

JGCONSULTING

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RFQ : Executive Search Firm for Superintendent Search July 11, 2025

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Dear Champaign Unit 4 School District Board of Education:

JG Consulting welcomes the opportunity to serve Champaign Unit 4 School District (District) as the firm to manage the executive search process for the purpose of identifying a Superintendent. Our firm will manage the recruitment process in collaboration with the District. Our mission is to provide an equitable process while maintaining the Board's standard of quality. We aim to accomplish this objective in a timely and cost-efficient manner with a benchmark of professional achievement and integrity. JG Consulting represents the Board and not the individuals seeking the role of Superintendent.

JG Consulting works with school systems to find Superintendents, CEO's, Directors, executive-level administrators, regional-level administrators, and principals. We are committed to the long-term success of our organizational partners. Our commitment begins with successfully matching candidates and school systems upon the completion of the leadership profile. JG Consulting acknowledges the importance of supporting the executive search needs to ensure a strong intersection of talent.

Our recruitment efforts will span the country among various educational entities. The business methodologies implemented during the recruitment process will equip the Board with access to every facet of our country's education ecosystem to successfully achieve the Board's objective of identifying high caliber talent. JG Consulting will be a dedicated partner of the Board, and the firm will make every effort to communicate accordingly with everyone involved in the executive search process.

Our firm's expertise is perfectly aligned to serve the District during the executive search process. We understand the goal is to improve the academic achievement of every student, and we welcome the opportunity to partner with the District to achieve this goal.

Respectfully,

A handwritten signature in black ink that reads "James Guerra". The signature is fluid and cursive, with the first name "James" and last name "Guerra" clearly legible.

James Guerra
President & CEO

O: (888) 765-3731 | C: (214) 934-5537

E: james@jgconsulting.us

Office Address:

605 E University Ave, Suite 101
Georgetown, TX 78626

EXECUTIVE SUMMARY

Founded in 2014, JG Consulting partners with school systems, school boards, city municipalities to lead executive-level searches, and provide leadership development and district support.

Our vision is to be the intellectual resource for school systems and district partners, infusing prescriptive actions and tools that produce results and maximize the development of our partners. The following are specific attributes unique to our firm:

JG Consulting focuses on human capital.

- Our firm has diverse and rich relationships with the education ecosystem including the communities we support. We strive to develop new relationships with each new partnership.
- JG Consulting promises ongoing communication with the Board and candidates to ensure a seamless recruitment process.

JG Consulting represents school systems nationwide.

- Our success has strengthened our relationships with many officials across the country and we have vast access to a great talent pool that has made professional commitments to working in various markets.
- The executive search will be managed onsite and remotely during each phase of the process. JG Consulting has Faculty members across the US who are readily accessible to support the District.

JG Consulting has integrated a unique technology platform for recruitment efficiency.

- Our firm is connected to rising talent in government roles across the country and we need to effectively connect with everyone in real-time.
- We have integrated a unique technology platform, a Zoho feature unlike any other firm in the country that will allow the Board to review candidate interviews and profiles on-demand. This tool enables us to efficiently recruit candidates while saving the Board additional costs.
- We use our proprietary software to generate candidate scorecards based on their district performance, offering unmatched insights that assist school boards and school districts make informed hiring decisions.

JG Consulting is accessible.

- Our team is accessible anytime during each phase of the executive search process.
- James Guerra will serve as the Principal Consultant through the executive search process. He is the President & CEO of JG Consulting. James has worked with government entities since 2003 serving the nation's largest economies in various capacities. He currently leads all aspects of the business' operations.

JG Consulting is committed to working with any partner seeking to recruit talented leaders.

- We pride ourselves in supporting specific partners with intentional focus. We aim to support every executive search opportunity because we want to build long-term relationships with partners committed to seeking the most qualified candidates for their district.

EXPERIENCE & QUALIFICATIONS

JG Consulting, a minority-owned small business, has successfully managed over 200 executive searches nationwide during the past decade. With deep expertise in the field, our leadership team of five (5) and 37 faculty members operate a full suite of search and professional development offerings—helping you find, place and develop leaders who are prepared to make an impact.

