



TCG Leadership Development Corporation

April 30, 2013

Mount Diablo Unified School District  
Cheryl Hansen, Board President and Member of the Governing Board  
1936 Carlotta Drive  
Concord, CA 94519

Dear Ms. Hansen and Members of the Governing Board:

Thank you for the opportunity to be considered as the firm to assist in the selection of your new superintendent. As you are keenly aware, the selection of a superintendent to lead your District is one of the most significant actions that you will take as a Governing Board. The Cosca Group is ready and eager to work with you in this important endeavor.

The Cosca Group represents twenty-five principal members, one distinguished emeritus member, and eight associate members reflecting a diversity of major educational leaders with experience in a range of districts from 1,500 to 45,000 California students. We believe that we are the only firm whose members provide such an extensive statewide recruitment base, a vital element of any successful search process. Because of this extensive network of colleagues, our Superintendent searches attract a great number of qualified applicants. Collectively, our individual members have engaged in dozens of searches throughout California. We are proud of the fact that the Cosca Group has been successful in making lasting matching relationships between superintendents and districts in the superintendent searches that we have conducted.

Dr. Frank Cosca, Dr. Steve Goldstone and Dr. General Davie will be the search consultants, if the Cosca Group is selected by the Governing Board. As indicated in the attached information about each of them, you will notice that they have extensive experience with Boards as Superintendents, consultants working with Boards, and leaders of administrative organizations. Because of this experience, they are regarded as experts in the areas of Board/Superintendent relations and school district governance.

As the attached information indicates, a major aspect of our process includes the involvement of the various district stakeholders in determining the unique needs of the District. Based on that determination, The Cosca Group, because of its wide variety of expertise in all phases of school district leadership, will work with the Governing Board in the selection of a new Superintendent and in developing effective supportive working relationships designed to best meet the needs of students, employees and the community. . In recognition of the tremendous financial pressures faced by California school districts, our all-inclusive consultant fee has been reduced from \$37,200 to \$33,480.

We look forward to the opportunity to present our proposal to you and your Board and then working with you in this most important endeavor. If you have any questions, please contact Dr. Cosca at (714) 313-2717, Dr. Goldstone at (707) 373-3786 or Dr. Davie at (916) 952-3081. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads 'Frank A. Cosca, Jr.'.

Frank A. Cosca, Jr., Ed.D.  
President  
The Cosca Group

A handwritten signature in cursive script that reads 'Steve Goldstone'.

Steve Goldstone, Ed.D.  
Chairman, Board of Directors  
The Cosca Group



TCG Leadership Development Corporation

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## **Search Consultants**

### **Superintendent Search and Selection**

Frank Cosca, Ed.D.

Dr. Cosca was an elementary teacher, and an assistant principal in Santa Ana. He was then an elementary and junior high principal in Fullerton. Dr. Cosca went on to become the Superintendent of the Eastside School District in Lancaster for three years, Central School District in Rancho Cucamonga for six years and finally the Superintendent of Ontario Montclair School District in Ontario for the remaining eleven years of his career.

Dr. Cosca has led or been part of searches for more than twenty years. However, since retirement in 2000, he has been the President of The Cosca Group (TCG) and involved himself in all searches TCG has conducted.

Dr. Cosca has served as an advisor to ACSA, CSBA, the State Secretary of Education and the State Superintendent of Schools.

### **Superintendent Search and Selection**

Steve Goldstone, Ed.D.

Dr. Goldstone has served for over twenty three years as superintendent of both urban and suburban unified school districts throughout California. Prior to serving as superintendent Dr. Goldstone was an assistant superintendent, principal, counselor and teacher.

Dr. Goldstone served as the Founding Dean of Touro University's College of Education. He has been an Associate Professor at the University of Southern California, the University of La Verne, and California State University Hayward. In addition, he is a School Support Team Leader for the Nevada Department of Education. He has also served as an interim superintendent for the Berkeley Unified School District and the Fairfield-Suisun Unified School District.

Dr. Goldstone earned his doctorate from the University of Southern California and an MA in administration and a BA in history from California State University Northridge.

Dr. Goldstone is the Chairman of the Board of the Cosca Group. He has served as the lead consultant in a number of the firm's superintendent searches.

## **Superintendent Search and Selection**

General Davie, Ed.D.

Dr. Davie has served as a K – 12 /Adult educator for 44 years. His experience includes classroom teaching – preschool through sixth grade, elementary school principal, assistant superintendent, and superintendent. Dr. Davie served as superintendent in school districts in Sacramento County. The districts served had student populations ranging from 2500 to 45, 000 students. While serving as Superintendent Dr. Davie received recognition for his work with school districts and the community. He received the Marcus Foster award from the Association of California School Administrators and Superintendent of the Year from the Sacramento Urban League. Dr. Davie has served on the Board of Directors of the California Association of School Administrators, and member of the California School Board Association’s Superintendent Advisory Committee, to name a few. He currently serves on the Board of the Sacramento Children’s Home. Dr. Davie brings knowledge and hands on experience in assisting Boards to reach their goals.

## **Overview of Proposed Search and Selection Process for Superintendent**

*The following “tentative” process will be modified as a result of discussion with and preferences of the Governing Board:*

### **Preliminary Phase:**

- ❖ Meet with the Board to adjust/modify/approve the Search and Selection Process and the accompanying proposed timeline.

