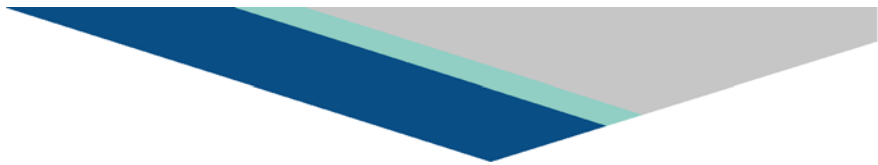




# Pleasanton Unified School District Superintendent Search Survey



**HYA** Executive Search  
Hazard, Young, Attea & Associates



## TABLE OF CONTENTS

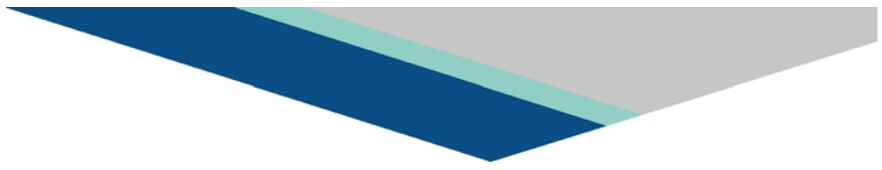
METHODOLOGY.....	2
EXECUTIVE SUMMARY.....	3
STATE OF THE DISTRICT SUMMARY.....	4
LEADERSHIP PROFILE SUMMARY.....	4
LEADERSHIP PROFILE DETAILS.....	5
APPENDIX I: STATE OF THE DISTRICT ITEM ANALYSIS.....	6
APPENDIX II: LEADERSHIP PROFILE ITEM ANALYSIS.....	7

## METHODOLOGY

The survey results contained in this document are based on ECRA Group's research related to superintendent leadership standards. The survey addresses both district performance and desired characteristics of the superintendent in relation to the following areas:

- Vision and Values (VV) - The leader's ability to provide a clear and compelling vision for the future, align district programs to the broader vision of the district, and uphold high expectations for all stakeholders
- Teaching and Learning (TL) - The leader's ability to guide educational programs, make data-driven decisions, and implement effective instructional change
- Community Engagement (CE) - The leader's ability to be the voice of the district, engage with the community, and involve stakeholders in realizing the district's vision
- Management (M) - The leader's ability to guide operations, manage resources, recruit and retain highly effective personnel, and create an equitable accountability system for all employees

Through the understanding of stakeholder's views regarding the state of the district and the desired profile of the next superintendent, this report will help the district prioritize the desired characteristics of the superintendent in a way that will advance the priorities of the community.



## EXECUTIVE SUMMARY

The Pleasanton Unified School District Superintendent Search Survey was completed by 1013 stakeholders. With approximately two-thirds of the total respondents, the largest stakeholder group surveyed were parents of students attending school. Parents of students attending school represented 66.2 percent of all respondents. Certificated staff made up the second most populous stakeholder group at 15.9 percent of all respondents. The third largest participant group were classified and confidential staff at nine percent of all respondents.

Regarding the State of the District, the following statements were perceived to be district strengths:

- District schools are safe. (TL)
- The district has high standards for student performance. (VV)
- Technology is integrated into the classroom. (TL)
- Students are on track to be college and career ready. (TL)
- The district employs effective teachers, administrators and support staff in its schools. (M)

The top-rated leadership profile characteristics constituents desire in a new superintendent are:

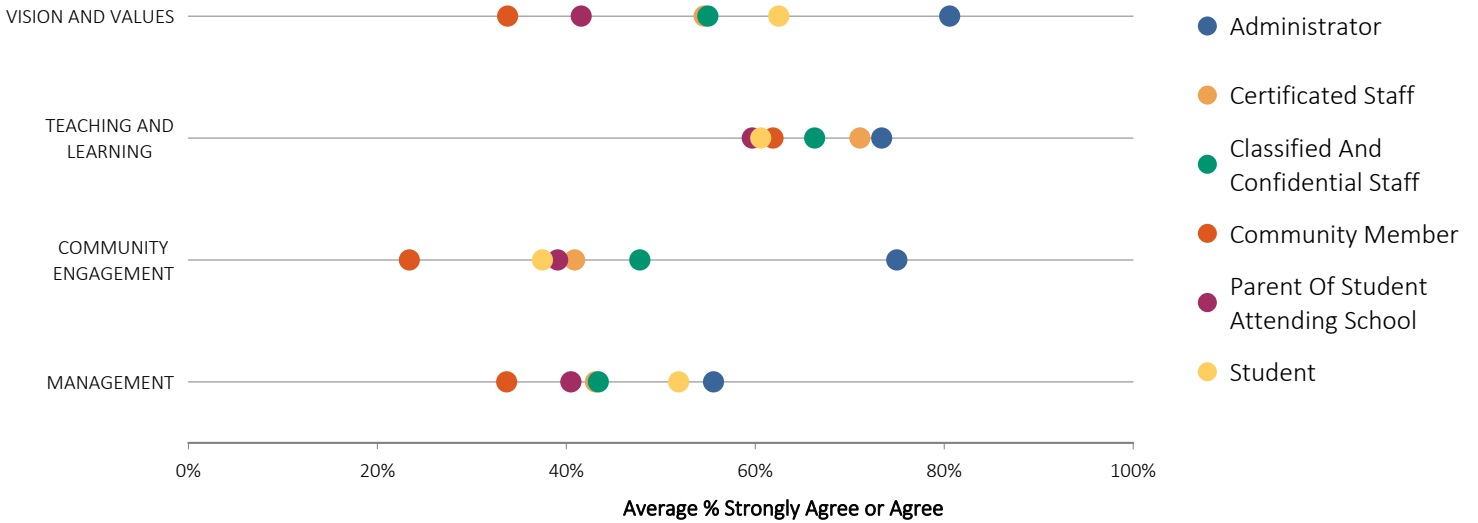
- Foster a positive, professional climate of mutual trust and respect among faculty, staff, and administrators (CE)
- Recruit, employ, and retain effective personnel throughout the District and its schools (M)
- Provide transparent communication (CE)
- Effectively plan and manage the long-term financial health of the District (M)
- Demonstrate a deep understanding of educational research and emerging best practices and implement strategies (VV)

