

Casa de Esperanza
Job Responsibilities—CEO and CEER
 July 2009 – June 2010

CEO					
Current Programs	Family Advocacy- <i>Community and Refugio</i>	Training/TA <i>National and Local</i>	Peer Education <i>Youth and Latinas</i>	Fuerza Unida <i>Local-East Side</i> <i>Centros de Información y Recursos— Mercado Central, Plaza Latina</i>	Establish FY Outcomes, Benchmarks and Evaluation Methods for all programs/ initiatives Evaluate Results
Deepening the Work/New Programming	Family Advocacy: OVW Transitional Housing Grant (pending)	Training/TA: OVW TA Grant for Culturally/ Linguistically Specific Programs	Peer Education: enhanced curriculum and support for youth and Latina <i>Líderes</i>	All areas: Participation in research and evaluation projects as needed	Establish and enhance local partnerships
Board Development/ Support	Primary liaison— day-to-day Board relations and development	Board Meetings <i>Support & Reporting</i>	-Executive Committee -Board Development Committee	Committee Operations	Board development/ learning
Human Resources	Personnel oversight <i>Hiring, firing, performance reviews</i>	Staff development <i>-Organization; Management; Individuals</i>	HR and Supervisor Training <i>Management Team and Supervisors</i>	Compensation Study	Employee Handbook update
Finance	Financial oversight	3-year budget projections	Yearly audit	Compliance – <i>State, Federal, Legal, Nonprofit...</i>	Support of Fund Development efforts
Office/ Technology	Office and facilities oversight	Technology upgrades as needed	IT Contract - Techfluent		

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Current Products	Marketing	Distribution	Sales	Inventory	Launches (Re-launches)
New Products	Development	Secure Funding	Youth Peer-Ed. Curriculum Children's Curriculum	Production	Marketing/ Sales Develop market assessment Distribution
Communications/ Marketing	Printed Materials <i>Community Brochure</i> <i>Products Brochure</i> <i>Newsletter</i> <i>TA Brochure</i>	Webpage—interactive opportunities webinars	Product Sales Support	Development of Articles	Electronic formats
Fundraising	United Way Donors	Individual donors	Foundation/ Corporation relations	Annual Campaign	Technology Infrastructure
Fund Development	Grant Templates	Timely submission, meet reporting requirements	Maintain existing funding relationships	Develop new funding relationships and opportunities	National funding opportunities
New Work	Strategic national partnerships	Research, fund, and pilot new initiatives, programs, and ideas	Policy Network	National Board; Research Advisory Council; and Policy Advisory Council	Research Center