### **Phase I:**

- ❖ Meet with the Board and identify the District’s strengths and needs/critical issues. Based on those strengths and needs/critical issues, identify the characteristics desired in the new Superintendent. The Board will also identify groups and individuals representing community members, students, parents, teachers, classified employees, administrators, etc. to provide input to TCG.
- ❖ Meet with the identified groups and individuals and receive input regarding the District’s strengths and needs/critical issues. Based on that information, input will be received regarding the characteristics desired in the new Superintendent.
- ❖ Meet with the Board to examine the information obtained from group and individual meetings. The Board will reexamine and prioritize its own lists of strengths, needs/critical issues, and characteristics. Using the data, TCG will create a profile and criteria and submit to the Board for approval.
- ❖ Arrange for advertisements to be published, for example, in the EdCal newspaper, CASBO, national publications and other publications of the Board’s preference. TCG will disseminate recruitment materials and vacancy announcements and correspond with experts in the field for nominations of potential candidates. All thirty-three TCG principal and associate members will actively recruit candidates who best characterize the ideal candidates for the District.
- ❖ Provide a status report to the Board.

### **Phase II:**

- ❖ Maintain all applicant files and communicate with applicants regarding the status of their files.
- ❖ Continue to proactively identify and recruit outstanding candidates who have not applied.
- ❖ Screen all materials from all applicants. Extensive reference checks will be conducted through a process of telephone conversations, appraisal of materials, and preliminary references.
- ❖ Create a panel of experts in school district administration to identify the most qualified applicants. Material will be developed which will describe and assess the finalists.

- ❖ TCG will provide a status report to the Board which will include a summary of qualifications of each of the candidates and those recommended for interview. The Board will approve candidates selected for interviews.

**Phase III:**

- ❖ Schedule interviews, to be conducted in closed session, with the agreed upon finalists and the Governing Board.
- ❖ As desired by the Governing Board, schedule and assist with a second set of interviews of the top candidate(s).
- ❖ A closed session with the Governing Board will be scheduled and TCG will assist, if requested, in the identification and confirmation of the finalist.

**Phase IV:**

- ❖ A site visitation to the district of the top candidate will be arranged and conducted.
- ❖ In closed session, coordinate the actual selection of the successful candidate by the Governing Board.
- ❖ Assist the Board, as directed, to negotiate an employment contract based upon a current compensation study.
- ❖ If so desired, assist the Board in announcing the new Superintendent of Schools for the District.

**Phase V:**

During the following twelve months, TCG will:

- ❖ Provide ongoing, on-call, mentoring for twelve months from both retired and active superintendents to the newly selected superintendent.

**Phase VI: (Optional)**

- ❖ For an additional fee, The Cosca Group will be available to the Board and Superintendent for additional consultation service that could include goal setting, evaluations, Board-Superintendent relations, role and functions of the Superintendent and the Board, etc.

## Timeline for Search and Selection Process of Superintendent (Subject to Board Approval)

<b>Preliminary Phase:</b>	<b>Estimated Time</b>
<ul style="list-style-type: none"> <li>• Selection of The Cosca Group (TCG) to assist the Board in the search and selection of a new Superintendent.</li> <li>• Meeting with the Governing Board to adjust/modify/approve the process and timeline</li> </ul>	1 week
<b>Phase I:</b>	
<ul style="list-style-type: none"> <li>• Meeting with the Governing Board to:               <ul style="list-style-type: none"> <li>○ Identify the strengths of the District.</li> <li>○ Identify the needs/critical issues facing the District.</li> <li>○ Based on the above, identify the characteristics desired of the new Superintendent.</li> <li>○ Identify the groups and individuals representing community members, students, parents, teachers, classified employees, and administrators to provide input to TCG regarding strengths, needs/critical issues and characteristics desired of the new Superintendent.</li> </ul> </li> </ul>	2 weeks
<ul style="list-style-type: none"> <li>• Meetings with groups and individuals identified by the Board as indicated above.</li> </ul>	2 weeks
<ul style="list-style-type: none"> <li>• Meeting with the Governing Board to:               <ul style="list-style-type: none"> <li>○ Examine information obtained from the various group and individual meetings so as to compare with the strengths, needs/critical issues, with the desired characteristics identified by the Board.</li> <li>○ If appropriate, as determined by the Board, modify the initial list.</li> <li>○ Prioritize the greatest strengths and needs/critical issues.</li> <li>○ Based on the prioritization of strengths and needs, determine which of the characteristics of a new Superintendent will be necessary to meet those needs, address the critical issues and maintain and improve upon the strengths of the District. Based on this prioritization, TCG will create a profile and criteria and submit to the Board for approval.</li> </ul> </li> </ul>	1 week
<ul style="list-style-type: none"> <li>• Dissemination of recruitment material, active recruitment of candidates, and receipt of applications by deadline.</li> <li>• Deadline for applications.</li> </ul>	7 weeks

**Phase II:**

- Screening of applications and convening panel of experts to identify the most qualified applicants. 1 week
- Detailed reference checks. 1 week
- Provide Board with status report on qualifications of candidates. The Board determines candidates to be interviewed. 1 week

**Phase III:**

- Schedule Board's interviews with selected candidates. 1 week
- Schedule second set of Board interviews. 1 week

