



EST. 1895

REDWOOD CITY
SCHOOL DISTRICT

Superintendent Search Proposal

ZEAL

EDUCATION GRP

We help schools & districts ~~meet~~ exceed their goals.

Audits & Insights

As a full-service consulting firm consisting *exclusively* of school and district leaders, our audits leverage an **outsiders' view** with an **insiders' perspective**.

- Safety & Security
- Financial & HR
- Technology
- Special Education
- Cyber Security
- Organizational Effectiveness
- Diversity & Equity
- Board Policy

Outside view

Inside perspective

- Executive Search & Transition
- Board Governance Training
- Change Management
- Reimagining Learning Spaces
- Strategic Communications
- Team Building
- Subject Matter PD
- Strategic Planning
- Leadership Coaching

Services & Supports

Our team possesses the *knowledge* and *knowhow* to help your organization **identify** and **solve** any problem, no matter the size or scale.

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Search Firm Comparison

	Most National Search Firms	
Conduct searches led by experienced superintendents with expertise in community engagement and Board relations.		
Engage stakeholders to develop a Leadership Profile and attract candidates.		
Perform proactive outreach through an extensive national network of qualified candidates.		
Screen all applicants, narrow the field, and recommend strong candidates to the Board for interviews.		

What gives Zeal the edge?

1 Concierge-Level Service

2 Proactive Stakeholder Engagement

3 ThoughtExchange

4 Superintendent Personas

5 High-Performing Governance Team

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Concierge-Level Service

ZEAL EDUCATION GRP Chronological Search Timeline

	ZEAL	BOARD	WE DO
Facilitate planning meeting with Board liaison: <ul style="list-style-type: none"> • Expectations and commitments • Identify stakeholders to be engaged • Finalize search timeline and parameters (open vs. confidential) • Establish key contacts • Determine salary, residency requirements, and travel reimbursement 			✓
Draft press release	✓		
Provide weekly search updates to Board	✓		
Draft vacancy announcement and informally publish on various channels	✓		
Initiate stakeholder engagement week: <ul style="list-style-type: none"> • Individual Board member and stakeholder interviews • Lead virtual and in-person focus groups and community engagements • Launch ThoughtExchange to capture additional feedback and insights 	✓		
Develop application, establish site-specific web, and email domains	✓		
Develop and present Leadership Profile to Board for approval	✓		
Advertise vacancy and begin recruitment of candidates	✓		
Identify a slate of 8-10 qualified candidates: <ul style="list-style-type: none"> • Review of each candidate qualifications • Completed application 	✓		
Finalize slate of candidates to be interviewed		✓	
Develop legal and ethical interview practices	✓		
Interview candidates and manage communications	✓		✓
Finalize selection		✓	✓
Finalize community involvement		✓	✓
Conduct third-party reference checks	✓		
Execute contract in consultation with Board's attorney			✓
Support with Entry Plan development and data analysis <ul style="list-style-type: none"> • Executive coaching 	✓		

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Clear delineation of Board and Zeal roles so the Board can focus entirely on selecting the right leader



Custom press releases, vacancy announcements, and professionally designed community invitations



Weekly written progress reports to keep the Board fully informed and confident in the rhythm and pace of our progress



Support with negotiations, development of an Entry Plan, and onboarding of the new superintendent. *No detail is overlooked.*

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Proactive Stakeholder Engagement

	Monday 3/24	Tuesday 3/25	Wednesday 3/26	Thursday 3/27	Friday 3/28	Saturday 3/29
9:00 AM		K-12 Principals In Person District Office	Latino Community In Person District Office	Student Leaders In Person SPHS Media Center	DO Leadership In Person District Office	
10:00 AM						Town Hall In Person District Office
11:00 AM			Assistant Principals In Person District Office	Parents Association In Person District Office	Catawba Tribe In Person At Reservation	
12:00 PM		Elected Officials Virtual Meeting		Administrators Virtual Meeting	Bus Drivers In Person Transportation Complex	
1:00 PM			Student Leaders In Person RWHS Media Center			Town Hall In Person District Office
2:00 PM				NAACP In Person District Office Room B	Cabinet Leadership In Person District Office	
3:00 PM		Non-Certified Staff In Person SPHS Auditorium	Student Leaders In Person RWHS Media Center			
4:00 PM		Certified Staff In Person SPHS Auditorium			Parents and Guardians Virtual Meeting	
5:00 PM			Certified Staff Virtual Meeting	Non-Certified Staff Virtual Meeting		
6:00 PM	Chamber of Commerce Virtual Meeting	Faith-Based Leaders Virtual Meeting		Town Hall In Person CHHS Auditorium		
7:00 PM				Virtual Town Hall on Facebook Live		

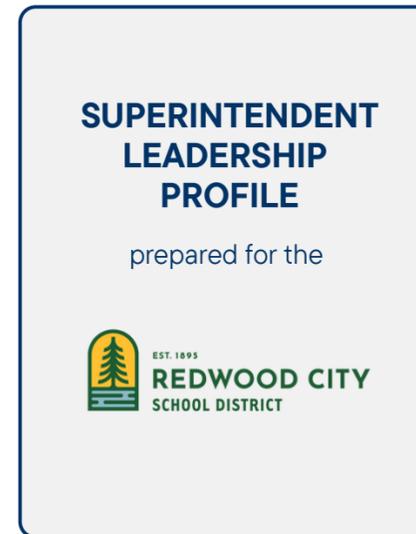
Engagement Calendar

Personalized invitations to virtual and in-person listening sessions, focus groups, and town hall meetings



