Welcome to the

DISTRICT ADMINISTRATOR SEARCH

SCHOOL DISTRICT OF ASHLAND

2000 Beaser Avenue, Ashland WI 54806

715-682-7080 ● ashland.k12.wi.us



District Statistics

Students	approximately 1,800
Administrators	13
Teachers	151
Support Staff	99
Operating Budget	$30 million

Mission

Dream. Believe. Achieve.

Vision

Inspire and engage, EVERY student, EVERY day.

Core Values

Respect, belonging, integrity, growth & innovation.

Application Timeline

Application Deadline ..... Dec. 10, 2026
Review of Applications ..... Dec. 17, 2026
First Round of Interviews ..... Jan. 4/5, 2027
Final Round of Interviews..... Jan. 14, 2027
Starting Date..... July 1, 2027

Qualifications:
A Wisconsin Superintendent License is Required.

How to Apply:
The application process can be found on WASB.org.

1. Create an account in the Search Services Portal.
2. Complete your profile.
3. Apply to the Ashland search.

Interested applicants should contact:
Pat Mans, Search Services Consultant
(pmans@wasb.org, 715-293-6827)
Teresa Kimball,
Search Services Coordinator
(tkimball@wasb.org,
608-512-1714)

WASB
WISCONSIN ASSOCIATION OF SCHOOL BOARDS

About the District

The Ashland School District serves approximately 1,800 students in four schools and is supported by a dedicated team of educators and staff. The district proudly serves the City of Ashland, neighboring communities, and the Bad River Nation, building strong partnerships that enrich learning opportunities and support student success.

REFERENDUM INFORMATION

In 2018, Ashland voters approved a $34 million building construction referendum that modernized district facilities, enhanced safety and security, expanded learning spaces, and improved infrastructure across the district. In 2025, voters further demonstrated their support by approving a five-year, non-recurring operational referendum providing $2 million annually to support educational programming, staff compensation, and district operations.

CONSTRUCTION/RENOVATION PROJECTS

Facility improvements funded through the district's 2018 capital referendum include roof replacements at the high school and Lake Superior Elementary School. A roof replacement at the Ashland Middle School is scheduled for 2028-29.



DISTRICT HIGHLIGHTS

- Strong partnerships with the Bad River Nation enrich educational experiences and support a culture of respect, inclusion, and community collaboration.
- Comprehensive PK-12 educational programming, including exceptional early childhood opportunities, reflects the district's commitment to the success of every learner.
- 1:1 technology access empowers students with the digital tools and skills needed for college, career, and lifelong learning.
- Flexible learning pathways through the Rural Virtual Academy provide students with expanded educational options.
- Innovative partnerships with Northwood Technical College and regional employers create robust college and career pathways through dual-credit coursework, technical education, youth apprenticeships, ECCP, Start College Now, and work-based learning experiences.
- A rich academic experience complemented by fine arts, leadership development, and more than 20 co-curricular activities.
- More than 20 athletic programs across three seasons encourage teamwork, leadership, wellness, and school pride.
- A state-of-the-art Field House serves as a hub for student athletics and community recreation, supporting year-round wellness and engagement opportunities.

Four Schools in the District

Lake Superior Elementary School (4K-5)
Marengo Valley Elementary School (4K-5)
Ashland Middle School (6-8)
Ashland High School (9-12)

Candidate Profile

The Ashland School District is seeking an enthusiastic, visionary educational leader committed to supporting the continuous improvement of learning opportunities for ALL students. The successful candidate will possess strong interpersonal skills, a sound understanding of school finance, and a genuine desire to be a visible, engaged member of the Ashland School District community.

The Ashland School Board, Staff, and Community are looking for a superintendent who will:

PEOPLE SKILLS

- Be approachable, honest, and ethical.
- Develop a positive district culture based on trusting, positive relationships with district staff, students, parents, the school board, and community members.
- Build effective teams and collaborate with all stakeholders.
- Have an understanding of and appreciation for diversity and Indigenous cultures.
- Exhibit a positive attitude and a sense of humor.

COMMUNICATION

- Listen and ensure all voices and points of view are heard.
- Demonstrate effective speaking and writing skills.
- Commit to keeping people engaged and informed.
- Have an understanding of and the ability to explain district-level financial issues, including the referendum process, in a clear and consistent manner.
- Be an active and empathetic listener.

LEADERSHIP

- Keep a focus on the needs of ALL children.
- Have a strong sense of servant leadership.
- Serve as a courageous champion for continuous district improvement.
- Set high expectations.
- Efficiently utilize available resources.
- Celebrate successes.
- Delegate when appropriate.
- Be collaborative and demonstrate trust in the staff.
- Create a culture of personal accountability.
- Look for and support innovative methods of recruiting and retaining staff.
- Serve as an effective partner with the Board of Education in providing high-quality governance of the Ashland School District.

DECISION-MAKING

- Anticipate and assess opportunities and challenges, gather input from a variety of sources, and make decisions in the best interest of students.
- Transparently address difficult issues with innovative and creative solutions.
- Be collaborative and transparent in decision-making when appropriate.



Discover the Ashland Area

Lead in Ashland, Thrive in the Northwoods

Ashland offers a unique combination of professional opportunity, quality of life, and community connection. Home to approximately 7,900 residents, this close-knit Northwoods community provides school leaders with the opportunity to make a visible and lasting impact while building strong relationships with students, families, staff, businesses, and community partners.

Located along the shores of Lake Superior, Ashland offers an exceptional quality of life with year-round outdoor recreation, including hiking, biking, skiing, fishing, kayaking, and sailing. Its four-season lifestyle and strong outdoor culture make it an ideal place for individuals and families seeking balance between professional fulfillment and personal well-being.

A regional center for healthcare, manufacturing, and education, Ashland supports meaningful school-community partnerships, workforce development efforts, and career-connected learning opportunities for students. Community pride is evident through popular regional events such as the WhistleStop Marathon and Apostle Islands Inline Marathon, which contribute to the area's vibrant and active culture.

For educational leaders who value strong community engagement, natural beauty, and the opportunity to shape the future of a district and community, Ashland is an exceptional place to live, lead, and make a difference.

Communities Served: The School District of Ashland serves the City of Ashland and the surrounding towns of Eileen, Gingles, Kelly, Keystone, Marengo, Pilsen, Sanborn, and White River.

Related Websites

- Visit Ashland
- School District of Ashland Facebook and Instagram