**Phase IV**

- Site visitation relative to final candidate. 1 week
- Negotiation of contract. 1 week
- Announcement of new Superintendent 1 week
- New Superintendent assumes duties. TBD

**Phase V:**

- Mentoring

**(This timeline may be modified to accommodate Board/District needs)**

## **The Cosca Group's Process for Recruiting and Advertising Resources**

- ❖ TCG will, based on widespread input, create a profile and criteria and submit to the Board for approval.
- ❖ Arrange for advertisements to be published, for example, in the EdCal newspaper, CASBO, and other national publications of the Board's preference.
- ❖ TCG will correspond with experts in the field for nominations of potential candidates.
- ❖ In addition, all twenty-five TCG principals and eight associate members will actively recruit candidates who best characterize the ideal candidates for the District.
- ❖ TCG does not have a favored group of superintendents – each search is unique, requiring a group of candidates specific to your criteria.
- ❖ TCG will not recruit your new superintendent in the future to relocate to another district.
- ❖ TCG continues to proactively identify and recruit outstanding candidates' right up to the application deadline.

## **The Cosca Group's Process -Pre-interview to Selection of Your New Superintendent**

- ❖ TCG maintains all applicant files and communicates with applicants regarding the status of their files.
- ❖ TCG screens all materials from all applicants.
- ❖ TCG will create a panel of experts in school district administration to identify the most qualified applicants. Material will be developed which will describe and assess the finalists.
- ❖ Extensive reference checks will be conducted through a process of telephone conversations, appraisal of materials, and preliminary references.
- ❖ TCG will provide a status report to the Board with the qualifications of each of the candidates and those recommended for interview. The Board will approve candidates selected for interviews.
- ❖ TCG will schedule interviews, to be conducted in closed session, with the agreed upon finalists.
- ❖ As desired by the Governing Board, TCG will schedule and assist with a second set of interviews of the top candidate(s).
- ❖ A site visitation to the district of the top candidate will be arranged and conducted. The Cosca Group does extensive background checking on each of the recommended candidates, but believes in a community visit to the final candidate's district.
- ❖ A closed session with the Governing Board will be scheduled and TCG will assist, if requested, in the identification and confirmation of the finalist.
- ❖ TCG will assist, if desired, in the preparation and presentation of a comprehensive compensation study of your competitive districts.
- ❖ TCG will assist, if desired, in the development of the contract for the District's new Superintendent.

## **Partial Client List**

Baldy View Regional Occupational Program

Bonita Unified School District

Chino Valley Unified School District

Culver City Unified School District

Desert Sands Unified School District

El Rancho Unified School District

El Segundo Chamber of Commerce

El Segundo City Police Department

Hayward Unified School District

Hermosa Beach City School District

Huntington Beach City School District

King City Unified School District

Laguna Beach Unified School District

Livermore Valley Joint Unified School District

Lytle Creek Development Partners

Monrovia Unified School District

Moreno Valley Unified School District

Morgan Hill Unified School District

Mountain View-Whisman School District

Novato Unified School District

Ocean View School District

Orange Unified School District

Paradise Unified School District

Redondo Beach Unified School District

Rialto Unified School District

Rocklin Unified School District

Saint Helena Unified School District

San Bernardino Unified School District

San Gabriel Unified School District

San Lorenzo Unified School District

Santee School District  
Silver Valley Unified School District  
South Pasadena Unified School District  
Tahoe Truckee Unified School District  
University of Southern California  
Vista Unified School District  
Washington Unified School District  
Waugh School District  
Windsor Unified School District  
Wiseburn School District  
Woodland Joint Unified School District  
Yosemite Unified School District

# **The Cosca Group**

## **The Cosca Group - A Profile**

The Cosca Group is a partnership of experienced and respected educational administrators who have joined together to provide services, strategies, consultation and support to school boards, superintendents, and other administrative leaders. The Cosca Group links its successful resources and customizes those resources to meet individual district and organization needs.

As an alliance of experienced educational leader, The Cosca Group provides custom tailored consultancy services in the following subject areas:

- Searches for Superintendent and Cabinet Level staff, including CBO's and Facility Planners
- Board/Board, Board/Superintendent Working Relationships
- Management Reclassification Studies
- Compensation Studies
- Performance Based Compensation Studies
- Leadership Development
- Trust Building
- Management Awareness
- Communication and Time Control
- School Surveys
- Assessment of District Performance
- Training and/or Mentoring
- Contracts
- Personnel Evaluation

The Cosca Group is a Leadership Development Corporation that was formed in 2000 and today consists of twenty-five partners, eight associates, and one emeritus member. The Cosca Group has performed over forty Superintendent searches and related total compensation studies based on both statewide and national criteria.

