

April 19, 2021

Dear Friends:

I am very pleased to announce that the Board of Directors has selected Anne Vasquez to be the next executive director of EdSource.

Her selection follows a national search led by a seven-member committee of the board, supported by Koya Partners. We cast a wide net, interviewed a number of candidates and narrowed to a finalist round, from which Anne clearly emerged as the right choice to lead EdSource into the future.

We feel extremely fortunate to be able to appoint someone who brings an entrepreneurial spirit but who is also familiar with EdSource, a thriving nonprofit with a wide and growing audience. We are confident about a smooth transition, and Anne's capacity to strengthen EdSource's status as a key resource in education in California and nationally.

We are especially pleased to appoint an experienced journalist who has held increasing roles of responsibilities in major newsrooms nationally. Anne is currently director of content and strategic initiatives for EdSource, and has been with the organization for the past 2 1/2 years. Her first job in journalism was at The Miami Herald, her hometown paper. Anne soon moved across the country to pursue her passion as an education reporter at the San Jose Mercury News. She went on to become managing editor at the South Florida Sun Sentinel in Fort Lauderdale. She was subsequently chief digital officer and senior vice president for strategic initiatives at Tribune Publishing, based in Los Angeles.

Among many important qualities, Anne has a passion and commitment to improving California education, an appreciation of the needs of educators, parents, and students, and promising ideas for finding new ways to engage and strengthen EdSource's presence and audience.

On May 3, she will succeed Louis Freedberg, who has decided that after 10 years at the helm it is time for him to step down so he can return to reporting and writing on education in greater depth.

It would be hard to overstate Louis' accomplishments over the past decade. Building on the work of his predecessors, he has assembled a stellar team, and built EdSource into the preeminent source of education reporting in California, and a model for state-based education journalism. During his term, EdSource's audience has grown enormously, as has its usefulness to decisionmakers and advocates in California. He has been a masterful fundraiser, while ensuring that EdSource maintained the high quality that our readers expect. It is our hope he will continue to work with EdSource on special projects after a well-deserved break this summer.

I know that many of you have already met Anne, albeit via Zoom. Anne and Louis will reach out to you in the weeks ahead so you can meet with her if your schedule permits, and Anne can share her vision for EdSource in this next step of its evolution.

EdSource has been blessed with having only three executive directors in its 44-year history, representing a remarkable record of stability, continuity and growth. Anne Vasquez will be EdSource's fourth, representing the next generation of leadership for the organization.

I'm further pleased to announce three new board members to help lead the organization:

- Education pioneer Don Shalvey has rejoined our board. After 11 years at the Gates Foundation, Don is now CEO of San Joaquin A+, and is devoting his time to improving education in the San Joaquin Valley.
- In June, we will welcome Dr. Rowena Tomaneng, president of San Jose City College.
- Michael Bolden, formerly the managing director of the John S. Knight Fellowship Program at Stanford, and now director of culture and operations at the San Francisco Chronicle, will also join us in June.

We deeply appreciate your dedication to EdSource, and look forward to your continued support during this period of transition in our leadership, although not in our work to keep Californians informed about public education. That mission will continue unabated during this difficult, but increasingly hopeful, period in California and beyond.

Best regards,

A handwritten signature in black ink, appearing to read "Susanna Cooper", followed by a long horizontal flourish.

Susanna Cooper  
Board President