We have successfully placed nearly 70 Superintendents across the nation, all serving an average tenure of six (6) years. Our network is extensive, and we utilize all resources to identify candidates that align with the mission and goals of each district we represent.

MEET THE TEAM

James Guerra

President & CEO

C: (214) 934-5537

E: james@jgconsulting.us

James has served education systems in various roles since 2004. He recognized early in his career that human capital is the driving force for sustaining and improving all school systems. James believes that teachers and executive-level leaders are equally responsible for providing every student with an opportunity for post-graduation success.

Since founding the company in 2014, James had one goal in mind: to support any school system in the country with a clear focus of retaining the best-in-class educators while supporting a select group of educational partners that offer a unique blend of products and services to ensure that every learner has the necessary tools to achieve academic success.

James graduated from Texas State University in 2004 with a BA in Public Relations. He proudly serves on the Austin Ed Fund Board, and he is also a representative of the Leadership Council with Texas State University. He resides in Georgetown, Texas, home of the JG Consulting headquarters.

Faculty

We have 37 faculty members across the U.S. who are readily accessible to support the District. Please visit our [website](#) to meet our esteemed faculty.

JG Staff

Jacob Wilson, Administrative Chief

C: (407) 484-8937 | E: jacob@jgconsulting.us

Lisa Goodell, Senior Project Manager

C: (512) 789-8902 | E: lisa@jgconsulting.us

Robert Renaud, Chief Technology Officer

C: (972) 898-7320 | E: robert@jgconsulting.us

Gabby German, Office Manager

C: (512) 508-6578 | E: gabby@jgconsulting.us

SUBMITTAL REQUIREMENTS RESPONSES

6.1.1.4 SCOPE EXPERIENCE & SUBMISSION GUIDELINES

Executive Search Experience & Process Overview

JG Consulting is a full-service educational consulting firm specializing in executive-level searches for public school systems across the nation. Since our founding in 2014, we have successfully conducted over 200 executive searches, including nearly 70 superintendent placements in public school districts of varying size, scope, and complexity. Our structured, collaborative process typically spans 12-14 weeks and includes stakeholder engagement, national recruitment, screening and vetting, and candidate selection.

Our typical superintendent search process begins with a planning and engagement phase, where we meet with the Board of Education to understand district priorities, identify key leadership attributes, and establish a governance-aligned search timeline. We then launch community engagement efforts that include focus groups, interviews, and an online survey to gather input from stakeholders. These insights guide the development of a tailored Leadership Profile, which becomes the foundation for our recruitment strategy.

Throughout the process, JG Consulting provides end-to-end project management, including applicant screening, OnDemand video interviews, in-depth reference checks, and presentation of a candidate slate. We work closely with the Board during each phase, offering either a “hands-on” or “supervisory” role depending on their preference. District staff may support scheduling, communications, and access to stakeholders but are never responsible for candidate management or evaluation.

Geographic Range

All superintendent searches conducted by JG Consulting are national in scope. We are not limited by geography or previous affiliations and have successfully placed leaders in school systems across the country, including Texas, California, Colorado, Missouri, Virginia, and Iowa.

Culturally Responsive Leadership

We are deeply committed to recruiting and elevating leaders who reflect the communities they serve. Our firm actively seeks out and engages candidates from culturally and linguistically diverse backgrounds, with a strong focus on equity-driven leadership. We ensure the candidate pool is inclusive and aligned with community and district priorities regarding cultural responsiveness, student advocacy, and inclusive practices.

Candidate Identification Services

To identify qualified candidates, we utilize a multi-pronged strategy that includes national outreach, targeted networking through our 37-member faculty, direct recruitment of non-applicants, and postings on strategic platforms. We also leverage our proprietary software, A+VER™, which generates district performance scorecards for candidates, offering a data-informed lens to evaluate leadership impact and alignment. We also use OnDemand video interviews to assess candidate communication, values, and leadership presence.

Unique Staff Expertise

Our faculty includes former superintendents and education policy experts, each bringing decades of on-the-

SUBMITTAL REQUIREMENTS RESPONSES

ground experience in leading and supporting public education systems. President & CEO James Guerra, who will serve as the primary point of contact, has supported educational systems across the country and specializes in human capital strategy and governance alignment. Our team's diverse expertise ensures we can evaluate candidates from multiple perspectives—operational, instructional, and strategic.

