



**REQUEST FOR PROPOSALS
RFP 2024-25.11
SUPERINTENDENT SEARCH SERVICES**

**Proposals due
Friday, February 14, 2025**

Submit to:
Lanita Villasenor
Executive Assistant, Superintendent's Office
Email: lvillasenor@pleasantonusd.net
Pleasanton Unified School District
5758 W. Las Positas Blvd.
Pleasanton, CA 94588
(925) 462-4333

DATE: Monday, February 3, 2025

PROPOSAL: RFP No. 2024-25.11

DUE: Friday, February 14, 2025

TIME: 4:00 PM

NOTICE IS HEREBY GIVEN that the Board of Trustees of the Pleasanton Unified School District (District) of Alameda County, State of California, will receive up to and not later than **4:00 PM** local time on **Friday, February 14, 2025**, emailed Proposals for the following scope of work:

Superintendent Search Services

Proposals shall be submitted electronically to Lanita Villasenor, Executive Assistant, Superintendent's Office at lvillasenor@pleasantonusd.net.

The RFP is available on the District website at pleasantonusd.net/board-rfp or may be obtained by contacting Lanita Villasenor, Executive Assistant, Superintendent's Office or (925) 426-4333.

Award of a contract or contracts will be made to the firm offering the most advantageous proposal in the applicable area of specialization. The District is not obligated to make an award and is not obligated to accept the lowest priced proposal, but will make any award in the best interest of the District after all factors have been evaluated.

The Board of Trustees reserves the right to accept or reject any or all proposals, alternate proposals, or unit price, in whole or in part, or waive any formalities, technical defect, clerical error, or irregularity in any proposal received, and to be the sole judge of the responsibility of any proposer and of the suitability of the services offered. All Proposals shall be valid for one hundred twenty days (120) days after the Proposal opening date.

SCHEDULE OF EVENTS

| | |
|---|--------------------------------------|
| Release of Request for Proposal | Monday, February 3, 2025 |
| Deadline for Questions and Inquiries | Friday, February 7, 2025 by 4:00 PM |
| Deadline for Submission of Proposals | Friday, February 14, 2025 by 4:00 PM |
| Subcommittee Evaluation | Tuesday, February 18, 2025 |
| First round of interviews with Subcommittee | *Wednesday, February 19, 2025 |
| Interview of finalists with Board of Trustees | *Thursday, February 20, 2025 |
| Award of RFP at Board meeting | Thursday, February 27, 2025 |
| Contract Start Date | Monday, March 3, 2025 |

** Please reserve these dates on your calendars.*

Note: All dates subsequent to receipt of proposals are estimated and subject to change without notice.

INSTRUCTIONS & CONDITIONS

The Pleasanton Unified School District requests a statement of qualifications and proposal from your firm for professional Superintendent Search Services. It is the intent of the District to select a firm to assist the Board of Trustees in the **recruitment and hiring process** for a superintendent to succeed the current interim superintendent whose contract expires on May 31, 2025.

Pleasanton Unified School District

The [mission](#) of the Pleasanton Unified School District ([PUSD](#) or District) is “Our Students Will Make a Better World.” PUSD serves approximately 13,300 students in nine elementary schools, three middle schools, two comprehensive high schools, and one continuation high school. Our schools are staffed with more than 750 professional educators and a classified support staff of approximately 470. Each school has a parent organization whose efforts contribute greatly to the learning environment at the school through volunteer hours and monetary support.

CONTACT

Questions regarding this proposal shall be directed to Lanita Villasenor, Executive Assistant, Superintendent’s Office, lvillasenor@pleasantonusd.net or (925) 426-4333.

PREPARATION OF PROPOSAL

The District requests one PDF copy of the proposal be emailed to Lanita Villasenor, Executive Assistant, Superintendent's Office, lvillasenor@pleasantonusd.net or deliver two hard copies to Lanita Villasenor at the District Office, 5758 W. Las Positas Blvd., Pleasanton, CA 94588. It is the sole responsibility of each consulting firm to ensure the proposal is received by the scheduled closing time. Proposals received after the closing time will not be considered.

SIGNING OF PROPOSALS

The signature of all persons signing shall be in longhand and executed by the person duly authorized to make contracts. The consulting firm's legal name shall be fully stated. Obligations assumed by such signature must be fulfilled.

QUALIFICATIONS

All consulting firms may be required to furnish evidence of their technical ability, experience, and financial responsibility.

ALTERATION OR VARIATION OF TERMS

It is mutually understood and agreed that no alteration or variation of the terms of this proposal or purchase order shall be valid unless made or confirmed in writing and signed by the District, and that no oral understanding or agreements not incorporated herein, and no alterations or variations of the terms hereof unless made or confirmed in writing by the District shall be binding on any of the parties hereto. The District reserves the right to request changes or additions to the proposed recruitment process after award of the RFP.

