

March 27, 2010

Natomas Unified School District
c/o Dr. Wendell Chun and Dr. Elaine Collins, Consultants
Dave Long and Associates, Executive Search Services
31500 Grape Street Ste. 3, #412
Lake Elsinore, CA 92532-9702

To Whom It May Concern:

Please accept my application for the position of Superintendent, Natomas Unified School District. I present the breadth and depth of my extensive K-12 experience, and a proven, successful record of instructional leadership, as evidence of my strong candidacy for this position.

Building upon knowledge and skills gained in each position throughout my career, I've been offered opportunities to teach or administer programs from pre-school through adult education. I actually began my career by working my way through college as an attendance clerk and campus supervisor, thus giving me a tremendous appreciation for classified staff. My eleven years as a middle school and high school social science teacher firmly implanted my belief that teachers hold the key to successful student achievement for *all* students. Perhaps most important, my experience as a middle school assistant principal, elementary principal, and alternative high school principal taught me the value of leadership that defines a path to ever-increasing student achievement, while supporting teachers, involving parents, and engaging the community.

Serving as assistant superintendent and superintendent in a district of 3,000 students has required an ability to function in many different roles, often all at the same time. As assistant superintendent, I was one of two certificated administrators for the educational services division; I managed all aspects of instruction, including curriculum, assessment, staff development, and categorical programs. In addition, with the aid of an analyst and a clerk, I administered the human resources division, including the negotiation of all labor agreements. As superintendent, I maintained my role as the human resources administrator, thereby charging the assistant superintendent with a singular focus: raising student achievement.

With the input of staff, students, parents, and community, I've worked with the Board of Trustees over the past three years to create a new mission and vision for the district, establish goals and objectives with measurable outcomes, and develop or refine policy and procedures in order to improve student achievement. Evidence of our district success is a gain of 101 points in our API score over the past three years. Moreover, among Riverside County's 23 districts, Romoland was one of only five districts attaining AYP for *all* subgroups in 2009. With a population of 55% English Learners and 78% socio-

economically disadvantaged students, we are particularly proud of that accomplishment. In fact, the success of our governance team's leadership in raising student achievement inspired me to select school board governance and its relationship to student achievement as the topic for my doctoral dissertation.

A career-long passion for working with diverse groups of learners and some of California's most at-risk students began as a chance student-teaching assignment in alternative education. The resulting passion led me to the unique experience of opening San Pasqual Academy, the first public, residential high school for foster youth. As a joint project of the County Board of Supervisors, Health and Human Services Agency, County Office of Education, and the Juvenile Court, San Pasqual Academy was one of the most high profile educational endeavors in San Diego County. In addition to the partnering governmental entities, I worked with several non-profit agencies, large corporations, and individuals to craft and promote the educational program for teenaged foster youth. Today, that program boasts a track record of graduation rates unprecedented among foster youth.

Despite the recent budget challenges, I thoroughly enjoy my current position as Superintendent of the Romoland School District. Early and proactive steps, including employee concessions as a result of an on-going positive relationship with employee associations, placed the district in a better position than most.

However, family, friends, and a career opportunity for my husband, beckon my relocation to northern California. Through many visits to family, I am familiar with Natomas and the surrounding area. I welcome the idea of living in the area and becoming an integral part of the community. I look forward to speaking with you about this wonderful opportunity to serve as Superintendent of the Natomas Unified School District.

Respectfully,

Bobbie Plough

Describe leadership style

I am relentless in meeting student and staff needs for the purpose of raising and maintaining high levels of student achievement. In my opinion, it's all about the careful nurturing of relationships; therefore I embrace and demonstrate collaborative skills essential for successful school district leadership. Due to the depth and breadth of my knowledge and experience, I quickly determine and adapt my actions to fit the situation. Maintaining a calm above the storm, employing humor at the right time, and inspiring others through my work ethic are some of the attributes that contribute to my success, and will continue my success as a leader in your district.

Three qualities I'll bring to District

First and foremost, I know instruction. With eleven years in the classroom, and experience as a teacher or administrator in pre-school through adult education, I know what it takes to create an educational system that gets results. Secondly, I demonstrate care and concern, while holding all of us, myself included, accountable for delivering our very best effort. Quite simply, I'm an unabashed fan of the people who work in our school districts. Finally, I know how to energize the community and effectively work with many different kinds of partners, thus building a web of support that results in a great school district.

