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The Point Loma High School Foundation and Alumni Association Board Positions and Information



The mission of the Point Loma High School Foundation and Alumni Association is to develop and provide the resources for enhancing the educational environment of Point Loma High School, with a goal of building Pointer Pride for generations past, present and future.

About the organization you are joining

Welcome to the PLHSFAA, or “the Foundation” – a California nonprofit public benefit corporation, or 501(c)3.

The PLHSFAA was formed in September of 1999, with the simultaneous dissolution and merger of three groups: The Point Loma High School Alumni Association, the Point Loma Foundation and Point Loma 2000, a capital improvement group. Three groups with three distinct purposes – alumni business, fund-raising for educational programs, and fund-raising for capital improvements – and unifying them under a single purpose: to support the PLHS community, including students, faculty and staff, alumni, families and the local community.

Our purpose

Point Loma High School (PLHS) has designated the PLHSFAA as the sole adult fund-raising organization on its behalf. Our bylaws (a separate document) state that “the



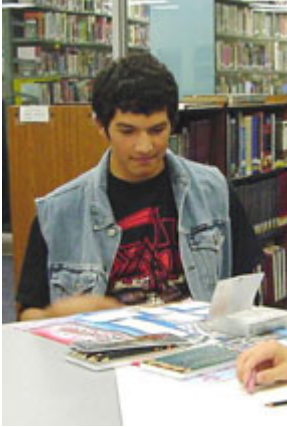
specific purposes of this corporation are to raise funds to enhance the education at Point Loma High School, to promote the activities of alumni of Point Loma High School, and to engage in any other lawful activities permitted under the California Nonprofit Benefit Corporation Law.”

As such, the PLHSFAA is the umbrella for auxiliary groups on campus, which we call our Booster Groups. These groups utilize the organization’s nonprofit status for their fund-raising and bookkeeping purposes, and are held accountable under the PLHSFAA’s rules and regulations, which have been developed to comply with 501(c)3 legalities, San Diego Unified School District (SDUSD) policy and PLHS procedures.

Our structure

We are a Managing Board, rather than a Supervisory Board. Our Board members are active, involved participants in the high school experience. ***We do not just sit around and pontificate – we make things happen!*** Like students and alumni, we are Pointers!

Our part-time **Executive Director** maintains daily continuity of Board and Foundation operations. The ED is a liaison between Board members on activities. She also currently manages the membership and alumni database records and corporate records (insurance, meeting minutes) other than financial. The ED will be available to provide a minimum level of administrative support to other Foundation activities, but most of the support for those activities should come from committee members (volunteers).



The ED is the signatory for thank-you acknowledgements between \$100 and \$250 (the Correspondence Secretary for those up to \$100; President (and as appropriate, the Principal, for those \$250 and up).

Each Board member is elected for a period of three years, on staggered terms, and may be re-elected. Of course, you may resign at any time but we feel that this interrupts the sense of continuity we have established in recent, highly productive years.

Officers are elected for one year, and may be re-elected.

While the bylaws provide for an Executive Board, if necessary, the current slimmed-down Board (less than a dozen members) means that we have not required a meeting of the Executive Board in more than a year. By not calling Executive Board meetings, we feel we keep all elected Board members totally in the loop.



The Board maintains Directors & Officers insurance, as well as a Master Liability insurance policy.

What you can expect at monthly meetings

As a member of the PLHSFAA Board of Directors, you can expect to meet once a month throughout the fiscal/school year, currently on the first Tuesday of each month. Meetings are typically held in the evening; each year's Board determines the most convenient time. Meetings usually are held on the PLHS campus, and our goal is to keep meetings focused and respectful of your time. The typical meeting is agenda-driven and lasts approximately one to one-and-a-half hours.

What we expect of each Board member

Regular attendance is important! If the area you represent has accomplishments or needs, everyone wants to hear from you in a brief report at the meeting. If you have no new business, you need not present anything. Streamlined meetings make for happy members. We expect that each Board member commits to attend most of the Board meetings.

More detailed reports (including financial and meeting minutes) and requests for the Board's consideration are submitted to the Executive Director one week before the

meeting; the information will be distributed to the Board to review before the meeting, to streamline discussion.

It is our hope that this document helps you to understand your role on the Board, and we also hope that you ask questions – of the Executive Director, other Board members and the person who held your position before you.

