

# Superintendent Search Proposal for



## Wheatland

SCHOOL DISTRICT

*Learning For All*



Yuba County Office of Education  
**Better Together**

Presented by:

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Board of Trustees  
Wheatland School District  
111 Main Street  
Wheatland, CA 95692

Dear President Waltz and School Board Trustees,

Thank you for inviting the Yuba County Office of Education (YCOE) to present our services to your board. The enclosed proposal describes the services YCOE will provide Wheatland School District to ensure your superintendent search secures quality leadership for the district.

YCOE will work with the board to design a search that meets the unique needs of your school district. Our five-phase protocol allows the board to concentrate on the most important segment, the interview and selection of the successful candidate. Our team, working in conjunction with the board and the stakeholder group you identify, will implement a systematic, comprehensive process culminating in the hiring of the most qualified candidate for your district.

YCOE appreciates the opportunity to meet with your board to present our proposal and discuss the search process. Our strong and trusted relationships with our local school districts have provided us with numerous opportunities over the years to provide similar services, resulting in attracting and retaining highly qualified superintendents.

YCOE would be honored to be selected to lead the recruitment for the Superintendent of Wheatland School District.

Respectfully submitted,

*Rob Gregor*

Rob Gregor  
Yuba County Superintendent of Schools

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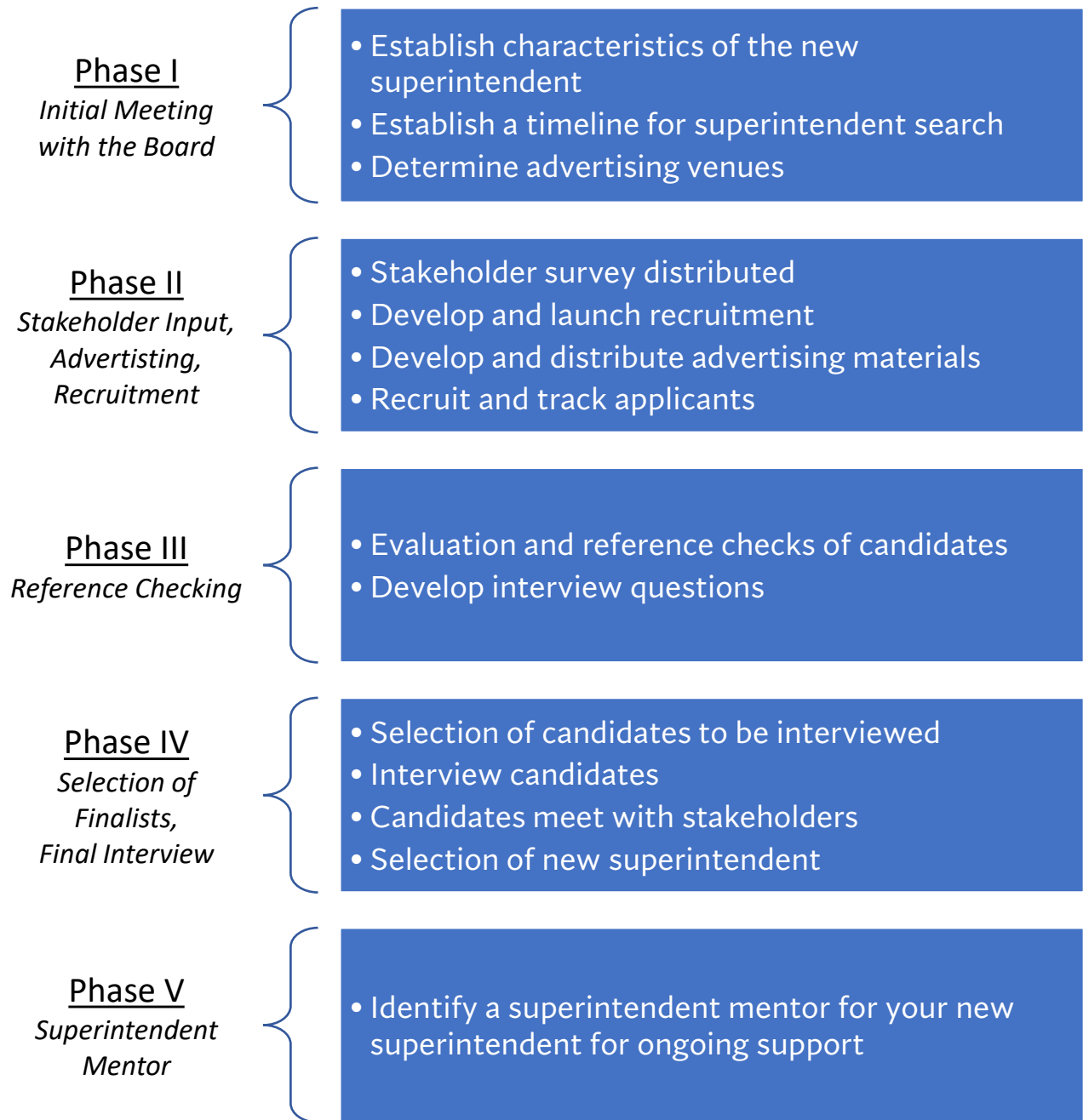
## **Recruitment Process Summary**

