



## **EFW BACKGROUND**

### **Guiding Principals:**

- **INNOVATION:** Encourage educators to bring new and creative educational ideas to our schools by piloting programs on a scalable size.
- **COLLABORATION:** Encourage a variety of staff members to work together to bring ideas that will impact a large number of students.
- **COMMUNITY:** Partner with community members, businesses, schools, and families to make a strong school district.
- **OPPORTUNITIES:** Provide financial resources needed to support learning initiatives that otherwise may not available to the district.
- **POSITIVITY:** Maintain a culture that encourages the people to be at their best.

## **ROLES & EXPECTATIONS: BOARD**

The Board of Directors of the Education Foundation of Wauwatosa is a working board. Membership on the Board of Directors assumes every director's willingness to contribute actively toward the Foundation's aims by fulfilling the following expectations:

1. **Faithful Attendance at All Board Meetings:** The Foundation depends on the participation of every member at the Board's regular monthly business meetings. A persistent pattern of absence may prompt a review of a board member's status.
2. **Active Participation in Fundraising:** The Foundation engages in ongoing activities to support its charitable work. Board members are expected to play a role in these activities consistent with their interests and abilities. Each Board member is expected to serve on at least one committee.

3. **Financial Support:** Fundraising begins with the personal contributions of Board members. Board membership assumes willingness to provide financial support for the Foundation from either personal or business resources at a level consistent with one's ability.
4. **Community Advancement:** Board members are expected to share the Foundation's mission and vision with the various agencies, communities, and organizations with which they are affiliated. The Foundation assumes that each director is willing to share the Foundation's programs and goals in formal and informal settings.
5. **Commitment to Educational Excellence:** The Foundation's goal of supporting educational opportunities in the public schools of Wauwatosa requires that directors understand and be committed to good practice in education. The Foundation assumes that Board members are willing to educate themselves sufficiently to form judgments about the value and appropriateness of grant proposals.

## **EFW ROLES & EXPECTATIONS: COMMITTEE**

### **OPERATIONS COMMITTEE**

#### **Nomination Committee:**

1. Determine needs for recruitment (What type of specialties need filling).
2. Actively identify candidates and present to the Board.
3. Maintain volunteer database and coordinate volunteers.
4. Develop and maintain student intern position.
5. Create and maintain term timeline.
6. Develop training for new members.
7. Maintain Building Reps and PTA/PTO Liaison.

#### **Development Committee:**

1. Review strategic plan annually.
2. Oversee annual donations through the annual direct mail campaign.
3. Oversee and solicit annual sponsorships.
4. Oversee solicitation of event sponsorships.
5. Investigate the idea of offering and annual membership.
6. Develop and maintain connection with Wauwatosa Chamber of Commerce.
7. Develop and maintain connection with service organizations like the Rotary, Kiwanis, and Women's Club.

## **Marketing & Communication Committee:**

1. Develop a marketing plan and review annually.
2. Maintain social media presence (Facebook, Twitter, LinkedIn, Instagram).
3. Maintain and enhance website.
4. Promote events.
5. Write press releases.
6. Maintain online news presence.
7. Create annual elementary folders.
8. Develop and maintain advertising and promotions.
9. Create and distribute e-mail blasts through Mail Chimp.

## **SPECIAL EVENTS COMMITTEE:**

### **Black & White Catered Affair:**

1. Create and maintain task timeline on google drive.
2. Secure event date and location.
3. Coordinate all related activities.

### **Walk/Run:**

1. Create and maintain task timeline on google drive.
2. Secure event date and location.
3. Coordinate all related activities.

### **Fourth of July Parade:**

1. Create and maintain task timeline on google drive.
2. Complete and submit application to Civic Board.
3. Coordinate all related activities.

## **FINANCE COMMITTEE:**

### **Budget:**

1. Create and annually review an operating budget.

**Investments:** Chaired by Treasurer

1. Review annually the grant formula.
2. Report on investments.

#### **GRANTS COMMITTEE:**

1. Review process annually.
2. Collect grant applications submitted to district and complete Tier 1 review.
3. Coordinate distribution of grant applications that make it through the Tier 1 review to Board Members.
4. Lead discussion of grant applications.
5. Coordinate Tier 2 matrix/rankings.
6. Lead grant meeting and voting process.
7. Coordinate writing and distribution of grant letters to all applicants.
8. Coordinate surprise grant visits to recipients.



**EFW BOARD CANDIDATE NOMINATION FORM & DATA SHEET**

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Occupation: \_\_\_\_\_

Employer: \_\_\_\_\_

Current Civic Memberships/Community Involvement: \_\_\_\_\_

State the reasons you believe this candidate would be an asset to the EFW Board of Directors:

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Nominating Board Member: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: This nomination can be submitted to any member of the Nominating Committee. All communication with nominees will be conducted by the Nominating Committee or its designees.