

Prescott School Board Selects Jim Reif as District's next Superintendent



The Prescott School Board is pleased to announce the appointment of Jim Reif as the district's next Superintendent of Schools, effective July 1, 2025.

Reif currently serves as New Auburn School District Superintendent, as well as its high school principal since 2021. Prior to that, he has held positions with Altoona High School as Principal ((2019-2021); Menominee Nation High School as Principal (2016-2019); Baraboo High School as Associate Principal (2014-2016); and Craig High School as a Science and Mathematics Educator (2002-2014).

"Prescott's impressive administration and staff have built a learning environment for our students that is in the top 10% in the state. The community members and staff I have been able to meet genuinely care about the achievement and wellbeing of students, as demonstrated by their support of recent building and operating referendums," he commented.

Reif holds an Education Specialist Degree - Superintendent, from the University of Wisconsin-Superior, a Master of Education from the University of Texas-Arlington in Administration, a Master of Education from National University-Chicago in Curriculum and Instruction, and a Bachelor of Science from Michigan Technical College with an emphasis in Biology and minors in Mathematics and Science.

"Similar to Prescott, I grew up in a small town where the school was the center of the community," Reif added. He plans to spend the summer and fall meeting with local leaders, businesses and organizations, as well as parents and community members to learn their vision for Prescott School District and what they are most proud of about being a Cardinal. "I look forward to becoming a part of the Prescott community and the voice and leader for students and staff," said Reif.

The school board conducted an extensive national search to find and select the next superintendent. The process included a community survey, stakeholder interviews, focus groups with staff, students and community members, and an in-district visit by the finalists. The board was assisted by Hazard, Young, Attea & Associates throughout the process.

“Jim Reif’s collaborative leadership style, positive approach to problem-solving, and commitment to student growth and achievement will elevate our schools to even higher levels,” stated Mike Matzek, Board President. “We want to thank everyone who contributed their time and input throughout the process. Your feedback was extremely valued and taken into consideration as we deliberated and came to a consensus. We look forward to seeing Jim's impact on our students, staff, families, and community as we move forward together.”

Successful contract negotiations have been completed and the Board will take action to officially appoint Jim Reif at the April 16, 2025, school board meeting. Please join us in welcoming Mr. Reif to his new role and supporting him as he leads the Prescott School District into the future.