Parents’ Club of Stanford University  
Parents Weekend Chair Job Description and Report  
February 22-23, 2013

Job Description

For Parents Weekend, the Parents’ Club has two chairs to cover the many aspects of this large event. The two chairs have responsibility for the following tasks:

• Communications with volunteers recruited by the VP of Volunteers
• Assisting the VP of Volunteers, as requested, with recruiting
• Coordination with sales
• Communications and assistance to the Extravaganza director and special events stage manager
• Communications with the university’s office of Special Events
• Working and providing Chat Corner coverage during Parents Weekend
• Follow up correspondence, requests, and reporting

The two chairs meet early in the process to determine how to divide these responsibility areas between them. Ideally, they also should be able to replace or help one another at any time in the process when asked to do so. Among the basic requirements is that one or both should be available for key meeting dates, the Club Holiday Party, and for a considerable number of hours during the month of February.

In the final two weeks before the event there are many last minute changes and updates. The four key players—both Weekend Chairs, the VP of Volunteers and Extravaganza Chair—should be available to address these. During the entire Parents Weekend (including the Thursday prior) both chairs are on site and they should be available one-to-two weeks afterward to handle post-event thank-you correspondence, follow-up requests, and reporting.

During the planning process, all communications between one chair and other members of the Board or Special Events staff should be copied to the other, and the two chairs should jointly attend a late summer organization meeting with Special Events.

At least one of the chairs should be available to attend Board and General meetings. Both need to communicate regularly with the President and 1st Vice Presidents on the status of their responsibility areas.

The general workflow and planning calendar are as follows:

August — September
Meet with Special Events to be briefed on dates, deadlines, prior-year outcomes/feedback, and new updates. It would be best if the President, Volunteer VP, and Extravaganza Director could be in attendance at this meeting. If they cannot come, a full report should be made to missing members. Discussion items include:
• The two chairs agree on a division of responsibility
• Special Events provides a list of vetted student groups for Extravaganza
• Discuss Extravaganza budget, ticket sales and prices
• Volunteer numbers, possible changes to Arrillaga layout, other logistics
• Update and exchange contact information

One or both chairs accompany the Extravaganza director during visits to student groups.

October — December
• Report to Board and General Meeting.
• Continue to audition Extravaganza Groups. Complete selection by Winter Break.
• Receive draft program from Stanford Events.
• Stanford Events begins registration/sale of Extravaganza tickets.
• Chairmen may wish to post information on our website, Facebook page, and in a message from President to members regarding volunteering at the weekend and buying tickets.
• Discuss with Special Events the proposed shift times, numbers and types of Parents’ Club volunteers needed. Work with sales chairman to determine shift times and number of volunteers needed for the sales table.
• At the Holiday Party, support the VP of Volunteers as she announces recruitment of volunteers for Registration, Class Discussions, Parent Class Hosts, the Sales Booth, and Ushering at Extravaganza.

January
• Continue to work with Extravaganza director.
• Promote Extravaganza tickets to parents and performing groups. (May require outbound calls, emails, and social media updates)
• Assist VP Volunteers as needed to recruit volunteers.
• Recruit a photographer to take pictures of performing groups (for Historian and SE)

Early February
• Report at Board and General Meetings
• Attend Extravaganza rehearsals.
• Work with VP Volunteer to develop email address lists for each category of volunteer. Send a reminder to recruited volunteers. Complete recruitment effort.
• Check with sales for any issues or needs.
• Check with the Club member who stores the signs and arrange for delivery/pick-up.

One week prior to Parents Weekend
• Receive volunteer instructions from Special Events. Draft or modify prior-year cover letter, share with co-chair for input, make final edits, and send to volunteers, requesting a reply. Log replies and work with VP Volunteers to fill vacancies. (Note: we should aim to have the volunteer roster as complete as possible two weeks ahead of time to generate our email
address lists and be ready to push the send button as soon as SE provides final instructions.)

- Print Extravaganza programs (1500)
- Proof the Program and Master of Ceremonies script prepared by Extravaganza director.
- Make sure all signs and supplies* are ready for Friday. Make sure new items are ready, e.g. this year’s laminated campus maps and a Parent’s Chat Corner sign.

During Parents Weekend (including Thursday prior)
Assist as needed with sales table mock-ups on Thursday.

Bring supplies and set up Chat Corner table by 8:00 am Friday opening. (See Special Events ahead of time for availability)

Welcome parents and answer questions at the Chat Corner table during all hours that the Special Events Information tables are open.

Take responsibility for organizing floaters (usually President and her VP’s) or other volunteers to cover any emergencies or no-shows. Special Events may change the volunteer process from year to year. In the current process, all volunteers except for sales sign in and receive a brief training session at Special Events. Special Events will alert the designated Club chair if there are no-shows. Sales volunteers sign in at the Chat Corner.

Encourage parents to sign up as club members or to purchase birthday cakes, etc. Be prepared to help with agenda, campus map and directional questions. There are also many questions about tours.

On Saturday morning, help demo birthday cake selections by handing out small slices.

On Saturday afternoon, one chairman will go to Memorial Auditorium (Mem Aud) to help with Extravaganza at about 1:30 pm. The other chairman closes the table and returns materials, signs, etc when SE Information closes—about 2:00 pm.

At Mem Aud, make sure volunteers are assembled for usher training in lobby; give photographer list of the group shots needed; troubleshoot any issues.

Following Parents Weekend

Obtain from VP of Volunteers the final list of volunteers and their email addresses. Draft or edit prior year thank-you letter to all volunteers, share with co-chair and edit final, then send out. Many parents will reply to these letters. Responsible chair will answer these replies and collect feedback for the wrap-up report.

Sales may also wish to thank their volunteers separately. Chairs are not responsible for monitoring this process.
Thank and address any follow-up requests from Special Events.

Prepare report and following year’s budget.

*Supplies to bring to the Chat Corner table

--Duplicate volunteer lists (VP Volunteers)
--Duplicate set of the Class Hosts biographies (Special Events)
--Parents’ Club list of recommended restaurants and things to do in area (president)
--Parents’ Club sign-up forms (VP Membership)
--Cake, etc. order forms (Cake Chair)
--Laminated campus maps (President)
--Extra pens, post-its (PW Chair)
--Chat Corner sign (Signs Chair)
--Extra programs if available from the SE Information table Student Events)