

BAKERSFIELD CITY SCHOOL DISTRICT
EDUCATION CENTER – 1300 BAKER ST. – BAKERSFIELD, CA - 93305



REQUEST FOR PROPOSALS

**SUPERINTENDENT SEARCH SERVICES
FOR
BAKERSFIELD CITY SCHOOL DISTRICT**

June 9, 2025

Section I: Purpose of Request for Proposals (RFP) and General Provisions

PURPOSE OF RFP

The District is issuing this Request for Proposal (RFP) to solicit proposals from qualified firms to assist in the recruitment and selection of a Superintendent. The selected firm will work collaboratively with the Board of Education to identify the leadership qualities, professional competencies, and personal attributes that will ensure a successful and sustainable match between the District and its next Superintendent.

This RFP outlines the instructions, requirements, and format that Proposers must follow in preparing their submissions. All prospective firms are encouraged to thoroughly review the document to ensure a complete understanding of the scope of services and expectations. Proposals must demonstrate the Proposer's expertise, management capability, and qualifications relevant to providing Superintendent search services.

QUESTIONS REGARDING THE RFP

All questions, whether administrative or technical in nature, must be submitted in writing. Written inquiries will be compiled, answered in writing, and distributed to all prospective Proposers to ensure consistency and transparency. Any questions or requests for clarification regarding this RFP should be directed to the District in writing prior to 3:00 p.m. on June 24, 2025.

Verbal interpretations or statements regarding the RFP by any District employee or representative are not binding and shall be considered invalid. All questions must contain **Questions for RFP for Superintendent Search Services**, within the subject line and must be directed to:

Andrea Selvey
Bakersfield City School District
Education Center
1300 Baker Street
Bakersfield, CA 93305
Email: selveya@bcsd.com

Section II: District Introduction

The Bakersfield City School District (BCSD) was established in 1867 and is located in Kern county and now serves approximately 28,365 students from preschool through 8th grade. The largest elementary school district in Kern County, with 44 schools consisting of ten Junior High and Middle Schools and 34 elementary schools. Schools vary by size in enrollment from the lowest of 32 students serving grades Kindergarten-8th grade (Rafer) to over 973 students (Curran).

The district is strongly committed to the recruitment of dedicated professionals who will support BCSD's overall mission of student success. Student achievement can be attributed to the commitment of our teachers, administrators, and classified staff. BCSD employs 1,987 certificated employees and 2,402 classified employees. Including substitute staff, the district supports over 5,000 employees.

The needs of students in BCSD are not just academic as 88.5% of the students are identified as socioeconomically disadvantaged, and therefore learning needs are increased by the conditions in many of the student's home and surrounding communities. The district has 12.0% of the student population identified as students with disabilities, while 25.1% of students are English Learners. In addition the percentage of students who experienced homelessness was at 3.1% (872 students) in 2024-25. 83.2% of students are Hispanic, 7.3% of students are White, and 7.1% of students are African American. with 1.0% of students identified as two or more races.

As a community BCSD is seeing an increase in the number of housing developments yet, the homeless population also continues to grow in Kern County. The district allocates the necessary resources to support the homeless population with available federal and state funds and has worked consistently with parents, and educational partners to address the chronically absent students and reduce the chronic absenteeism rate.

The district provides families with Health and Wellness Centers to mitigate challenges faced by socioeconomically disadvantaged students in its efforts to eliminate barriers and address the conditions that often impede student attendance and therefore have a direct impact on learning.

The Bakersfield City School District is committed to being a model of educational excellence, equity, inclusion, and innovation. Our mission is to educate all students to achieve high academic standards as collaborative, creative, and critical thinkers, preparing them to solve real-world problems and contribute meaningfully to society. We promise our community to equip students with the competencies outlined in the Portrait of a Graduate (POG), ensuring they are future-ready and can thrive in a dynamic world.

Section III: Scope of Work

The Board of Education will work with the selected firm to develop a superintendent search process and a timeline for the search activities. At a minimum, the activities will include the generation of a position description and qualifications, advisory services to the Board, identification and assessment of candidates, assisting with logistics of finalist interviews, and ensuring a satisfactory conclusion to the search. Understanding that discretion is of utmost importance to our district, as well as to many candidates, the search firm must maintain the confidentiality of all information collected as appropriate.

Generation of position description and qualifications

- Conducting interviews with and soliciting input from school board members, and potentially with school district staff, community leaders and the general public to develop the qualifications and criteria that will be used to judge superintendent candidates.

Advisory Services to the Board of Education

- Developing a search plan and timeline in consultation with the Board.
- Assisting with the evaluation and interviewing of potential candidates.
- Ensuring that there is compliance with applicable legal requirements.

Identification and Assessment of Candidates

- Developing and distributing recruitment materials that will encourage qualified candidates to apply.
- Conducting a national search that will include advertising the position broadly in print media as well as through an effective web-based strategy.
- Conducting personal outreach recruiting to ensure that the applicant pool includes highly qualified candidates with diverse backgrounds and experiences.
- Collecting all relevant background information on potential candidates so that the strengths and weaknesses of each applicant can be assessed.
- Assisting the Board with prescreening candidates based on clearly delineated criteria.
- Assisting the Board in evaluating the applicants against the qualifications and criteria developed to create a group of candidates for interviews.

