



Leadership Associates California's Premier Executive Search and Leadership Development Firm

Superintendent Search



EST. 1895

REDWOOD CITY
SCHOOL DISTRICT

STUDENTS, OUR MOST PRECIOUS ASSET



Your Team of Search Consultants: Key Personnel Experience and Qualifications



Jacki Horejs, Ed.D.

Union Elementary School District, San Jose
Chairperson, Santa Clara County Superintendents' Association
President, California City Schools Superintendents' Association



Eric Andrew, Ed.D., Partner

Campbell Union School District
ACSA Executive Director Region 8
Adjunct Professor, University of San Diego



Blanca G. Cavazos, Ed.D.

Taft Union High School District
Kern County Superintendent of Schools
Kern High School District
ACSA Principals Academy Director
Youth 2 Leaders Education Foundation Board



RESPONSIVENESS AND COMMUNICATION



Linda Harter

Search Support Specialist
Search Services



Penny Pyle

Search Support Specialist
Search Services



Sarena Fairrington

Search Support Specialist
Search Services



Betty Hall

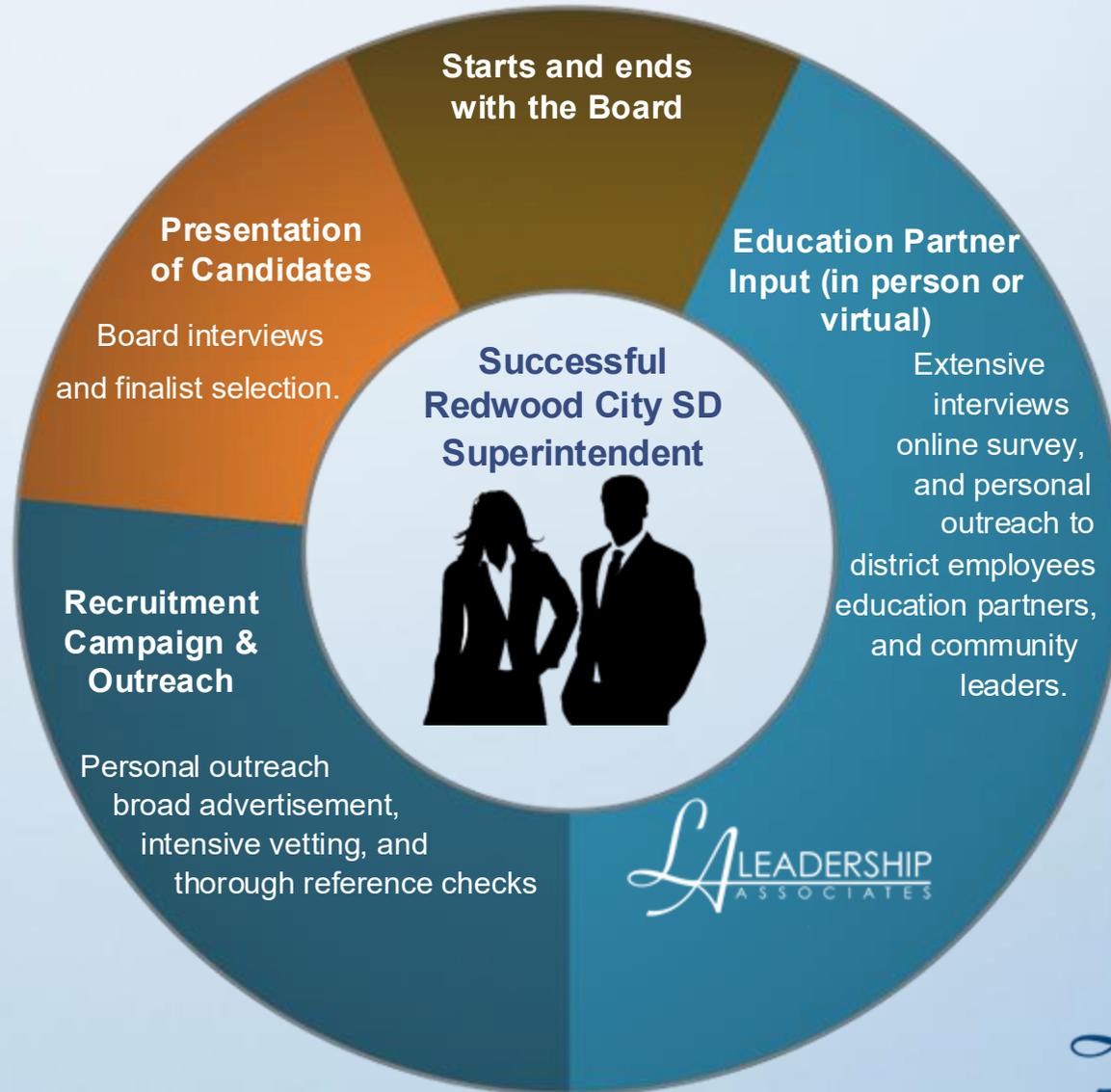
Office Administrator,
Leadership
Development and
Fiscal Services

