



Welcome to the Viroqua Area Schools

100 Blackhawk Drive, Viroqua, WI 54665
608-637-1186 | Visit viroquaareaschools.com

District Administrator Search



DISTRICT STATISTICS

Students..... 1,030
Administrators7
Teachers91
Support Staff.....85
Operating Budget\$17 million

Mission

Nurture excellence, unlock potential, and
ignite passion.

Vision

Empower every student to discover
their possibilities and thrive.

District Values

Compassion, Innovation, Integrity, Perseverance

Strategic Plan

Application Timeline

Application DeadlineMarch 28, 2025
Review of Applications April 2, 2025
First Round of Interviews April 8 & 10, 2025
Final Round of Interviews..... April 15, 2025
Duties Will BeginJuly 1, 2025

Qualifications:

A Wisconsin Superintendent License is Required.

How to Apply:

The application process can be found on
WASB.org.

1. Create an account in the Search Services Portal.
2. Complete your profile.
3. Apply to the Viroqua Area search.

Interested applicants should contact:

Randy Guttenberg, Search Services Consultant
(rguttenberg@wasb.org, 608-209-5370)
Teresa Kimball,
Search Services Coordinator
(tkimball@wasb.org, 608-512-1714)



About the District

REFERENDUM INFORMATION

On Tuesday, April 1, 2025, the community will vote on a non-recurring operational referendum question for the Viroqua Area Schools. If the referendum is approved, the district will be able to exceed its state-imposed revenue limit by \$1.3 million per year for the next two years. Referendums were passed in 2005, 2010, 2015, and 2020 to exceed the revenue limit for operating expenses.

In 2022, a \$20.5 million referendum was passed to create secure entrances at the elementary and middle/high school buildings, reconfigure traffic flow to improve safety and efficiency, address Americans with Disability Act (ADA) accessibility requirements, enhance underutilized classroom areas, expand tech ed classrooms and labs to support additional offerings including agriculture, woods, metals, and automotive and promote high-quality programs and hands-on learning opportunities.

DISTRICT HIGHLIGHTS

♦ SIX SCHOOLS IN THE DISTRICT:

Viroqua Elementary School (4K-4); Viroqua Middle School (5-8); Viroqua High School (9-12); and three charter schools: Viroqua Area Montessori Charter School (4K-8), Laurel High School (9-12), and Vernon County Better Futures High School (10-12).

- ♦ High schools offer eight in-person Advanced Placement (AP) courses (and many more online), seven dual enrollment courses, and two academies with Western Technical College.
- ♦ Achieved U.S. News Awards for many years.
- ♦ The Viroqua Early Learning Center opened in March 2023. In response to the community's need for childcare, the district used district funds, one-time federal assistance, and available state grants to purchase a former assisted living facility for the ELC.
- ♦ The James P. Bigley Pool, located on the campus, is a year-round indoor aquatic facility offering swim lessons, lap swimming, water exercise classes, and open swim for all ages. Managed by the district, the pool provides a welcoming environment for fitness, recreation, and community engagement. The Bigley Pool opened in 2003.
- ♦ Viroqua Area Schools is a member of the Coulee Conference.
- ♦ 21 Interscholastic Sports Programs: football, volleyball, boys/girls cross country, boys/girls basketball, boys/girls wrestling, boys/girls hockey, boys/girls tennis, boys/girls golf, gymnastics, softball, baseball, boys/girls powerlifting, and boys/girls track. The district also provides interscholastic opportunities for middle school students in volleyball, cross country, boys/girls basketball, wrestling, and boys/girls track. There are football, baseball, and softball opportunities for middle school students and soccer for all ages in our community. Students are very involved in drama, forensics, music, eSports, FBLA, FFA, Skills USA, and Visual Arts Classic. Letters are awarded for athletics, the arts and academics.





