a second round of advertising is required then the budget should be between \$2,500 and \$3,500
- **What happens if you need to do a third + round to secure a candidate? Would we continue to pay additional advertising fees?**
A third round of advertising is an indication that there is something else that needs to be addressed in the profile itself. We would first make adjustments to the profile and then discuss which advertising venues are needed and most likely re-initiate the email campaign first.

Candidate Network

We would also appreciate a bit more information about the scope of your candidate outreach:

- **The approximate size of your candidate database**
Our database contains over 150,000 potential candidates and nominators.
- **The number or percentage of contacts currently working in K-12 or education leadership roles**
Potentially 2,500 to 5,000 candidates nationally
- **Any specific education or charter networks you typically leverage for searches like this**
We obtain candidate listings for these specific roles to keep our database growing and updated

Candidate Referral / Ownership

One additional clarification that would be helpful: if the Board identifies or receives interest from a candidate independently of the search process, how is that typically handled within the engagement agreement? For example, would the placement fee apply if a candidate is hired who was not sourced or introduced by the firm?

To maintain the integrity and fairness of the candidate evaluations and selection we require that all candidates go through our process. Our fee is independent from the how the candidate enters the process.

Mutual Termination Clause

Can you confirm if there is a mutual termination clause - is anything owed if we cancel or are the fees paid non-refundable, etc.?

Fees paid are non-refundable – 90% of our costs are incurred at the start. Even though they are non-refundable, we are open to offering discounts on future searches.



Search Information Form

(Please return the completed form to DinaAlkiki@myersmcrac.com)

Seaside Schools

Executive Director

1. List the name, title, email address, and phone number to whom search-related invoices should be sent. Please provide a copy of Purchase Order that includes the institution's billing address.

(please send a copy to Dina Alkiki; see contact information above.)

2. Provide a detailed job description for the position:

3. List the name, title, email address, and phone number of the person we may contact to obtain high-resolution photos and logos of your institution for use in the profile and other materials.

4. List the platforms that the institution recommends advertising through. Below are websites that the Search firm recommends : To be determined

- <https://www.higheredjobs.com/>
- <https://careers.insidehighered.com/>
- <https://www.chronicle.com/>

4. To whom should we send the draft of the position profile for review and approval? (Please include name, email address, and phone number.)

5. What is the projected salary range of the position? _____
(Salary information is not included in any marketing materials. This information is used by our consultants to assist in identifying viable candidates for consideration.)

6. What is the preferred start date for the hired candidate? _____

7. Is the position title above correct? (If not, please list the correct title below.)

8. To whom will this position report? _____

9. Will the successful candidate be required to be located fulltime on-campus?

(continued)

10. Will there be a search committee?

(If this committee has already been formed, please attach a list of the names, titles, phone numbers, and email addresses for each committee member. Please be sure to identify the chair of the committee. If this committee is not yet formed, you may omit this information at this time and send it once it has become available.)

11. List the name, title, email address, and phone number of the person at your institution who will assist us in setting up videoconference interviews, e.g. I.T. contact.

12. Will your institution require that we distribute/gather demographic self-identification forms, e.g. equal opportunity questionnaires, disability forms, etc., to applicants?

Form completed by: _____
Printed Name, Title

Date



BUFFKIN / BAKER
Recruiting Leaders. Impacting Organizations.

March 23, 2026

via email

Megan Harrison
Board Member, Search Committee Chair
Seaside Neighborhood Schools
850.830.0527
board.harrison@seasideschools.net

Dear Ms. Harrison:

This letter will confirm that Buffkin / Baker will represent Seaside Neighborhood Schools in the consulting engagement to identify and to present competent persons as viable candidates for the position of Executive Director. We appreciate the opportunity to work with you and your colleagues on this important search.

The professional fee for representing Seaside Neighborhood Schools will be a fixed professional fee of \$50,000. Following our discussion, we are pleased to offer a reduced retainer and invoice at key milestones in the search. The suggested invoicing schedule is below.

- ⇒ Invoice 1- \$10,000— (upon signed search agreement)
- ⇒ Invoice 2- \$10,000— (upon approval of the search profile, following information gathering and community input)
- ⇒ Invoice 3- \$10,000— (at presentation of candidates)
- ⇒ Invoice 4-\$10,000— (upon selection of finalists to interview)
- ⇒ Invoice 5-\$10,000— (upon date of signed offer)

The professional fee includes our internal administrative costs (technical, research, communication, and clerical). Consultant and candidate travel, interviewing expenses, and advertising will be submitted at cost.

An assignment may be canceled at any time. Upon cancellation, we would stop work immediately and would subsequently submit our final invoice. The invoice would include our professional fee prorated from the end of the time period of the last invoice through the date we last worked on the assignment, plus any expenses incurred since the last billing period.

