



The Municipal League of King County

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Seattle, WA 98104

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2011 CANDIDATE QUESTIONNAIRE

The Municipal League of King County requests every candidate who participates in the candidate evaluation process **submit background information prior to his/her interview with a candidate evaluation committee**. The questionnaire is the basis of the League's research and interview process. The League's ratings are non-partisan; they are based on standards of Involvement, Effectiveness, Character, and Knowledge, all of which have been developed and refined over the past 100 years.

A copy of this questionnaire will be provided to Candidate Evaluation Committee members to help them prepare for your interview. Candidate responses, except the confidential section, will be available to the public on the League's website.

The Municipal League requests the following materials from candidates. Please check to make certain you have sent in your:

- | | | | | | |
|--------------------------|--|--|----------------------------------|------------------------------|---|
| <input type="checkbox"/> | Candidate Questionnaire | Sent by: <input checked="" type="checkbox"/> Email | <input type="checkbox"/> US Mail | <input type="checkbox"/> Fax | <input type="checkbox"/> Not Sending |
| <input type="checkbox"/> | Resume (education, employment, and professional activities) | Sent by: <input checked="" type="checkbox"/> Email | <input type="checkbox"/> US Mail | <input type="checkbox"/> Fax | <input type="checkbox"/> Not Sending |
| <input type="checkbox"/> | Campaign Materials | Sent by: <input type="checkbox"/> Email | <input type="checkbox"/> US Mail | <input type="checkbox"/> Fax | <input checked="" type="checkbox"/> Not Sending |
| <input type="checkbox"/> | Constituent Newsletters and other publications | Sent by: <input type="checkbox"/> Email | <input type="checkbox"/> US Mail | <input type="checkbox"/> Fax | <input checked="" type="checkbox"/> Not Sending |
| <input type="checkbox"/> | Photograph | Sent by: <input checked="" type="checkbox"/> Email | <input type="checkbox"/> US Mail | <input type="checkbox"/> Fax | <input type="checkbox"/> Not Sending |

Note: Electronically submitted questionnaires are strongly preferred. All materials can be emailed to cec@munileague.org. They can be processed and made available on-line far more rapidly than handwritten or typed submissions.

For non-electronic submissions, please print clearly and legibly and return the application **as soon as possible in order to allow the committee the greatest amount of time to prepare a complete report on your skills and experience.**

If you have not yet been contacted to schedule an interview, or if you have questions about the candidate evaluation program, please contact the League office at 206-622-8333.

If you have a disability and require accommodation to participate in the candidate evaluation process, please contact the CEC Coordinator at the League office.

A League volunteer Candidate Investigator is waiting to receive your questionnaire to begin his or her work. Please complete and return the questionnaire to the League office at your earliest convenience.

Please have your materials to us no later than June 10th, 2011.

Email the completed questionnaire and other materials to:
cec@munileague.org

2011 Candidate Questionnaire

SECTION I

BASIC CANDIDATE INFORMATION

1. Name as it will appear on the ballot

First Name	Middle Initial or Nickname	Last Name
Steve		McConnell

2. Office sought (include office, jurisdiction, position/district number):

Bellevue School District, School Director, Director District No. 1

3. Are you the incumbent? Yes No

4. How long have you resided in this district/city?

25 years

5. How long have you resided in King County?

25 years

6. Is the office sought partisan or nonpartisan? Partisan Nonpartisan

7. If partisan, please indicate party:

CAMPAIGN CONTACTS

Campaign Website: <http://steve4schools.org>

POLITICAL BACKGROUND

1. Beginning with the most recent position, please list public offices you have held. Include positions on appointive boards or commissions.