Assisting with Logistics of Finalist Interviews

- Facilitating visits by the Board to the communities of the finalists, if requested.
- Facilitating community forums and interviews with the finalists.

Ensuring a Satisfactory Conclusion to the Search

- Assisting the Board in contract negotiations with the selected candidate.

Section IV: Proposal Requirements

To allow the Board of Education to fairly judge the merits of each proposal, responses to this RFP shall include a response to each of the items listed below. The Board reserves the right to reject proposals that do not follow this format.

Cover Sheet – Include the completed cover sheet that is part of this RFP signed by a person authorized to act on behalf of the company submitting the proposal.

Executive Summary – Provide a short summary that demonstrates your understanding of the scope of services required by the School District and why your firm is best able to provide that scope of service.

Experience and Qualifications – Provide details on the following:

- Overview of Company – address, telephone, fax, e-mail; whether company is local, regional, or national; if a multi-office firm, which office will provide the services; areas of expertise and types of searches performed by the company.
- Project Team – Provide names, titles, addresses, telephone numbers and e-mails of the person(s) who will be authorized to represent the company. Specify the names, titles, addresses, telephone numbers and e-mails of the person(s) who will be directly working on our superintendent search. Discuss the availability of each team member and the potential for conflicts that might interfere with the project's timeline.
- Experience – For each member of the project team, please provide a description of their experience and education, time with the company, and how their experience suits their role on the team. Specify the number of superintendent searches in which each member has participated and in what capacity. Note the longevity of superintendents hired by

members of this team or firm over the past six years. Describe any particularly noteworthy accomplishments of the superintendents placed.

Work Plan – Provide details on the following:

- The approach to be used to address each search activity listed in Section III: Scope of Work.
- Methods you will use to communicate and work with a five member elected Board of Education.
- Methods you will use to identify prospective candidates and promote their interest to apply.
- Your experience in effective community engagement both in terms of collecting information from the public to develop the initial position qualifications and evaluation criteria and in providing a meaningful way to generate and receive public input in the evaluation of final candidates.
- Describe what the major challenges to a successful superintendent search are and how the project team will address them.
- Estimate a reasonable timeline that the project team will use to guide the search process.
- Describe the information, services and assistance you will require from the School Board and district staff to enable you to conduct the search.

Cost – A budget should be provided that will cover all of the work described in Section III: Scope of Work and the Work Plan above. The budget should provide a breakdown of costs in the following areas:

- Estimated cost by each scope of work section
- Estimated hours spent by each member of the project team and their fees Estimated travel expenses
- Estimated publishing and advertising expenses
- Estimated postage and other costs to distribute information regarding the vacancy Any other expenses

Proposal must also include a maximum price that will not be exceeded to complete the described work. Payment terms should be specified.

References – Provide a minimum of three school districts (of similar size and academic quality to Bakersfield City School District, if possible) that have used your services for a superintendent search within the past six years. For each reference supply the school district name, contact person, their title, telephone number and address. Describe the contract (scope, length, and dollar value) for each reference.

Contract Form – If you intend to propose a form of professional services contract between you or your company and the school district, please provide a sample copy of such contract form. If you prefer that the school district generate such contract, please so indicate.

Litigation Record – Have you been involved in litigation with any of your clients within the last five (5) years? If so, please give the name, date, and jurisdiction of each such matter, and a brief description of the nature of the dispute and the outcome.

Ensuring Client Satisfaction – Provide information regarding your philosophy and policies regarding client satisfaction in the event of an unsuccessful search.

Additional Information – Should you feel that additional information would help us more properly evaluate your proposal or if you have recommended modifications in the procedures specified herein, please feel free to address such matters under this heading.

Section V: Timeline

The following schedule will be used by the District in awarding a contract subject to RFP.

- **RFP Issued:** Monday, June 9, 2025. RFP mailed and e-mailed to prospective search firms known to the district. RFP posted on the district's web site.
- **Proposal Submission Deadline:** Friday, June 27, 2025, 3:00 p.m. local time
- **Proposal Evaluation Period:** June 30, 2025 – July 7, 2025
- **Presentations/Interviews (if needed):** If requested, Proposers should be prepared to present to the Board at a special study session in mid-July – **Date to Be Determined**
- **Board Selection of Firm:** As early as the July study session, or at the regularly schedule August 5, 2025 Board meeting.
- **Contract Start Date:** As early as August 5, 2025, but no later than August 26, 2025.

Section VI: Submission Details

A Proposal for Superintendent Search Services must be received in the Bakersfield City School District Office on or before 3:00 p.m. local time, Friday, June 27, 2025. No proposal may be withdrawn for a period of sixty (60) days from the opening of the proposals. The Board of Education assumes no responsibility for on-time delivery of proposals. Late proposals will not be accepted under any circumstances, and any proposal so received shall be returned to the proposing firm unopened.

