



Santa Barbara County Education Office

4400 Cathedral Oaks Rd, PO Box 6307, Santa Barbara, CA 93160-6307
Telephone: (805) 964-4711 • FAX: (805) 964-4712 • sbceo.org

Susan C. Salcido, Superintendent of Schools

Santa Barbara County Board of Education

APPLICATION TO FILL A VACANCY ON THE BOARD – TRUSTEE AREA 2

Important Dates

August 8-17, 2022 – Window to submit application

August 17, 2022, 5 p.m. – Deadline to submit application

August 26, 2022, 9 a.m.-12 p.m. – Interviews of candidates (alternate date, if needed: Aug. 29)

September 1, 2022, 2 p.m. – Board meeting at which a provisional appointment will be made

Application Process

Completed applications should be submitted, along with a resume, to the Superintendent's Office at 4400 Cathedral Oaks Road, Santa Barbara, CA 93110, or via email to afreedland@sbceo.org no later than 5 p.m. on Wednesday, August 17, 2022.

Once applications are submitted, candidates will be contacted regarding next steps in the process. If a candidate is selected for an interview, interviews will be held on Friday, August 26, 2022, between 9 a.m.-12 p.m., at a special board meeting. An alternate date for interviews, if needed, is Monday, August 29, 2022.

Note: Board meetings are audio recorded, so candidate interviews will be recorded during the August 26, 2022 special board meeting.

The board will make a provisional appointment to fill the vacancy at the regularly scheduled board meeting on Thursday, September 1, 2022 at 2 p.m.

Eligibility Information

Interested applicants must be at least 18 years of age and a registered voter residing within the boundaries of Trustee Area 2 that existed prior to redistricting in 2022. Trustee Area 2 encompasses most of Goleta and a portion of western Santa Barbara.

Requirements per Education Code 1006: Any registered voter residing in Trustee Area 2 is eligible to be a member of the county board of education except the county superintendent of schools or any member of their staff, or any employee of a school district or charter school that is within the jurisdiction of the county board of education.

Interested applicants must be able to attend regular board meetings, which are held on the first Thursday of the month at 2 p.m. in person at the Santa Barbara County Education Office (SBCEO) located in Santa Barbara. Additionally, they must be able to serve on one to two board committees, which typically meet between once a year to three times a year.

Note: Under the California Public Records Act, copies of an application received by the County Education Office must be made available for public inspection and copies provided upon request. Contact information will be redacted.

APPLICATION FORM

CONTACT INFORMATION

Name		
Robert D. Niehaus		
Home Address (Physical Address, no P.O. Boxes)		
Mailing Address if Different than Above		
Same as above		
Cell Phone	Home Phone	Business Phone
Personal Email Address		
Business Address		

OTHER INFORMATION

Occupation and Employer
Economist and Managing Director Robert D. Niehaus, Inc.
Number of Years of Residence in Trustee Area 2*
1.5 years

*Candidates must reside within the boundaries of Trustee Area 2 that existed prior to redistricting in 2022. This is because the provisional appointment is to fill the seat that has a term that began in 2020 and ends in 2024. So, the candidate must reside within the boundaries that existed when the term began in 2020. In the November 2024 General Election, all trustee areas on the ballot will be defined by the boundaries set after redistricting in 2022.

Candidates may call the Santa Barbara County Elections Office to confirm they reside within the correct boundaries: 1-800-722-8683.

REVIEW ITEMS

Review the following items and put a checkmark or "X" in the column on the right after you have reviewed them.	Reviewed
1. The video (2 minutes, 45 seconds) on the SBCEO homepage called, "What does a County Office of Education do?" http://www.sbceo.org	✓
2. The "About the Board of Education" section on the SBCEO board webpage: http://www.sbceo.org/board	✓

QUESTIONS (You may attach/enclose additional pages to provide more information if needed)