ASSIGNABILITY

A contract is not assignable by the consulting firm either in whole or in part. The contract shall extend to and be binding upon and insure to the benefit of the heirs, executors, administrators, successors, and assignees of the respective parties hereto.

COMPLIANCE WITH STATUTE

By responding to the Request for Proposal, the consulting firm hereby warrants that all applicable Federal and State statutes and regulations and/or local ordinances will be complied with in connection with the delivery of the services offered.

PROPOSAL RESULTS

Proposal results will be available for inspection in the office of the Interim Superintendent, 5758 W. Las Positas Blvd., Pleasanton, California 94588, upon award of contract to the successful consulting firm.

PRICE, TERMS, AND CONDITIONS

Price, terms, and conditions of this proposal are valid for 120 days from date of proposal opening, unless the offering party in writing allows for a longer period of time.

MODIFICATIONS

Changes to or additions to the Proposal Form, recapitulations of the work bid upon, alternative proposals, or any other modifications of the Proposal Form not specifically called for in the contract documents may result in rejection of the proposal as non-responsive. No oral or telephonic modifications to any submitted proposal will be considered. Modifications sent via electronic communication (e.g., email) will be considered only if received prior to the proposal opening deadline and accompanied by verifiable metadata (e.g., date/time stamp, sender information) confirming transmission before the deadline. No other form of modification will be accepted.

WITHDRAWAL OF PROPOSALS

Consulting firms may withdraw their proposal at any time prior to the scheduled closing time for receipt of proposals. Withdrawal may be made in person or by written request (including email to lvillasenor@pleasantonusd.net)

EVIDENCE OF RESPONSIBILITY

Upon the request of the District, a consulting firm whose proposal is under consideration for award may be required to submit promptly to the District's satisfaction evidence showing the consulting firm's financial resources, experience, and organization for the performance of the contract.

WORKER'S COMPENSATION

In accordance with the provisions of Section 3700 of the Labor Code, the consulting firm shall secure the payment of compensation to employees. The consulting firm shall sign and file with the District the following certificate prior to performing the work under this contract: "I am aware of the provisions of Section 3700 of the Labor Code which requires every employer to be insured against liability for worker's compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this contract." The certificate is included herein.

INSURANCE REQUIREMENTS

Consulting firm shall take out and maintain and shall require all subcontractors, if any, whether primary or secondary, to take out and maintain:

- Public Liability Insurance for injuries including accidental death to any one person in an amount not less than \$1,000,000;
- Subject to the same limit for each person on account of one accident, in an amount not less than \$2,000,000;
- Property Damage Insurance in an amount not less than \$1,000,000;
- Worker's Compensation Insurance in an amount adequate to cover all employees;

- Professional Liability Insurance (errors and omissions) in an amount not less than \$1,000,000;
- Automotive and truck were operated in amounts as above.

Failure to furnish such evidence of insurance, if requested, may be considered default by the contractor/vendor. Insurance coverage shall be provided through carriers admitted to transact business in California.

DISTRICT RIGHTS AND OPTIONS

The District reserves the right to postpone selection for its own convenience; to withdraw this Request for Proposals at any time; to reject any and all proposals without indicating any reason for rejection; to negotiate with any, all, or none of the respondents to the RFP; and to award to one or more proposers. This RFP does not obligate the District to negotiate a contract. Proposals will not be returned. No compensation shall be paid for any work related to preparation of any proposals. District also reserves the right to waive any minor irregularities in proposals submitted.

CONTRACT

The successful proposer will be required to sign the District's standard contract for professional services.

ADDENDA

The deadline for submission of questions is **Friday, February 7, 2025, at 4:00 PM**. Answers will be posted on the District website at pleasantonusd.net/board-rfp. It is the proposer's responsibility to check this website before submitting a response.

SCOPE OF WORK/EVALUATION CRITERIA

At the direction of the Board of Trustees, the District is inviting interested search firms to demonstrate their ability to provide assistance with the identification, recruitment, and hiring of a candidate for the position of Superintendent of Schools.

BACKGROUND

Fall 2024 a consulting firm completed the initial phase of a superintendent search process, which focused on gathering community input. This involved conducting focus groups, individual interviews, and an online survey to identify the district's strengths, challenges, and desired characteristics for the next superintendent. A comprehensive Leadership Profile Report detailing these findings was presented to the Board in October. This completed phase provides a strong foundation for the next steps in the search process. The Board would like the scope of work to include the use of the [Leadership Profile Report](#).