This is a Board on which every member is encouraged to be:

- *Proactive*
- *In charge*
- *Productive*
- *Creative*
- *Forward-thinking: How can I take this job to the next level?*
- *Independent*
- *Fun!*

Our goal: a Board that supports each individual's power in *Getting Things Done*.

Position Descriptions & Duties

President

The President is the CEO of the PLHSFAA, performing general supervision, direction, and control of the activities and officers and members of the Foundation. The President:

- o Attends and presides at all meetings of the Board of Directors.
- o Is a member of all the standing committees, including the Executive Committee.
- o Acts as liaison with the PLHS PTSA.
- o Convenes regular meetings with the school's Principal to ensure that the goals and objectives of the Foundation are consistent with and reflect the Principal's needs.
- o Appoints a Nominating Committee and prepares a charge to the Committee presenting his/her concept of the future structure and development of the Board.
- o Ensures that orders and resolutions of the Board are carried out.
- o Signs and delivers in the name of the corporation deeds, mortgages, bonds, contracts or other instruments pertaining to the business of the corporation, except in cases in which the authority to sign and deliver is required by law to be exercised by another person or is expressly delegated by the articles or bylaws or by the Board to another officer or agent of the corporation.
- o Performs other duties prescribed by the Board.
- o Designates periodic ad hoc committee for Classroom Gifts and Grants, as funding allows.
- o Writes personalized thank-you notes for donations over \$250.

Vice President

The key responsibility of the PLHSFAA Vice President is to manage the execution of current stated Pointer Priorities, or funding initiatives. The Vice President:

- o Attends all Board meetings.
- o Serves on the Executive Committee.
- o Carries out special assignments as requested by the President.

- o Understand the responsibilities of the President, including presiding over meetings, and performs these duties in the President's absence.
- o Participates as a vital part of the Board leadership.
- o Is not necessarily in succession to be elected as President the following year.

Treasurer/CFO

Because the Foundation's fund-raising activities have grown increasingly sophisticated, the PLHSFAA Treasurer is truly a Chief Financial Officer who:

- o Reports at each Board meeting.
- o Chairs the Finance Committee.
- o Assists the President in preparing the annual budget and presenting the budget to the Board for approval.
- o Helps develop fundraising plans.
- o Makes financial information available to Board members and the public.
- o Is QuickBooks fluent.
- o Understands financial accounting for 501(c)3 nonprofit organizations, including IRS expectations and audit compliance.
- o Manages, with the finance committee, the Board's review of and action related to the Board's financial responsibilities.
- o Reviews the annual audit and answers Board members' questions about the audit (future plans).
- o Oversees the activities of the (future plans) Booster Bookkeeper.
- o Records deposits in the name of and to the credit of the Foundation in the banks and depositories designated by the Board.
- o Disburses corporate funds and drafts in the name of the Foundation as ordered by the Board.

Recording Secretary

The Secretary is responsible for keeping records of Board actions, ensuring their accuracy and safety. He/she:

- o Takes minutes at all Board meetings.
- o Distributes copies of minutes and the agenda to each Board member.
- o Attends all Board meetings.
- o Serves on the Executive Committee.
- o Assumes responsibilities of the President in the absence of the President and Vice President.
- o Provides notice of meetings of the Board and/or of a committee when such notice is required.

Activity Directors

Activity Directors are the key to the success of the Foundation. Your responsibility is to proactively and interactively plan and execute the activities of your Activity. As an Activity Director, you:

- o Work proactively with the Nominating / Membership Development Director to recruit and develop your Committee Chairs.
- o Convene meetings as needed with Committee Chairs.
- o Look for opportunities to communicate with other Activity Directors and are continuously thinking, “Who else needs to know about this?”
- o Look for opportunities to communicate with school faculty and staff and are continuously thinking, “Who on faculty/staff needs to know about this?”
- o Are encouraged to recommend potential donors to PLHS, and to help the Foundation build connections to potential donors – business and individual – in the community.
- o Expected to attend all Board meetings as an effective two-way link to your Committee Chairs.
- o Are not required to report at the Board meeting every month.
- o If report-worthy activities have taken place or Board actions need to be taken, distribute information in advance of each Board monthly meeting via email to ED. Anything requiring a vote should be through the ED one week in advance of the meeting.
- o Are an ambassador of good events, spreading word of the work of your committee, through the PLHSFAA newsletter and appropriate outside media.
- o Determine the training support you need in order to do your work more effectively, such as courses through Nonprofit Management Solutions (for which we have budgeted funds).

