



Online Evaluations for K-12 Leaders

Transcend evaluations from
compliance to goal attainment and
leadership development.



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Since 2016

➡ Premier Leadership Evaluation Platform in 24+ States

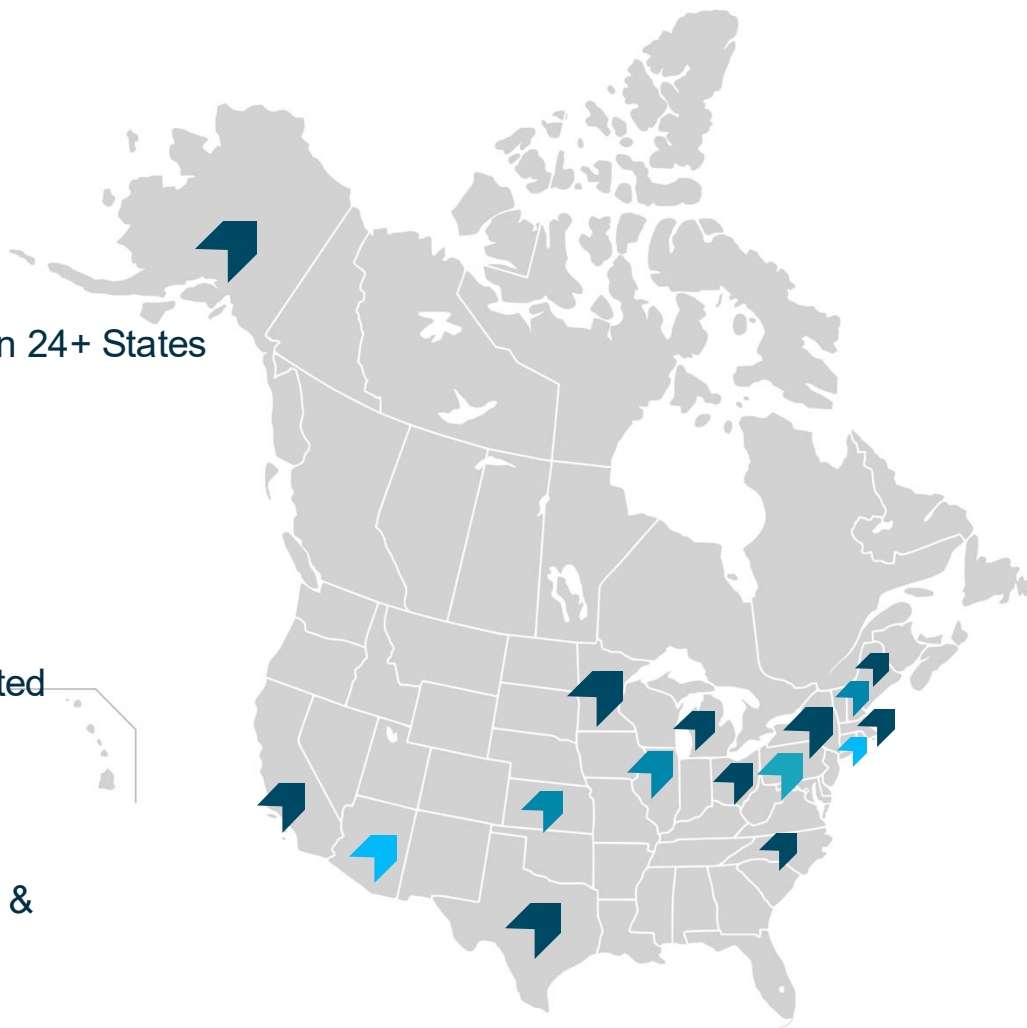
➡ 500+ K-12 Schools Across the USA

➡ 11,000+ SuperEval Users

➡ 10,000+ Leadership Evaluations Completed

➡ 96%+ Customer Retention Rate

➡ 35+ Strategic Partners, Content Partners & Education Service Agencies





Challenges

Inadequate Leadership Evaluation Methodology

- Evaluation is done unto me
- Observations are limited
- Seen as an event in time
- Compliance-based
- Methodology based on teacher evaluation process





Challenges

Inadequate Leadership Evaluation Methodology

- Doesn't cover the entire leadership team
- Missing popular evaluation rubrics
- Many are aged, manual, and hard-to-use
- Product support doesn't exist



Alternatives

Have you considered?

