WISCONSIN ASSOCIATION OF SCHOOL BOARDS

# EXECUTIVE DIRECTOR SEARCH

122 West Washington Ave., Suite 400, Madison, WI 53703

608-257-2622 | Visit WASB.org

*Leadership ● Advocacy ● Service*

A statewide leadership opportunity to advance effective
school board governance and strengthen public education in Wisconsin.



Application Deadline: December 8, 2026

# About the Association

**Supporting Wisconsin school boards through leadership, advocacy and governance services since 1921.**

The Wisconsin Association of School Boards is a nonprofit, member-driven organization dedicated to advancing public education through effective local school board leadership.

WASB membership includes more than 400 Wisconsin public school boards and Cooperative Educational Service Agencies.

The association is governed by a 15-member board of directors, with rules laid out by the WASB Bylaws. WASB's work is carried out by a professional staff of 22 and a team of consultants who provide advocacy, leadership development, policy services and governance support throughout Wisconsin.

With two office locations — the main office in downtown Madison and the original office in Winneconne — the WASB is dedicated to servicing as an advocate for education and students.

## WASB At a Glance

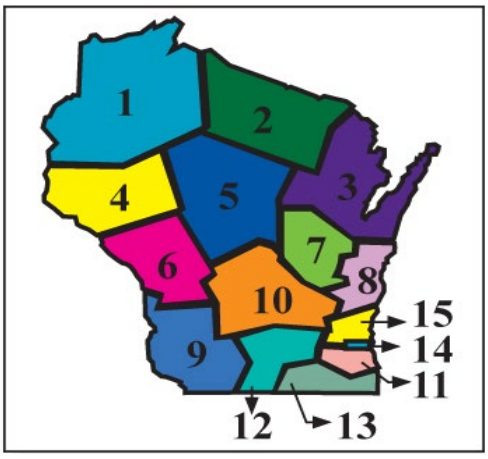
- Founded in 1921
- Member-driven nonprofit association
- Represents Wisconsin public school boards
- 15-member board of directors
- Staff of 22 professionals
- Team of consultants
- Offices in Madison and Winneconne
- Statewide advocacy and governance support

### Mission

We will support, promote, and advocate for high levels of student achievement by providing public schools, public school boards, and their students and staff with resources, services, and professional development.

### Vision

We envision a future where every student thrives, every voice is heard, and every Wisconsin community is enriched by a world-class public educational system.




**Regional Representation**
WASB's governance structure ensures statewide representation through directors elected from geographic regions across Wisconsin.

# Candidate Leadership Profile

The Wisconsin Association of School Boards (WASB) seeks an **ethical, collaborative, and forward-thinking leader** with a strong commitment to Wisconsin public education and effective school board governance. The ideal candidate will be a trusted and visible advocate who builds relationships, unites diverse perspectives, and provides the strategic leadership necessary to advance WASB's mission and statewide influence.

**The successful candidate will demonstrate these essential leadership attributes:**

- **Integrity, Trust, and Credibility:** Lead with honesty, transparency, sound judgment, and professionalism while preserving WASB's reputation as a trusted, nonpartisan organization.

- **Knowledge of Public Education and Advocacy:** Bring a strong understanding of Wisconsin public education, school board governance, educational law, and the legislative and political landscape, along with the ability to advocate effectively for public schools.

- **Communication and Relationship Building:** Be an approachable, visible, and effective communicator who listens, builds strong relationships, navigates challenging issues, and brings diverse perspectives together.

- **Collaborative and Empowering Leadership:** Foster a positive organizational culture, strengthen Board–Executive Director relationships, and inspire, develop, and empower staff through teamwork and shared accountability.

- **Strategic Vision and Member Engagement:** Anticipate emerging challenges, establish clear priorities, strengthen connections with member districts, and ensure WASB remains relevant, innovative, and responsive to member needs.

- **Organizational Leadership and Stewardship:** Demonstrate strong executive leadership, sound financial management, effective decision-making, and a commitment to continuous improvement and organizational sustainability.