Public Office	Elective or Appointive?	Dates Held	Leadership Role (if any)
n/a			

2. If you ran for public office but were not elected, please list those races below:

Office Title	Year of Run
n/a	

SECTION II

In this section, we are seeking responses that reflect the four ratings criteria: involvement, effectiveness, character, and knowledge. These are defined as follows:

- **Involvement:** What has the candidate done previously in family, neighborhood, community, volunteer work, employment or public life to suggest readiness to accomplish challenging objectives? How do these activities demonstrate readiness for the challenges unique to the office sought?
 - **Effectiveness:** Has the candidate demonstrated promise of being productive in the office sought? Has the candidate shown the ability to work with other people?
 - **Character:** Do the candidate's personal traits show the ability to take on the responsibilities of campaigning for and holding the public office she or he is seeking? Is the candidate a leader, participant or observer? Is the candidate trustworthy, reliable and candid?
 - **Knowledge:** Has the candidate demonstrated the willingness and ability to learn and adapt? Does the candidate understand the duties and challenges of the office sought? Does the candidate have a firm grasp of the issues important to his or her constituency and their potential effects?
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1. In one page or less, why are you running for this office? (Note: the interview committee will be given a copy of this statement before your interview; at the beginning of your interview you will have the opportunity to expand on this statement in any way you wish.)

I am running for office because I am well-suited to fill a gap in our school board's interests and capabilities.

My professional life for 15 years has revolved around my role as owner and CEO of Construx Software in Bellevue, WA. I believe in collaborative management and conducting business according to a well-defined set of values. Construx's values are Excellent Employees, Superior Service, Openness, Accountability, Sharing the Wealth, Engineering Approach, and Quality of Life. We refer to these values on an almost daily basis in our decision making. As a result of living our values, Construx has had essentially zero turnover. We have won awards twice for being the best small company to work for in Washington state, and we have been a finalist three more times.

One focus at Construx is on education of software professionals. We developed an industry-leading professional development ladder, for which I was invited to deliver the keynote at the Conference on Software Engineering Education and Training (CSEE&T). We also work intensively with high-tech companies to help them reach their full potential. We have conducted dozens of organizational reviews and have helped numerous companies clarify their visions, define strategies, articulate goals, and create progress measures.

My volunteer activities have mostly been related to my profession. I spent 14 years on the editorial board of *IEEE Software*, the leading professional journal in the software engineering field, including 4 years as Editor in Chief. In that role I led two dozen editorial board members, hundreds of authors, and hundreds of reviewers—all volunteers—participating from dozens of countries, companies, and universities.

After ending my term as Editor in Chief of *IEEE Software*, I stepped into the role of Chair of the IEEE's Professional Activities Board (then called the Professional Practices Committee). I worked with dozens of professors and industry leaders worldwide to oversee creation of university curriculum standards, professional certification exams, and other professionalism standards in software engineering. Many of the activities in this role required creating collaborative working relationships and building consensus across many national cultures as well as between industry and academia.

As my children have gotten older I've turned my attention to our local schools. After years of focusing mostly on adult education, I've been immersing myself in public education issues, and I've been actively blogging about them at <http://www.bellevueschools.net>.

In my opinion, our school board's greatest needs are increased community engagement, more inclusive mission, and clearer goals. Clearer goals will improve our board's ability to provide clear direction to the administration, support better progress evaluation, and provide more objectivity in evaluating the administration's performance. These steps will help our school board significantly improve its governance, which will in turn lead to opportunities for improvements in other areas.

The current area of need on our school board is the kind of work I have performed successfully countless times both at my company and in my volunteer activities. The need has persisted for that last several years without being addressed effectively, which is why I am running for school board.

2. Describe your most important personal characteristics or traits as they relate to the office you seek.

I have a deep personal commitment to accountability, openness, and collaborative management. Accountability and openness are needed to support effective and legal governance. Collaborative management in the case of a school board means actively engaging the community and building consensus wherever possible. I have significant experience working with widely divergent perspectives and building consensus among large, diverse groups. I have high personal standards of excellence, which have been demonstrated in leading my company, leading and participating in volunteer activities, and writing several award-winning books.