### **The Cosca Group Board of Directors**

Frank Cosca, President  
Steve Goldstone, Chairman  
George Bloch, Vice President

Donald Remley, Secretary  
Thomas Garnella, CFO

### **The Cosca Group Partners**

Robert Barbot	Thomas Garnella	Ronald Pregmon
George Bloch	Steve Goldstone	Donald Remley
Terry Bradley	Cynthia Grennan	Patrick Sayne
William Bragg	Tom Halvorsen	Charles Terrell, Jr.
David Brown	Lynne Kennedy	Frank Tyrrell
Frank Cosca	Dottie Leveque	Doris Wilson
General Davie Jr.	Joy Mahedesian	Mara Winick
Jeanne Davis	Dennis Murray	
Nick Ferguson	Kenneth Noonan	

### **The Cosca Group Associates**

Myrna Rivera Cote'	Thomas Giugni	Phil Pendley
Carmella Franco	Jack McLaughlin	Donald Trigg
Robert French	Irene Newton	

### **The Cosca Group Distinguished Emeritus Member**

Barry Pulliam

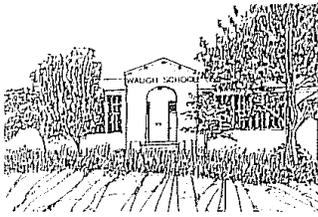
## **Professional Fees**

TCG's fee for consultation services in the search for the District's new superintendent is \$33,480 for all services listed in Phase I through V. The consultation fee will be billed in three equal installments as follows:

- Development and presentation of the profile and criteria
- Presentation of a slate of final candidates
- The appointment of the new superintendent

**Optional Phase VI (Additional consultation services selected by the Board are available at a negotiable fee.)**

## **Letters of Recommendation**



# WAUGH SCHOOL DISTRICT

1851 Hartman Lane • Petaluma • CA 94954

(707) 765-3331 • FAX (707) 782-9666

*Superintendent • Robert Cmelak*

*Board of Trustees: Fred Stoll - Christine Pieper - Matt Thomas - Karen Bergin - Christie Sbern*

August 30, 2011

Dr. Donald Remley,  
The Cosca Group  
P.O. Box 2162  
Oroville, CA 95965-2162

Dear Don:

It's hard to believe that a short four months ago the Waugh School District was in a tail spin over losing our beloved superintendent/principal of nineteen years. Even harder to believe is that we are already two weeks into the tenure of his wonderful replacement.

On behalf of the board of trustees and all of the stakeholder groups please accept our deepest thanks for making the search process seamless and the outcome a fantastic one. Working with you from the outset was nothing but a pleasure. Your professionalism, knowledge, availability, and assistance were exceptional. We continue to receive wonderful feedback from our parents, students, teachers, and staff about the quality of information you garnered while leading them through focus group and information gathering meetings. This facilitated the creation of a customized job description from which we were able to attract a pool of remarkably talented candidates for our unique superintendent/principal position and, in turn, resulted in an excellent hire.

The depth and scope of service provided by The Cosca Group was custom tailored to our very tight timeline. You helped us establish clear goals then kept us both focused and informed. Further, you skillfully maneuvered the board through unforeseen curves, that threatened to undermine the process, yet you still kept us on track.

Your experience, rapport and reputation within the industry facilitated not only the background checks and site interviews but negotiations as well. This resulted in a win-win for all parties. Last but not least, shepherding me from the Sacramento Airport back to the site of my family vacation at Lake Oroville (and getting me to the dock before sundown) after accompanying us on our all-day site visit to Southern California, was above and beyond the call of duty and certainly outside the scope of our contract!

With sincere appreciation,

Karen Bergin  
President  
Waugh School District

**Corona Creek Elementary School**  
Robert Cmelak, Principal

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1851 Hartman Lane  
Petaluma, CA 94954  
(707) 765-3331 FAX (707) 782-9666

***Relentlessly Pursuing  
Success For All***

**Meadow School**  
Melissa Becker, Principal

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880 Maria Drive  
Petaluma, CA 94954  
(707) 762-4905 FAX (707) 762-5751



## NOVATO UNIFIED SCHOOL DISTRICT

1015 SEVENTH ST. • NOVATO, CALIFORNIA 94945 • TEL: (415) 897-4201 • FAX: (415) 898-5790

**Thomas Cooper**  
**Board President**  
(415) 897-4211  
FAX: (415) 897-4221

June 24, 2011

To Whom It May Concern:

It is an honor to write a letter of recommendation on behalf of Dr.'s David Brown and Steve Goldstone of The Cosca Group. We recently completed a successful search for a new superintendent of The Novato Unified School District. Our Board of Trustees contracted with the Cosca Group after a series of interviews of various firms. Not only do Dave and Steve have extensive experience as Superintendents, but they possess many of the skills we believed important to conduct our search; they are professional, organized and focused.

They began the process by holding several meetings with the Board to determine what our needs and goals were, followed by a series of meetings with various interest groups, including: administrative staff, teachers, classified staff and community groups. Various members of these groups have since noted how impressed they were with the professionalism exhibited by our search firm.

As a result of their diligent and conscientious work, our Board was presented with a pool of very qualified candidates. They very effectively facilitated the interview process, as well as guided us through contract negotiations. Ultimately, we have gained an outstanding superintendent.

It is without any hesitation that I recommend The Cosca Group.

Regards,

A handwritten signature in cursive script that reads "Thomas M. Cooper".

