



WESTLAKE CHEER PARENT ASSOCIATION Board Position Job Descriptions

President (Junior/Senior Parent of a Varsity Cheerleader)

Summary: The President(s) shall be the principal officer(s) of the WCPA and shall supervise the business and affairs of the WCPA. The President(s) shall preside at all meetings of the members and of the Board of Directors. They shall work with the WHS Administration, Athletic Director, Chap Club, etc. and will perform all duties incident to the office of the President and such other duties as may be prescribed by the Board of Directors from time to time.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Support Coach Nixon and coaches with all logistics and requests
- Serve as the communicator between the coaches and parents
- Oversee important dates and timeline and keep season on task
- Prepare and run all Board and General meetings
- Create budget over the summer with the Treasurer
- Support each board member with their position
- Support each chair of each committee with budget, schedule, and actions
- Support Red and Blue team competitions
- Secure buses for travel as needed
- Assist MC cheer banquet

Co – President (Junior/Senior Parent of a Varsity Cheerleader)

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President-Elect and Varsity Liaison: (Junior parent of a Varsity cheerleader and must have held a previous board position)

Summary: The President-Elect is a two-year term. The first year dedicated to serving as President-Elect and Varsity Liaison. The second year is reserved for the President's duties after the slate of new Board of Directors is elected at the April meeting.

President-Elect Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Support and assist current President and Co-President as needed.
- Automatically become President at the end of the term as President-Elect.
- Collaborate with the President and Co-President to learn the role of the President and to become more familiar with the program and its governance.
- As the representative of the WCPA, attend the monthly PTO meeting.
- As the representative of the WCPA, attend the monthly President's Council meeting. The President, Co-President, or President-Elect may attend this meeting. Only one person needs to attend, so decide who will attend.
- Oversee the election process for the nominating committee and the subsequent election of the new board.
- Develop and facilitate officer transition
- Honor the outgoing Presidents at the Annual Banquet. This year, the banquet committee is responsible for purchasing all gifts, but you can still bring a small token of appreciation.

The budget for each President is \$75, and the WCPA will reimburse this cost through the banquet budget. During the banquet, you will have the opportunity to present to the outgoing Presidents and share a few words of appreciation.

Varsity Liaison Duties:

- Keep the parents of the Varsity cheerleaders informed about the program's activities and upcoming events and meetings via GroupMe and email
- Manage communication between the Presidents and Varsity parents
- Communicate the volunteer needs to the Varsity parents.
- Appoint a parent volunteer to oversee, coordinate, and deliver Varsity cheerleader meals before Varsity football games.
- Purchase and replenish game day snacks throughout the year

Fundraising Chair: (Sophomore, Junior or Senior parent)

Summary: The Fundraising Chair plans, organizes, and coordinates all fundraising activities and any other duties as assigned by the President or Board of Directors including:

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon

- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Manage Spirit Letter Campaign (May – August) This fundraising event raises the majority of the money needed for the operations of the WCPA and Chaps Cheer Program.
- Strategizing with board on new ideas or changes to prior years campaign to increase both cash, in kind and community partner donations.
- Evaluating sponsor levels from prior year and presenting current years sponsor levels to Board.
- Working with Treasurer, Publicity and Web Board members to get donation site set up for current year and develop campaign marketing materials.
- Maintain a spreadsheet of donations received and update regularly during campaign from Merchant account and checks received by the Treasurer.
- Communicate fundraising results to Board and WCPA.
- Send out Thank You cards to all donors.
- Ensure incentives to sponsors per the established levels are delivered on a timely basis.
- Supervise any fundraising activities during year including Cheer Swag

Publicity Chair: (Sophomore, Junior, or Senior parent)

Summary: Promotion of the Westlake cheer program and the program focuses throughout the year / Design and Management of all print production Adobe InDesign, Photoshop, Adobe Illustrator, and/or Canva = required skills

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Promoting the program via social media, currently Instagram + Facebook (between 1 – 4 hours weekly, all year)
- Create and manage social post schedule for yearlong posting: shooting for 2-3 posts per week + Stories and Reels when appropriate (include COTW)
- Promoting events within the Eanes school newsletters (Weekly Reflections, Chap Connection, Westlake Nation)
- Promote Spirit Clinic at all elementary schools; coordinate with Spirit Clinic Leads during late summer/before school starts; + Pop Warner cheer teams
- Submit requests and photography for announcements on Jumbotron - promotion for spirit clinic/sponsorship ads / senior recognition / varsity recognition
- Promote wins and other successes to local news outlets by sending press releases and photos
- Assisting the fundraising chair with promotion of financial fundraising campaigns.
- Design and manage printing of Sponsor Varsity Poster; distribute to local business, put up in the school, and distribute to varsity families.
- Design and manage print for Stadium banner; arrange for premier hanging location
- Design full page ads + pullouts for Football Program; includes edited photos, sponsor logos, etc
- Design and submit secondary ads/photography for Football program: captains, mascots, All Americans, etc
- Design hand-held fan for Homecoming game day; includes edited photos, sponsor logos, etc