Alumni Director

The Alumni Director maintains relations with the alumni base, whether members or not, and responds to inquiries and solicits membership from individual alumni. He/she:

- o Gathers alumni news for submission to Newsletter Editor.
- o Handles inquiries from alumni. (Note that ED receives most calls and handles them directly. Alumni Director assists ED.)
- o Oversees the following Committee Chairs:
 - o **Historian** – the keeper, cataloger and solicitor of artifacts or items that reflect the high school’s history, including yearbooks.
 - o **Homecoming Relations** – liaison between the PLHSFAA and high school for Homecoming activities.
 - o **Reunion** – strives to ensure that there is an alumni chair for each class’s 10th-year reunion and all subsequent milestones, and acts as liaison between the high school, Foundation and alumni reunion chairs. Assists with public relations with newsletter editor.
 - o **Alumni Social Events** – coordinates a regular alumni/PL community social gathering outside of reunions, such as the current First Thursdays.

Booster Activity Director

This Director oversees a particularly important constituency. It is closest to our students; representing adult support of specific student activities. Ideally this Director will have previously served as an officer in a Booster Group. Using that experience, he/she...

- o Is a facilitator.
- o Clearly understands Foundation needs from Booster Groups, and vice versa.

- o Serves as a liaison (in person, as time permits) between the Board and individual Booster Groups:
 - o Band
 - o Baseball
 - o Cheer
 - o Cross Country
 - o Dance
 - o Field Hockey
 - o Football
 - o Softball
 - o Volleyball
 - o Sailing (future plans)
- o Facilitates a close working relationship between Boosters and the Foundation, in order to underscore the value and importance of compliance with regulations that affect Booster groups' legal and contractual obligations.
- o Is responsible for ensuring that the Foundation effectively supports Booster Groups.
- o Is responsible for ensuring that Booster Groups are in compliance with a hierarchy of IRS / 501(c)3 / California / San Diego Unified School District / PLHS / PLHSFAA rules and regulations.
- o Ensures that all Booster Groups hold elections and file proper paperwork with the PLHSFAA ED on a yearly basis.
- o Facilitates twice-yearly Booster Orientation Meeting with the ED, President and school administration representative.

Communications

This Director is responsible for generating ideas for broadcasting the activities and purpose of the PLHSFAA to the community. As a communications facilitator, this person:

- o Encourages that a consistent message emerges from all Foundation members and directors.
- o Proactively seeks opportunities to reconnect or build links between the high school and the community.
- o Works with Alumni Director to reconnect or build links between the high school and alumni.
- o Oversees and reports back to the Board the activities of Committee Chairs:
 - o **Outreach** – seeks opportunities to disseminate PLHS and PLHSFAA “stories” and initiatives through community groups such as Rotary and Lions clubs.
 - o **Correspondence** – coordinates with ED to obtain regular updates of gift donations; writes and mails donation thank-you notes for donations up to \$100.
 - o **Newsletter Editor** – lays out and arranges for timely printing and mailing of the PLHSFAA thrice-yearly newsletter; gathers articles electronically from the Principal, PLHSFAA President, Chairs of Booster committees, alumni coordinators, etc.; prepares camera-ready layout for print/mail house; forwards email to webmaster for online posting. Desktop publishing software knowledge necessary.
 - o **Public Relations** – soliciting positive campus news from various Board members, writes and disseminates media releases on PLHSFAA activities to the *Beacon* and other publications; follows up with editors.

- **Website** – working with ED, updates information on PLHSFAA website; maintains links with liaison groups such as alumni class chairs and faculty.

Faculty/Staff Liaison

This Board member seeks opportunities to tell the PLHSFAA story – our purpose and our activities – to faculty and staff members, and returns information and concerns from the faculty and staff to the Board that may affect Pointer Priorities. This person:

- Is a member of the Point Loma High School faculty.
- Serves with the advice and consent of the Principal.
- Is able to honestly and openly represent staff/faculty interests and concerns.
- Assists other ADs and Committee Chairs in communications with faculty/staff members, including soliciting faculty/staff involvement and membership.