Thomas Cooper  
President, Novato School Board of Trustees

BOARD OF TRUSTEES: Maria Aguila, Debbie Butler, Cindi Clinton, Derek Knell, Ross Millerick and Shelly Scott and Thomas Cooper  
<http://www.nusd.org>



# Over 150 Years of Excellence

June 16, 2011

William McDermott, Ph.D.  
*Interim Superintendent*

Dr. Steven Goldstone  
Dr. Donald Remley  
The Cosca Group  
4751 Mangels Boulevard  
Fairfield, California 94534

BOARD OF TRUSTEES  
George R. Valenzuela  
Sandra L. Dobbins  
Katy Dillwood  
Ted Seche  
Billy Forrest

Dear Drs. Goldstone and Remley:

On behalf of the Windsor Unified School District Board of Trustees, I simply want to thank you for the services of the Cosca Group in our recent Superintendent Search.

Mary Downey  
*Chief Business Officer*

The Cosca Group was very professional in its Board presentation during the summer of 2010. The Board of Trustees were impressed with the knowledge and skill you both exhibited during the Board presentation and throughout the Superintendent Search.

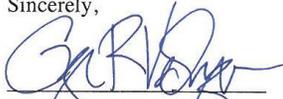
Alan Enomoto, Ed.D  
*Director of Educational Services*

The Board is excited to have worked with the Cosca Group that allowed us to find the right candidate for WUSD. As you know, our new superintendent recently signed a three-year contract to serve the Windsor Unified School District, effective July 1, 2011.

Karen Ricketts  
*Director of Human Resources*

It is without hesitation that this Board recommends the Cosca Group to any school district seeking a competent and highly professional superintendent search firm.

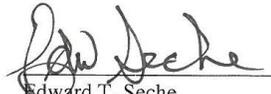
Sincerely,

  
George R. Valenzuela  
School Board President

  
Katy Dillwood  
Board Vice President

  
Billy Forrest  
School Trustee

  
Sandra L. Dobbins  
School Trustee

  
Edward T. Seche  
School Trustee

Windsor Unified School District  
9291 Old Redwood Highway  
Building 500  
Windsor, CA 95492-9217

707.837.7700 Phone  
707.838-4031 Fax  
www.wusd.org

Mattie Washburn Elementary School • Brooks Elementary School • Windsor Creek Elementary School  
Windsor Middle School • Cali Calmécac Language Academy • Windsor Oaks Academy • Windsor High School



**Culver City Unified School District**  
Administration Building 4034 Irving Place Culver City, CA 90232-2810  
(310) 842-4220

May 3, 2011

To Whom It May Concern:

In August, 2010 Culver City Unified School District embarked on a search for a new Superintendent. The Board of Education selected the Cosca Group to conduct the search. The Cosca Group worked with the Board of Education to identify the District's strengths and needs/critical issues. They identified the characteristics desired in a new Superintendent, and they worked with the Board to identify the key stakeholders in the community.

The Cosca Group met with all of the identified groups and individuals and presented the information to the Board of Education. Using the data, they created a profile for the new Superintendent and submitted a brochure to the Board. They met with the Board often and kept us apprised of their progress. Once the applications were submitted, they worked with the Board to narrow the field down to the most qualified candidates. The Board and the Cosca Group developed the interview questions and set up the interviews.

The Cosca Group handled the search in a professional manner. They were accessible to the Board of Education to answer questions and to meet with us to discuss the process. We appreciate their efforts in assisting the Culver City Unified Board of Education in finding the best match for the Culver City Unified School District.

Sincerely,

Scott Zeidman, Esq.  
President - Culver City Board of Education

BOARD OF EDUCATION

Mr. Steven Gourley Ms. Katherine Paspalis Mrs. Patricia Siever Mr. Karlo Silbiger Mr. Scott Zeidman Mrs. Patricia W. Jaffe, Superintendent



**Livermore Valley Joint Unified School District**

685 East Jack London Boulevard, Livermore, CA 94551

**LIVERMORE  
SCHOOL DISTRICT**

Tel (925) 606-3200 Fax (925) 606-3329

---

Sunday, May 9, 2010

Dr. Frank Cosca  
The Cosca Group  
4751 Mangels Boulevard  
Fairfield, CA 94534

RE: Letter of Reference

Dear Frank:

On behalf of the Livermore Valley Joint Unified School District Board of Trustees, I want to thank you for the excellent services you and Steve Goldstone provided us for our Superintendent recruitment. At each step of the way, you two informed us, coached us as appropriate, and facilitated several very important meetings.

The intake process yielded a quality pool of applicants and the final selection steps went very smoothly, thanks to your insightful and professional efforts.

We obtained an outstanding result in our search and could not be more pleased with your efforts. Please use me as a reference as needed.

Sincerely,

Stewart W. Gary  
Board President, 2010

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## Laguna Beach Unified School District

550 Blumont Street, Laguna Beach, California 92651

Sherine Smith, Superintendent of Schools

Telephone (949) 497-7700 Ext. 5202 – FAX (949) 497-6021

E-mail: [ssmith@lagunabeachschools.org](mailto:ssmith@lagunabeachschools.org)

*Our Mission is to maximize each student's potential to learn and make a positive contribution to our world.*



### **Board of Education**

Ketta Brown, President

Theresa O'Hare, Clerk

Betsy Jenkins, Member

William Landsiedel, Member

Jan Vickers, Member

November 9, 2010

To Whom It May Concern:

I am writing to recommend The Cosca Group and in particular, Frank Cosca, George Bloch and Kenneth Noonan as an outstanding leadership search and development team. I have twice worked with Dr. Cosca and his colleagues, first in a search for a principal at Laguna Beach High School and most recently in a search for a new superintendent to lead our district. I can report that we were pleased with both the process and the outcome.