Leadership Associates is the only search firm that has ***highly-qualified search support specialists assigned to each search to work w/you and the consultants to provide:***

- Comprehensive, on-call (“24/7”) support
- Personalized written guidelines, templates, sample documents, and checklists – all documents for the search
- **Weekly updates** to Board members
- Answers to all questions; “*No surprises*” for the Board
- Prompt, responsive email, text and phone communication



PROCESS OVERVIEW



Process – Initial Meeting

Review search process with Board

- ✓ Finalize timeline
- ✓ Identify community and stakeholder groups for input
- ✓ Determine online survey languages
- ✓ Discuss contract/salary range
- ✓ Identify advertising dates/publications
- ✓ Discuss Characteristics desired in new Superintendent & District strengths and challenges

Redwood City SD Search Timeline



PROPOSED TIMELINE

(Flexible based on Board direction)

Redwood City School District Superintendent Search

Note: Blue italicized text indicates Board Participation

JULY - SEPTEMBER 2025 Preliminary Phase	July/August	District receives proposals
	September 10, 2025	<i>Proposal Presentations / Board Selects Firm</i> <i>Initial Meeting with the Board; Board determines characteristics, skills, & qualities desired in new superintendent; publicly announces timeline and procedures (Open and Closed Session; approx. 3 hrs, total)</i>
OCTOBER 2025 Community Engagement	October 8 Regular Meeting	
	October 13 - 24	Online survey dates
OCTOBER - NOVEMBER 2025 Advertisement and Recruitment	Week of October 13	Consultants confer with staff and community designated by the Board to receive input
	October	Consultants identify potential candidates; Development and posting of recruitment materials and Position Description
	October 13 and 20	Advertising and active recruitment; Ad appears in EdCal. (Two consecutive publications) (Click here for publication schedule)
	November 7, 5:00 PM	Deadline for applications
NOVEMBER - DECEMBER 2025 Interviews and Selection	November	Consultants complete comprehensive reference and background checks on applicants
	November 21	<i>Board confers with consultants, reviews all applications and selects candidates to be interviewed (Closed Session; approx. 3 hours)</i>
	December 13	<i>Board interviews candidates; selects finalist(s) (Closed Session; all-day meeting)</i>
DECEMBER 2025 - JANUARY 2026 Contract Approval	December	<i>Board completes the validation process of the leading candidate and makes final determination</i>
	January 14 or 21, 2026	<i>Board approves superintendent contract at a regularly scheduled board meeting</i>
July 2026 Start Date	July 1, 2026 (as mutually agreed)	New superintendent begins



Stakeholder & Community Engagement

- **Input sessions – in person and/or online as determined by Board**
- **Spanish-speaking consultant**
- **Online survey in multiple languages**
- **Input informs the Position Description and Interview Questions**
- **Board approves Position Description**
- **Executive Summary of Input to Board**



Recruitment Strategy: Statewide Reach



- Eric Andrew
- William Banning
- Kent Bechler
- James Brown
- Blanca Cavazos
- Tom Changnon
- Ellen Dougherty
- Marc Ecker
- Donald Evans
- Rich Fischer
- Sally Frazier
- Juan Garza
- Jacqueline Horejs
- Michael Lin
- Peggy Lynch
- Sandy Lyon
- Mike Miller
- Greg Plutko
- Dennis Smith
- Rich Thome Chavez
- David Verdugo

Leadership Associates partners are geographically situated throughout the state and ready to effectively lead and support a search in any California district



Advertising, Recruitment, Reference Checking

- ❖ **Advertise in trade publication(s)**
- ❖ **Announce to our 1,500+ subscribers**
- ❖ **Post on District web site/social media**
- ❖ **Actively recruit**
- ❖ **Conduct reference and data base checks**
- ❖ **Conduct individual screening interviews with all viable candidates**

Recruitment Strategy: State and National Reach



- California School Boards Association Affiliate (**CSBA**)
- Association of California School Administrators (**ACSA**)
- California Association of Latino Superintendents and Administrators (**CALSA**)
- California Association of African-American Superintendents and Administrators (**CAAASA**)
- California Association of Asian and Pacific Leaders in Education (**CAAPLE**)
- Collaborative for Educational Excellence (**CCEE**)
- California County Superintendents (**CCS**)
- California Collaborative for District Reform (**CCDR**)
- Association of Latino Administrators and Superintendents (**ALAS**)
- American Association of School Administrators (**AASA**)

Recruitment Strategies:

LA Executive Leadership Development

Superintendent Leadership Series
(200+ Supts.)