# ANALYSIS

## State of the District Summary

Respondents rated statements related to the state of the district on a scale of 1 (Strongly Disagree) to 5 (Strongly Agree). Each statement corresponds to one of the following constructs: Vision & Values, Teaching & Learning, Community Engagement, and Management. Overall results are presented below; results for individual items are reported in the appendix.

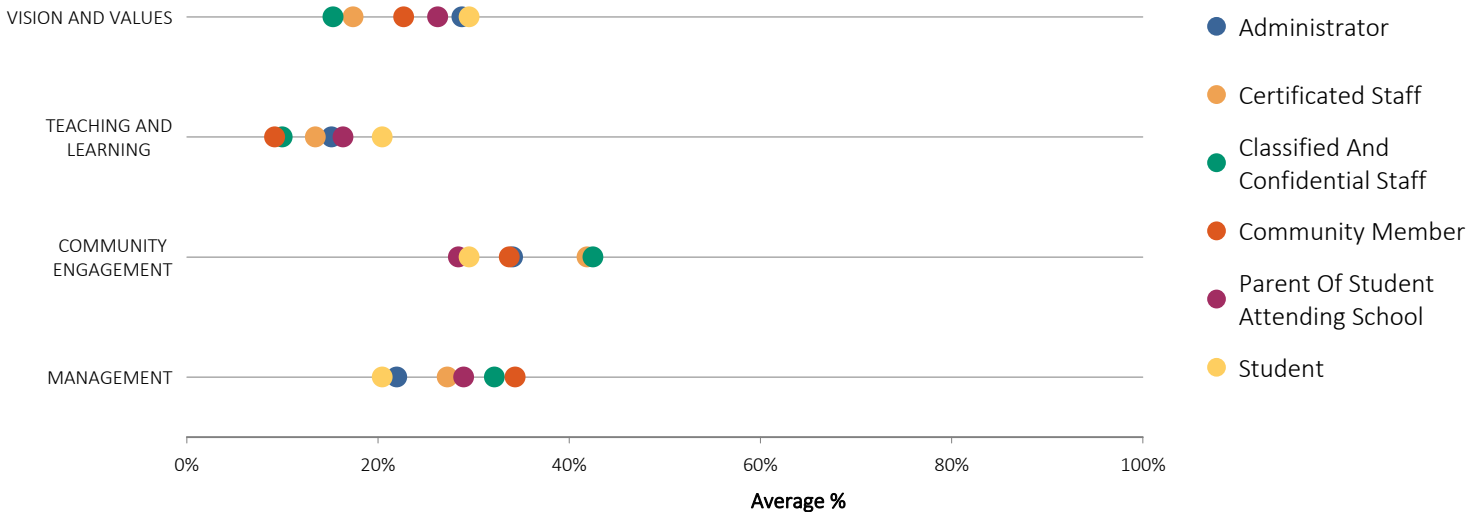
### State of the District Results by Constituent Group



## Leadership Profile Summary

Respondents were asked to select leadership statements that are most important in selecting a new superintendent. Each statement corresponds to one of the following constructs: Vision & Values, Teaching & Learning, Community Engagement, and Management. Overall results are presented below; results for individual items are reported on the next page.

### Leadership Profile Results by Constituent Group



# LEADERSHIP PROFILE DETAILS

Respondents were asked to select 4 statements they deem most important in selecting a new superintendent. Results by constituent group are presented below. Each constituent group’s top 4 most frequently selected statements are depicted by blue cells (reading the chart vertically); consensus is illustrated as multiple constituent groups selected the same statements (reading the chart horizontally).