In both instances, the search process was well organized and largely predictable. The Cosca Group worked closely with our board and stakeholders to identify desired characteristics for candidates and develop an agreed process to attract and evaluate candidates. At every stage, The Cosca Group delivered as promised. While always adding value and ideas, The Cosca Group remained faithful to the objective of identifying and recruiting the candidate that best met the needs of our district as defined by our community and leadership.

Our board and professional leadership would be pleased to work again with The Cosca Group in the future.

Please feel free to contact me if you would like to know more about our experience with The Cosca Group.

Very truly yours,

A handwritten signature in blue ink that reads "Theresa A. O'Hare".

Theresa A. O'Hare  
Governing Board Member and Board Clerk



## MORGAN HILL UNIFIED SCHOOL DISTRICT

15800 CONCORD CIRCLE • MORGAN HILL, CA 95037 • (408) 201-6023

November 19, 2009

To Whom It May Concern:

With the professional guidance of Steve Goldstone and Frank Cosca, of the Cosca Group, our district has just completed a successful search for a new superintendent, and we could not be any happier with the outcome. Our new superintendent is a perfect match for our community and we are grateful to the Cosca Group for their personal attention to our community's unique needs and characteristics.

The Cosca Group was one of three consulting groups that we interviewed to conduct the search. We chose them because of their commitment to our short timeline and their extensive network of search consultants across the state. They interviewed 112 members of our school district community (employees, parents, community leaders) with two evening forums and two full days of individual and small group meetings. They used the information that they gathered from the school community and the input from the Board to develop a profile of our district and the characteristics that our community desired in a superintendent. They adjusted their typical and recommended search protocol to fit our abbreviated timeline and helped us successfully fulfill an important request from our employee groups to have representation in the interview process.

The entire search from selection of a search consultant to start date for our superintendent was exactly five months. The Cosca Group was attentive to the many details of the entire process, keeping us informed along the way and working closely with our designated administrative assistant to make sure that all bases were covered, meetings scheduled and qualified candidates presented. They worked closely with us until the superintendent's contract was signed and all parties involved were satisfied. We are receiving incredibly positive feedback from our employees and our community about our new superintendent and it is safe to say that the Cosca Group helped us find "the best of the best" for our unique needs and characteristics. I highly recommend this search firm to any school district that is looking for a perfect fit in a superintendent.

Sincerely,

A handwritten signature in blue ink that reads "Donald C. Moody".

Donald C. Moody  
Board President

/jz



# WISEBURN SCHOOL DISTRICT

Tom Johnstone, Ed.D., Superintendent

Board of Trustees

Israel A. Mora, President • Dennis Curtis, Clerk  
Jo Anne Kaneda, Member • Nelson Martinez, Member • Brian Meath, Member

Juan De Anza • Peter Burnett • Juan Cabrillo • Richard Henry Dana

November 6, 2008

To Whom It May Concern:

After interviewing two other search firms, the Wiseburn Board of Trustees selected The Cosca Group to coordinate the recruitment of a new Superintendent for the Wiseburn School District.

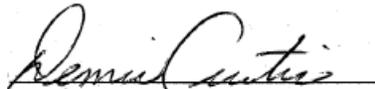
Frank Cosca and Frank Tyrrell were professional and responsive. They were flexible when our prior superintendent decided to postpone his retirement for one year. They worked with the several community groups we requested. They were effective in getting each Board member to articulate the traits, characteristics and skills we desired in our new superintendent. They were artful in synthesizing diverse opinions into a core group of criteria we could all unify behind and support. They were patient with our questions and offered sound advice. They were firm and decisive when we looked to them for guidance and recommendations.

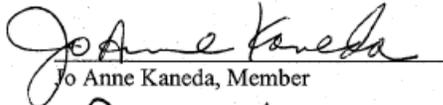
They selected excellent candidates to interview, based on the characteristics we developed of an ideal superintendent. They were straightforward and honest in their assessment of each candidate. We are delighted with the superintendent we selected.

Our Board was pleased with our selection of The Cosca Group. We recommend their services.

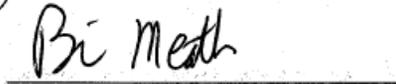
Sincerely,

  
Israel Mora, President

  
Dennis Curtis, Clerk

  
Jo Anne Kaneda, Member

  
Nelson Martinez, Member

  
Brian Meath, Member

13530 Aviation Boulevard • Hawthorne, California 90250-6498 • 310.643.3025 • Fax 310.643.7659



**SAN LORENZO  
UNIFIED  
SCHOOL DISTRICT**

15510 Usher Street  
San Lorenzo, CA 94580

(510) 317-4600

[www.sluzsd.org](http://www.sluzsd.org)

**BOARD OF  
EDUCATION**

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Lawrence P. Maniscalco  
Educational Services

**ASSISTANT  
SUPERINTENDENT**

Lowell Shira, Ph.D.  
Business Services

Sharon J. Lampel  
Personnel Services

January 29, 2008

Steve Goldstone, Ed.D.  
The Coca Group  
640 California Street  
El Segundo, CA 90245

Dear Steve,

I wanted to take this opportunity to thank you for the services you and David Brown provided in our successful efforts to recruit and hire a new Superintendent for the San Lorenzo Unified School District this summer.

