Superintendents move from up the career ladder or on to higher education to teach the next generation of leaders. Some even retire and then return to the field!

November’s focus on career transitions provides first-person accounts of job hunting that will engage readers on questions what makes a job a good fit.

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**SELECTED FEATURES**

> A Q&A with Bestselling Author Dan Heath
Dan Heath and his brother, Chip, have written 20 books, including their most popular title, *Made to Stick: Why Some Ideas Survive and Others This Q&A promises to be thought-provoking.*

>Assuming the Superintendency in the Midst of a Crisis: A Hearts & Minds Approach
Jill Baker of Long Beach, Calif. Brings 28 years to her new role as superintendent, never expecting she would be landing the position during a pandemic, when staff’s hearts and minds must be won.

>Vigilance During the Superintendent Search
Candidates for the top school system post have much to consider when deciding whether the next job is the right job.

>Moving to Higher Education with Eyes Wide Open
Moving from the public realm of a superintendency into academia can be a shock. The author reveals four items that superintendents find surprising. Guess what one is?

>I Failed Retirement
All her life, she and her husband planned to retire young. In her early 50s, she told her board she was retiring. She did but began to feel her life was incomplete, and she sought a new superintendency.

Contact Kathy Sveen TODAY at ksveen@smithbucklin.com. She can create a program to stretch your budget and meet your specific needs. Ask her about new offers, advertorial, digital and E-Marketing opportunities!

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