

News Release

For Immediate Release: July 18, 2003

East Side Board Selects New Superintendent

The Board of Trustees of the East Side Union High School District is pleased to announce the appointment of its new superintendent, Dr. Esperanza Zendejas, effective August 1, 2003.

Dr. Zendejas attended California public schools and colleges culminating her education at Stanford University with a doctorate in Administration and Policy Analysis, graduating in 1985. She also holds a bachelor's degree from San Diego State and a Master's degree from the University of San Diego. Dr. Zendejas has worked as a middle school teacher, high school counselor, high school dean, elementary school principal, central office administrator and school superintendent. Currently she serves as Chief Academic Officer for Cobb County School District in Marietta, Georgia. Previously she has served as Superintendent of Indianapolis Public Schools in Indianapolis, Indiana and Superintendent of Schools in Brownsville, Texas.

Board President J. Manuel Herrera: "The Board is enthusiastic in welcoming Dr. Esperanza Zendejas as the new Superintendent for the East Side Union High School District. "She is a seasoned executive who has continually grown in her career. Her personal story, growing up in a migrant family and overcoming obstacles and barriers to achievement, mirrors the struggle of so many generations of residents of the East Side. She will be a passionate educational and community leader."

Board Vice President Juanita Ramirez: "I am very pleased to acknowledge Dr. Esperanza Zendejas as our new superintendent, and feel very confident that her leadership will move our district forward. She brings outstanding leadership skills to the East Side Union High School District."

Board Member Craig Mann: "Dr. Zendejas is an instructional leader of exemplary character, ability and qualifications and I am confident she has the capacity to make a meaningful difference in the lives of our students and our entire school community."

Board Member Patricia Martinez-Roach: "Dr. Zendejas will bring a breath of fresh air to our district with her innovative ideas for student achievement, parent participation and staff development."


Board Member George Shirakawa: "I'm excited! I'm confident that Dr. Zendejas will be a leader in our efforts to close the achievement gap."



Board of Trustees

J. Manuel Herrera, President
Juanita Ramirez, Vice President
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(News Release 7/18/2003 continued)

Comments Made By Community Panel That Participated In Interview Process

These comments were made when the community panel debriefed its impressions of the various candidates. All members of the community panel ranked Dr. Zendejas strongly as their first choice. Panel members included a parent representative and representatives from the various employee groups (high school teachers, adult education teachers, district administrators, and classified staff). A student representative participated in the earlier phases of the process.

“Dr. Zendejas is a communicator.”

“Dr. Zendejas is open and speaks from the heart. She is a skilled administrator.”

“Dr. Zendejas can relate to students and parents. She will be very effective. She has strong communication skills.”

“Dr. Zendejas is a problem-solver who values inclusiveness. She is a communicator who speaks for student achievement.”