

WAYNESBORO CITY SCHOOL BOARD

Superintendent Search Community Survey

Comprehensive Breakdown of Public Input, Stakeholder Priorities, and
Community Expectations

 Total Responses: 509

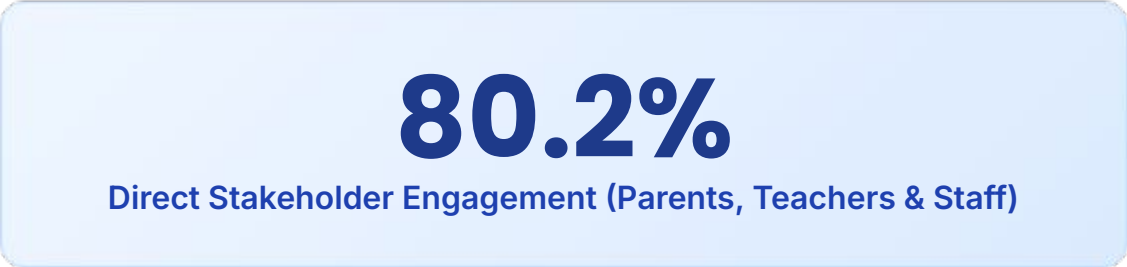
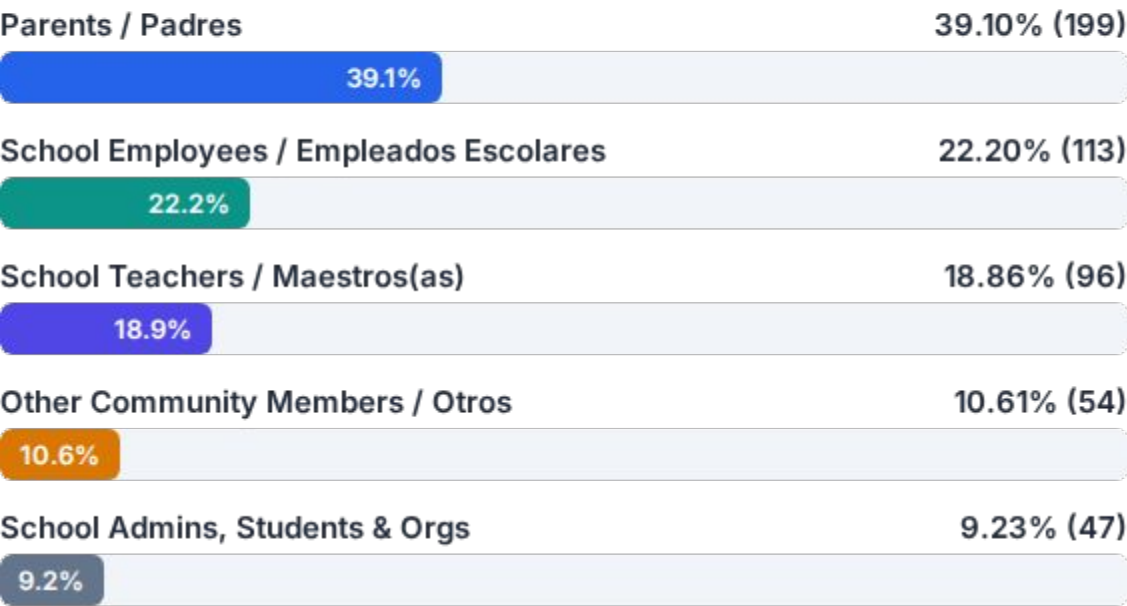
 August 2026

 Public Briefing

Q1: Respondent Demographics

N = 509 Responses

The survey engaged a broad spectrum of the Waynesboro community, with strong representation from direct school stakeholders.



Key Takeaway: Over 4 out of 5 respondents are directly connected to school operations—providing deep insight into operational and educational requirements.

Q2: Education & Professional Qualifications

N = 507 Responses

Respondents prioritized practical instructional leadership and local familiarity over corporate background.