Firms must submit an original and five copies of the proposal. The sealed envelope shall be marked with the words: PROPOSAL FOR SUPERINTENDENT SEARCH SERVICES and addressed as follows:

Andrea Selvey, Executive Assistant
Superintendent's Office
Bakersfield City School District
1300 Baker Street
Bakersfield, CA 93305

In addition to the six hard copies, an electronic copy of the proposal must also be emailed to selveya@bcsd.com after 3:00 p.m. local time, Friday, June 27, 2025 to be considered for award. The email subject shall be: PROPOSAL FOR SUPERINTENDENT SEARCH SERVICES.

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Section VII: Selection/Interview Process

The Board will review all proposals and, if desired, will invite selected respondents to participate in an interview process to present and discuss their proposals. The primary contact listed in the RFP response will be contacted in regard to the status of their proposal, including the interview. The Board of Education may or may not conduct search firm interviews during the first two weeks of July, subject to change based on Board member availability.

The Board will select the proposal that it deems will best serve the interest of the Bakersfield City School District, considering a range of technical, managerial and cost-related criteria, including the scope, clarity or response to RFP, relevance and feasibility of each respondent's proposal, qualifications of the individuals who will work on the project, demonstrated ability of the respondent to perform the services set forth in the proposal, and cost.

Section VIII: General Conditions

The School District reserves the right to waive, modify, or otherwise vary the conditions or requirements herein and may accept or reject any and all proposals as the Board of Education, in its sole discretion, deems to be in the best interest of the School District. The School District may, notwithstanding the terms herein, negotiate the terms of any response to this RFP. The School District shall not be bound to accept the lowest priced proposal, but may accept such proposal, if any, as the Board of Education determines to be in the best interests of the School District.

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Cover Page

Response to Request for Proposals for Superintendent Search Firms

This proposal is submitted on behalf of:

Company: _____

Address: _____

Telephone: _____

E-mail: _____

The above listed consulting firm hereby submits its proposal and agrees to furnish services to the Bakersfield City School District in accordance with this Request for Proposals and the response prepared by the consultant.

The Consultant has carefully reviewed this Request for Proposals and the Consultant's response and understands that the District will not be responsible for any errors or omissions on the part of the Consultant.

Consultant agrees that the School District reserves the right to accept or reject any or all proposals and to waive any irregularity or informality in any proposal received.

The attached proposal shall be considered an irrevocable offer and shall be valid for sixty (60) days from the date the proposals are required to be submitted.

The undersigned hereby affirms that he/she is an authorized agent for the company submitting this response.

Date _____

Name of Consultant/Authorized Agent _____

Title of Consultant/Authorized Agent _____

Signature of Consultant/Authorized Agent _____



BAKERSFIELD CITY SCHOOL DISTRICT

Conflict of Interest Disclosure Statement

Pursuant to federal and state procurement standards, vendors must disclose any actual, potential, or perceived conflicts of interest. A conflict of interest may include relationships with District employees, Board members, or any financial interest that may impair objectivity in carrying out a contract.

By signing below, the undersigned certifies that:

1. They have no current or prior employment, familial, or financial relationships with BCSD staff, Board members, or their immediate family members that could be perceived as a conflict of interest;
2. If such a relationship exists or arises, they will disclose it immediately in writing to the Director of Purchasing;
3. They will comply with all applicable conflict of interest statutes and regulations.

Vendor Name: _____

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____



BAKERSFIELD CITY SCHOOL DISTRICT

Non-Collusion Declaration

STATE OF CALIFORNIA, COUNTY OF _____

Being first duly sworn deposes and declares that he/she is _____
(Title)

Of _____
(Company Name)

the party making the foregoing bid; that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The bid is genuine and not collusive or a sham. The bidder has not directly, or indirectly colluded, conspired, solicited, or agreed with any bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding. The bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the bidder or any other bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract. The bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a bidder 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 bidder.

I certify (or declare) under penalty of perjury under the laws of the State of California that the foregoing is true and correct,

(Signature)

(Typed Name)

And that this declaration is executed on _____ at _____, _____
(Date) (City) State)



BAKERSFIELD CITY SCHOOL DISTRICT

REQUEST FOR PROPOSAL PRICE FORM

Re: Request for Proposal – Superintendent Search Services

The purpose of this form is to provide a standard format by which the Proposer submits to the District a summary of the estimated costs suitable for detailed review and analysis. The Proposer shall complete the Price/Cost Proposal in its entirety.

Name of Firm _____

Address _____ **City/State/Zip** _____

Name of Officer _____ **Title** _____

Signature _____ **Date** _____

Scope of Work	Estimated Hours	Fee
Generation of position description and qualifications		
Advisory Services		
Identification and Assessment of Candidates		
Assisting with Logistics of Finalist Interviews		
Ensuring a Satisfactory Conclusion to Search		
Total not to Exceed:		\$