



**National Association of  
School Superintendents**  
United in Common Purpose: Each Other's Success

**Kirk Koennecke, CEO/Superintendent  
Indian Hill Exempted Village School District  
Cincinnati, OH**

## **INTRODUCTION**

### **Education**

Mr. Koennecke earned his Master of Arts in Education and Superintendent Licensure from Wright State University (2014); his Master of Science in Education from John Carroll University (2005); his Master of Science in Sports Administration from Miami University of Ohio (1995); and his Bachelor of Science in Education from The Ohio State University (1994).

Mr. Koennecke is a member of the American Association of School Administrators (AASA), the Buckeye Association of School Administrators (BASA), The American Association of School Personnel Administrators (AASPA), the National Superintendents Roundtable (NSR), and NCERT.

### **Experience**

A veteran educational leader with 18 years of experience in administration and 27 years of service to students, Mr. Koennecke begins his fourth year at the Indian Hill School District after serving previously at the Graham Local School District. Mr. Koennecke has worked as a principal at multiple districts. In addition to his vast experience as a leader in education, Mr. Koennecke has also been a featured presenter nationally, and has published numerous articles within education publications.

### **Outstanding Achievement**

John Carroll University as the 2023 Distinguished Educator  
Ohio State Strategic Leadership Innovation Award, 2019  
AASA Success Practices Network Model School, 2018  
Education Innovation Award, Urbana University, 2018  
Leadership Excellence+ Certified Trainer  
Lean Six Sigma Greenbelt Certified  
BASA Technology Committee

AASA STEM Consortium Advisory Member

Chapter Author: Rural Incubators in Innovation and Implementation in Rural Places, 2018,  
Edited by R. Martin Reardon

Author: Small Town STEM for District Administration, September, 2018, Volume 4, Number 77  
AASPA Human Capital Leader in Education Certification

## **AN INTERVIEW**

### **Tell us about how you see today's superintendent.**

#### **Advocate. Inspire. Envision.**

Three powerful ideas create the ultimate job description for the role of today's superintendent, and each is as important as the other in developing a culture in which your organization, from your staff to your students, will flourish.

**Advocate.** As superintendent, the brand-health of your organization depends largely on your ability to advocate in myriad ways. From your interactions with your Board of Education, to your management of media during crisis, to the culture you create for your staff, and – most importantly – to the opportunities you cultivate for your students – it is your job to set the tone within your organization.

**Inspire.** The good news – you don't advocate alone. As superintendent, you build a team of professionals, from your cabinet to your clean-up crew, who you inspire to not only learn but also live the mission of your organization. The key is to empower each member of your team to embrace their role, and equip them with the right professional learning to expand their vision for how they can contribute.

**Envision.** Together, you – as superintendent – with your team, can dream big for your students. In education, business is personal. Within the Indian Hill School District – we strive to understand each child's individual passion and pair that with purpose and opportunity both inside and outside of our classrooms. Helping your team to envision this could be the most essential and powerful part of your role.

### **What new understandings did you acquire after two or three years on the job?**

#### **Communication. Communication. Communication.**

From brand-protection to culture-building to future-recruitment, communication is key to navigating the continual crisis superintendents manage not only day-to-day but year-to-year. At the Indian Hill School District, I took the role knowing we needed to pass a historic bond-levy to be successful. I could never have imagined we would need to do that in the midst of social

unrest and a global pandemic that forced us to alter the entire K-12 model on how we delivered education to our students.

During these times, routine, consistent and regular communication ensured we not only survived these times, but we thrived.

**Share an idea to use or something you've learned with your colleagues.**

**Listen.**

It is always better to get the lay of the land before you begin to plow it. Yes, you took this job because you have ideas on how to create a better world for the students who we serve – but it is important to recognize and respect the culture you are joining. Take a breath and listen, you might be surprised at what you will learn.

**Submitted by:**

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**Name/Signature**

**Date**