Candidate Leadership Profile

The Viroqua Area Schools is seeking a collaborative leader who can effectively communicate with staff, students, the school board, and members of the community and be able to engage with people of different backgrounds and beliefs. The candidate will be committed to being part of the Viroqua Area School District by being visible and approachable both within the schools and throughout the community, while serving as a model of leadership to bring people and ideas together for the benefit of the schools and students. The individual will be innovative and forward thinking in their vision for the school district and will advocate and strive for continuous improvement and success for all students.

The successful candidate will possess/exhibit skills in the following domains:

INTERPERSONAL / PEOPLE SKILLS

- ◆ Be a visible leader both in the schools and the community.
- ◆ Possess exemplary personal traits of honesty, ethics, and transparency to build trust and support of the school board, staff, students and community.
- ◆ Demonstrate a genuine willingness and interest to work with people, including those who come from various backgrounds and belief systems, and to seek stakeholder input and guidance to effectively solve problems and lead the district.

FINANCIAL SKILLS

- ◆ Be a visible leader both in the schools and the community. Have knowledge and skills in school finance and a deep understanding of how the school finance system works and can be utilized to the best interest of the district and its students.
- ◆ Be confident in making recommendations to the school board based on what is in the best interest of students.
- ◆ Recognize the importance of identifying and seeking alternative revenue sources to strengthen and maintain current and future program offerings.

DECISION-MAKING SKILLS

- ◆ Hold high expectations for all aspects of the school district and make recommendations that support multiple post-graduation pathways.
- ◆ Be able to assess opportunities, issues, challenges, and problems and make difficult decisions based on what is best for students and the school district.
- ◆ Facilitate a continual improvement process that projects future needs based on the district's vision and goals.
- ◆ Demonstrates a willingness to work as a team member with the school board to bring about needed change.

COMMUNICATION / ENGAGEMENT SKILLS

- ◆ Be able to listen carefully, to speak and write with clarity, and to respond effectively to all stakeholders in a timely and professional manner.
- ◆ Create collaborative relationships with municipal leaders to serve both the school district and the community.
- ◆ Build relationships with elected officials both locally and at a state level, to tell the story of Viroqua Area Schools and advocate for positions that positively impact the district, its students, and the community.

About the Viroqua Community

Located in the heart of the Driftless Area, Viroqua Area Schools is surrounded by the rolling hills and scenic valleys of Vernon County in southwestern Wisconsin. Communities served include the City of Viroqua; and townships in Vernon County (Coon, Franklin, Genoa, Hamburg, Harmony, Jefferson, Kickapoo, Liberty, Sterling, Viroqua, Webster) and Crawford County (Freeman). Madison is 90 miles to the southeast, and La Crosse is 35 miles to the northwest. Larger cities are easily accessible, but there is something for everyone in this eclectic community. The populations of Viroqua and Vernon County are 4,437 and 31,170 respectively.

The Viroqua community has a long history of supporting education. Viroqua is also home to a satellite campus for the Western Technical College. A common lobby space connects the WTC building to the McIntosh Memorial Public Library.



Viroqua has a vibrant downtown including several well-known restaurants, a restored theater and historic hotel. The Viroqua Chamber assists with downtown revitalization, business enhancement and industrial development, seasonal farmer's markets, music events and numerous cultural arts activities throughout the year.

The area supports a variety of recreational pursuits including hunting, fishing, skiing, hiking, ice skating, swimming, hockey, snowmobiling, golf, biking, canoeing, camping, and fitness classes. The Viroqua Parks and Recreation Department also has youth programs for all ages.

Vernon Memorial Healthcare includes six area physician clinics – Bland Clinic-VMH, Hirsch Clinic-VMH, VMH Family Practice and Complementary Medicine, La Farge Medical Clinic-VMH, Kickapoo Valley Medical Clinic-VMH and VMH Outpatient Specialty Care; home health and hospice services; three retail pharmacies. Gundersen Medical and Eye Clinic.

Learn more: [Viroqua Community & Youth Organizations](#)