3. Please describe, in sufficient detail, one to three accomplishments or contributions of which you are most proud. These examples should illustrate skills and capabilities you think apply to the office you are seeking. These accomplishments may have occurred at any time in your personal, professional, or public life.

1. Winning the award for Best Small Company to Work for in Washington state. I was proud to win this award because it showed that I had been doing a good job of listening to my staff, incorporating everyone's input into our day-to-day operations, running the company with openness, accountability, and consistency with our other values; and providing a highly satisfactory work environment that supported a balance between work, home, and community.

2. The way we handled shutting down one of Construx's departments in 2004/2005. In 2003-2004 it started to become clear that one department within our company that had struggled to achieve profitability was not likely ever to become profitable. We set two specific numeric goals for the department. Failure to achieve the goals would result in closing the department and laying off the staff in the department. When the review period ended, the department had achieved only 25% of the first goal and 14% of the second, so it was clear that we had to shut down the department.

It was important to us to handle the shutdown consistently with our values. We communicated the decision to our staff six months ahead of the date of the shut down so that they would have time to find new jobs. We provided job search assistance. We gave staff members opportunities to work paid overtime to build a financial cushion. We gave generous severance bonuses. We gave each staff member a stock grant to symbolize the idea that they would always be a part of Construx. In the end, we successfully placed every single person before their Construx pay ran out.

3. Publication of my first book. The first thing I ever published was a 900 page book. Some people thought it was naïve or foolhardy to try to publish a book without previously having published even a magazine article, but I clearly saw a need that wasn't being addressed, I knew I was capable of filling the need, and so I took on the work of writing the book. The book (*Code Complete*) ended up winning the award for "Best Software Development Book of the Year" and, 18 years later, still shows up at the tops of many lists as the most popular software development book of all time.

4. Please list or describe current and past activities in the community in which you have acquired skills that relate to the office you seek. Include your role in the activity and the year(s) in which you were involved. Involvement consists of many areas such as family, neighborhood, community, employment, or public life.

Owner/CEO of Construx Software, Bellevue, WA, 1996-present.

Founder and editor of Bellevue Schools | Issues (www.bellevueschools.net), 2011-present

Chair or Vice Chair, IEEE Professional Practices Committee, 2000-2006

Editor in Chief, *IEEE Software*, 1998-2002

Chair of Executive Council on Software Excellence (ECSE), Bellevue, WA 2002-present

5. Please describe the duties of the office you seek. Which are the most important duties and why?

The proper role of a school board is to define a mission related to promoting learning and success for all students, set policy, define measurable goals, define evaluation criteria for the superintendent (which should closely tied to the measurable goals), manage the superintendent, approve expenditures, and engage the community throughout the process. There are other specific responsibilities, some of which are defined by Washington state law. Overall, the role is a leadership/governance role rather than an administrative role.

In my opinion, clear vision and goals form the foundation of everything else and so I consider them to be most important. After that, providing direction to the superintendent, evaluating the superintendent, and, if necessary, replacing the superintendent are most important.

Finished!

If at all possible, send your response to the Municipal League electronically as an email attachment, or insert it into an e-mail message (cec@munileague.org). Mail and fax numbers are listed below. If the League has not contacted you to schedule an interview, please call the League office at your earliest convenience.

Don't forget to send the following to the Municipal League: a resume, a photo, campaign literature, and, if you are an incumbent, constituent newsletters and other materials. Please use the check-off list on the cover sheet of this packet to indicate which items you have sent.

A League Volunteer Candidate Investigator is waiting to receive your questionnaire to begin his or her work. Please complete and return the questionnaire to the League office at your earliest convenience.

Please have your materials to us no later than June 10, 2011. May 31st is preferred!

Email the completed questionnaire and other materials to:

THANK YOU FOR YOUR COOPERATION AND GOOD LUCK IN YOUR CAMPAIGN!

THE MUNICIPAL LEAGUE OF KING COUNTY

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