

**Memorandum of Understanding**  
**Between**  
***San Rafael City Schools***  
**and**  
***HeadsUp San Rafael Public Education Foundation***  
***Executive Director Position, FY19***

**Background**

In order to allow HeadsUp to bring critical enrichment and support programs to students, providing equitable opportunities while building community district-wide, SRCS will agree to serve as the paying agent for HeadsUp Executive Director Michelene Moayedı (“ED”). HeadsUp will fully reimburse the District for all costs related to the position.

**Intent**

It is the purpose of the Memorandum of Understanding (MOU) to specify the agreement between HeadsUp and San Rafael City Schools for the purpose of providing payroll services to HeadsUp for the ED position.

**Payment for Services**

HeadsUp will allocate \$36,000 in direct payment to the ED, payable in 12 monthly stipends of \$3,000 each, beginning on August 1, 2018 and ending on July 1, 2019. In addition, HeadsUp will fund all driven costs related to Medicare, State Unemployment Insurance, Worker’s Compensation, etc. The estimated total cost to HeadsUp is not expected to exceed \$43,000.

**Scope of Work**

The ED will perform the duties described in the attached Outline of Duties, working approximately 20 hours per week for approximately 36 weeks in FY17. Broadly, the responsibilities of the ED fall into five categories:

- Act as the primary spokesperson for the organization and the main conduit to PTA/O leadership at the school sites.
- Conduct business development and marketing efforts.
- Initiate and help evaluate the elementary music program each year and interface with the music teachers as necessary.
- Support the board and event chairs with fundraising activities as needed.
- Manage the general operations of the foundation.

**Provisions**

**HeadsUp**

- The Executive Committee of the foundation board will supervise and evaluate the ED.
- The foundation agrees to provide a new MOU for each fiscal year, if requested by the District.

**School District**

- The District will provide a desk and a mail slot for the ED at the district office.
- The District will confirm that the ED holds and will hold throughout the duration of the MOU all of the authorizations required by law for this employment.

Funds will be dispersed to the District in two installments:

- By September 10, 2017: 50% of estimated costs
- By July 31, 2018: Final Invoice based on actual costs less previous payment



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Dr. Michael R. Watenpaugh  
Superintendent  
San Rafael City Schools

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Alicia Malet Klein  
President  
HeadsUp

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Date

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Date

## HEADSUP EXECUTIVE DIRECTOR / OUTLINE OF DUTIES / 2016-17

### Administration

1. Develop strategic partnerships
  - a. District Office
  - b. SchoolsRule
  - c. PTAs/PTOs
  - d. Businesses
  - e. Other organizations
2. Regular Board Meetings and Executive Board Meetings
  - a. Annual meeting schedule at beginning of year and reminders to board and liaisons throughout year
  - b. Minutes reviewed and distributed
  - c. Meeting location secured and confirmed
  - d. Agenda developed and distributed prior to meeting
3. Annual board retreat
  - a. Implementation and coordination as determined by Exec Comm
  - b. Strategy development and implementation (together with the Exec Comm)
4. Financial Oversight
  - a. Liaise with treasurer to supervise HeadsUp budget
  - b. Perform regular and systematic distribution of funds to district at School Board Meetings
  - c. Review annual reports of district accounting on HeadsUp funds
  - d. Together with Exec Comm, recommend funding priorities for board approval
  - e. Oversee accounts payable
  - f. Serve as primary liaison with financial institutions
5. Network for Good
  - a. Electronic account for donations monitored
6. Participate in all HU committees
7. Conduct, together with the president, orientation for new board members

### Communication

1. Oversee production of quarterly newsletter
2. Oversee website and social media maintenance
3. Ensure district website updates/link to HU website
4. Ensure school website updates/link to HU website
5. Site Visits
  - a. Prepare short, timely presentation about HU to present at first PTA/PTO meetings
  - b. Ditto at Back-to-School Nights (though HU board members may deliver some of these)
6. Work with president on materials for distribution to school community (i.e. handout, flier)
7. Aid in development of marketing materials

### Events

1. Oversee all events and assist as needed

### Solicitation

1. Assist chair with school site solicitation in fall

- a. Collect input from PTA/PTOs on timing, possible strategies
  - b. Follow up with sites re: monies received and success/problems
2. Assist chair with community solicitation
    - a. Collaborate to determine strategy/message, assist with creation of materials
    - b. Collect and deposit donations, notifying chair
    - b. Follow-up with large donors, especially multiyear donors; perhaps plan an event for them
    - c. Prepare special thank you's for large donors

### **Business Campaign**

1. Development of business campaign targeting local businesses
  - a. Implement the campaign—materials, mailing, follow up, thank you
  - b. Consider creating a business advisory committee
  - c. Execute donor care
  - d. Maintain business partnerships
2. Serve as primary liaison to SchoolsRule

### **Other Fundraising**

1. Assist chairs with events
2. Oversee grant writing efforts
3. Explore possibilities for planned giving and endowment

### **Music Program**

1. Oversee the program in collaboration with select board members
2. Teachers
  - a. Hiring/firing of music teachers as necessary
  - b. Execute contracts
3. Spring and Fall Music Programs
  - a. Attend evening performances on behalf of HeadsUp or coordinate board to attend
  - b. Coordinate marketing materials to bring to performances