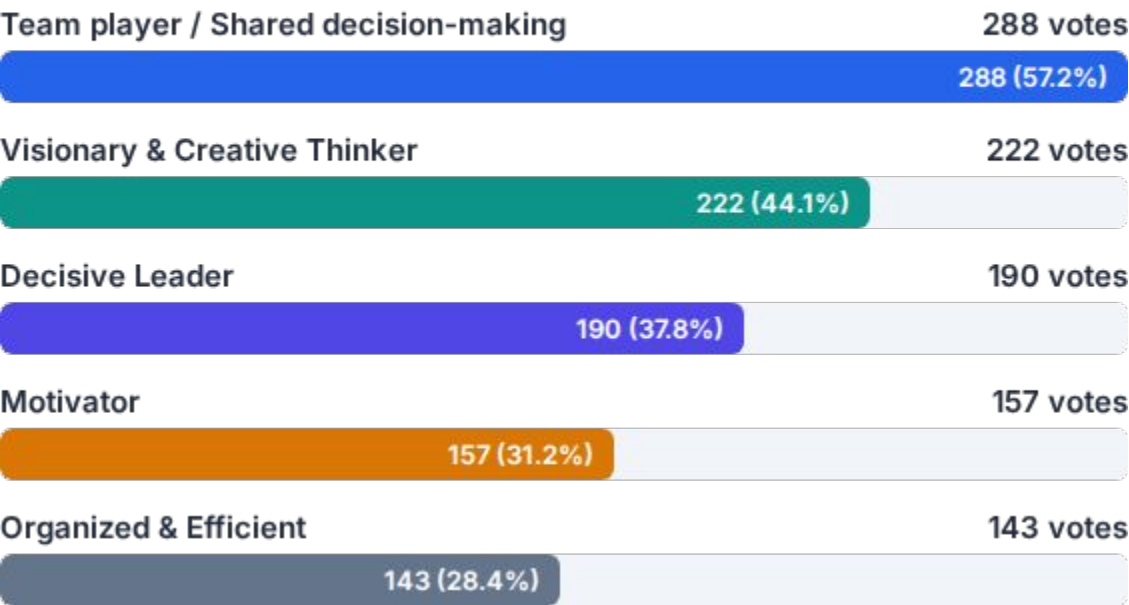
Qualification Criteria	Required (%)	Preferred (%)	Not Important (%)
Experience as a Principal	56.80% (288)	35.70% (181)	6.11% (31)
Work Experience in Virginia	41.62% (211)	38.07% (193)	17.75% (90)
Residency in School Division	41.42% (210)	39.25% (199)	16.37% (83)
An Earned Doctorate	36.88% (187)	40.04% (203)	19.33% (98)
Central Office Administrator Experience	32.74% (166)	44.18% (224)	20.51% (104)
Experience as Non-School District CEO	6.71% (34)	29.19% (148)	60.95% (309)

Primary Requirement: Building-level leadership (Principal experience) is the #1 mandatory criteria for 56.8% of participants, alongside strong Virginia public education familiarity.

Q3: Top Leadership & Management Skills

Ranked Top 3 Priorities

Community members voted on their highest priority management styles for the incoming superintendent.



Collaborative Approach

Selected in Top 3 by 57.2% of

respondents

Highest overall votes—reflecting a desire for inclusive governance and value for community input.



Vision & Innovation

Selected in Top 3 by 44.1% of respondents

Forward-thinking vision is essential to elevate academic performance and navigate future challenges.

Q4: Desired Personal Characteristics

N = 502 Responses



1. Accountable

300 Votes

59.8% Total Top-3 Mentions (28.1% #1 Pick)

The community overwhelmingly values ownership of results, transparency, and personal integrity above all other traits.



2. Good Listener

262 Votes

52.2% Total Top-3 Mentions (17.1% #2 Pick)

Accessibility and active listening were highlighted as critical for building trust between leadership and staff.