SCOPE OF WORK

It is expected that the successful consultant will offer the following services (at a minimum):

Assist the Board of Trustees with:

- Development of a timeline
- Advertising of the position (local, national, advertising channels)
- Diversity, Equity, & Inclusion (DEI) Considerations (ensure outreach to diverse candidate pools)
- Recruitment Strategies of high quality applicants that match the established profile
- Facilitation of the applicant screening process
- Facilitation of the applicant interview process
- Preliminary reference and background checks
- Develop evaluation criteria
- Candidate community visit
- Provide regular (bi-weekly or weekly) status reports

CONTRACT TERM

It is anticipated that the term of the contract will be from the award date through the successful hiring of a Superintendent.

SELECTION PROCESS

A subcommittee appointed by the Board of Trustees will evaluate written responses after the submission deadline on **Tuesday, February 18, 2025**. Selected applicants will be interviewed by the subcommittee on **Wednesday, February 19, 2025**. Finalists will be asked to meet with the Board for interviews on **Thursday, February 20, 2025**. Please keep all dates open on your schedules. The personnel who will be conducting the search must be present at all interviews. The Board will negotiate final contract terms, conditions, and pricing of the agreement with the selected firm.

EVALUATION FACTORS

The evaluation of proposals and the basis of award will be based on the review and analysis of numerous factors, which will include, but not be limited to, the following:

- Detailed process for conducting the requested services: 30%
- Background; qualifications and experience of project team members; and guarantee: 20%
- References: 15%
- Cost Proposal: 15%
- Timeline & Work Plan: 10%
- Interview Performance: 10%

PROPOSAL REQUIREMENTS AND FORMAT

Please include the following in your proposal. Limit your response to no more than 25 pages (not including samples).

Section 1—Company Information

Provide background information about your firm. Include complete contact information and location of office assigned to this project.

Section 2--Process

Provide a detailed description of the process you propose for the successful recruitment of a candidate based on your knowledge of the District. Be sure to include:

- Details on the steps from collection of applications through final interviews and offering of a contract.
- Expectations for Board participation, impact on staff time, and any other District involvement.
- How you share information with the Board (for example, results from reference and credit checks).

Section 3--Personnel

Identify the team leader assigned to this project, and provide resumes for all members of the project team.

Section 4--Timeline

Provide a detailed timeline for the process. It is the desire of the Board to hire a candidate who will enter into a contract with a term beginning **June 1, 2025**. Describe how leveraging information from the previous hiring cycle in 2025 can affect the timeline.

Section 5--Samples

Provide samples of related materials used by your firm in previous searches (e.g. advertising, surveys, reports).

Section 6--References

Provide five references from school districts or county offices of education, including name, address, phone number, and email address. At least two references should be from a California school district of similar size. Include the hire date of the successful candidate and length of time the candidate remained on the job.

Section 7--Guarantee

Describe the guarantee your firm provides in the event of an unsuccessful search.

Section 8—Costs

Please detail your pricing structure and total cost for the project. All costs should be reflected. If based on hourly rates, include the breakdown of all charges. Include any cost savings suggestions, including how information collected during the 2025 hiring cycle could help reduce costs.

Section 9—Conflict of Interest

Identify any current or former District employee, relative of a District employee, or current or former member of the PUSD Board of Trustees, employed or on the firm's governing Board as of the date of the proposal. Include their position and responsibilities within the Consultant's organization. If, following a review of this information, it is determined by the District that a conflict of interest exists, the Consultant may be disqualified from further consideration for the award of a contract.

Section 10—Signature Page

COMPLETE AND RETURN WITH PROPOSAL

My firm's response to the Request for Proposals is attached and identified as my official response to **RFP 2024-25.11** Superintendent Search Services.

Undersigned agrees to furnish the services stipulated in the attached proposal and signifies acceptance of the terms, conditions and specifications contained in Pleasanton Unified School District **RFP 2024-25.11**.

The governing Board of Pleasanton Unified School District reserves the right to reject any and all proposals and/or waive any irregularities or informalities in the bidding process.

Company Name: _____

Address: _____

Signature: _____ Date: _____

Print Name: _____

Title: _____

Phone: _____

Fax: _____

E-mail: _____

**NON COLLUSION DECLARATION TO BE EXECUTED BY
PROPOSER AND SUBMITTED WITH PROPOSAL**

The undersigned declares:

I am the _____ (title) of _____ (company name), the party making the foregoing proposal.

The proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The proposal is genuine and not collusive or sham. The Proposer has not directly or indirectly induced or solicited any other proposer to put in a false or sham proposal. The proposer has not directly or indirectly colluded, conspired, connived, or agreed with any proposer or anyone else to put in a sham proposal, or to refrain from bidding. The proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the proposer or any other proposer, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other proposer. All statements contained in the proposal are true. The proposer has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, to effectuate a collusive or sham proposal, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a proposer that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the proposer.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that this declaration is executed on _____ [date], at _____ [city], _____ [state].

Signature

Name (printed)