Yuba County Office of Education provides a comprehensive search process. Below are some highlights of our process:

- Provide essential support for the most time-consuming aspects of recruiting and candidate screening, enabling the board to focus on interviewing and selection. This includes conducting extensive recruitment efforts, thorough reference checks, and working closely with the Board throughout the interview and contract approval phases.
- Transparency is a hallmark of our protocol. Stakeholder participation emphasizes the transparency of our process.
- Guide the board through a process to identify the top criteria for the selection of the new superintendent. YCOE will help the board work collaboratively throughout the various phases of the recruitment process.
- Seek stakeholder input in the selection process. YCOE will present a comprehensive written report to the board, which includes comments recorded in the survey.
- Provide active candidate recruitment that meets the selection criteria.
- A high degree of confidentiality is important to attract top candidates. Names will remain confidential until the board selects their finalists.
- Work with the Board of Trustees throughout the entire process until a superintendent begins employment.
- Provide Superintendent mentorship for one year.

YCOE understands the role of superintendent is among the most demanding leadership positions in the district which requires a distinctive combination of expertise and skills. The new superintendent must earn the trust and confidence of teachers, parents, and community leaders while building on the foundation already established. At the same time, they must be willing to challenge the status quo, inspire continuous improvement, and foster innovative thinking.

## Five Phases of a Superintendent Search



## Phase I - Initial Meeting with the Board

- **Identify the most important characteristics and qualifications of the next superintendent through a group process with the board.**

YCOE will assist the board to identify the most important characteristics and qualifications desired in the new superintendent. These criteria will serve as a benchmark for recruiting and evaluating candidates throughout the selection process.
- **Establish appropriate timelines and target dates for the selection process.**

YCOE will develop a proposed recruitment timeline for the process outlining key milestones such as the announcement of the vacancy, application deadline, interview dates, target date for selecting the new superintendent, and anticipated start date.
- **Determine, with the board, appropriate advertising venues.**

YCOE will assist the board in defining the scope of the search, including selecting appropriate advertising channels such as publications, newspapers, recruiting platforms, and social media outlets.
- **Identify appropriate stakeholder groups.**

The board will identify the various stakeholder groups from whom they wish to receive feedback via an online survey.
- **Assist the board in determining compensation parameters.**

To attract and secure top candidates, it is essential to offer competitive compensation packages. YCOE will provide data on superintendent salaries in districts of similar size and within the same geographic region. When available, we will also include compensation details from districts that have recently hired a superintendent. This information will assist the board in establishing appropriate compensation parameters. Final compensation decisions will be determined by the board and the selected candidate.
- **Designate the point of contact for the district.**

The board will designate a staff member to collaborate with YCOE in coordinating the logistics of the search. This role includes tasks such as providing information for the promotional brochure and managing the collection and public sharing of stakeholder survey results.
- **Identify the board member as a point of contact to represent the board.**

The board will designate a member to collaborate with YCOE in coordinating the logistics of the search. Responsibilities will include providing input for the promotional brochure and overseeing the collection and public sharing of stakeholder survey results.