3. Consistent

197 Votes

39.2% Total Top-3 Mentions (11.0% #3 Pick)

Stakeholders seek stable, predictable leadership in decision-making, discipline, and policy enforcement.

4. Caring: 158 Votes
(31.5%)

5. Behind-the-Scenes: 107 Votes
(21.3%)

6. Enthusiastic: 75 Votes
(14.9%)

Community-Centric Leadership

Bridging Schools, Staff, and Families

The survey results underline a strong consensus across Waynesboro: stakeholders want a leader who is physically present, deeply invested in division culture, and approachable to all families.

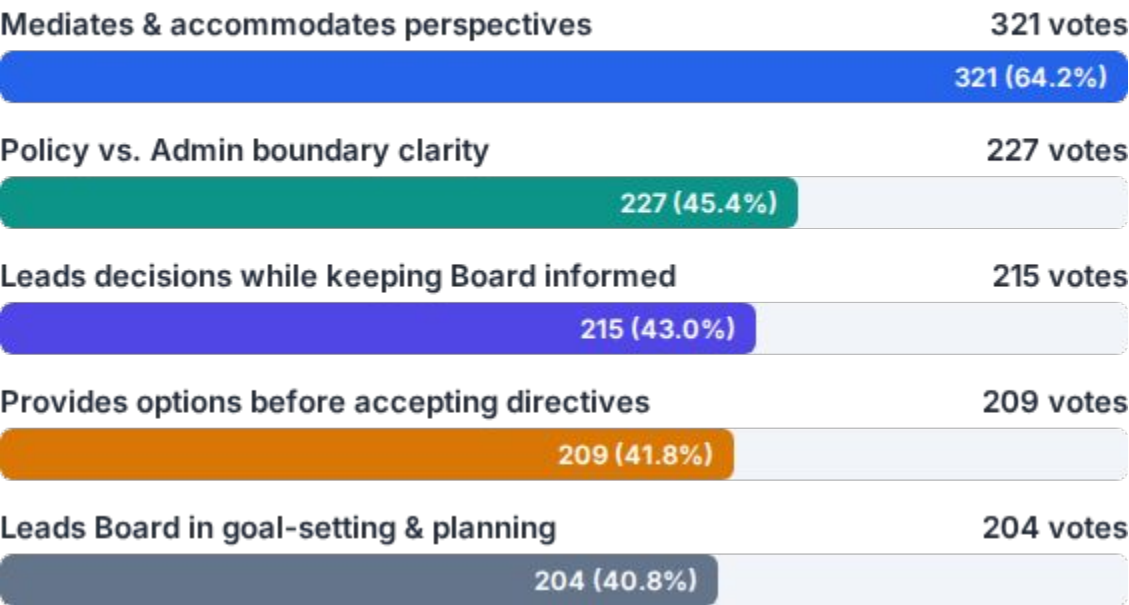
Key Public Mandates:

- Building high morale among instructional staff.
- Fostering transparent multi-directional communication
- Advocating fiercely for school division resource needs.

Q5: School Board & Governance Relations

N = 500 Responses

Key priorities for how the Superintendent interacts with and advises the School Board:



64.2%

Top Rank: Consensus Building & Mediation

Governance Balance: Community members emphasize a leader who can bridge differing viewpoints on the Board while maintaining a clear separation between policy governance and daily administration.

Q6: Staff Relations & Culture Building

N = 499 Responses

TOP PREFERENCE

324 Votes

Creates an Atmosphere of Trust & Mutual Respect (64.9% of all respondents)

Culture Priority: Overwhelmingly, staff and teachers selected trust and mutual respect as the baseline requirement for operational success.



Q7: Community Relations Priorities

N = 496 Responses

Community relations metrics highlight advocacy for division needs and equitable support for diverse populations.

RANK #1 PRIORITY

Advocates School Needs

342

69.0% Top-3 Selections (28.2% #1)

Strongest voice in advocating for facilities, funding, and educational opportunities across the city.