- Continue to use the same model
- Use a methodology designed for another profession
- Use a time-consuming paper-based approach
- Decide not to do evaluations!



“Evaluation”

What are ***three words or phrases*** that immediately come to mind when you think of the word, “evaluation?”



My Three Words

1. Reflection

Being your toughest critic.

Employing reflective practice leads to new ideas and insights.

2. Feedback

Do others view me and my work as I view myself?

3. Growth

The core and foundation of all evaluations

Models of continuous improvement

Professional and Leadership Development



➤ The ONLY system made for the school board, superintendent, and other leadership positions

- Other software designed for teachers
- Force-fitting the same methodology for the principals—to the superintendent!
- Teachers and leaders require different evaluation methodologies



“...this was the easiest process I’ve experienced and it was my best evaluation.”

Dr. Cosimo Tangorra, Jr., Superintendent



“...SuperEval requires you to reflect on your leadership, which leads to new insights, ideas and continuous learning.”

Dr. Kevin McGowan, Superintendent and
2023 AASA National Superintendent of the Year



- **Establish a Defined Process**
- **Advance District Goals Through Intentional Leadership and Goal Attainment**
- **Employ Reflective Practice Theory**



Leadership Portfolio

- Upload examples of leadership in digital formats (Word, Excel, PPT, PDFs, Videos, Google Docs/Slides, etc.)
- Captures the work driving an evidence-based evaluation process

Self-Evaluation Capabilities

- Evaluatee can leverage the agreed upon rubric
- Compares the rubric ratings of the evaluator and the evaluatee

Process Drives Meaningful Conversations



“A powerful data view presents the self-evaluation with the evaluator’s acting as an excellent catalyst for meaningful conversations”

Dr. Michael L. Horning, Jr., Creator of SuperEval



FULL Leadership Team Coverage

Unlike alternatives, SuperEval was made to evaluate your **ENTIRE** leadership team

- School Board
- Superintendent
- CEO/Head of School
- Central Office Administrators
- Principals & Building-level Administrators
- Support Staff



“...SuperEval changed the landscape of how evaluations for superintendents and their leadership teams are accomplished.”

Dr. Lynn Allen, BOCES Assistant Superintendent



Rubrics

SuperEval Supports ALL Popular Rubrics

Balanced Leadership-Based Central Office Administrator Evaluation (McREL)

Balanced Leadership-Based Principal Evaluation (McREL)

Balanced Leadership-Based Superintendent Evaluation (McREL)

California Professional Standards for Educational Leaders (CPSEL)

CoSN Empowered Superintendent CTO Evaluation Rubric

Dean/Athletic Director Evaluation Rubric

Framework for Leadership (Pennsylvania Department of Education)

Illinois Performance Standards for Education Leaders

Marshall Principal Evaluation Rubric (2011, 2013, 2017)

New York State School Boards Association – BOCES Superintendent

New York State School Boards Association – School Board Evaluation

New York State School Boards Association – Superintendent Evaluation

Pennsylvania Association of School Administrators Rubric (PASA)

Professional Standards for Educational Leaders (PSEL)

School Business Official Evaluation Tool

SuperEval Superintendent Model Evaluation Rubric

The COUNCIL's Superintendent Model Evaluation

The COUNCIL's BOCES Superintendent Model Evaluation

The Framework for Reflection and Growth

The Multidimensional Leadership Performance Rubric (MLPR)

The Multidimensional Principal Performance Rubric (MPPR)

Thoughtful Classroom Principal Effectiveness Framework

And more...



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