Stakeholder Engagement and Community Input

We believe that a successful superintendent search requires meaningful and authentic community engagement. Our approach includes:

- One-on-one interviews with Board members
- Facilitated focus groups with staff, parents, students, and community leaders
- A customized online survey available in multiple languages
- Data synthesis and leadership profile development based on common themes and community priorities

Community input is carefully documented and presented to the Board in a comprehensive Summary Report that guides candidate screening and evaluation. We also support stakeholder involvement in later phases of the process, such as public forums, interview panels, and school visits for finalists, ensuring that the selected leader is embraced and aligned with community values.

Recent Superintendent of Schools Searches

Some of our most recent searches include:

- Hartford Public Schools in Hartford, CT
- Waterbury Public Schools in Waterbury, CT
- Lake Travis Independent School District in Austin, TX
- Stafford County Public Schools in Stafford, VA
- Las Cruces Public Schools in Las Cruces, NM
- Alamogordo Public Schools in Alamogordo, NM
- Lemon Grove School District in Lemon Grove, CA

Our average search lasts four months, from planning discussions to final selection.

Three important reasons the District should select JG Consulting

- **Proven Track Record of Success:** JG Consulting has successfully completed over 200 executive searches, including numerous superintendent placements in public school districts of similar size and complexity. Our deep experience ensures a streamlined, strategic, and transparent process that results in the identification and selection of high-quality, mission-aligned leaders. The average tenure of superintendents we've placed is six years, reflecting the strength of our matching process and long-term success of our placements.
- **Commitment to Equity and Community Voice:** We lead every search with a strong commitment to equity and inclusion, ensuring the candidate pool reflects the community's demographics, values, and priorities. Our search model includes extensive stakeholder engagement—interviews, focus groups, and a multilingual survey—to build a comprehensive Leadership Profile rooted in authentic community input.

SUBMITTAL REQUIREMENTS RESPONSES

- **Comprehensive, National, and Personalized Approach:** As a national firm with a highly responsive and accessible team, JG Consulting offers both broad reach and tailored service. We combine proactive outreach with proprietary tools like A+VER™, our candidate data analysis platform, to evaluate leadership impact with precision. From start to finish, we serve as a trusted partner to the Board, ensuring full support, confidentiality, and guidance every step of the way.

6.1.1.5. Licensed to Conduct Business in Illinois

If awarded, JG Consulting will complete the Application for Admission to Transact Business with the Illinois Secretary of State. According to the SOS website, turnaround for receipt of license is 2 business days.

6.1.1.6. Arbitration and Litigation

JG Consulting has not been involved in any arbitration/litigation. JG Consulting has completed all work awarded to the firm.

6.1.1.7. Bankruptcy

JG Consulting has never filed for reorganization or bankruptcy.

6.1.1.8. Subcontracting

JG Consulting does not intend to subcontract to others.

PROPOSED APPROACH & TIMELINE

PHASE I : PLANNING & PROFILE DEVELOPMENT

Stakeholder Engagement:

- Conduct interviews with the Board to understand expectations for the new superintendent. Facilitate virtual and in-person meetings with staff, community members, and other stakeholders to gather input on leadership qualities and district priorities. Launch an online survey for broader community feedback.

Job Description & Recruitment Strategy:

- Collaborate with the Board to refine the job description, ensuring alignment with district needs and legal requirements. Develop a comprehensive recruitment timeline with key milestones.

Compensation & Announcement Planning:

- Provide guidance on a competitive salary and benefits package to attract high-caliber candidates. Develop a multi-channel marketing strategy, including postings on education platforms, government publications, and national organizations. Secure Board approval for the advertising plan.

Selection Procedures:

- Outline a structured and transparent search process from candidate recruitment to final selection. Establish criteria for screening and evaluation based on the leadership profile. Define the interview format, ensuring broad stakeholder involvement in the assessment.

Communication Protocols:

- Establish consistent communication with the Board, providing regular updates. Ensure all marketing efforts align with district goals and maximize visibility for the superintendent position.

PHASE II : RECRUITMENT & OUTREACH

Customized Search Strategy:

- Implement a proactive search strategy beyond job postings by engaging candidates through direct outreach and leveraging professional networks.