RANK #2 PRIORITY

Diverse Backgrounds

275

55.4% Top-3 Selections (19.8% #2)

Effective engagement with students and families from all economic, cultural, and social backgrounds.

RANK #3 PRIORITY

Public/Private Comm.

183

36.9% Top-3 Selections (10.9% #3)

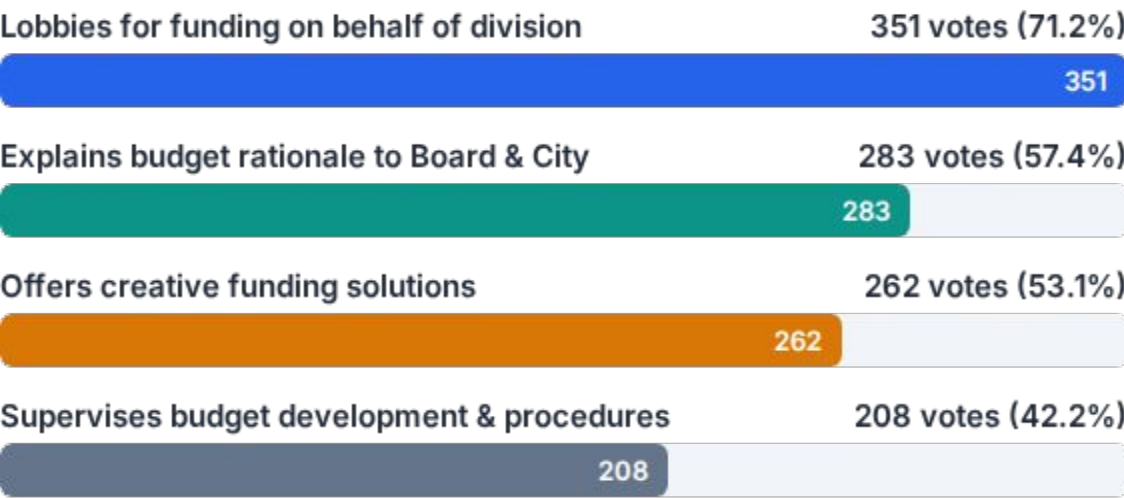
Clear, articulate messaging both in official public forums and interpersonal stakeholder meetings.

Additional Highlights: Responds appropriately to individual concerns (165 votes) and Inspires community confidence (160 votes) round out the top 5 community expectations.

Q8: Fiscal Management & School Finance

N = 493 Responses

Financial stewardship expectations focus heavily on advocacy and budget transparency.