 Top 4

	All (1013)	Administrator (36)	Certificated Staff (161)	Classified And Confidential Staff (88)	Community Member (45)	Parent Of Student Attending School (671)	Student (12)
Foster a positive, professional climate of mutual trust and respect among faculty, staff, and administrators	53%						
Recruit, employ, and retain effective personnel throughout the District and its schools	51%						
Provide transparent communication	43%						
Effectively plan and manage the long-term financial health of the District	37%						
Demonstrate a deep understanding of educational research and emerging best practices and implement strategies	34%						
Establish a culture of high expectations for all students and personnel	28%						
Provide a clear, compelling vision for the future	27%						
Understand and be sensitive to the needs of a diverse student population	27%						
Be visible throughout the District and actively engaged in community life	26%						
Be an effective manager of the Districts’ day-to-day operations	21%						
Integrate personalized educational opportunities into the instructional program	15%						
Provide guidance for district-wide curriculum and instruction	14%						

## APPENDIX I: STATE OF THE DISTRICT ITEM ANALYSIS

Percentages of parents, students, administrators, teachers, community members, and other constituents selecting 5 (Strongly Agree) or 4 (Agree) for each item are presented below.

	All (1013)	Administrator (36)	Certificated Staff (161)	Classified And Confidential Staff (88)	Community Member (45)	Parent Of Student Attending School (671)	Student (12)
<b>OVERALL</b>							
Please rate the overall quality of education in the District.	77%	89%	90%	81%	76%	73%	75%
<b>VISION AND VALUES</b>							
The district provides a clear, compelling vision for the future.	38%	58%	43%	51%	27%	34%	58%
The district is heading in the right direction.	30%	64%	27%	36%	9%	30%	58%
The district has high standards for student performance.	75%	86%	86%	77%	64%	72%	83%
The district makes decisions based on information from data and research.	31%	67%	39%	40%	18%	27%	50%
The district is working to close the achievement gap.	44%	83%	67%	57%	36%	35%	42%
<b>TEACHING AND LEARNING</b>							
The district provides a well-rounded educational experience for all students.	54%	64%	53%	59%	49%	54%	42%
Teachers personalize instructional strategies to address individual learning needs, special education and gifted.	44%	42%	71%	48%	47%	36%	50%
District schools are safe.	80%	78%	84%	76%	71%	80%	83%
The social and emotional needs of students are being addressed.	47%	53%	58%	48%	42%	45%	33%
Students are on track to be college and career ready.	67%	86%	76%	64%	73%	63%	67%
Technology is integrated into the classroom.	70%	69%	69%	78%	53%	71%	58%
<b>COMMUNITY ENGAGEMENT</b>							
The district engages the community as a partner to improve the school system.	42%	72%	52%	51%	18%	38%	42%
There is transparent communication from the District.	23%	47%	14%	20%	7%	25%	17%
The district engages with diverse racial, cultural and socio-economic groups.	51%	81%	52%	62%	40%	49%	42%
<b>MANAGEMENT</b>							
Facilities are well maintained.	41%	39%	29%	31%	40%	45%	33%
The district is fiscally responsible.	27%	58%	24%	26%	33%	25%	42%
The district employs effective teachers, administrators and support staff in its schools.	54%	78%	70%	59%	36%	50%	58%
Employees are held accountable to high standards.	41%	47%	62%	56%	29%	35%	58%
District technology infrastructure is sufficient to support 21st century learning.	34%	28%	24%	36%	18%	37%	42%

## APPENDIX II: LEADERSHIP PROFILE ITEM ANALYSIS

Respondents were asked to select 4 statements they deem most important in selecting a new superintendent. Results are presented below by constituent group.

	All (1013)	Administrator (36)	Certificated Staff (161)	Classified And Confidential Staff (88)	Community Member (45)	Parent Of Student Attending School (671)	Student (12)
Foster a positive, professional climate of mutual trust and respect among faculty, staff, and administrators	53%	75%	74%	69%	49%	44%	42%
Recruit, employ, and retain effective personnel throughout the District and its schools	51%	44%	37%	55%	60%	54%	25%
Provide transparent communication	43%	17%	54%	49%	49%	40%	25%
Effectively plan and manage the long-term financial health of the District	37%	28%	43%	35%	42%	35%	33%
Demonstrate a deep understanding of educational research and emerging best practices and implement strategies	34%	25%	26%	18%	22%	40%	33%
Establish a culture of high expectations for all students and personnel	28%	33%	19%	19%	33%	31%	42%
Provide a clear, compelling vision for the future	27%	47%	21%	18%	27%	29%	33%
Understand and be sensitive to the needs of a diverse student population	27%	33%	29%	19%	20%	28%	25%
Be visible throughout the District and actively engaged in community life	26%	33%	30%	36%	24%	23%	42%
Be an effective manager of the Districts' day-to-day operations	21%	8%	23%	27%	22%	20%	17%
Integrate personalized educational opportunities into the instructional program	15%	3%	6%	3%	11%	20%	33%
Provide guidance for district-wide curriculum and instruction	14%	19%	16%	14%	2%	14%	17%