Active Candidate Engagement:

- Develop and distribute a detailed position profile, conduct direct outreach via phone and email, and connect with industry leaders who can recommend top talent. Identify candidates who may not be actively seeking new roles but align with district needs.

Cast a Wide Net:

- Ensure a diverse candidate pool by actively recruiting leaders from underrepresented backgrounds. Seek candidates from both traditional education and non-traditional sectors with strong leadership experience.

National & Local Networks:

- Utilize JG Consulting's extensive networks across education, government, non-profits, and private industries to attract a wide range of qualified applicants.

PROPOSED APPROACH & TIMELINE

PHASE III : SCREENING & EVALUATION

Candidate Review:

- Screen applicants to verify they meet the established leadership profile and minimum qualifications. Request additional documentation for further evaluation.

Screening & Shortlisting:

- Present the most qualified candidates to the Board, ensuring alignment with district needs. Conduct thorough background checks, including reference verification and compliance with federal hiring regulations.

Fair & Transparent Evaluation:

- Maintain a non-discriminatory screening process, ensuring candidates are assessed solely on qualifications, leadership ability, and fit with the district's goals.

PHASE IV : INTERVIEW COORDINATION & FINAL SELECTION

Board Deliberation & Candidate Comparison:

- Provide the Board with a structured evaluation of top candidates, offering insights into their strengths, leadership styles, and potential challenges.

Candidate Site Visits (if requested):

- Arrange community engagement opportunities for finalists to interact with key stakeholders and gain familiarity with the district.

Interview and Community Forum Process Support:

- Assist in structuring and coordinating community forums and interviews, including question development, assessment criteria, and scheduling logistics for virtual or in-person sessions.

Job Offer & Negotiation:

- Support the Board in finalizing the job offer, structuring the employment package, and facilitating contract negotiations to ensure a smooth hiring process. Transition plan support available.

PHASE V: REPORTING AND CLOSURE

Candidate Communication:

- Notify all candidates of the search outcome, ensuring a respectful and professional conclusion to the process.

Final Reporting (if requested):

- Provide a detailed report summarizing the search process, candidate evaluations, and insights gathered throughout the selection.

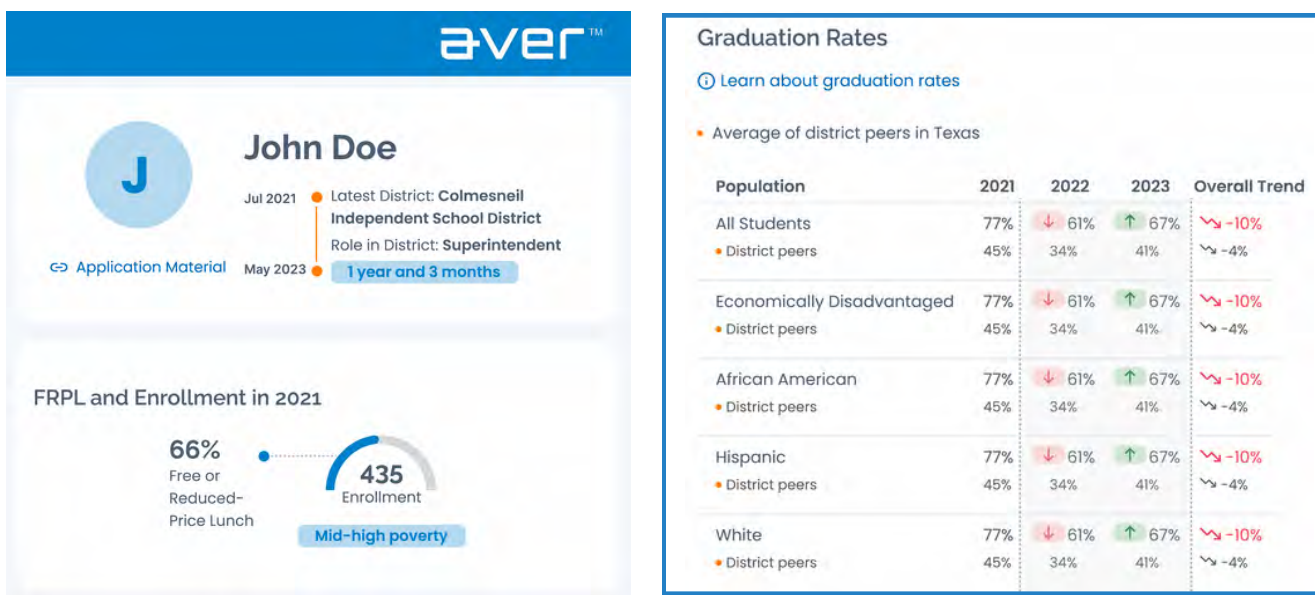
Public Announcement & Contract Support (if requested):

