Parents’ Club of Stanford University Job Description for President

Updated June 2017 by Erin Pashelinsky

Overview of Job

The President is responsible for supervising all of the operations of the Club, including making sure the board members and committee chairs are doing their jobs. The President is responsible for holding monthly Board meetings (except during July and August) and monthly meetings of the Club. The President prepares newsletter and marketing communications which go out to members by email every few weeks. The President is the primary Club contact with the University. The President and President Elect share these duties and may divide them up as they please.

President’s Timeline

President’s timeline begins in April while still President-Elect.

KEEPING AN EYE ON EVERYBODY: Your most important job.
Because you are overseeing all Club activities, you need to be aware of what events are coming up and make sure that the person in charge of that event is doing his or her job. Major events occurring in a month are indicated in the heading for that month.

Similarly, there are three major events each year with which we help Stanford: NSO (the week before school starts in September), Parents’ Weekend (late February) and Admit Weekend (late April). You will want to be sure that the Chairs of those events are doing their jobs, well in advance of the event. Your personality (are you a micromanager or a control freak?) and the ability of the person you’re supervising (are they a flake?) will dictate how involved you have to be.

April-May
Meet with outgoing President to work on the transfer of leadership
Read through Job Descriptions for Board Members and Committee Chairs so you understand the responsibilities of each position. You will be responsible for making sure each person is doing his/her job in a timely manner.

May

Talk with VP of Programs about programs for next year’s general meetings.
Create calendar of general and board meetings for the upcoming school year. Board meetings are usually the first Thursday (after the first Tuesday) of the month. General meetings are usually the second Tuesday of the month. The September general meeting is the Fall Welcome and is usually the Thursday before NSO. No general meeting in January.

May Board meeting: Outgoing board will pass a motion to change signatories on bank accounts effective as of July 1st.

June (June Luncheon) and July

Attend June Luncheon where you and your Board will be installed
Schedule/Attend meeting (which NSO Chairs will schedule) with Stanford representative in the Office of New Students, currently Edith Wu Nguyen, edithwu@stanford.edu

Board meetings are held at Gibson Dunn and Crutcher, 1881 Page Mill Road, Palo Alto. You will first send the proposed schedule of board meetings to Colleen Block (cblock@gibsondunn.com) so she can schedule the conference room. You should cc the schedule to Russ Hansen rhansen@gibsondunn.com.
[SAMPLE EMAIL TO COLLEEN:

Dear Colleen,

Attached is the calendar of Board meetings for the Parents' Club of Stanford University. Please let me know what other information you might need and whether you would like reminders, head counts or other details before each meeting.

- Email the board and the committee chairs (1) the list of Committee Chairs and Board Members (prepared by VP of Membership) aka the first page of the roster, (2) an updated reimbursement form with the new Treasurer’s contact information, (3) the budget, (4) the Bylaws and (5) the calendar of board and general meetings for the upcoming year.

- Confirm items (1) through (5) are current on the website.
- Set Date for the Fall Tea. Check with administrators who speak at the Fall Tea of

the proposed date and location of the Tea. Make sure they can attend. The administrators include the Vice Provost for Student Affairs, Greg Boardman (gboardman@stanford.edu), Dean of Admissions, Rick Shaw (rhshaw@stanford.edu) and Rob Urstein, Dean of Freshman (rurstein@stanford.edu). This job can be delegated to the Tea Chair.

- Determine who will be authorized to get mail for next year. Change card at post office if removing or adding names. There are two mailbox keys.

- Contact Sarah Gamino, program manager in the office of New and Continuing Student Programs, re: mailing labels for summer mailing and Fall Tea

  o Sarah Gamino, sgamino@stanford.edu 650-725-3115
  o Cc Edith Wu-Nguyen,edithwu@stanford.edu, Associate Dean and

  Sarah’s boss
  o See sample email in summer mailing file
  o This can be delegated to the Summer Mailing Chair and the Tea Chair.
Membership Mailing. There are two membership mailings.

- The first goes out to all parents of recent graduates and encourages them to remain active in the club. Work with VP of Membership to prepare your president’s letter that will go to this group along with a membership form. VP of Membership coordinates this mailing and will organize an envelope stuffing party in late July.

