Parents’ Club of Stanford University
Job Description for President
Updated January 2014 by Marcia Hansen

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 of the Club 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 her job. Major events occurring in a month are indicated in the heading for that month.

So for example, the Spring Social is in May. In February, you’ll want to make sure that the Spring Social Chair is getting an invitation ready, has met with her committee, chosen a caterer, etc. 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 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 meeting
• 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 Tea and is usually the Thursday before NSO. No general meeting in January.

June (June Luncheon)

• June Board meeting: Outgoing board will pass a motion to change signatories on bank accounts
• Attend June Luncheon where you and your Board will be installed
• 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. Send the schedule of board meetings to Russ Hansen rhansen@gibsondunn.com so conference room can be scheduled.

  • Email to the board and the committee chairs (1) the list of Committee Chairs and Board Members (prepared by VP of Membership), (2) a reimbursement form, (3) the budget, (4) the Bylaws and (5) the calendar of board and general meetings for the upcoming year. [This may not be necessary, once these documents are 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. 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.

  • Call Susan Hawke re: mailing labels for summer mailing and Fall tea
    o Susan Hawke, shawke@stanford.edu 650-725-6233
    o See sample email in summer mailing file
This can be delegated to the Summer Mailing Chair and the Tea Chair

• **Membership Mailing.** Work with VP of Membership to prepare a letter that will go to all current Club members urging them to renew their membership. VP of Membership coordinates this mailing and will organize an envelope stuffing party in late June.

**July**

• **Summer Mailing.** In August, a letter goes out to all undergrad parents regarding the Parents’ Club. In the letter is a letter from the president (you need to update this), an On-Campus Delivery Brochure 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 Union Bank in Menlo Park with other signatories to change signature cards.

• **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.

• Attend Parents’ Weekend planning meeting, scheduled by Parents’ Weekend Chairs with Stanford representative, currently ChiSook Hwang (chisook.hwang@stanford.edu).

• 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 general meetings and cake deliverers. 2011 contact: Ana Lorenzana (ana.lorenzana@stanford.edu). Details in Parking Pass Memo.

**August**

• Recruit parents for send off parties as needed, if requested by Judy Heller

• Renew insurance (President Elect does this)

• When bill for website comes give it to David Mastrdrea to pay (this may be overwith)
• Add dates for the year to the website calendar. This can be delegated to the VP Programs.

• 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.

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

• **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.

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

• **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:

  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 a SI 100 form to the California Secretary of State which lists the current officers. We pay $20 biennially. It was paid in 2012.

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

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

• Attend NSO

October

November

• Select a nominating committee so they can be working the room at the Holiday Luncheon

• Invite Mary Morrison morrison@stanford.edu to speak at the Holiday Luncheon and invite Olga Poole opoole@stanford.edu to attend.

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.

January or February

• Meet with Admit Weekend Chairs and Admissions Office.

February (Scholarship Recipients at General Meeting; Parents’ Weekend)

March

April (Admit Weekend)

• Attend budget meeting
• Make sure Mother’s Day card committee is going along.

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 meeting.

June (June Luncheon)

• At final board meeting, vote on signatories, password holders, post office
key holders for next year

- Determine amount of gift to Club endowment fund and any other gifts we wish to make. Send endowment fund contribution 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.

**Key non-University Contact Information:**

Fred Storek – the Club’s CPA, 
fstorekcpa@aol.com, 1-650-961-5520;  
100 View Street, Suite 208, Mountain View, CA 94041

Mark Chapman – the Club’s Insurance Agent,  
mark.chapman.qjb2@statefarm.com, 1-408-370-7100.

**Key University Contact Information:**

Kate Chesley – the Club’s liaison to the University, works in the Office of Communications,  
kchesley@stanford.edu, 1-650-725-3697

___________________ - Dean of Freshman and Undergraduates,

Greg Boardman – Vice Provost for Student Affairs,  
gboardman@stanford.edu, 1-650-723-7130

John Pearson – Director of Bechtel International Center  
pearsonj@stanford.edu, 1-650-725-0889

Mary Morrison – Director of Funds, Financial Aid Office,  
morrison@stanford.edu, 1-650-725-0876

Mary matches donors with scholarships; the decision maker for the scholarships

Olga Poole – Stewardship Assistant, Office of Development,  
opool@stanford.edu, 1-650-725-4258

Olga tells the donors about the recipients and gets the students to write to or meet with the donors.
Edith Wu Nguyen – NSO contact – Director of New Student Programs, edithwu@stanford.edu, 1-650-725-3115

ChiSook Hwang – Parents’ Weekend contact – Special Events and Protocol, chisook.hwang@stanford.edu, 1-650-725-1963

Tanicia Perry – Assistant Director for Admit Weekend, Office of Admissions, tanicia@stanford.edu, 1-650-723-8783.

Martin Shell – VP, Office of Development, the person to whom we give our donation check, mshell@stanford.edu, 1-650-723-4186;
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