

Berkeley Unified School District

12/14/12 12:08am



REQUEST FOR PROPOSALS for two Professional Services Search Firms for Superintendent for the Berkeley Unified School District

Proposals due: 4:00 pm, PST, January 11, 2013

8 hard copies of the proposal in a sealed envelope, as well as one electronic copy must be submitted to the bid manager no later than the time and date indicated above

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Introduction

A year ago, the Board began its search for a superintendent. Although several candidates were considered as finalists for the position, the Board ultimately elected to continue its search for a leader possessing a track of record of extraordinary success. In issuing the present solicitation, the Board seeks both to build upon the work done during the last search process, as well as to address concerns specifically raised regarding community input and candidate vetting.

The Berkeley Unified School District is now seeking the assistance of two separate professional services firms in the search for its superintendent. This document describes the scope of work that we anticipate will be involved in this process. We invite proposals from experienced firms that are highly-qualified and have references of having conducted successful searches.

A Primary Consultant will be selected to conduct the search. The duties of this consultant will involve the following: supporting for the Governing Board during the search; engaging the community; updating and revising the existing leadership profile, as needed; widely advertising the vacancy; recruiting and screening applicants; facilitating Governing Board interviews of the applicants; conducting extensive reference and background checks; and facilitating the pre-employment process.

A Secondary Consultant will also be selected to provide the Governing Board with an independent perspective during the search. This will mainly include conducting additional reference and background checks on applicants and further supporting the Governing Board to ensure that it possesses all relevant information regarding the applicants.

Scope of Work

Primary Consultant

Engage the board members in a methodical and synergistic process
Meet with the Board as needed to ensure a high quality search process
Obtain staff and community input and ensure that all stakeholders are represented
Develop and maintain the community's trust in the process
Meet with the Board to refine a profile of the superintendent for our district
Update and revise, as necessary, the existing leadership profile based on community input
Develop a position description and strategies to recruit ideal candidates
Advertise widely
Actively recruit candidates who meet the profile
Screen applicants
Develop objective measurement tools
Coordinate selection activities for finalists
Assist the Board with the final interviews and employment of the new superintendent

Second Consultant

Meet with the Board as needed to ensure a high quality search process
Conduct independent and comprehensive reference and background checks for finalists and provide report to the Board

Tentative Timeline

December 2012	Board requests proposals
January 2013	Board approves Primary and Secondary Consultant agreements Board meets with Primary and Secondary Consultants Board publicly announces timeline and procedures for the selection of superintendent
February 2013	Primary Consultant obtains staff and community input to update and revise existing leadership profile Primary Consultant begins identifying candidates Primary Consultant develops and distributes recruitment brochure Primary Consultant actively advertises and recruits

March 2013	<p>Deadline for applications</p> <p>Board meets with Primary Consultant for initial review of applications</p> <p>Primary Consultant completes reference and background checks on candidates</p> <p>List of finalists sent to Secondary Consultant</p>
April 2013	<p>Secondary Consultant completes comprehensive and independent reference and background checks on finalists</p> <p>Board meets with Secondary Consultant to review information from comprehensive and independent reference and background checks</p> <p>Primary Consultant facilitates the Board's selection of finalists to interview</p>
May 2013	<p>Primary Consultant facilitates the Board's visit(s) to community of leading candidate</p> <p>Primary Consultant facilitates the Board's offer of employment to finalist</p>
July 2013	<p>New superintendent begins</p>

Proposal Requirements

Each consultant will be required to provide all necessary labor, equipment, tools, materials, and facilities to complete the work described in this RFP. Each proposal shall include, at a minimum, the following information in a clear and concise manner:

Primary Consultant

1. A description or profile of consultant and any information or materials that (s)he believes would be helpful to the Board in making its decision, i.e., a statement of qualifications
2. A summary of strategies to engage communities of color, including non-English-proficient constituents, as part of the stakeholder outreach
3. The process/approach (s)he will propose, in light of the recent superintendent search experience, including identifying strategies unique to our district versus typical search processes
4. A detailed description of how (s)he will ensure the required confidentiality throughout the process
5. A detailed summary of similar services that (s)he has provided to other public school districts comparable to our district
6. Name of lead consultant and professional resumes of principals and other employees who will render services in this process

7. A detailed description and line-item breakdown of any and all fees and estimated expenses to be charged to the District, including a listing and breakdown of fees and expenses for any optional services
8. A list of references, including names, addresses, telephone numbers, email addresses for contacts for five (5) recently-completed superintendent searches
9. A sample consultant agreement for the Board to consider