- The second mailing goes to parents of current and entering Stanford students and extends a welcome to the Parents’ Club. This goes out in August. Work with the ‘summer mailing’ chair to prepare your President’s letter, our calendar, delivery flyer and 2017 membership form. The chair will coordinated with the University and execute the mailing with our

    !2

    July

outside printer. The summer mailing chair will need a copy of your signature.

- Contact NSO Chair about meeting with Stanford. Ask if she/you will contact Edith Wu-Nguyen

- See that Fall Tea planning is proceeding.

- Summer Mailing. In August, a packet goes out to all current and entering undergrad parents and regarding the Parents’ Club. In the letter is a letter from the president (you need to update this), an On-Campus Delivery Flyer and our Program Card, which lists our general meeting schedule for the upcoming school year. The
Summer Mailing Chair will work with you, the VP of Programs and the On Campus Delivery Chair to update these documents.

- Go to Citibank to get ATM cards so the Treasurer can get online statements.

- Optional: Attend onsite meeting with Tea Hostess and Tea Chair to go over logistics.

- Check with Parking and Transportation about cost of parking passes for cake deliverers. Coordinate number needed with Delivery Chair (was Nancy Franich). 2013 Stanford contact: Ana Lorenzana (ana.lorenzana@stanford.edu). Details in Parking Pass Memo. The President Elect can take care of this task.

**August**

- Contact ChiSook Hwang (cjhwang@stanford.edu) to see about scheduling the first Parents’ Weekend planning meeting along with the Parents’ Weekend Chairs (including Extravaganza). In 2016 we met in September, which was early enough. Although this can be delegated to the Parents’ Weekend chairs, it’s better if the President makes first contact, since ChiSook will know you from the prior year. Also, cc your President Elect so that she can also attend.

- Renew insurance (President Elect does this)

- Add dates for the year to the website calendar. This can be delegated to the VP Programs or any Board member who you give access to.

- Send Fall Tea invitations to administrators (This can be done by Tea Chair)

- Contact Bechtel International Center director John Pearson,
 Pearson@stanford.edu to see if he wants Parents’ Club participation at his new parent reception for international students.

**General Guidelines for meetings and emails during the school year.**

1. **Board Meeting Procedures.** Every month with a board meeting: send a draft agenda and minutes of the previous meeting to the Board Members (and anyone who attended the previous meeting or whom you want to attend the meeting) about a week before the meeting. Require an RSVP so you know if you have a quorum and so you know the size room you need.

2. **General Meeting Procedures.** Every month with a general meeting: send the general meeting minutes of the previous meeting to all members (or just locals) the Wednesday or Thursday before the meeting. You can elect to only send these emails to “local members.” It is very effective to send a second email to all local members the day before the general meeting reminding them to come.

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3. **Marketing emails to members.** Constant Contact is the system by which we email to members. You can use this to remind members of our meetings, our speakers, special events, etc. Below is a guideline of when you’ll want to send out emails to market our On Campus Delivery items. However confer with Delivery Chairs and website chair.

- 2 weeks before each Finals week begins
- 8 days before the beginning of each month as a reminder of birthdays
- 3 weeks before Halloween & then a reminder about 8 days before 10/31
- 3 weeks before Valentine’s Day and then a reminder about 8 days before

**September (Fall Tea and NSO)**
File an SI 100 form to the California Secretary of State listing the current officers. We pay $20 biennially. It may be due this year. **NOTE:** I recommend noting in this job description whether it’s even or odd years once you establish if it is due in 2015.

Verify the time for the administrators speaking at the Tea. Thank them after the tea. This can be delegated to Tea Chair.

Attend Fall Welcome. Give a short talk about what the Parents’ Club is. Introduce the speakers from Stanford.

Attend NSO **October**

Halloween special cookies emails

**November**

Select a nominating committee so they can be working the room at the Holiday Luncheon. The President Elect is always on the Nominating Committee.

Invite Dan Brewer from Financial Aid dbrewer@stanford.edu, to speak at the Holiday Luncheon and invite Olga Poole opoole@stanford.edu to attend.

Attend the Parents’ Weekend planning meetings as needed. **Finals** cookies special email

**December (Holiday Luncheon)**

At the Holiday Luncheon, be sure the Holiday Luncheon Chair makes the reservation for the next Holiday Luncheon. The Korans are our sponsors. A deposit is due with the contract you sign for the next year.