<p>1. Do you have prior experience serving on a board (non-profit or for-profit) or on a governing board, including a school district board or a county board of education? Please list such prior experience.</p>
<p>Board chairman and CEO, Robert D. Niehaus, Inc., a California corporation engaged in economic and market research consulting (1985-present). Board member and president, Housing Authority of the City of Santa Barbara (2004-2009). Board member and president, Santa Barbara Firefighters Alliance (2005-2011). Member, board of trustees, First Congregastional Church of Santa Barbara (1986-1990).</p>
<p>2. Why do you want to be a county board of education member?</p>
<p>I am seeking to further the excellence of public education in Santa Barbara County. I am particularly driven to foster the educational success of those students who currently are among our lowest achievers. I am passionate about finding ways to develop the life-long love of learning that can best be instilled in our children at an early age. My goal would be to assist the board and superintendent in helping these students to flourish in achieving their full human potential.</p>
<p>3. What are the challenges you see facing public education in the county and what role do you feel the County Board of Education can play in addressing such challenges?</p>
<p>Most of our public education challenges are inherently chronic - resources are constrained, mandates are multiplicative, and objectives compete with one another. I believe the Board's role supporting our local school districts can help them to operate more effectively and with a clearer vision of priorities. I would look for ways to assist the board in leveraging more volunteers in reading mentorship and classroom enrichment, as has been effective in my own personal experience.</p>
<p>4. Describe any skills and experience that you may have, from your personal or professional life, that would benefit the County Board of Education.</p>
<p>As a resident of Santa Barbara County since 1979, I offer the Board four decades of local experience in business, government, non-profit activities, and community youth programs (Scouts, YMCA, and Ben Page youth sports). As a volunteer in reading mentorship and American history with Franklin, Vieja Valley, Hope, and Santa Barbara Charter elementary schools and Goleta Valley JHS, I can offer the board the capacity further to enhance the role of vetted volunteers in our county schools.</p>
<p>Please be sure to submit your resume along with this application form.</p>

Applicant Signature:		Date:	August 11, 2022
----------------------	---	-------	-----------------

Resume – Robert D. Niehaus



Bob Niehaus is a long-time resident of Santa Barbara, having moved here from the Maryland suburbs of Washington, DC, in 1979 with his wife Margie. They raised their two sons in Santa Barbara, and both boys attended local public schools. Married 50 years, Bob and Margie are proud and loving grandparents to their five grandchildren, who live in Los Angeles.

Bob was born in Illinois and grew up in Hermann, Missouri, where his life-long love of reading and learning was incubated in the Hermann public schools and public library. He holds a B.A. in government from Oberlin College (1972) and a Ph.D. in economics from the University of Maryland (1979). Bob discovered his passion for applying the logic of economics to solve real-world problems in his first job as an economist in 1972. He has spent his career working in government, the non-profit sector, and in business. He and Margie founded Robert D. Niehaus, Inc., an economic and market research consulting firm, in Santa Barbara in 1983. Bob continues as managing director and principal shareholder of the firm and chairs its board of directors. In the early 1980s he lectured in environmental and mathematical economics at UC Santa Barbara.

Bob has been an active volunteer in the Santa Barbara community since the 1980s. An Eagle Scout, he has served as a Cub Scout and Boy Scout leader. He coached AYSO soccer as well as basketball at the YMCA, Ben Page Youth Center, and Laguna Blanca School. He served on the board of the Housing Authority of the City of Santa Barbara from 2004 to 2009, the last year as president of the board. He was active with and on the board of the Santa Barbara Firefighters Alliance from 2003 to 2014, again serving as board president. In the 1980s and 1990s Bob served multiple terms as a member of the board of trustees of First Congregational Church of Santa Barbara.

Since 2019, Bob has served as a volunteer kindergarten reading mentor at Franklin School; a speaker to fifth- and sixth-grade classes at Santa Barbara Charter, Vieja Valley Elementary, and Hope Elementary schools on the American Revolution and the U.S. Constitution; and a speaker to eighth graders at Goleta Valley Junior High School on the terrorist attacks of 9/11/2001. In affiliation with the Santa Barbara Council on Alcoholism and Drug Abuse, he has since 1995 assisted Margie in mentoring youngsters identified by local public-school nurses as in need of particular care.