This is my third experience being involved with this course of action, my second time as a board member. I appreciate the professionalism, understanding and candor your team brought to the process. Members of the Board expressed to me their recognition of the value of your experience and counsel in supporting us through the process. We were especially pleased with the manner in which you conducted the stakeholder input sessions with the various community and other organization based meetings, seeking input on the qualities desired in a new leader for the district. You effectively communicated the intentions of the Board of Education in accepting their responsibility for the process and making the final decision.

Thank you also for your attention to detail. Thank you for your ability to work with us and our chosen candidate, negotiating a fair and equitable employment agreement. We are very pleased with the level of comfort we felt working with you, and with the services you provided us in this important and difficult undertaking.

Sincerely,

Norman D. Fobert



## BONITA UNIFIED SCHOOL DISTRICT

115 West Allen Avenue San Dimas, California 91773 (909) 971-8200 Fax (909) 971-8329

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**Superintendent**

*Gary J. Rapkin – Ph.D.*

**Assistant Superintendents**

*Kathryn Schneider, Ed.D – Educational Services*

*William Brinegar, Ed.D. – Human Resources Development*

*Ann Sparks – Business Services*

**Board of Education**

*Robin Carder*

*Chuck Coyne*

*Glenn Creiman*

*Jim Elliot*

*Patti Latourelle*

April 6, 2007

To Whom It May Concern:

As a new Superintendent in the Bonita Unified School District, I had the opportunity to observe first-hand the work of the Cosca Group during the entire search process for Bonita Unified School District.

From day one, I found each member of the Cosca Group to be highly professional and extremely thorough each step along the way. They were able to answer any and all of my questions and consistently went above and beyond to provide the information I needed in my own decision making process.

I had previously served as Superintendent for 11-1/2 years in a district where things were going extremely well and was therefore in no hurry to leave. However, in my conversations with Dr. Cosca he presented the Bonita Unified School District in a manner that demonstrated to me that it might be a great match and fit for me professionally. As the process moved along, I continued to be more and more impressed with the manner in which they were representing the Bonita Unified School District School Board, conducting a process that allowed for a tremendous amount of input from all of the stakeholders.

As I have reflected with our School Board members on the entire search process, it is clear to me how thoroughly pleased they are with the Cosca Group and how well Bonita Unified School District was served by their firm.

I have had the opportunity to comment to my colleagues throughout California the high regard that I hold for the Cosca Group, their integrity, work ethic, and the care that they demonstrate in their work.

If I can be of further assistance, please feel free to give me a call.

Sincerely,

Gary Rapkin, Ph.D.  
Superintendent

GR:bl

*The Bonita Unified School District is an equal opportunity employer and does not discriminate on the basis of any class protected by law.*



# City of El Segundo

## Office of the City Manager

**Elected Officials:**

*Kelly McDowell,*  
Mayor  
*Eric Busch,*  
Mayor Pro Tem  
*Jim Boulgarides,*  
Council Member  
*Carl Jacobson,*  
Council Member  
*Bill Fisher,*  
Council Member  
*Cindy Mortesen,*  
City Clerk  
*Ralph Lanphere,*  
City Treasurer

**Appointed Officials:**

*Jeffrey Stewart,*  
City Manager  
*Mark D. Hensley,*  
City Attorney

**Department Directors:**

*Bill Crowe,*  
Assistant City Manager  
*Bret Plumlee,*  
Administrative Services  
*Kevin Smith,*  
Fire Chief  
*Debra Brighton,*  
Library  
*Gary Chicots, Interim*  
Planning & Building Safety  
*Dave Cummings,*  
Police Chief  
*Steven Finton,*  
Public Works  
*Richard Brunette,*  
Recreation & Parks

[www.elsegundo.org](http://www.elsegundo.org)

May 2, 2007

To Whom It May Concern:

Last August, the City of El Segundo chose the Cosca Group to assist in the testing and selection process for the City's Police Chief position. The previous Chief was retiring at the end of the year after a long term of service with the community. The Cosca Group was invaluable in helping us make the right selection for the community.

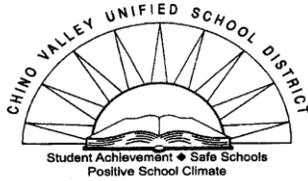
At the outset of the process, we determined that the choice of a successor should be made among two internal candidates – both of whom I knew very well and considered to be extremely qualified. Our challenge was in developing a testing process that would accurately gauge the strengths of both candidates in relationship to the community's expectations for the position. Toward that end, the Cosca Group developed and administered a written test instrument that I found to be essential during the subsequent interview process with both candidates. Based on the responses elicited from both candidates, I was able to focus the oral interviews on characteristics and tendencies that would come into play in the day-to-day execution of the Chief's duties. I found that the written instrument designed by the Cosca Group showed clearly the strengths and, perhaps more importantly, areas of development for both candidates. In turn, I was able to have productive discussions with each, and the process unfolded in a natural way.

I believe strongly that the work performed by the Cosca Group helped to ease a potentially difficult decision. I learned much about both candidates and was able to make a logical selection that has served the City well. If you have any questions, please feel free to call me at (310) 524-2301.