Introduce the musical group if we have one. **Mention Parents’ Weekend**

**January or February**

Meet with Admit Weekend Chairs and Admissions Office.
February (Parents’ Weekend)

• Valentines special delivery emails
• Attend Parents’ Weekend. You will give a brief welcome at Extravaganza

March

• Vote on board slate at Board meeting
• Present ballot with next year’s board to membership at General meeting

April (Admit Weekend)

• Make sure Mother’s Day card committee is going along. Attend Admit Weekend

May (Spring Social)

• Send June luncheon invitations to past presidents. This could be delegated to the June Luncheon Committee.
• Invite new board members to attend June board “handover” meeting.

June (June Luncheon)

• At final board meeting, vote on signatories, password holders, post office key holders for next year.
• Be sure to take flowers or candy to final board meeting so you can thank Russ and his secretary (Colleen) for allowing us to hold the meetings at their offices.
• Determine amount of gift to Club scholarship endowment fund and any other gifts we wish to make. Send scholarship donation to Martin Shell.
Sample cover letters are in President’s files. Mail any contribution to Vaden Health center to Carole Pertofsky.

Attend June Luncheon, which also honors Past Presidents. Prepare speech about your year as president and thanking your board. Install new board. Some people give a small gift to outgoing board or flowers to new board. **NOTE: in the last couple of years we have given “theme” nail polish to board and current year committee chairs.**

**Key non-University Contact Information:**

Fred Storek – the Club’s CPA, fstorekcpa@aol.com, 650-961-5520;
100 View Street, Suite 208, Mountain View, CA 94041

Mark Chapman – the Club’s Insurance Agent, mark.chapman.qjb2@statefarm.com, 408-370-7100.

**Key University Contact Information:**
Kate Chesley – the Club’s liaison to the University, works in the Office of Communications, kchesley@stanford.edu, 650-725-3697
Rob Urstein -- Dean of Freshmen & Director of Undergraduate Advising and Research,

rurstein@stanford.edu
Greg Boardman – Vice Provost for Student Affairs,
gboardman@stanford.edu, 650-723-7130

Christine Griffith -- Associate Vice Provost for Student Affairs & Dean for Student Life
griffith@stanford.edu
John Pearson – Director of Bechtel International Center
pearsonj@stanford.edu, 650-725-0889
, 650-725-0876
Dan took over for Mary Morrison and matches donors with scholarships

Olga Poole – Stewardship Assistant, Office of Development,
opoole@stanford.edu, 650-725-4258
Olga tells the donors about the recipients and gets the students to write
to or meet with the donors.

Edith Wu-Nguyen – NSO contact – Associate Dean of Office of New
Student Programs, edithwu@stanford.edu, 650-725-3115

ChiSook Hwang – Parents’ Weekend contact – Special Events and
Protocol, chisook.hwang@stanford.edu, 650-725-1963

Tancia Perry – Assistant Director for Admit Weekend, Office of
Admissions, tancia@stanford.edu, 650-723-8783.

Martin Shell – VP, Office of Development, the person to whom we give
our donation check, mshell@stanford.edu, 650-723-4186;
Office of Development, Frances C. Arrillaga Alumni Center, 326 Galvez
Street,
Stanford, California 94305-6105

Carole Pertofsky – Health Promotion Services, our Vaden Health
Library contact, perto@stanford.edu, 1-650-723-2005; Vaden Health
Center, 866 Campus Drive, Stanford, CA 94305-8580

Things that didn’t happen in 2014-2015:

ï Stanford Parent Newsletter. Every few months, Kate Chesley, our
Stanford liaison (kchesley@stanford.edu), will email you to tell to ask for
a short article to go in the Stanford Parent Newsletter which goes out to
all undergrad parents. We have samples. We don’t get that many
readers on this. NOTE: Kate didn’t ask for any information this year.

ï Recruit parents for send off parties as needed, if requested by Judy
Heller. NOTE: no request was made last year.
When bill for website comes give it to David Mastrandrea to pay. **NOTE: I didn’t see such a bill in 2014 so it may be obsolete.**

The nail polish was not given out at the June luncheon, which means you are free to give a different kind of token for service or no gift at all.