Normally, the date of our last invoice would follow the actual date of cancellation to provide the time needed to conclude any ongoing contacts and to collect expense information.

There are a number of events that could happen to alter a client's requirements or change the position specifications, which may make completing the search assignment more difficult than either party originally anticipated. We commit our best professional effort to the search, and we will continue searching until the position is filled or until we both are satisfied that every reasonable effort has been made.

If the placed candidate is terminated for cause (defined as gross negligence or willful malfeasance) or leaves of their own accord within one (1) year of their start date, Buffkin / Baker will identify and present other viable candidates for the purpose of selecting a replacement, without any additional professional fee. We will bill for normal search expenses as described above. Buffkin / Baker will initiate this replacement search after receiving a written notice of the termination of the hired candidate and the reason for such termination. The replacement search must be initiated by Seaside Neighborhood Schools within 90 days of the placed candidate's termination date. Exceptions to this guarantee include: 1) the use of illegal or unethical business practices, that are not associated with the placed candidate, on the part of the organization making it impossible for the individual to stay; 2) material changes in the individual's job responsibilities that are unrelated to her/his performance including the departure of the placed candidate's direct supervisor (the person who hired the candidate); or 3) an act of God such as disability, total incapacitation, or death.

If you have any questions regarding our procedures or the terms and conditions outlined in this confirmation letter, please call me. If you are in agreement with these arrangements as stated, please sign the Search Agreement where indicated and return it to me.

We look forward to a timely and successful conclusion to the search.

Sincerely yours,



Ann Yates
Partner

Enclosure



BUFFKIN / BAKER

Recruiting Leaders. Impacting Organizations.

SEARCH AGREEMENT

EXECUTIVE DIRECTOR

SEASIDE NEIGHBORHOOD SCHOOLS

ACCEPTED BY:

Signature:

Name:

Ann Yates

Title:

Partner, Buffkin / Baker

Date Signed:

March 23, 2026

ACCEPTED BY:

Signature:

Name:

Title:

Date Signed:



MYERSMCRAE
EXECUTIVE SEARCH AND CONSULTING

Letter of Agreement



Between Myers McRae, LLC and
Seaside Schools
March 23, 2026

This Letter of Agreement confirms the engagement of Myers McRae Executive Search, LLC ("SEARCH FIRM") to conduct the search for the **Seaside Schools** for **Executive Director** ("SCHOOL"). SEARCH FIRM's role is to enable SCHOOL to make an effective decision as a result of a comprehensive and professional search.

SEARCH PROCESS SUMMARY

- **Marketing Materials** – SEARCH FIRM will prepare the position description profile and related advertisements/announcements, which will detail the required experience, knowledge, credential criteria, job responsibilities/expectations of the position, the application/nomination process, etc. SEARCH FIRM will leverage the predefined materials for the position from the SCHOOL in finalizing the search profile. The marketing material is subject to the approval of identified search leaders for the SCHOOL.
- **Identification and Recruitment of Prospective Candidates** – SEARCH FIRM will send the position description profile to a comprehensive, targeted list of prospects within its database. Additionally, SEARCH FIRM will place advertisements/announcements in appropriate national and regional publications and job boards, actively seeking prospective candidates who may not be exploring opportunities, but who are well qualified for the position. These actions, coupled with the development of potential candidates through our professional contacts, will enable SEARCH FIRM to develop a comprehensive pool of candidates.

Candidate application materials will be uploaded into SEARCH FIRM's secure, online Candidate Resume File to which search committee members will have access 24 hours a day.

- **Evaluation, Selection, and Interviews** – SEARCH FIRM will assist the search committee in evaluating candidates, personally contacting the top prospects to discuss the position and gather additional research. SEARCH FIRM will identify a list of competitive candidates. With the assistance of SEARCH FIRM, the search committee will determine the top candidates to invite for interviews. SEARCH FIRM will assist in arranging and facilitating interviews and suggested interview protocols. Questions will be provided to the search committee for consideration when interviewing selected candidates.
- **Background, Credential, and Reference Checks** – SEARCH FIRM will conduct background, credential, and reference checks on finalists, providing a written report of its findings. The report will address financial/credit history, criminal history (state and federal), sexual offender registry review, driving record, degree verification, public media review, and a thorough record of statements provided by references.
- **Final Candidate Selection** – SCHOOL will select the final candidate based on application materials; interviews; consultant research/input; and background, reference, and credential checks.