Secondary Consultant

1. A description or profile of consultant and any information or materials that (s)he believes would be helpful to the Board in making its decision, i.e., a statement of qualifications
2. The process/approach (s)he will propose to use, in light of the recent superintendent search experience, to conduct additional reference and background checks of applicants and to further support the Governing Board in ensuring that it possesses all relevant information regarding the applicants
3. A detailed description of how (s)he will ensure the required confidentiality throughout the process
4. A detailed summary of similar services that (s)he has provided to other public school districts comparable to our district
5. Name of lead consultant and professional resumes of principals and other employees who will render services in this process
6. A detailed description and line-item breakdown of any and all fees and estimated expenses to be charged to the District, including a listing and breakdown of fees and expenses for any optional services
7. A list of references, including names, addresses, telephone numbers, email addresses for contacts for five (5) recently-completed superintendent searches
8. A sample consultant agreement for the Board to consider

Process for Selection of Consultants

The District will select consultants who best meet the District's needs to perform the superintendent search process as described in this RFP. A consultant may submit proposals for the Primary Consultant and Secondary Consultant, although the Governing Board will ultimately select a Primary Consultant and a different Secondary Consultant. The criteria on which the District will make its determination will not be limited to the amount of the proposed fees, but also on the ability and experience of the consultant, as described in the proposal. Of particular interest to the Board is employing consultants who will be strategic in determining how to vary this year's approach in light of our last year's search. Each consultant submitting a proposal must submit an overall cost for performing the services, and the selected consultant will be required to sign an agreement.

Criteria for Selection of Consultant

Criteria for selection of each consultant will include the following, without limitation:

1. Experience with similar school superintendent searches in districts of comparable characteristics
2. **Participation in a public presentation/interview tentatively scheduled for mid-January**
3. Availability for staffing and conducting the search project
4. Cost of services
5. Ability to engage communities of color, including non-English-proficient constituents, as part of the stakeholder outreach
6. Ability to develop and maintain positive and productive interpersonal relationships with all participants
7. If the respondent is an agency, whether the District will be able to select the principal consultant and work primarily with the principal consultant

Limitations

This RFP is neither a formal request for bids, nor an offer by the District to contract with any party responding to this RFP. This RFP does not commit the District to award a contract or to reimburse any applicant for costs incurred in submitting a proposal. The District, in its sole discretion, reserves the right to reject any or all proposals received; to choose any combination of proposals; to interview any, all or none of the respondents; to negotiate with any respondent; to extend the deadline to submit a proposal; or to amend or cancel in part or in its entirety this RFP.

Attachment: Leadership Profile

Berkeley Unified School District Criteria for Selection of Superintendent

Berkeley Unified School District is at the center of a vibrant and diverse community, surrounded by one of the most intellectually and culturally rich regions in the United States. The District is responsible for educating more than 9,000 students. The District is proud of its schools and classrooms which offer an engaging and culturally relevant curriculum that builds on students' interests and abilities. It also places a high value on continuing to provide enriched learning environments and a comprehensive system of supports to address the needs of each student.

After seeking input from its Board members, parents, staff, students, and community via focus groups, interviews, and an online survey, the Board of Education of the Berkeley Unified School District seeks a visionary educational leader who will work collaboratively with the Board, community and staff to facilitate implementation of shared goals. The ideal candidate will possess the strengths and characteristics listed below.

An instructional leader who has a proven track record of demonstrating the ability to:

- Advocate, address and articulate the needs of ALL students based upon the whole child model through teaching and learning;
- Realize the District's vision for teaching and learning with parents, employees and the community especially as it relates to closing the achievement gap;
- Develop and implement multi-faceted and challenging instructional programs to meet the needs of ALL students with a particular focus on underperforming students;
- Identify evidenced-based best practices both internal and external to the District and support consistent implementation district wide;
- Negotiate the tension between the use of instructional time for the core curriculum standards and enrichment classes;
- Use data to inform instruction, identify priorities, and measure the success of programs; and

- Understand curriculum, instruction, and successful practices in Pre-Kindergarten through Adult Education programs.

An effective communicator who will:

- Articulate deeply held passionate beliefs about inequalities and closing the achievement gap;
- Address competing interests effectively without losing sight of the District's achievement goals;
- Make specific efforts to develop a strong ongoing relationship and communicate with the African/American and Latino communities; and
- Model excellent communication skills that include the ability to listen respectfully.

A manager who:

- Aligns and marshals resources in support of the District's vision for student learning;
- Expects all members of the school community to achieve high performance;
- Fosters communication district-wide to enhance coordinated services among the various departments;
- Implements and monitors accountability systems to improve employee and overall system performance;
- Understands the dynamics of an organization and is able to organize, delegate, supervise and hold individuals and groups accountable while working as part of a team; and
- Values the role technology serves to improve student outcomes and improve the overall functionality of the District.

An individual who has the experience and ability to:

- Reflect the unique qualities of Berkeley and become an active member of the community;
- Develop and expand strong and healthy working relationships and partnerships with organizations both within and outside of the District that benefit the educational success of ALL students;
- Inspire a love of learning and promote the value of life-long learning through instructional leadership;
- Positively interact with the cultural and political nuances of Berkeley and maintain and expand community wide support for the School District;
- Work in a district with local tax measure support and/or actively advocate for the passage of local tax measures;
- Successfully close the achievement gap; and
- Work with and negotiate with labor associations seeking mutually beneficial solutions.