Sincerely,

  
Jeff Stewart  
City Manager

350 Main Street, El Segundo, California 90245-3813  
Phone (310) 524-2301 FAX (310) 322-7137



## CHINO VALLEY UNIFIED SCHOOL DISTRICT

### BOARD OF EDUCATION

Bobby Grizzle, Jr., President  
Fred Youngblood, Jr., Clerk  
John H. Pruitt, Jr., Member

William J. Klein, Vice President  
Michael G. Calt, Member  
**Edmond T. Heatley, Ed.D., Superintendent**

December 1, 2005

To Whom It May Concern:

As President of the Board of Education of the Chino Valley Unified School District during its search for a new Superintendent, I worked closely with The Cosca Group's Dr. Frank Cosca and Dr. Steve Goldstone in an extensive and complete process that led to the successful selection of our new Superintendent. The unanimous selection of our candidate by all five Board members is a real tribute to the skill, energy, tenacity, and competence of our consultants.

Following the selection of The Cosca Group, they conducted several meetings with the Board. In those meetings they learned that the dynamics of our Board made the prospects for a unanimous consensus for a new Superintendent highly unlikely. Nevertheless, Dr. Goldstone and Dr. Cosca explained and adapted the process to meet our needs and in so doing we were eventually able to reach that consensus we all ultimately desired.

Dr. Goldstone and Dr. Cosca spent many days and evenings listening, through a guided interchange, to over two hundred and fifty community and organizational leaders, teachers, classified employees, administrators, managers, parents, and students. This collective information helped us meld the Board's opinion on the strengths and needs of the District and the concurrent characteristics needed in the new Superintendent with the perceptions of the larger education community interests. We utilized this information in developing the descriptive statements for the candidate brochure. The brochure approved by the Board was widely distributed to universities and districts throughout the state. In addition advertisements were placed in appropriate journals and organizational newsletters.

The Cosca Group's twenty six members actively pursued and recruited candidates that met our specific characteristics. We ultimately interviewed four stellar candidates from eighteen applicants. It was a challenge deciding between several of the finalists who were very capable and deserving of our selection. In the end, all five Board members chose to re-interview one finalist. The Cosca Group then assisted us in negotiating a contract that was fair to the District and our new Superintendent. All five Board members believe our selection provides us with a Superintendent who will lead this District to the greatness our students so richly deserve.



## CHINO VALLEY UNIFIED SCHOOL DISTRICT

### BOARD OF EDUCATION

Bobby Grizzle, Jr., President  
Fred Youngblood, Jr., Clerk  
John H. Pruitt, Jr., Member

William J. Klein, Vice President  
Michael G. Calta, Member

**Edmond T. Heatley, Ed.D., Superintendent**

During the entire process Dr. Goldstone and Dr. Cosca placed no limitations on the time or number of meetings necessary to bring the process to a highly satisfactory conclusion. They were patient, understanding, kind, respectful, straightforward when necessary, and always there when we needed them.

The Cosca Group melded well with our style and made us comfortable throughout the entire selection process. Due to the process we developed with our consultants' guidance, we now have a new leader who instills all five Board members and our community with confidence in our future.

We believe The Cosca Group provided everything they promised and more. We recommend them to a Board of Trustees interested in finding a Superintendent that meets the requirements of the Board, District and community. We know the Chino Valley Unified School District will be a much better District due to the work of The Cosca Group.

Sincerely,

Bobby Grizzle Jr.  
President, Board of Education

**FROM THE DESK OF ELLEN WHEELER**  
**Board President, Mountain View-Whisman School District**  
750-A San Pierre Way  
Mountain View, CA 94043

TH July 7<sup>th</sup>, 2005

Dear Steve:

Hello. I'm writing this letter to thank you, and The Cosca Group as a whole, for your excellent work as our superintendent search firm as we searched for a new superintendent for our school district.

As you know, I was initially not entirely persuaded that we needed to hire a search firm for our superintendent search. I was listening to our community's reluctance to spend money for a professional search when we could try to do it ourselves, like some other school districts do. Your firm smashed my skepticism. Ways you did that include:

1. Your entirely professional and sensitive manner at all times, yet being highly approachable by members of the public, our staff, and our board. Your communication at all stages of our process was highly welcome;
2. Your highly useful brainstorming process that started and ended with the board, but involved all segments of our community. I believe it was in this stage that you, and we, gained much-needed credibility regarding our process and our commitment;
3. Your advertising and outreach throughout the state that brought us a large number of credible candidates, and many outstanding ones. I think this speaks to your company's credibility, and not just the desirability or not of working in our Silicon Valley district;
4. Your expert help doing paper screening and, especially, during the first interview day when we did live interviews of our five outstanding finalists;
5. Your continued, focused help as we were close to deciding on our finalist in getting those all-important contract terms that worked to the benefit of both parties; and
5. Last, and most important, you helped us find and get the exceptional superintendent candidate that recently signed a four-year contract with our district. It was your work all along the way that helped us start the long-term, visionary, substantive educational tenure that I believe we now have with our new superintendent.

I understand that you may use my letter as a reference for future boards who are considering employing The Cosca Group as their superintendent search firm. I would give those boards my highest recommendation for your work, and give you permission to show them this letter, along with my home office phone number, in case someone wishes to speak with me personally about this strong recommendation. That phone number is: (650) 967-8743.

Sincerely,  
  
Ellen Wheeler