Barbara L. (Bobbie) Plough

bplough@romoland.net

Professional Experience

Superintendent

- Romoland School District, Homeland (Riverside County), CA, March, 2007-present

Assistant Superintendent, Educational Services & Human Resources

- Romoland School District, Homeland (Riverside County), CA, 2004-07

Principal

- San Pasqual Academy, San Diego Juvenile Court and Community Schools – San Diego County Office of Education, San Diego, CA, 2001-04
- Montecito High School/Future Bound Independent Study/Ramona Adult School, Ramona Unified School District, Ramona, CA, 1997-2001
- Lemon Avenue Elementary School, La Mesa Spring Valley School District, La Mesa, CA, 1993-97

Assistant Principal

- Parkway Middle School, La Mesa Spring Valley School District, La Mesa, CA, 1991-93

Substance Abuse Prevention/At-Risk Program Specialist

- Grossmont Union High School District, La Mesa, CA, 1990-91

Teacher

- Grades 10-12, Social Sciences, Helix High School, Grossmont Union High School District, La Mesa, CA, 1983-90 ; San Marcos High School, San Marcos Unified School District, San Marcos, CA, 1977-81
- Grades 7-8, Social Sciences, San Marcos Junior High School, San Marcos Unified School District, San Marcos, CA, 1981-83

Related Experience

- WASC (Western Association of Schools and Colleges) Visiting Committee Member, 1998-2000, Visiting Committee Chairperson, 2000-present
- Vice President, Legislative Action, ACSA (Association of CA School Administrators) Region 19 – WRCASM Charter, 2005-06
- Vice President, Legislative Action, ACSA Region 18, 1998-2001
- SARB (School Attendance Review Board) Chairperson, Ramona Unified School District, 1997-2001; Grossmont Union High School District, 1990-91
- Trainer, Total Quality Education, La Mesa-Spring Valley School District, La Mesa, CA, 1997-98
- Trainer, CSLA (CA School Leadership Academy), San Diego County Office of Education, 1994-98
- Coach/Advisor, Varsity and JV Cheerleaders, Helix High School, Grossmont Union High School District; San Marcos High School, San Marcos Unified School District, 1979-90
- Mentor Teacher, Grossmont Union High School District, 1988
- Title I Coordinator, San Marcos Junior High School, San Marcos Unified School District, San Marcos, CA, 1981-83

Honors/Awards

- County of San Diego Proclamation Recipient, presented by the San Diego County Board of Supervisors for service to education and the youth of San Diego County, 2001
- Administrator of the Year – Alternative Education, ACSA (Association of CA School Administrators), Region 18, 2001
- Dwight E. Stanford Fellow, awarded for outstanding contributions to Lions Clubs Multiple District Four, California-Nevada, 1996
- Phi Kappa Phi Honor Society Member, 1991 – present
- National Science Foundation Grant Recipient, Psychology Summer Seminar, CSU Chico, Chico, CA, 1979

Professional Development

- CSBA (California School Boards Association) Masters in Governance, 2008-09
- Inland Personnel Council Quarterly Conferences, 2004-07
- Annual ACSA Personnel Institute, Cal Poly Pomona, 2005-07
- ACSA Personnel Academy, Escondido, CA, October, 2004-05
- ACSA Special Education Academy, Riverside, CA, October 2003-04
- Total Quality Management Training, La Mesa-Spring Valley School District, 1996

Community Activities

- Menifee Kiwanis Club Member, 2009- present
- Ramona High School Booster Club Secretary, Ramona, CA, 2001-03
- Ramona Rotary Club Member, Ramona, CA, 1998-2001
- Ramona PONY Baseball League Board Member, 1995-98
- La Mesa Lions Club Member, La Mesa, CA, 1993-97
- Barnett Elementary School PTA Board Member, 1992-93
- Girl Scout Leader, San Diego-Imperial Council, 1986-88

Credentials

- Administrative Services (CA: renewal 2012)
- Single Subject: K-Adult, Social Science (CA: issued for life)

Education

- Doctoral Candidate, Educational Leadership, San Diego State University (May, 2011 completion date)
- M.A. Education, San Diego State University, San Diego, CA
- B.A. Social Science, San Diego State University, San Diego, CA