- Assist the district in drafting and disseminating an official announcement of the new superintendent's appointment. Support contract finalization to ensure a seamless transition.

PROPOSED APPROACH & TIMELINE

A+VER™ | Executive Search Intelligence Software

JG Consulting distinguishes itself in the executive search industry through the use of A+VER™, our proprietary software that brings precision and depth to every superintendent and senior leadership search. A+VER produces robust, data-driven district scorecards that provide a clear snapshot of candidate qualifications alongside district performance metrics, enabling informed and confident hiring decisions.



Each A+VER scorecard includes:

- **Candidate Information:** Name, professional roles, years of service, and a summary of leadership tenure
- **District Performance Data:** Academic outcomes, including 3rd and 8th grade math and reading proficiency, and graduation rates
- **Time-Stamped Analysis:** Highlights the exact years a candidate served in a district, enabling targeted evaluation of their impact
- **Peer District Comparison:** Identifies demographically similar districts within the same state for side-by-side performance benchmarking
- **Overall District Rating:** A proprietary score (0–10) derived from weighted performance metrics, offering a quick-reference view of district status

A+VER also captures longitudinal trends by compiling data from the year a candidate began their tenure and comparing it to performance from the two prior years. This time series analysis allows stakeholders to evaluate the trajectory of change associated with the candidate’s leadership.

PROPOSED APPROACH & TIMELINE

By translating complex data into clear, actionable insights, A+VER enhances transparency and rigor in the executive search process. It empowers school boards and hiring committees to assess not just what a candidate has done, but how their leadership correlates with meaningful outcomes.

In short, A+VER is a powerful decision-support tool that elevates the quality, clarity, and confidence of leadership searches—underscoring JG Consulting’s commitment to excellence, innovation, and client success.

Results During Tenure

- District rating increased by 10%
- Graduation rates decreased by 2% for all the district
- Grade 3 math proficiency above average score decreased by 10% for all the district
- Grade 3 reading proficiency above average score decreased by 10% for all the district
- Grade 8 math proficiency above average score decreased by 10% for all the district
- Grade 8 reading proficiency above average score increased 10% for all the district

3rd Grade Math Proficient and Above				
Population	▲ 2022	2023	2024	★ Overall Trend
All Students	22%	↑ 28%	→ 28%	↗ 3%
• District Peers	34%	34%	32%	↘ -1%
Economically disadvantaged	21%	↑ 28%	→ 28%	↗ 3%
• District Peers	30%	30%	27%	↘ -2%
African American	13%	↑ 20%	↓ 18%	↗ 2%
• District Peers	20%	22%	21%	→ 0%
Hispanic	23%	↑ 30%	↑ 32%	↗ 4%
• District Peers	34%	32%	30%	↘ -2%
White	26%	↑ 33%	↓ 29%	↗ 1%
• District Peers	53%	53%	51%	↘ -1%

* A+VER relies on public and private educational demographic and performance data sources (hereinafter ‘A+VER source data’) to compile district performance data, and as a result, the available data is limited to records from 2021 onward. This means that A+VER does not include historical performance metrics from before 2021, which may affect long-term trend analysis. Additionally, the software can only generate scorecards for candidates who have worked within a school district recognized by A+VER source data between 2021 and 2024. If a candidate’s employment history falls outside of this timeframe or within a district not covered by A+VER source data, A+VER may not be able to provide a comprehensive performance analysis. While A+VER is a powerful tool for evaluating executive candidates, users should be aware of these constraints and consider supplementing its insights with additional qualitative and quantitative data when making hiring decisions.

