

► RANCHO CONTINUED FROM PAGE 1

Top school post attracts 60 applicants

candidates at a time when several prestigious private schools in the area are seeking new directors from the same candidate pool.

And, Kreiss said, it seemed the best way to make the process public. The firm sought input from community groups.

Trustees want a superintendent who is involved with student activities — a leader who attends football games, soccer matches and after-school classes.

The person will be expected to be accessible to parents and involved in community groups.

"A cheerleader," said Kreiss.

In other words, another Roger Rowe.

"Dr. Rowe is such a hands-on administrator who is not so busy with the paper-pushing that he can't be involved," said trustee Deb Plummer. "That's what we're looking for."

To make that possible, the new superintendent must be paid enough to live

near the district, one hopes within a 10-mile radius, Kreiss said.

Rowe, who has been superintendent for 36 years, earns \$133,400. He lives in Rancho Santa Fe.

Rowe arrived 42 years ago as a teacher when there were only 117 students in the Rancho Santa Fe district.

He worked his way up to vice principal, principal and then superintendent. His leadership has been uniquely personal. He attends socials. His cheering is noted at high school graduations and football games, even family weddings.

Today, the district serves 774 students in kindergarten through eighth grade.

The new superintendent must find a second elementary school site to cope with growth. The district has been struggling to find affordable land in one of San Diego's most expensive neighborhoods.

The current campus also needs a 20-classroom expansion, said Plummer. The only way to finance that is through a school construction bond, she said.

Other superintendents also retiring at the end of the year are Bill Berrier of the San Dieguito Union High School District and Robert Reeves of the Poway Unified School District.

60 apply to be schools chief at Rancho Santa Fe

Location, salary (\$120,000) called lure to educators

By Sherry Parmet
STAFF WRITER

RANCHO SANTA FE — Sixty educators have applied to replace Roger Rowe as superintendent of the Rancho Santa Fe School District.

That's about double the number of applicants for two similar vacancies in North County.

San Dieguito Union's recent search drew 21 applications. Escondido Union's drew 16.

Location and salary are luring educators to this district, said Robert Ferris, president of the district's search firm.

The job is in one of San Diego's most idyllic neighborhoods. And the position will pay \$120,000 to \$130,000 to manage a two-school, one campus district. The average superintendent's pay in California is \$102,054, according to the Association of California School Administrators.

Rowe, 71, will retire June 30. The application deadline was Tuesday. The search is being conducted by Fullerton-based Ferris and Associates, which is being paid about \$26,000.

Board President Michael Kreiss said trustees hired the firm to ensure the strongest

SEE Rancho, Page 3

5/2001

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