



BCE Board of Directors Position Description:
Vice President, New Families

The VP, New Families works to educate and engage first and second year new families across the Burlingame school district to increase their support and engagement with BCE. This position works across all school sites, partnering closely with Site Directors, Executive Director, VP Annual Campaigns, VP Marketing and President to develop a strategy and execution plan to educate, engage and cultivate new families

The VP, New Families shall:

1. Serve as a voting member of the Board of Directors
2. Attends all Board of Directors meetings, and other required meetings/functions.
3. Build strategies and quarterly execution plans to create a positive relationship with families in their first and second year in the school district with the goal of engaging them to become supportive donors early in their tenure in the district.
4. Partner with Site Directors and their NF representatives at each school site. NF representatives are local ambassadors for the new families at their school site.
5. Champion new family specific programs, events, and communications supporting Back to School, Fall Drive, Read-a-thon, Soiree and other BCE programs to increase NF engagement and participation. Working with BCE Board members and Staff to bring plans to life.
6. Partner with VP of Marketing to update existing and create Back to School New Family Material. Specifically focus on educating about the difference between BCE, PTA, Dad's Club in a clear, engaging format.
7. Meets with the Executive Director, President and each school Site Director at the beginning of each year to discuss the plans and solicit input on the approach. It's also recommended to participate in each Site Team kick-off to meet the NF reps and provide high level vision.
8. In the late winter/spring, determine an approach to best promote BCE at BSD prospective student nights and TK/K tours at each school site.
9. In the spring, work with Site Directors to recruit and put in place NF teams at each site for the following year.
10. Works with next school year NF teams in the spring to define and implement a new TK and kindergarten fall welcome plan - including summer/BTS NF playdates/events.
11. Builds relationships with local preschools and organizations to educate families and create awareness for BCE. The objective of this outreach is for new families joining the

school district to be better informed and begin donating possibly before their students enter so that their donations have the most potential of benefitting their kids.

12. VP, New Families has fiduciary duty to the foundation and serves a two-year term as a voting director from July 1st through June 30th.

Time Commitment:

Low-Med (depending on time of year and month). This is a good role for someone with a full-time job who wants a Board leadership role. Must have excellent communication, leadership, team-building, communication, collaboration, strategic thinking, and management skills. Someone who understands and/or can solicit feedback on the new family perspective.

Meeting requirements

Attend mandatory meeting & event requirements.

Contact

For questions and more information we invite you to email newfamily@bcefoundation.org