## Phase II – Stakeholder Input, Advertising, Recruitment

- **Collaborate with the board to establish the content and deadline for the stakeholder survey.**

YCOE will work with the designated board member to develop and approve online stakeholder survey questions and determine the best way to share the survey.

- **Distribute survey to groups identified by the board to provide stakeholder input into the selection process.**

With the board's approval, YCOE will develop an online survey to gather input from stakeholder groups identified by the board. The survey will invite participants to share insights into the district and community's strengths, challenges facing the new superintendent, and desired characteristics for the role. Common stakeholder groups include central office administrators, building administrators, teachers, classified staff, and parents. YCOE will assist the board in determining which groups to include.

The survey results will be summarized by YCOE and presented to the board for review.

- **Develop promotional materials and brochures to announce the vacancy.**

To attract high-quality applicants, promoting your school system and community is essential. With support from the district's point of contact, YCOE will assist in developing a recruitment announcement that emphasizes the strengths of your school system and community. We will design a professional color brochure/flyer showcasing the district and community, including the board's selection criteria, board member details, and the application procedures and timeline.

- **Develop supplemental questions specific to your recruitment that align with the selection criteria established by the board.**

YCOE will develop supplemental questions requiring applicants to describe their strengths and experiences related to each criterion established by the board. These questions will serve as the initial screening tool used by YCOE in evaluating potential candidates.

- **Develop and distribute recruitment announcement.**

YCOE will prepare and distribute the recruitment announcement through all recruitment venues previously agreed upon in Phase I. Additionally, YCOE will maintain the EdJoin.org applicant tracking platform.

- **Actively recruit applicants who meet the district's needs.**  
The YCOE Superintendent stays informed about trends in educational leadership and maintains strong professional connections across California. These relationships help expand your district's access to a broader pool of qualified candidates.
- **Post recruitment information and notification to potential applicants.**  
YCOE will reach out to potential candidates and manage the application materials through the EdJoin tracking platform. Our office staff will manage this task without assistance from your district.
- **Maintaining a high degree of confidentiality.**  
YCOE's process ensures the confidentiality of all candidates' identities until they are named finalists for the position. At that stage, we recommend making the names of the finalist's public.
- **Ensure all candidates are kept informed of their status throughout the selection process.**  
Throughout the process, YCOE will track candidates and keep them informed of their status.
- **Maintain timely communication with the designated board member.**  
YCOE will maintain regular communication with the designated board member, providing updates on the status of the search throughout the process.

## Phase III – Reference Checking

- **Assess each candidate based on the established selection criteria.**

YCOE will evaluate each applicant's materials in relation to the selection criteria.

- **Perform reference checks.**

YCOE will contact the references provided by the candidate. During these conversations, we ask for additional names of individuals who can speak to the candidate's qualifications. This process is repeated with each subsequent set of references. Our goal is to speak with at least three individuals beyond the primary references. We focus on identifying consistent responses to verify the applicant's strengths and weaknesses.

In addition to reference checks, YCOE will conduct a thorough internet search on each applicant.

- **Assist the board to develop a set of interview questions that align with the identified selection criteria and desired characteristics.**

YCOE will provide a comprehensive list of potential interview questions that reflect the selection criteria and the characteristics desired by the board. The board will select the questions that best align with their priorities and criteria.

If the board decides to conduct two rounds of interviews, YCOE will assist in developing interview questions for both rounds.

## **Phase IV – Selection of Finalists, Final Interview**

- **Review the candidates with the board and assist board members in selecting the candidates to interview.**

YCOE will present the board with a carefully vetted list of candidates for consideration, along with their application packet and reference check responses. YCOE will also provide a candidate summary that highlights consistent feedback for each applicant. After reviewing the recommendations, YCOE will assist the board in identifying which candidates they wish to move forward with for interviews.

- **Assist the board in establishing interview procedures.**

Once the board has selected the final candidates for interviews, YCOE will assist in planning the interview day structure, including confidentiality agreements, stakeholder meeting arrangements, and the board interview.

