

THE COMMUNITY

Cotulla is the county seat of La Salle County, deep in South Texas Brush Country. The town was named for Joseph Cotulla, a Polish immigrant who, in 1881, provided 120 acres of land to induce the International-Great Northern Railroad to build into the county. By 1882 a railroad depot had been built and lots in the new town were beginning to be sold. Today some 3,600 residents, the majority being Mexican American, enjoy the quiet and friendly life of small-town America while also appreciating easy access on Interstate Highway 35 to either Laredo (67 miles south) or San Antonio (87 miles north). In fact, as Laredo has continued to expand to the north, some people choose to live in Cotulla and make the one-hour commute to work in the Border town. Cotulla's warm, dry climate makes it possible for family and friends to enjoy outdoor fun year round. Over the years, cattle ranching and deer hunting have consistently been two of the major contributors to the county's economy. It is not surprising that the school's logo reflects the community's proud cowboy culture.

THE DISTRICT

Cotulla Independent School District (ISD) serves all students in LaSalle County, with fine facilities in both Encinal (a small rural community 30 miles south of Cotulla) and Cotulla. Pre-kindergarten through fifth-grade youngsters who are among the 650 residents living in Encinal are able to remain close to home by attending Encinal Elementary, and Cotulla residents attend Ramirez Elementary for pre-kindergarten–grade 1 and Burks Elementary for grades 2–5. All elementary students feed into Newman Middle School and eventually attend either Cotulla High

School or Cotulla Alternative School. Given the large number of students who live out on ranches, many ride a bus to and from school each day. Cotulla schools boast a wide array of instructional technology and are quite proud of the opportunities made available to students or staff both on line and in distance-learning labs. Our district has received a Gold Performance Acknowledgment for promoting recommended and distinguished graduation plans over the minimum graduation program and every campus has received an *acceptable* rating on the state accountability system.

MISSION STATEMENT

The Cotulla ISD Board is dedicated to helping every single youngster maximize his or her potential. Its underlying belief system supports this mission:

- ♦ Organizationally and instructionally, we should build on staff and student strengths.
- ♦ Teamwork built on mutual trust and systematic communication is essential.
- ♦ A participatory style of leadership and strong site-based decision making is vital.
- ♦ Parents and community members are a valued part of the educational process.
- ♦ Curriculum and instruction should be responsive to individual student needs and should promote active involvement and success for all.

In addition to academic knowledge and skills, students should grow in the other “3 R’s”: reason, respect, and responsibility.

DISTRICT FACTS AND FIGURES

Current year budget total \$9,282,045

Revenue sources

Local	\$3,434,750
State	\$5,934,295
Federal	\$357,954

Tax rate

M&O	\$1.50 per 100
I&S	\$.065 per 100

Student enrollment

Elementary school	628
Middle school	265
High school	378

Student ethnicity

African American	0.2 percent
Hispanic	89.5 percent
White	10 percent
Other	0.3 percent

Staff

Administrators	13
Counselor	5
Teachers	111
Auxiliary	55

2005 IMPORTANT DATES

Application deadline	June 10
Reviews applications	June 20
Initial interviews	June 23–25
Prepare for follow-up interviews	June 28
Follow-up interviews	July 5–7
Visit candidate's home district	July 12–13
Vote to name finalist	July 14
Vote to hire CEO	August 4
CEO reports to district	September 15

BOARD OF TRUSTEES

Roel Rodriguez	President
John Northcut	Vice-President
Elizabeth Jones	Secretary
Mark Box	Member
Deonicio Ramirez Jr.	Member
Alfredo Gonzalez	Member
George Trigo	Member

QUALIFICATIONS AND CHARACTERISTICS

The superintendent, as chief executive officer, is accountable to the Board of Trustees, which expects the CEO to be the education leader of Cotulla ISD. The CEO works closely with the Board of Trustees to develop and implement policies and programs designed to carry out the mission of the district.

In concert with the community, staff, and parents, the Board of Trustees has identified the following characteristics and qualifications as highly desirable in a CEO:

- ◆ Demonstrates a successful record of fiscal planning and management
- ◆ An effective communicator with outstanding interpersonal skills who relies on facts to make and defend tough decisions
- ◆ Acknowledges students and their learning as the top priority
- ◆ Understands how the learning-teaching process best functions—has a record of setting and achieving high standards of performance for all
- ◆ Demonstrates a successful record of personnel management
- ◆ An optimistic, motivated leader with a vision for the future who can build broad consensus in support of district plans and goals
- ◆ Committed to supporting classroom teachers
- ◆ Accessible to all patrons and involved in activities throughout the district and community
- ◆ A “people” person who willingly works through others to build strong teams
- ◆ Positive experience as both a teacher and administrator in a district like Cotulla
- ◆ Able to work in partnership with a Board of Trustees; provide timely and accurate

information about the district, present sound recommendations for action; and build a climate of candor, mutual trust, and cooperation

- ◆ A person of integrity with high moral standards and personal ethics

APPLICATION INFORMATION

The name of only one candidate will be made public. Applicants are to apply or express an interest through the online application process.

Enter www.tasb.org/ess in the Web browser for easy access.

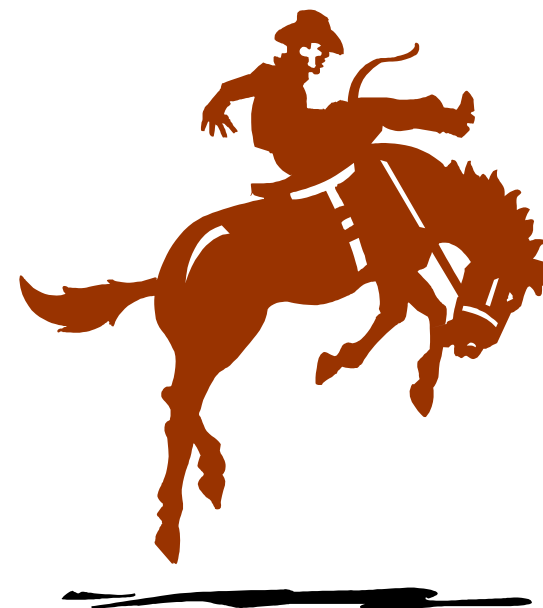
Please address all communication and inquiries to executive.search@tasb.org

Executive Search Services
7703 N Lamar Blvd
Austin, TX 78752-1027

District Web Site: www.cotulla.k12.tx.us

Equal Opportunity Policy: *Cotulla ISD does not discriminate on the basis of race, religion, sex, age, national origin, marital or veteran status, or handicap in admission or access to, or treatment or employment in, its programs and activities in compliance with applicable federal and state laws.*

Cotulla Independent School District



***Announcement
of Opening:
Chief Executive Officer/
Superintendent
of Schools***

