Parents’ Club of Stanford University
Job Description for First Vice President of Programs
Updated June 2011
By Marcia Hansen

Overview of Job. As Vice President of Programs you are responsible for organizing six of the Stanford Parents’ Club’s monthly meetings during the school year (October, November, February, March, April and May). This involves choosing and scheduling the speakers or activities for the six meetings. This must be done by mid July because the schedule of meetings for the upcoming school year is sent to all Stanford parents in the summer mailing which goes out in August. You reserve the room where the meetings will be held, arrange for coffee and light refreshments, interface with the speaker and publicize the meetings. You are a member of the Board of Directors which holds monthly meetings, usually on the first Thursday of the month. You may also be responsible for organizing a few simple social events where members meet at a basketball or volleyball game and sit together. You will receive a budget for the meetings and you must stay within that budget.

Overview of a Typical Monthly Meeting. Monthly Meetings of the Parents’ Club are generally held on the second Tuesday of the month in the Cypress Room (North and South) in Tresidder Union. A typical schedule is as follows:

9:30 a.m. - 10:00 a.m.  Members gather for a coffee reception.
10:00 a.m. – 11:00 a.m. The Club holds its business meeting.
11:00 – Noon  A guest speaker makes a presentation.

There are usually 34 – 40 members at the business meeting. Additional people come for the speaker at 11:00. The Cypress Room holds 80 people. However, we have squeezed in more on an emergency basis.

Schedule of Monthly Meetings. (You are responsible only for the ones in boldface)

September: New Parent Tea (Arranged by Tea Committee)
October: Business Meeting and Speaker
November: Business Meeting and Speaker
December: Holiday Luncheon (Arranged by Holiday Luncheon Committee)
January: No meeting
February: Business Meeting and Scholarship Recipients speak. (Speakers arranged by Scholarship Chair, but you are responsible for the rest of the arrangements)
March: Business Meeting at Tresidder, followed by tour of one of the exhibits at the Cantor Center for Visual Arts. (This has been the tradition)

April: Annual/Business Meeting and Speaker.

May: Business Meeting and Speaker

June: June Luncheon (Arranged by June Luncheon Committee)

July and August: No meeting

NOTE: Don’t feel obligated to do the meetings exactly as we have in the past. It’s good to do something different and fresh. For example, in April 2011, we had one speaker who offered to give us a tour of Y2E2 and do his talk in that building. So our April meeting was not at Tresidder Union.

Choosing and Scheduling Speakers. You only need to get speakers for four months: October, November, April and May. You need to have the speakers scheduled by approximately July 1 to get the schedule to the person in charge of the summer mailing. The summer mailing is an information packet about the Parents’ Club that goes out to all parents of undergraduates. It is mailed in August. Included in the summer mailing will be a 6” by 2” double sided card listing all the Club’s meetings for the upcoming school year, including a list of the speakers (and their topics) who will be part of the Club’s “Distinguished Speakers Program.” You should check with the summer mailing person to verify the deadline by which she needs the list of speakers in order to meet her printing deadline for the August mailing. To meet this deadline, you should start working no later than May to be sure you have enough time. Each speaker must be connected with Stanford but otherwise it’s wide open as to who you choose. Speakers are not paid (other than with a jar of the Club’s apricot jam). At the May and June Club meetings, announce to members that you’re looking for suggestions for speakers. Have the President include in her May and June monthly e-mail to members that you are looking for suggestions for speakers. Once you start getting ideas for speakers, you can begin contacting the speakers, usually by e-mail. Speakers are generally quite responsive and flexible on dates. Emphasize that they will be speaking right on campus, in the middle of the day, so it’s easy for them to fit into their schedule.

Note re Sale of Books: If a speaker has written a book, they may want the bookstore to set up a table at the meeting to sell the book. Sammi Nuttall, at the Stanford Bookstore, is the contact for this. snuttall@bookstore.stanford.org You will need to get Tresidder to supply a table or just use the 8 foot table that is always in the Cypress Room. Sammi will do the rest.

Interfacing with Speakers.