- **Coordinate interview and visitation procedures and processes.**

If the board decides to involve a stakeholder group in the interview process, YCOE will assist in coordinating the finalist interview schedule to include the designated group. A typical interview day, as outlined by the board, may include a district and community tour, a meeting with the stakeholder group, and a formal interview with the board.

- **Assist the stakeholder group to prepare to meet each candidate and gather feedback to present to the board.**

If the board decides to include a stakeholder group in the interview process, the board will select a stakeholder chairperson from within the group. The group's role is two-fold: 1) to showcase the school district and community to the candidates, and 2) to provide the board with feedback on their impressions of each candidate. Prior to meeting the candidates, YCOE will meet with the chairperson to discuss their responsibilities. YCOE will also provide the chairperson with a form to document the group's collective impressions of each candidate's strengths, as well as any concerns or questions. A YCOE representative will then share this feedback with the board.

- **Contact all finalists and coordinate their interview dates.**

YCOE will reach out to the final candidates to inform them of their finalist status and schedule their interview dates. YCOE will serve as the primary contact for any questions and will coordinate the candidates' visits to the district.

- **Assist candidate with travel arrangements.**  
YCOE will provide travel arrangement recommendations to candidates who need assistance.
- **Notify all applicants not selected for an interview.**  
Once the board has selected its final candidates, YCOE will send personalized notifications on behalf of the board to all other applicants, thanking them for their time in completing the application and informing them that they were not selected as finalists.
- **Personally contact each finalist who was not selected for the position.**  
Once the selected candidate has accepted and signed the contract, YCOE will personally call each of the other finalists to thank them, on behalf of the board, for being interviewed for the position. These candidates will not be notified until an offer has been accepted. In the event that the top candidate is not hired, we want to ensure that viable candidates remain available.

## **Phase V – Superintendent Mentor**

- **Identify a Superintendent Mentor for your new superintendent.**

YCOE is committed to the continued success of your new superintendent and will offer ongoing mentorship through an exclusive Superintendent Mentor for the first year.

## Timeline Overview

The timeline for the search process is determined during our initial meeting with the board to address the district's specific needs. However, from the time of our first meeting until the finalist is selected, the process typically takes a minimum of two to three months.

Search sequence:

- At the beginning of the search
  - A formal timeline is established
  - Advertising decisions are made
  - The qualities and characteristics for the new superintendent are identified
  - Promotional materials are created to advertise the district and the vacancy
  - Recruitment announcement is posted and distributed
  
- At the time designated by the board
  - Stakeholder survey link sent to district designated staff member to share out
  - A summary of stakeholder input is presented to the board
  
- As applications arrive in our office
  - Applications are monitored and reviewed for completeness
  
- After the closing date
  - YCOE begins the review and candidate vetting process
  
- Approximately two to four weeks after the closing date
  - YCOE provides information to the board on all vetted candidates
  - YCOE presents summary profiles of qualified candidates to the board
  - The board selects candidates to interview
  - YCOE notifies each candidate not selected for an interview
  - YCOE schedules interviews with selected candidates
  
- Soon after the board selects their candidates
  - The board interviews its final candidates
  - The board selects their new superintendent and extends a job offer
  - YCOE contacts each candidate who was interviewed and not selected for the position to notify them of their status after offer acceptance.

## **Investment**

**The fee for conducting the superintendent search is not to exceed \$7,600.**

Included in the expenses are:

- Approximately four (4) to six (6) weeks of print advertising in EdCal
- Approximately sixty (60) days of online advertising on selected forums (EdJoin, EdCal, SSC, etc.)
- Online stakeholder input survey
- Office expenses
- Breakfast and/or lunch for the board and stakeholders on interview day
- Superintendent mentorship for one (1) year

### **Additional Services:**

YCOE can provide the following services at no additional charge:

- Assist the board in revising and updating the superintendent's job description.
- Assist the board in developing an effective contract.
- Assist the board in negotiating the contract with the finalist.

## **Superintendent Searches Conducted by Yuba County Office of Education**

- Camptonville Elementary School District (2020)
- Wheatland School District (2010)
- Wheatland Union High School District (2009)
- Plumas Lake Elementary School District (2008)