**Above all, WASB seeks a leader who will listen, learn, build trust, and lead with purpose**—honoring the Association's strengths while positioning it for continued success in serving Wisconsin's public school boards and students.

*This leadership profile reflects the perspectives and priorities identified through WASB's stakeholder engagement process.*

**Supporting, Promoting and Advocating for Public Education**

# Greater Madison Area

**A Great Place to Work. An Exceptional Place to Live.**

An executive leadership opportunity is about more than the position. In the Greater Madison Area, you can make a difference professionally while finding a community where you can build a rewarding life.

From vibrant urban neighborhoods to growing suburbs, small towns and rural landscapes, the Greater Madison Area offers a variety of settings in which to make a home. You'll find the energy of Madison, the intellectual strength of University of Wisconsin–Madison, and welcoming communities surrounded by lakes, parks, trails and Wisconsin countryside.

**Here, you don't have to choose between a rewarding career and a rewarding life.**

## Where Strong Partnerships Shape the Future of Public Education.

Leading a statewide school board association requires relationships — with board members, district administrators, policymakers and partner organizations that share a commitment to strong schools and communities.

The Greater Madison Area provides a distinctive setting for that work. The presence of state government and a major research university contributes to a community where education, research, public service and policy are part of the conversation.

It is an environment well suited to an Executive Director who will bring people together, strengthen partnerships, elevate the voice of locally elected school boards, and help shape the future of public education across Wisconsin.

## An Exceptional Quality of Life.

The demands of statewide leadership make life outside the office especially important. The Greater Madison Area offers countless ways to recharge, connect and feel at home.

Destination Madison: Lakes, parks, trails and natural areas make it easy to enjoy biking, hiking, boating, fishing, golfing, skiing, ice skating and other year-round recreation. Madison and the surrounding area also offer restaurants, farmers markets, festivals, music, arts, sporting events and cultural experiences throughout the year.

Travel Wisconsin: Opportunities abound in the immediate area, while Wisconsin's 50 state parks, the Northwoods and cities such as Milwaukee, Chicago, Minneapolis and St. Paul are all within driving distance.

## A Place to Lead.

The Greater Madison Area offers opportunities across a diverse range of industries and professions. Major institutions, innovative businesses, nonprofits, startups and public-sector employers create an environment where people can make an impact.

With 421 public school districts in all corners of Wisconsin, the next Executive Director will have an opportunity to provide leadership that reaches far beyond one office or one community. Find your home while supporting school boards and the students, families, educators and communities they serve throughout Wisconsin.

# Application Process

## Timeline

**Application Deadline..... Dec. 8, 2026**
Review of Applications ..... **Dec. 16, 2026**
First-Round Interviews (Virtual)..... **Jan. 18, 2027**
Final-Round Interviews (In Person)..... **Feb. 11 and 12, 2027**
*Candidates are expected to attend both days.*
*Inclement Weather Dates for Final Round..... **Feb. 18 and 19, 2027**
*Candidates are expected to attend both days.*
Start Date ..... **On or before July 1, 2027**

## Qualifications

- An advanced degree is required in education, law, public administration, business administration, organizational leadership, association or nonprofit management, or another field directly related to the responsibilities of the position (i.e., MA, JD, etc.).
- A combination of advanced professional preparation, relevant certifications, and significant executive-level experience may be considered in evaluating a candidate's overall qualification.

## How to Apply

Visit the WASB Executive Director Vacancy webpage to locate the Guide for Applicants - Search Services Portal within the "How to Apply" section.

1. Create an account in the portal.
2. Complete your profile.
3. Apply to the WASB Executive Director position.

## Search Facilitator & Consultant

The search is being facilitated on behalf of the WASB Executive Committee and WASB Board of Directors by Patricia Vickman. The WASB search and governance consultant has significant experience in board leadership and governance as well as human resources and search services. For questions about the position or search, contact Vickman at pvickman@wasb.org or 920-495-0400.

***The Wisconsin Association of School Boards is an Equal Opportunity Employer and encourages applications from all qualified candidates.***