

Valley Charter Schools  
16514 Nordhoff Street  
North Hills, CA 91343  
P 818.810.6713  
F 818.810.9667  
[www.valleycharterschool.org](http://www.valleycharterschool.org)

## VCS Student Recruitment Coordinator

### **BACKGROUND**

Valley Charter Schools (“VCS”) is a high performing network of public schools serving the San Fernando Valley of Los Angeles. Valley Charter School was founded ten years ago by parents and educators who shared an inspired vision of creating an exceptional public school focused on academic excellence, diversity, and community. Today, VCS consists of two schools: Valley Charter Elementary (grades K-5), with an enrollment of 276 and Valley Charter Middle, (grades 6-8), with an enrollment of 330. Our work is framed by the following Design Elements:

**Design Element 1:** We value process over product. Learning is experiential, interdisciplinary, collaborative, and relevant to students’ lives.

**Design Element 2:** Social emotional development and self-advocacy are the foundational principles of student learning and personal growth.

**Design Element 3:** We develop effective communicators who are able to connect with varied audiences.

**Design Element 4:** Learning is a social process accomplished through authentically collaborative work.

Principal, Elementary School  
Sheri Werner

Executive Director  
Robert Burke

Principal, Middle School  
Matthew Rubin

Board of Directors  
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• Tess Ramin • Bill Roberts • Angie Saldivar • Carolyn Yaffe



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**Design Element 5:** We are committed to building intentionally diverse schools. Our core values and foundational principles are authentically realized through this diverse community.

Valley Charter School student population reflects the rich diversity of the San Fernando Valley, with parents and community members providing invaluable and consistent support to the school. We are proud of the high degree of connection between the rhetoric of our mission statement and the actual classroom practice in our schools. Through our mission to become an intentionally diverse community, Valley Charter School is becoming a national model for urban public education.

### **POSITION SUMMARY**

Valley Charter Schools is looking for a dynamic and energetic current or former community member to lead student recruitment efforts for the 2020-2021 school year. This role will entail working closely with the VCS administration to build on current student recruitment efforts and develop a strategic plan to increase wait lists for both VCES and VCMS. Our ideal candidate is a tenacious, goal-oriented, team player who is constantly thinking creatively about where to find and recruit VCS students and families to our community. The ideal candidate is ready to organize VCS parents and stakeholders, hit the streets, knock on doors and share the VCS mission and model with our community. The Student Recruitment Coordinator serves as an ambassador for VCS and must be able to speak passionately about our design elements and how they are brought to life in the VCS community. This position reports to the Executive Director of VCS.

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## **RESPONSIBILITIES**

- Demonstrate knowledge of and passion for the core design elements of the VCS school model.
- Develop a strategic plan to elevate the impact of student recruitment efforts at VCS.
- Increase waitlists at both the elementary and middle school
- Identify community events and feeder schools (PreK sites for VCES and Elementary schools for the MS) to deliver presentations and find opportunities to promote our schools and raise awareness about our program to target families.
- Organize parents, other stakeholders (e.g. board members) and students where appropriate to represent VCS at community events, host events, and engage in canvassing activities.
- Represent Valley Charter Schools out in the community (e.g., Door to Door, Tabling at Events) and tell the VCS story to prospective families.
- Effectively deliver presentations developed in concert with VCMS and VCMS principals.
- Develop systems (e.g. google document, etc.) for keeping track of prospective students and families so on-going outreach can be efficiently executed.
- Schedule and lead a number of school tours at each site.
- Schedule appointments to meet with families 1:1 or in small groups as needed.

## **QUALIFICATIONS**

### ***Experience:***

- Experience as a VCS parent/community member strongly preferred
- Authentic relationship builder
- Excellent written and verbal communication skills
- Strong attention to detail
- Experience in student recruitment preferred
- Bilingual in Spanish and English preferred

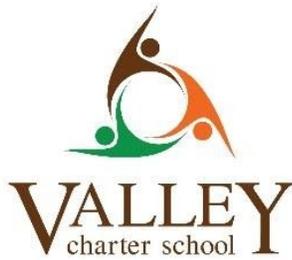
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- Must have reliable transportation and the ability to work weekends as necessary

***Minimum Education:***

- High School Diploma

**SALARY AND BENEFITS:**

- \$20-22 an hour depending on experience
- Part-time, between 15-20 hours per week from February to June 2020

To apply, please send a resume and brief letter of interest to Robert Burke (Executive Director of VCS) at [rburke@valleycharterschool.org](mailto:rburke@valleycharterschool.org)

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