71.2%

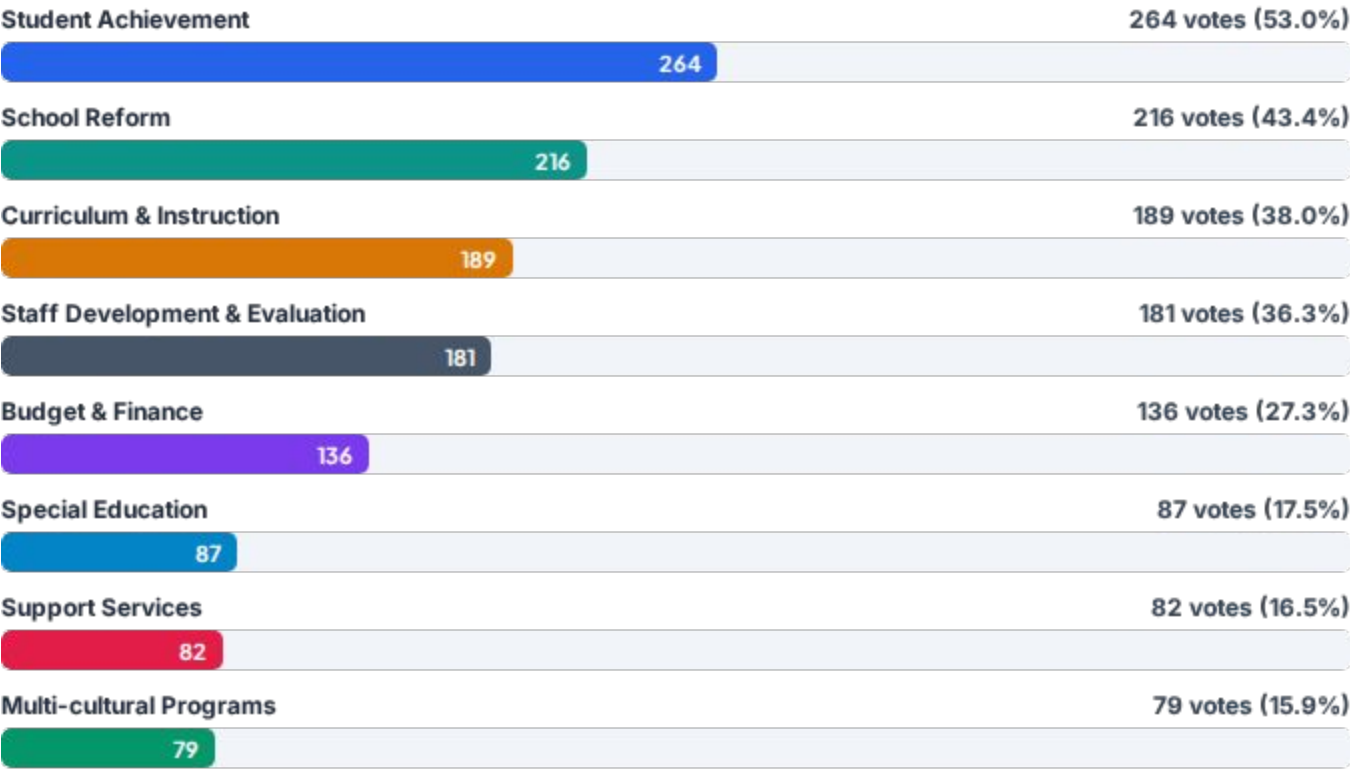
Rank #1 Financial Task: Funding Advocacy

Budget Communication: Over 57% of respondents specifically require a superintendent who can articulate financial needs clearly to City Council and local funding bodies.

Q9: Preferred Areas of Expertise

Academic leadership and instructional excellence dominate community expectations for the new superintendent.

N = 498 Responses



53.0%

Rank #1 Priority: Student Achievement

Academic Core: Over 53% of respondents specifically identified *Student Achievement* as a top priority expertise area for the next superintendent.

Instructional Focus: *School Reform* (43.4%) and *Curriculum & Instruction* (38.0%) closely follow as primary operational priorities.

Superintendent Profile Scorecard Matrix

Synthesis of All Data Points

Core Dimension	Top Community Requirements	Key Benchmark Metric
Experience & Credentials	Prior Principal experience; solid Virginia public school knowledge; doctoral degree preferred.	56.8% Require Principal Exp.
Leadership Style	Collaborative team player, visionary thinker, decisive execution, and motivating posture.	57.2% Demand Team Player
Personal Character	High personal accountability, active listener, consistent decision-making, caring approach.	59.8% Demand Accountability
Staff & Culture	Creates trust and mutual respect; maintains open lines of communication; drives student achievement.	64.9% Require Trust & Respect
Financial & Advocacy	Aggressive funding advocate; transparent budget rationale presenter; creative resource finder.	71.2% Demand Active Funding Advocacy

Next Steps & Timeline

Thank you for participating in the Waynesboro City Superintendent Search Survey.

STEP 1

Profile Criteria Adoption

School Board integrates survey benchmarks into candidate profile.

STEP 2

Screening & Interviews

Applications evaluated against community priority metrics.

STEP 3

Board Appointment

Selection of Superintendent aligned with public expectations.