

Board of Directors

The Board of Directors is the governing body of the Calallen Education Foundation (CEF), a 501(c)3 nonprofit organization. The Calallen Education Foundation Board of Directors consists of volunteers as well as the Superintendent of Schools, and a member of the Calallen ISD Board of Trustees. They set policy, oversee operations, and evaluate the organization's performance.

The Calallen Education Foundation Board is a fundraising and working Board. People with sales, fundraising, legal, financial, public relations, marketing, community, or specific expertise may be invited to serve on the Board. Board members are selected for specific positions on the Board of Directors including President, President-Elect, Secretary, VP of Finance and Governance. Board members also serve as Committee Chairpersons with a title of Vice President (VP) over various committees and areas of focus.

Board Member Job Overview

President

Board President has general supervision of the affairs of the Foundation and works closely with the Executive Director. Presides at all meetings of the Board of Directors and ensures that the Board's directives are implemented and monitored. Collaborates with the Executive Director to carry out the organization's mission and ensures the accomplishment of goals. Reviews reports and records, and provides direction.

President-Elect

The President-Elect of the Board, is prepared at all times to assume the role of Board President, if necessary. The President-Elect, whose knowledge and commitment mirrors that of the President, may serve in the President's place for Board activities and in a spokesperson capacity. The President may delegate special assignments to the President-Elect, who also works closely with the Executive Director to carry out the Board's vision.

Secretary

The secretary acts as secretary of all meetings of the Board of Directors and is responsible for minutes of all meetings. Performs additional duties as assigned by the Board.

VP of Finance and Governance

VP of Finance and Governance serves as the Board Treasurer and financial expert. Manages the fiscal matters and finances of the organization. Develops and monitors the annual budget. Presents the budget to the Board for its approval and ensures the financial policies and procedures are developed, updated and approved by the Board. Defines the process and implements the infrastructure/systems needed to support growth over the next five to 10 years. Builds and manages effective and streamlined administrative/financial systems, including financial, accounting, legal, and information technology (IT).

VP of Events

VP of Events serves as the Chairperson for all major events to build awareness or raise funds. Provides leadership for the entire event planning process. Recruits committee members. Orchestrates the overall event production. Provides guidance to committee volunteers as needed, and makes the final decision recommendations. The VP of Events articulates the goals and progress of the event, and provides a post event evaluation to the Board members.

VP of Development

VP of Development serves as the Chairperson for fundraising initiatives. Identifies sophisticated fundraising efforts that encourage higher-level donations and compete effectively with other non-profits. Focuses on cultivating relationships with donors. Provides leadership for annual fundraising campaigns, plans, and executes to ensure sustainability. Recruits committee members. Motivates participation in fundraising as well as increases community awareness about the fundraising events and programs. Oversees annual community campaigns, corporate matching and gift programs, payroll deduction campaigns, etc.

VP of Programs

VP of Programs is responsible for the operational success of the Foundation's Educator Standard Grant and Mini-Grant Programs and other programs as identified. Coordinates grant applications and judges. Ensures grant program management and development, program delivery, quality control, and evaluation of the grant cycles. Serves as a key external face of CEF with the teachers in the district.

VP of Social Media

Administers social media accounts. Creates social media plans with original text and content, manages posts and responds to followers. Manages Calallen Education Foundation image in a cohesive way to achieve marketing, engagement, and fundraising goals. Provides results through data and analytics.

VP of Marketing

Marketing and advertising is the window to the Foundation by providing communication to donors, volunteers, businesses and the general public. The VP of Marketing oversees online and offline advertising and promotional needs for the CEF. Responsible for the design of all materials to include website, newsletters, signage and brochures, tickets and programs. Identifies and coordinates with marketing committee volunteers. Prepares all press releases and interacts with all levels of media.

Board Member At-Large

Board members at large don't have specific duties, but support the Board by performing tasks such as selling tables, writing thank you notes, gathering items for auctions, promoting campaigns and making phone calls. May serve as members of one or more committees or sub-committees formed to complete specific portions of a larger or complex task, such as fundraising or events.