Corporate Office

478-330-6222 office • www.MyersMcRae.com

Consultants and Professional Staff – Jennifer Barfield, Executive Vice President, will be the lead consultant on this search. Other team members will be Becky Herman, Search Consultant; Amira Bevill, Vice President, who will assist with search operations and communications; and Dina Alkiki, Associate Vice President, who will assist with invoicing and contract preparation.

Applicant Processing – Upon SEARCH FIRM’s commencement of promoting/advertising the search, SCHOOL agrees that all applicants—internal and external—will be processed through SEARCH FIRM.

Fee – SEARCH FIRM’s professional fee for the **Executive Director** is **\$44,800** and includes the development and design of the position description profile and its distribution to prospective candidates; design and submission of advertising/announcements for the initial submission; receipt and processing of candidate application materials and nominations; candidate evaluation; identification of outstanding candidates; interview assistance; reference, credential, and background checks; contract negotiations (if needed); access and use of SEARCH FIRM’s secure, web-based candidate review portal; the use of toll-free conference call phone service; background check expenses; and office operation expenses, e.g. copies, faxes, courier fees, postage, etc.

The professional fee will be invoiced in three (3) installments. The first installment, in the amount of \$24,800, will be invoiced upon the return of the signed agreement. The remaining two (2) installments, in the amount of \$10,000 each, will be invoiced at 60 days and 90 days, respectively.

Fee for Additional Placement(s) – Recognizing that SEARCH FIRM’s provision of applicants for SCHOOL’s consideration is central to SEARCH FIRM’s fee-based business, SCHOOL agrees that in the event an applicant presented to SCHOOL in fulfillment of this agreement is hired by SCHOOL to fill a position apart from the position detailed in the opening paragraph of this agreement, SCHOOL will disclose said hire to SEARCH FIRM and will negotiate, in good faith, an appropriate additional fee to be paid to SEARCH FIRM, not to exceed 75% of the SEARCH FIRM’s professional fee per additional placement.

Expenses – SCHOOL will be responsible for the cost of approved additional advertising beyond the first submission, if any, which will be invoiced at cost. SCHOOL agrees that travel and lodging of candidates invited onsite by SCHOOL will be arranged and paid directly by SCHOOL. All SEARCH FIRM services can be provided remotely, eliminating all consultant travel and lodging expenses. If the SCHOOL requires the SEARCH FIRM to attend activities related to the search in person on the Macon Campus, mileage and any related travel expenses will be billed at the going rate of .68 per mile.

Payment of Fee and Expenses – Payment of expenses is due in full upon receipt of all invoices. SCHOOL agrees to pay all fees and expenses whether or not the candidate was previously known to SCHOOL or is an internal candidate. In the event SCHOOL makes a successful offer to a candidate prior to completion of the schedule of invoices, any and all remaining fees and expenses will be invoiced for immediate payment.

Warranty – SEARCH FIRM is committed to work until a candidate of choice has been identified and hired. Though seldom necessary, if requested by the SCHOOL, SEARCH FIRM will continue to recruit candidates beyond the original search timeline (with NO additional fees) to ensure an excellent pool of candidates for consideration. In the unlikely event that the hired candidate leaves the position within 12 months (whether through resignation or termination), SEARCH FIRM will conduct a replacement search on an expense-only basis, for example; advertising.

Cancellation – SCHOOL may cancel this search at any time, but in no case would SEARCH FIRM’s fees be less than the full Professional Fee. SEARCH FIRM is not obligated to refund any portion of the professional fee that has been paid by SCHOOL; however, in the event SCHOOL

Executive Search Firm Decision Weighting Framework

Suggested criteria and weights for board evaluation

Category	Weight	Why It Matters
Stakeholder Engagement	15%	Critical for community-driven culture
Candidate Quality & Sourcing	15%	Direct impact on success of hire
Candidate Network Strength	10%	Breadth and reach of pipeline
Cost & Fee Flexibility	15%	Budget alignment and negotiation leverage
Payment Structure Flexibility	10%	Cash flow and risk mitigation
Advertising Approach & Cost	10%	Controls hidden costs and efficiency
Search Team & Capacity	10%	Ensures senior attention and focus
Contract Terms (Termination/Risk)	10%	Governance and protection
Replacement Guarantee	5%	Back-end protection

Executive Search Firm Decision Scorecard

Comparison: Buffkin / Baker vs Myers McRae

Category	Weight	Buffkin/Baker	Myers McRae
Stakeholder Engagement	15%		
Candidate Quality & Sourcing	15%		
Candidate Network	10%		
Cost & Fee Flexibility	15%		
Payment Structure	10%		
Advertising Approach	10%		
Search Team & Capacity	10%		
Contract Terms / Risk	10%		
Replacement Guarantee	5%		

Total Scores:

Buffkin / Baker: ____ / 5.00

Myers McRae: ____ / 5.00