

## **MEMBERSHIP COORDINATOR**

### **Board Position**

**AVAILABILITY REQUIREMENT:** Attend Board Meetings, August through June. Work spans the entire year, but the majority of the work occurs in January and February. Must be accessible by phone and able to do weekly checks of school's voicemail. Must have access to word processing software and a copy machine. The Secretary will assist you as needed.

#### **Administrative Duties**

1. Create and distribute Membership Directory to all members by August general meeting via e-mail. Be sure to include parent and teacher cell phone numbers. Provide emergency directory for the teachers with both parents' cell phone numbers (if applicable); get these phone numbers from parents at the August General meeting.
2. After the Preschool Fair (usually in January), create an initial draft of the Membership Directory for the next school year. Email the initial Directory to the Job Coordinator, the Board, and the Teachers. The Job Coordinator will need the list of new and returning members for Job Selection for the next school year. Keep updating the Directory as it changes, and send out changes to the Board and Teachers.
3. Check school's voicemail weekly. Return calls promptly to answer questions about the school.
4. Remind members who may not have a child in the school the following year to contact membership when younger siblings are eligible to enroll.
5. Serve with the Job Coordinator and Class Chairs on the Job Selection Committee.
6. Give a copy of the waiting list to the Board when you will be absent. The Board needs to find someone to replace you while you are absent.
7. Create newsletter articles each month (topics include Open House dates, information about class openings, and enrollment reminders).

#### **Enrollment During The School Year**

1. Recruit new members and fill openings as they occur during the school year and over the summer. Give information over the telephone about our school.
2. Tell about the fees, tuition, school hours and class size.
3. Describe our philosophy (developmentally appropriate practices; "work is play").
4. Describe the teachers (education/experience) and the classroom.

5. Inform potential members of parent's responsibilities: holding a job, taking turns co-oping and setting up the class, attending approximately six meetings during the year, participating in fundraising, helping with monthly clean session, and filling out necessary forms.

6. Inform the following people when a member joins during the school year:

President	Newsletter Editor	Fundraising Chair
Class Chair	Health and Safety	Monthly Calendar
Job Coordinator	Coordinator	Website Coordinator
Teachers	Classroom Maintenance	Treasurer
Administrative Liaison	Secretary	

7. Inform people who join in mid-year that they must assume the job of the member they replaced. If they cannot hold this job, their acceptance must be conditional on a swap being arranged.

8. When someone joins mid-year discuss fee schedule with the Treasurer. Give the school calendar and membership directory to new members.

9. For each new member enrolled, you will have to provide the Job Coordinator with a copy of the first page of the member's contract. The contract information will assist the Job Coordinator with Job Selection.

### **Recruitment – Open Houses**

1. Send potential members an e-mail expressing thanks for their interest in our school and directing them to our website. Invite them to an open house, usually held in December and February.
2. Plan Open Houses with the President and Teachers for late Fall, if the Board decides to hold them. You may need to find a time when the 3's are on a field trip or on a scheduled snow day in order to accommodate parents of children who nap. Schedule afternoon open houses on Friday afternoons or when the 4's are on a field trip. Find a date that works for the teachers and inform the Board of the dates (post dates on Website). Do not schedule open houses on the afternoon of a monthly clean because too many toys are missing from the school. Confirm that teachers can attend and if desired, advertise it in local publications such as Columbia Flyer in the Education Section (usually free), Howard County Times Education Section (usually free), PATH and MOMS Club newsletters. Send out invitations to new members.

### **Recruitment – Observations**

1. Only do observations when necessary so as not to cause too much disruption to our current students (it's preferable to have prospective members attend an open house). Check with the teachers before scheduling observations. Observations should be ½ hour (typically 9:30-10:00 in the morning classes and 12:45-1:15 in the afternoon class.) Notify the teachers and class chair of the scheduled observation and ask the class chair to inform the co-op parent (take into consideration who the co-op parent is on the scheduled observation day as you will want a parent who can effectively communicate with prospective members). At the beginning of the year, put a note in the newsletter explaining to members about observations and what to do when co-oping

during an observation. Also send out an email to all members explaining co-op parent responsibilities regarding observations. Once the classes are full for the following year, discuss with the teachers whether to continue to do observations.

2. Make a follow-up contact after prospective parents have visited the school. Answer any questions they have and inform them about the registration process. If their visit takes place prior to the preschool fair, ask if they are interested in being on the paid waiting list. If it is after the preschool fair, send them a contract to sign and return to your home with a non-refundable registration fee if they choose to enroll their child.

### **Marketing**

1. Organize and attend Children and Company's presentation at the preschool fair in January. Tell the teachers the date of the fair ASAP so that they may attend. Give the teachers at least one month's notice.
  - a. Fill out the registration form, obtain a check from the Treasurer to cover the fee, and mail it.
  - b. Make sure there are enough brochures (in 2010-2011, we used about 60)
  - c. Create the insert for the brochures.
  - d. Bring:
    - Sign up sheet – spaces for phone number, email, name, etc.
    - Flyer for the Open House
    - Children and Company hand printed rectangular tablecloth
    - Pens & clipboard (at least one)
    - Display board (tri-fold)
    - Brochures and inserts
    - Sample monthly calendars
    - Paper to create wait list
2. *With Board approval*, if necessary for enrollment, place ads in Columbia Flyer, Kid Street News, Parents' Guide to Howard County and Early Childhood Education Guide and other local publications.
3. In October, contact the Columbia Flyer, Kidstreet News, Parents' Guide to Howard County and Early Childhood Education Guide and Baltimore's Child to ensure that they have our contact/school information for their preschool issues.
4. Count how many brochures we have left and obtain more if needed.

### **Enrollment For The Following Year**

1. Maintain the paid wait list from September until the preschool fair. Prior to the preschool fair, a place on the waiting list requires a \$20.00, non-refundable deposit, not applicable towards the registration fee. Enrollment for those on the paid wait list is on a first-come, first-serve basis for any remaining spaces after current members, children of teachers, siblings of current members and associate members have registered. After the preschool fair, no deposit is required. The wait

list after the preschool fair is done in order of when the person contacts the school. Collect the following information: child's name, parents' names, address, phone number, email, child's birth date, and in which class they are interested.

2. Registration is a detailed, many-step process. The Bylaws contain all the details needed to complete the Registration process. Consult the Bylaws for more information on when the Registration process begins and how it is managed.
3. Send welcome letter to all new members. Also, distribute a copy of each member's *signed* contract at the May general meeting. Phone or email new members in May, prior to the May General Meeting, to invite/remind them of the date, time, location, and directions to the meeting.
4. As soon as the contracts have been submitted, make a copy of the first page of the contract and submit to the Job Coordinator. The Job Coordinator will need that information for Job Selection.
5. YOU give the first impression of the school. Express friendly interest and give helpful and accurate information. Be accessible and follow up promptly on anything you said you would do. Call people back quickly if you are unavailable when they call. It is important for you to communicate your enthusiasm for our school and portray a well-run, efficient system.

Note: Any money spent on completing this job (up to \$40.00) is the responsibility of the jobholder. Amounts in excess of \$40.00 are reimbursed by the school upon request and submission of *all* receipts for all disbursement made on behalf of the school.

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