Fundraising Events

This Director coordinates and oversees Committee Chairs in the planning and execution of events designed to raise funds, increase awareness and/or to connect the community to PLHS. This person:

Works closely with Nominating Committee to identify and recruit Chairs for the following committees, which the Director will chair if not filled:

- **Homecoming Barbecue** – held on campus in conjunction with the annual Homecoming football game
 - **Golf Tournament** – an annual tournament.
 - **Promotional products** – oversees ordering and manages sales (at events, games, community fairs, etc.) of items such as sweatshirts and hats that promote alumni and/or PLHSFAA.
 - **Second-semester event** such as VAPA Open House, scholarship fundraiser, alumni cocktail party or other suggestions
- Researches and develops additional ideas for fundraising events.

Fund Development

This person is responsible for cultivation of donors and outgoing requests for support on behalf of the Foundation to individuals, businesses and foundations. He/she oversees the following Committee Chairs:

- **Escrip and E-commerce** – maintains business contact with these companies; actively and aggressively promotes eScrip and E-commerce programs to PLHS families and other constituents, including alumni; develops ideas to expand program's effectiveness.
- **Grant writing** – researches, and writes and tracks grants and proposals for Pointer Priorities and/or faculty-identified needs, when grant opportunities arise. This Committee Chair need only be comfortable with word-processing software; we can teach you the rest. Training will be budgeted for and provided through Nonprofit Management Solutions.
- **Annual Giving Program** – Drafting of annual (Fall) mail solicitation letter and donation return envelope; coordinates business activities with mail house that handles printing, folding, stuffing, labeling; determines target audience; coordinates with Membership Chair to strategize timing; coordinates with Communications Director

for consistent messaging; coordinates with VP to ensure prioritization of initiatives messaging; coordinates with ED to determine distribution list from database(s).

- **Endowment Giving Program** (future plans)
- **Planned Giving Program** (future plans)

Membership/Volunteer Development

The role of this person is to increase PLHSFAA membership. She/he:

- Chairs the Nominating Committee, with a charge to fill every starred position.
- Coordinates mailing of Senior Letter in early spring to encourage graduating seniors to become 10 year members at a discounted price.
- Oversees the activities of Committee Chairs:
 - **Volunteer Coordinator** – identifies and recruits individuals who want to interactively support the high school through the PLHSFAA activities. This person seeks to recruit parents, alumni, business and community members.
 - **Annual Membership Drive Coordinator** – encourages individual membership through letter-writing campaign. Drafts annual (Spring) letter and donation return envelope; coordinates business activities with mail house that handles printing, folding, stuffing, labeling; determines target audience; coordinates with Membership Chair to strategize timing; coordinates with Communications Director for consistent messaging; coordinates with VP to ensure prioritization of initiatives messaging; coordinates with ED to determine distribution list from database(s).
 - **Alumni Membership Development** – an email-connection position. Coordinates with ED/database for alumni information updates; using this information, forges links with alumni and solicits membership from alumni via email. This person's role is to put a friendly, warm and inviting face on the Foundation in order to assist alumni to reconnect.
 - **Business Membership Development** (future plans) –Solicits membership from businesses via email, direct mail, business meetings and personal contact; coordinates with Fund Development for person-to-person solicitations.

Strategic Planning

The purpose and role of this person is to focus on the future. This person will:

- Organize (but not facilitate) the annual strategic planning retreat.
- Monitor progress on assigned activities from prior strategic planning retreats.
- Hold Board members accountable for their assigned actions and responsibilities.
- Does not work with Committee Chairs; this is a stand-alone position.

BoardSource, in their booklet “Ten Basic Responsibilities of Nonprofit Boards,” itemizes the following 10 responsibilities of effective nonprofit Boards.

1. Determine the Organization's Mission and Purpose
2. Select the Executive
3. Support the Executive and Review His or Her Performance
4. Ensure Effective Organizational Planning
5. Ensure Adequate Resources
6. Manage Resources Effectively
7. Determine and Monitor the Organization's Programs and Services

8. Enhance the Organization's Public Image
9. Serve as a Court of Appeal
10. Assess Its Own Performance

As a Board member of the PLHSFAA, you will play a vital role in helping the Board to carry out each of these responsibilities. Welcome aBoard!