Superintendent Leadership Networks (45 districts)

Aspiring Superintendent Series
(Nor/So Cal)

Advisement and Workshops
(27 districts)

Assistant Superintendent Leadership Networks (44 districts)

Instructional Leadership Series
(Asst. Supts. of Instruction)

Annual Summer Institute
(Supts. & Asst.Supts.)

Selection of Finalists

Meet with Board to review applicant materials – (portal access to all materials)

Discussion and determination of tiered candidates

Board determines finalists to interview

Review of interview process and preparation of interview questions

Board conducts interviews with assistance from Consultants

Final Interviews

Consultants work with finalists to provide the Board with Contract Parameters



Consultants work with the Board and the finalist to facilitate agreement on the Contract Parameters, subject to final negotiation



Consultants work with the Board and finalist to prepare a press release

Validation, Contract Offer, Approval

- Board discusses validation process options prior to official contract offer
- Consultants work with finalist and Board to prepare press release
- Board takes public action at a regularly scheduled meeting to employ new Superintendent
- Leadership Associates will provide the Board and Community input with new Superintendent
- Leadership Associates will provide follow-up services as desired including a 90 day entry plan for the new Superintendent

Experience in the Bay Area



- **Los Lomitas Elementary School District**
- **Mountain View-Whisman School District**
- **San Mateo Union High School District**
- **Millbrae Elementary School District**
- **San Bruno Park School District**
- **Sequoia**
- **Sunnyvale Elementary School District**
- **Los Altos Elementary School District**
- **Morgan Hill Unified School District**
- **Santa Clara County Office of Education**
- **Livermore Jt. Unified School District**
- **San Ramon Unified School District**
- **Newark Unified School District**
- **Fremont Unified School District**
- **Lafayette Elementary School District**
- **Piedmont Elementary School District**
- **West Contra Costa School District**
- **Mill Valley Elementary School District**
- **Reed Elementary School District**

Experience with Spanish Speaking Communities

- Salinas Union High School District
- Gonzales Unified School District
- Cabrillo Unified School District
- Pajaro Valley School District
- Aromas San Juan School District
- Hollister School District
- Gilroy Unified School District
- Morgan Hill Unified
- Atascadero School District

CALIFORNIA PLACEMENT EXPERIENCE

- Over 750 searches in California
- Eighty-five (85%) percent of the placements have remained in their positions for 5 years or longer
- Sixty-six (66%) percent of our placements were women or candidates of color



Success Measures

- ❑ **Placement retention (85% 2023-2024)**
- ❑ **Bi-monthly partner meetings to discuss results**
- ❑ **Bi-annual data review of search results**
- ❑ **Board of education check-ins/recommendations**
- ❑ **Optional Board satisfaction survey**
- ❑ **Check-ins with candidates**



Cost & Services

- **Our services are all inclusive – no hidden costs**
- **No additional per diem charges regardless of time required**
- **\$24,000 (plus advertising)**
- **Two (2) year guarantee**

Why us...

- We are dedicated to partnering with you in recruiting ***experienced high-quality leaders that will meet the needs of Redwood City School District***
- We will provide you with the ***broadest and deepest pool of candidates***
- We have an extensive network including **over 1,500 subscribers** to our website who instantly receive notification of all open positions
- We strive everyday to meet the diverse needs of California's school districts. In 2024, **66% of finalists** selected were ***women or candidates of color***
- We are ***California-based*** and ***California-savvy*** with a track record of **success** (over 750 searches) and have placed more national candidates than any other firm
- We are ***partners***, not hired consultants, who have a ***vested interest*** in your success
- We are all successful superintendents who ***remain actively engaged*** in California public education
- **Over 85%** of the superintendents selected have remained in the position for more than five years
- Competitive, reasonable and **all-inclusive cost – no hidden fees** and a two-year guarantee



Questions and discussion...