In August, the person in charge of the summer mailing should provide you with four of the 6” by 2” cards listing the programs for the year. Send one to each speaker along with a note confirming their speaking date and thanking them for being a part of the Distinguished Speakers’ Series.
Two to three weeks before their meeting, contact the speaker by e-mail and remind them of the meeting, tell them when to be there, where it is, etc. Ask them if they need any extra equipment. Equipment rental is expensive so we always hope they don’t need a projector or lapel mike. However, if they want it, you’ll need to get it.

Note: Stanford students can check out a projector for free from the library so give some thought as to whether we can get one of our kids to go get a projector so we don’t have to pay $100 for it.

Give the speaker your cell phone number and get theirs (if you can). The day before their talk, a brief e-mail to the speaker is a good reminder: something like, “Looking forward to seeing you tomorrow at 11:00 for the Parents’ Club Meeting. Let me know if you need anything.”

At the meeting, watch for the speaker to arrive and greet them. Have them arrive no later than 10:45. Get them water for the podium. Prepare a brief introduction of the speaker. Wrap up the meeting when the speaker is finished, thank them and present the jam.

Cantor Center – March Meeting. If you decide you would like to continue the tradition of a field trip in March to the Cantor Center For Visual Arts, prior to the mid July summer mailing deadline you should contact the Cantor to determine what exhibits will be at the Cantor in March. The current contact person is Kim Mansfield. kmans@stanford.edu (650) 723-3469. Let Kim know what day the Club would like to come. 11:30 is the time we generally start the tour. This year we were limited to 40 people (two docents) so you may want to get people to sign up ahead of time so you don’t get over subscribed.

Scheduling Meeting Room at Tresidder. In June, you should schedule the meeting room for all the meetings which will be held at Tresidder Union for the upcoming school year. This will generally be October, November, February, March, April and May. The President will give you the exact dates for the meetings. The Club holds its meetings in the Cypress Room (North and South) located on the second floor of Tresidder Memorial Union. The Cypress Room holds 80 people. Anita Black is the person at Tresidder who is in charge of scheduling the rooms. (650) 723-4314. anitab@stanford.edu. Anita’s office is located across from the elevators on the second floor of Tresidder. Efrain Magana is her assistant who actually sets up the room. (650) 799-1558. You book the rooms on line by going to: meetingservices@stanford.edu. You need the room from 9 – noon. The room costs $50 and the podium and microphone cost $60. This can be paid with a credit card or a check. You can get other audio visual equipment, such as projectors, from Anita’s office. For more complicated equipment you contact Event Labor Services (ELS). (650) 723-2280. You can pay Tresidder with a check or a credit card and get reimbursed by the Club or you can have the Treasurer write a check for you, payable to Tresidder Union.
Coffee/Food for Meetings. We have been using Stanford Catering for coffee service for several years. Stanford Catering (650) 723-1503. Melissa Hegel. mhegel@stanford.edu. The office is located on the second floor of Tresidder. They charge $2.00 per person for coffee, tea and hot water in urns. For a typical meeting where we have about 40 people, order coffee for 20 which costs about $45. Ordering for 35 is plenty even when you have 80 people. Stanford Catering also brings five pitchers of ice water, cups, etc. In prior years, the Club ordered just two cardboard “travelers” from Stanford Catering. While this was a bit cheaper, the coffee was usually gone and/or cold by 10:00 so there was none left for the break at 11:00 when additional people come in for the speaker. I opted for the urns and the additional coffee to make people feel more welcome and relaxed.

You are responsible for providing light refreshments, such as mini muffins, cookies, doughnut holes, and seasonal cocktail napkins to each meeting. Don’t bring too much and try to keep the cost down. Three dozen mini muffins is the perfect amount for a meeting of 40. In 2010/2011 we spent approximately $15 per meeting for food and napkins. Display food in a pleasant way, like a basket or pretty plate instead of just plopping down a plastic container that came from Safeway. If you are a baker, I’m sure it would be very nice to have homemade food at the meetings. However, I do recommend sticking to breakfast type items and finger food, not cakes, etc. Fruit is another alternative. Bring a supply of nametags.

