June 19, 2018

Diann Kitamura
Superintendent
Santa Rosa City Schools
211 Ridgway Avenue
Santa Rosa, California, 95401

Dear Superintendent Kitamura,

Leadership Associates is pleased to submit a proposal to partner with Santa Rosa City Schools to select a new High School Principal.

Our firm has worked with a wide variety of school districts throughout California since our founding in 1996. We have completed more than 385 searches for California school boards and districts since that time, including many searches for school district administrators. More than 85% of the final candidates selected have remained in their positions more than five years. We have conducted similar principal searches in many districts in California.

As you know, selecting a High School Principal is a most important responsibility and should be undertaken with great care. We have a strong record of success in this area. We are an executive search firm that focuses its work in California, which has helped us deepen our understanding of the ever-changing California educational landscape. In addition, we have the contacts and expertise that enable us to guide the Superintendent and district staff through the entire process and present an excellent slate of candidates who match the district's unique needs.

Our firm is also prepared to do the following for the District:

- Assist the Superintendent in developing a personal and professional profile for the High School Principal position

- Recruit candidates who closely match the locally developed profiles

- Conduct in-depth reference checks on the applicants and ensure that reliable information is gathered on each candidate

- Work closely with the Superintendent and district throughout the entire executive search process for the position

- Assist in the recruitment and identification of interim candidates for the Superintendent's consideration, if necessary

We would welcome the opportunity to partner with you to discuss the search plan for this position. The plan will include an overview of the potential candidate pool, timeline, cost analysis, and the importance of maintaining a confidential process.

If our firm is selected, I will be the lead consultant actively involved with this search. Mr. Fred Van Leuven will assist in the search. In addition, to ensure the widest possible pool of qualified candidates, all partners who are located in various geographical regions of the state will actively support and assist with the search. Profiles of each partner are available on our website, Leadershipassociates.org. We will use our extensive leadership network at the state and national level to help find the best candidates for this exciting, challenging, and rewarding position.

We look forward to having an opportunity to discuss this proposal with you and address any questions you may have.

Thank you,

Rich Thome, Partner, Leadership Associates
Fred Van Leuven, Associate, Leadership Associates

*TOTAL FEE TO CONDUCT SEARCH – All Inclusive: $9,500

This fee includes:

- All expenses incurred by consultants

- All communications with the Superintendent and Staff

- Development and posting of the position description announcing the position on the Leadership Associates Website

- Acceptance of applications and responding to all inquiries regarding the position

- Recruitment of candidates and extensive background checks

- Gathering of community and staff input via an online survey and providing Board and Superintendent with a written report based on the online survey

- Coordination of logistics of the search:
    o Scheduling appointments
    o Notification of unsuccessful candidates
    o Scheduling community visit

- Assisting in the development of interview questions and supporting the Superintendent and Board with the interview process

- Assisting the Board's administrative assistant throughout the process with templates, online posting updates and sample agenda language

- Acting as an advisor to the Superintendent and the Board of Education

- Assisting the Superintendent and Board through transition and community verification visit, if conducted