- Assist Secretary with management of cheer website, including updating team photos, sponsor information, calendar, and all other pages of the website.
- Work with football program POC to ensure the Chaps cheer program is covered in each football program with action shots from the week prior; weekly through Football season
- Design and manage Graduation seniors/parent for Senior Social Posts (create questionnaire, collect baby photos, senior photos, college logos, core memory photos) tally and post individual recognition weekly, after banquet/before graduation
- repost when tagged from current squad socials + past cheerleaders

Photography

- Weekly interaction with photographer during Football season (both JV and Varsity); home games, playoff games, and competitions for publicity to use throughout the season
- Semi weekly interaction with photographer during Basketball season (both JV and Varsity)
- Plan and organize new squad photos: taken the week after teams are announced (March)
- Plan and organize professional photographs taken at the start of the new season (May): individual headshots, jumps, poses + all teams on Football Field + Captains, Spirit Officers
- Coordinate with Coaches on headshots for Mascots
- Ensure all headshots, team photos, game-day photos are quickly available to parents
- Ensure cheer participates in media day for football
- Ensure there are photos taken at other big events such as competitions & show offs
- Purchase comp photos from Nationals (if available) and distribute to parents
- arrange for Big Heads and Pins to be available to parent for purchase

Secretary: (Sophomore, Junior, or Senior parent)

Summary: The Secretary can give notice of meetings, shall keep and maintain the minutes of the meetings of the members and of the Board of Directors, will handle the correspondence of the WCPA, manage an update all aspects of the chaps cheer website including important dates and calendar and, support other duties as from time to time may be assigned to him or her by the President(s) or Board of Directors.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Assisting the fundraising chair with promotion of financial fundraising campaigns on chaps cheer website
- Management of cheer website, including updating team photos, sponsor information
- Management of cheer website calendar with important dates and games
- Monitoring chaps cheer gmail account, responding as needed and forwarding messages to board members for follow up
- Organize cheer coaches birthday recognition and gifts and work with cheer captains to execute recognition at practice
- Purchase hostess gifts for social events such a Parent Happy Hour and Christmas Party

Social Chair: (Sophomore, Junior, or Senior parent)

Summary: The Social Chair plans, organizes, and coordinates social activities. These social activities include the parent social in August, the homecoming breakfast and dinner in September and the holiday party in December.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Work with budget to plan social events
- Secure venue
- Select food options
- Design invitation
- Assist with event communications

Treasurer: (Sophomore, Junior, or Senior parent)

Summary: Treasurer: Serves as the primary custodian of funds, including being the bank account signer/debit card holder, owning the accounting system (e.g., QuickBooks/Venmo), paying approved expenses/reimbursements, and reconciling accounts. Produces and distributes a monthly financial report and trains the Assistant Treasurer for succession. Knowledge of Quickbooks and accounting required.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Prepare yearly budget and input into Quickbooks
- Prepare monthly financials and budget to actual financials
- Present financials at board meeting and general meetings
- Issue all checks and deliver to appropriate party. Only issue checks if a receipt is attached
- Balance bank account
- Input all expenditures into Quickbooks
- Input deposits into Quickbooks
- Reconcile the online credit card processing agency to what is deposited into the bank
- Verify all invoices and make payments

Assistant Treasurer: (Sophomore, Junior, Senior Parent)

Summary (2 year commitment): Independently validates incoming funds by preparing donation documentation, confirming deposits, and verifying parent fee logs. Provides oversight by tracking coaches' donation collections/balances and performing a monthly review of reimbursement activity, flagging discrepancies to the Treasurer/President. Becomes Treasurer in year 2. Knowledge of Quickbooks and accounting required.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report

- Prepare yearly budget and input into Quickbooks
- Prepare monthly financials and budget to actual financials
- Present financials at board meeting and general meetings
- Issue all checks and deliver to appropriate party. Only issue checks if a receipt is attached
- Balance bank account
- Input all expenditures into Quickbooks
- Input deposits into Quickbooks
- Reconcile the online credit card processing agency to what is deposited into the bank
- Verify all invoices and make payments

Sub Varsity Liaison: (Sophomore, Junior or Senior parent)

Summary: Inform sub-varsity parents about program activities, upcoming events, and any calendar changes.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Create SV GroupMe
- Communicate with SV coaches and then inform parents via GroupMe
- Purchase and replenish game day snacks throughout the year

Freshmen Liaison: (Freshmen parent)

Summary: The freshmen parent liaison serves as a communication bridge between the freshmen cheer parents, booster leadership and coaches. Note: This position is elected at the discretion of the current President and is not a required Board appointment.

Duties:

- Attend monthly WCPA Board Meetings held first Tuesday at WHS during 5th period lunch hour with Coach Nixon
- Attend monthly WCPA General Meetings held second Tuesday of each month at WHS and give report
- Gathers questions and concerns and shares them appropriately
- Helps keep families informed about schedules, expectations, uniforms and team policies
- Support a positive team culture by encouraging respectful communication and discouraging gossip
- Help parents understand program standards
- Helps Sub Varsity Liaison in planning larger snacks for 2 football games. Ie. Blender and Bowls, Chik fil A...

For additional questions please contact the former Board Volunteer direct that held the current position.