PROPOSED APPROACH & TIMELINE

Activities	Timeline*
PHASE I : PLANNING & PROFILE DEVELOPMENT - Initial Consultation - Stakeholder Engagement - Profile Development - Communication Protocols and Search Strategy	AUGUST
PHASE II : RECRUITMENT & OUTREACH - Candidate Application Portal is Open - Marketing and Recruiting Activities - Local, state, regional and national publications, other government publications and websites - Campaigns: E-mails, calls, virtual meetings and in-person recruitment at national conferences (if applicable)	SEPTEMBER/ OCTOBER
PHASE III : SCREENING AND EVALUATION - Resume Screening and Preliminary Interviews - In-Depth Evaluation and Reference Checks	OCTOBER
PHASE IV : INTERVIEW COORDINATION & FINAL SELECTION - Interview Process Management - Post-Interview Debrief and Additional Candidate Identification - Job Offer and Employment Package Assistance	OCTOBER/ NOVEMBER
PHASE V: REPORTING AND CLOSURE - Candidate Communication - Final Reporting and Announcement	NOVEMBER

* All dates will be aligned to meet the needs of the Board

COST ANALYSIS

The Superintendent Search services will begin immediately upon award. JG Consulting will correlate to the timeline goals set forth by the Board.

The firm will work diligently onsite with the Board as often as requested. The team of consultants will also engage in various remote activities to ensure maximum productivity.

There are no additional publishing and advertising fees associated with the Superintendent Search. The firm will incur all costs. We rely on various outlets, but primarily engage with our national network and affiliates.

We do not charge any candidate fees for inclusion on a proposed selection list.

Total Cost for All Services Rendered = \$40,000 (All-Inclusive & Not to Exceed).

Payment terms are half upon execution of the contract. The final half will be due upon the completion of work. Payment is due net 30-days for each installment.

Bid Contact Person:

James Guerra, President & CEO

E: james@jgconsulting.us

O: (888) 765-3731 | C: (214) 934-5537

605 E. University Ave., Ste. 101

Georgetown, TX 78626

RFP OFFER FORM

RFQ NAME: Executive Search Firm for Superintendent Search

BID SUBMITTED BY:

One-Fourth Consulting, LLC -D/B/A- JG Consulting

Company



Signature of Company Officer (required)

605 E University Ave, Ste 101

Address

Lisa Goodell, Senior Project Manager

Typed Name & Title

Georgetown, TX 78626

City, State & Zip Code

Date

888-765-3731

N/A

Phone No.

Fax No.

james@jgconsulting.us

47-4031890

E-mail

FEIN

REFERENCES:

Offeror to provide three references of similar type work that would qualify your firm for this project:

Hartford Public Schools, Jennifer Hockenhull

(574) 993-1775

jennifer.hockenhul@hartfordschools.org

Company Name/Contact Person

Phone

Email

Superintendent Search (Enrollment: 16,500)

Nature and Size of Contract

Lake Travis Independent School District, Erin Archer

(512) 673-7792

archere@ltisdschools.org

Company Name/Contact Person

Phone

Email

Superintendent Search (Enrollment: 11,300)

Nature and Size of Contract

Stafford County Public Schools, Maureen Siegmund

(571) 259-1268

siegmundml@staffordschools.net

Company Name/Contact Person

Phone

Email

Superintendent Search (Enrollment: 31,000)

Nature and Size of Contract

**THIS SECTION BELOW MUST BE COMPLETED IN FULL AND
SIGNED, FAILURE TO COMPLY MAY RESULT IN
DISQUALIFICATION OF BID.**

The undersigned hereby certifies that he/she has read and understands the contents of this solicitation and agrees to furnish at the prices shown any or all of the items and/or services, subject to all Instructions, Terms and Conditions, Specifications and attachments hereto. Failure to have read all the provisions of this solicitation shall not be cause to alter any resulting contract or request additional compensation.

GENERAL CONDITIONS AND INSTRUCTIONS FOR ALL RFQ FORMS:

605 E University Ave, Ste 101

Address

Georgetown, TX 78626

City & State

Zip

888-765-3731

Area Code

Telephone Number

JG Consulting

Lisa Goodell

Name of Firm



Signature of Authorized Representative

47-4031890

Federal Employer Identification Or Social Security Number