Note: Coffee does not have to come from Stanford Catering. Other Stanford caterers or outside vendors are permitted. Here are some suggestions I received from Anita Black: Coho Catering (650) 721-1234 Epicurean Group (408) 7187924 (Robin) Treehouse Catering (650) 723-4500

Budget and Reimbursement. You will receive a budget telling you the maximum amount you may spend for the general meetings. You cannot incur expenditures in excess of this budget without prior permission from the Board of Directors. Keep your original receipts for any costs you occur and submit them, with the Club reimbursement form, to the Treasurer.

Jam for Speakers. Give each speaker a jar of the Club’s apricot jam (maybe with a bow around it) and send them a thank you note. I gave the jam and the thank you note to them right at the meeting. In June/July, alert the person in charge of making the Club’s jam to save enough jars for you to give to speakers, six or so.

Publicity.
1. Summer Mailing. A card with a list of all the speakers and the dates of the meetings is sent to all Stanford parents in the summer mailing.
2. President’s Newsletter. Give the President a description of the speaker’s talk to insert in the monthly e-mail newsletter to the members.

3. Put descriptions of all the meetings/speakers on the Club’s website.

4. “Stanford Where You Live.” The Alumni Association sends out a monthly newsletter called “Stanford Where You Live” (SWYL) that announces events of interest to alumni in different areas, including the Bay Area. If we have a speaker of general interest, Judy Heller, the woman in charge of SWYL, will sometimes include our event. Any entry needs to be to Judy by the middle of the month before the month in which the event occurs. SWYL is e-mailed out on the first or second of the calendar month. For example, if you wanted to advertise a November 14th meeting, you’d need to have your entry to Judy by October 15th to make it into the November 1 issue. Judy will circulate exact instructions on how to submit an item for inclusion in the newsletter. Watch out because you can get quite a big turn out for meetings that are advertised in this way. Include in the ad a request for people to e-mail you to let you know they’re coming. stanfordalumni@stanford.edu

5. Monthly Meetings. Announce the next month’s speaker at Monthly meetings. You could also distribute a flyer on the upcoming speaker at these meetings although this seems wasteful.

6. Have the President send out an e-mail advertising just your speaker, i.e. have it really pop out at you and not be buried in an e-mail with all the other news of the Club.

Social Events. In 2010/2011, in response to requests from members, three very casual social events were organized so Club members could get together on weekends. Many members cannot make the monthly meetings because they work so this is an opportunity for them to attend a Club event and socialize. For example, we got together at a Stanford women’s basketball game on a Sunday afternoon in November. Everyone bought their own ticket at the game, got their own food and sat together in a specified area of the general admission seats. This event can be announced at Club meetings and in the President’s newsletter. No one has to commit, or buy tickets ahead of time so it’s easy for everyone. Discuss with President and/or Board whether they want to continue such events.

Doing Your Job Month by Month

May: Ask Club members for suggestions for speakers (by e-mail and at Club meetings). Contact person in charge of summer mailing to get deadline by which she needs list of speakers.

May-July 1: Schedule speakers and Cantor Tour. Prepare list of meetings, speakers and speaker topics in format needed for 6” by 2” card and give to person in charge of summer mailing by deadline. Have speakers and topics put on Club website

June: Get jars of jam from apricot jam person to give to speakers. Attend June luncheon where you will be installed as an officer. Contact Tresidder to schedule meeting rooms.
**August:** Mail each speaker the 6” x 2” cards with the list of speakers for the upcoming year, along with a note thanking them for being one of our speakers.

**September through June:** Attend monthly Board meetings, first Thursday of the month.

**October, November, February, March, April May Meetings:**
- One month before meeting: start publicity, SWYL ad, President’s e-mail.
- One month before meeting: Contact Stanford book store if speaker had book.
- Two to three weeks before meeting date: confirm date with speaker; order coffee
- Day before meeting: get food/napkins ready, send final reminder to speaker.
- Day of meeting: get to meeting by 9:15 to make sure room is set up properly; bring food/napkins, introduction of speaker, jam, thank you note, name tags, etc.
- After meeting: submit reimbursement form for any costs.

**September through June:** Organize a few simple social events for Club members if the Club wants to continue this program.

**May:** Prepare a report on your activities for the year and submit to President.