People-Centric Meetings

We engage stakeholders “where they are” to ensure their comfort, candor and participation

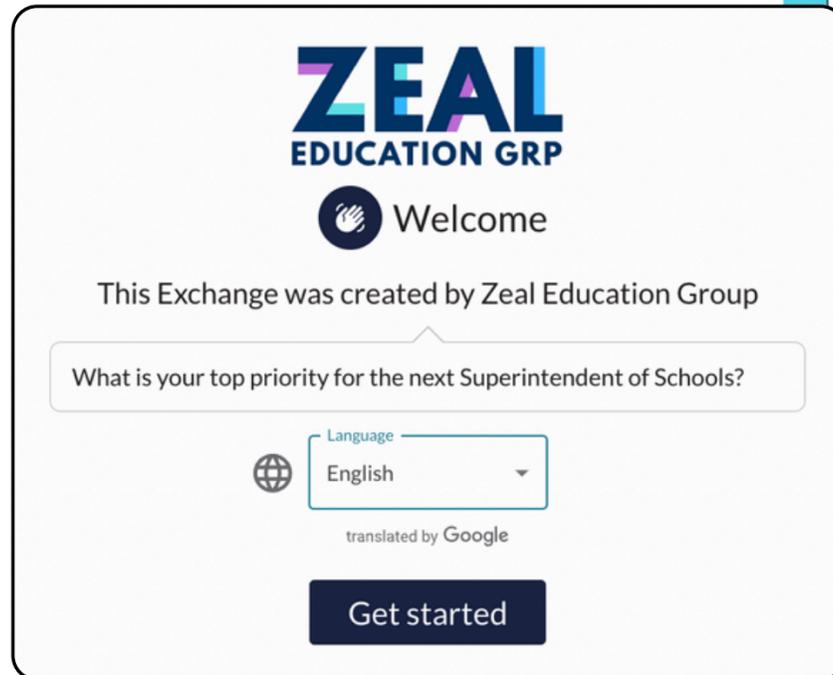


Leadership Profile

Stakeholders will know their voices matter and that their input directly influenced the chosen leader

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ThoughtExchange



ZEAL EDUCATION GRP
Welcome

This Exchange was created by Zeal Education Group

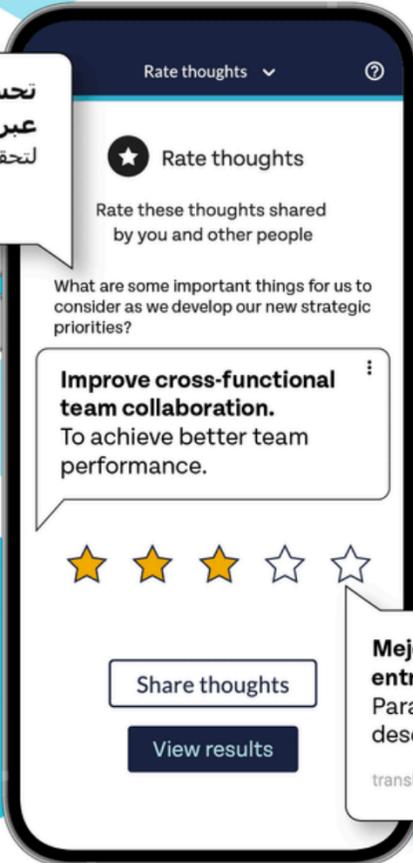
What is your top priority for the next Superintendent of Schools?

Language: English

translated by Google

Get started

تحسين التعاون الجماعي عبر الوظائف. لتحقيق أداء أفضل للفريق.
translated by Google



Rate thoughts

Rate these thoughts shared by you and other people

What are some important things for us to consider as we develop our new strategic priorities?

Improve cross-functional team collaboration.
To achieve better team performance.

★ ★ ★ ☆ ☆

Share thoughts

View results

Mejore la colaboración entre equipos funcionales. Para lograr un mejor desempeño del equipo.
translated by Google



Engagement

Review your current engagement statistics to understand how engaged participants are on this topic.

Participants	Thoughts	Ratings	Ratings ratio	Alignment
1,129	886	21,962	25	Low
Last activity: 30+ days ago	0.8 thoughts / participant	19.5 ratings / participant	Ratings / thought	Explore



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Superintendent Personas



The Community Builder

Excels in bringing people together, creating strong relationships with families and staff. While effective in collaboration, their consensus-driven approach may slow urgent decisions.



The Visionary Change Agent

This superintendent pushes districts forward with ambitious reforms and innovative solutions. They inspire transformation but may struggle with those resistant to rapid change.



The Instructional Leader

Focused on teaching and learning, this leader ensures high-quality curriculum and PD. They may require support in managing district logistics.



The Operational Strategist

This leader ensures smooth operations, balancing budgets and streamlining systems. While highly efficient, they may lack visibility in instructional leadership.



The Student Champion

Committed to fairness, this leader ensures all students have access to opportunity. Their work is essential but often met with resistance.



The Crisis Manager

Thriving under pressure, this leader effectively handles crises and high-stakes situations. While strong in the moment, they may struggle with future-focused strategy.

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High Performing Governance Team



Board Retreat

Affirm roles and responsibilities to build a foundation of trust and accountability



Executive Coaching

Unpack the community feedback, develop an Entry Plan and thought partnership

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