DEBORAH VIELBAUM

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EXPERIENCE

Principal
VIELBAUM CONSULTING | San Mateo, CA
June 2016 - Present

- Consult with parents on Special Education evaluations, services, and school placement
- Assist private schools in developing special education support platforms
- Collaborate with parents, outside providers, and school personnel to design IEP and 504 educational plans to allow children to thrive at school in a safe, supportive environment, with specific measurable goals
- Educate parents and community organizations with presentations involving the powers granted through IDEA and the Americans with Disabilities Act ADA
- Provide ongoing support and advocacy to parents, including attending school meetings and annual IEP's and 504s

Chair of the Board
MID-PENINSULA HIGH SCHOOL | Menlo Park, CA
September 2019 - June 2023

- Led school in new Head of School search
- Onboarded new Head of School
- Assisted Development in increasing annual Fundraising by 20%
- Assisted the marketing department in increasing our footprint in the community, which led to a 25% increase in admissions
- Facilitated Board participation in our WASC accreditation
- Facilitated Board participation in developing our new Strategic Plan
- Launched the Mid Pen Promise capital campaign in coordination with the Board and Head of School

Assistant Head of School
CHARLES ARMSTRONG SCHOOL | Belmont, CA
August 2015 – June 2016

- Facilitated a smooth transition for the New Head of School
- Improved faculty and staff morale through an expanding Community Building initiative
- Participated in major donor meetings with Head of School
- Formed and managed a Program Committee to assist the Head of School with continuing school program improvements
- Directed the School's Summer School Program

- Collaborated with Curriculum Team to build the Summer School program
- Recruited and hired Summer School Faculty
- Led an orientation program for Faculty focusing on classroom management and parent communication
- Built and oversaw the Summer School budget
- Managed and supervised all Faculty and Staff
- Assisted with facilitating student referrals and parent communications, including academic reporting
- Oversaw school operations during the Head's absence
- Continued responsibilities as Director of Admissions, Transitions, Marketing, and Community Relations

Interim Head of School
CHARLES ARMSTRONG SCHOOL | Belmont, CA
February 2015 - July 2015

Operations
- Finalized and oversaw the School's annual 9 million dollar budget
- Developed an improved compensation plan for Faculty and Staff, lowering the attrition rate by 75% during a time of transition and institutional uncertainty
- Recruited and hired candidates to fill vacated positions as well as created two new positions to improve service delivery of our program
- Continued to document processes to improve the operations of the School, implementing classroom and department planning and tracking forms
- Collaborated with the Strategic Planning Committee to complete our Five-Year Strategic Plan
- Teamed with the Governance Committee to research and vet new Board members

Curriculum/Professional Development
- Developed a school-wide iPad program to increase accessibility to learning tools and strategies for students
- Re-developed Middle School schedules to increase instructional minutes in Science, History and Literature
- Created a two-week professional development program for faculty focused on curriculum and classroom management
- Headed a curriculum development team to create a new curriculum for writing and math and to redesign report cards

Fundraising
- Collaborated with the Director of Development to achieve our annual fundraising goal of 2.5 million dollars
- Oversaw the fundraising strategies and activities for donor cultivation, solicitations, and donor relations

- Attended meetings with major donors to solicit major gifts for the Annual and Capital campaigns
- Participated in donor appreciation activities with the Board

Community Building/Relations

- Initiated a Community Building Program to improve Faculty and staff morale
- Created an open door policy to improve communication with faculty and staff
- Implemented a weekly Faculty and Staff breakfast to build community and recognize individuals for their hard work
- Held monthly Faculty and Staff meetings to discuss the state of the school during our transition
- Worked closely with the City of Belmont to improve neighborhood relations during a 5 million dollar capital campaign

Director of Admission/Transitions and Marketing
CHARLES ARMSTRONG SCHOOL | Belmont, CA
July 2010 - February 2015

- Successfully met or exceeded annual enrollment goals each year
- Increased referrals by establishing an outreach program with mainstream schools
- Updated Admissions operations by launching new admissions and enrollment software as well as a digitized application process
- Improved data collection and analysis to guide enrollment strategy and vision
- Improved the effectiveness of the school's Transition Program
- Successfully transitioned over 500 dyslexic students to Bay Area schools
- Increased student acceptance rate by 50%
- Ensured that 95% of our students were accepted to their top choice schools
- Implemented a parent education transition program to enable parents to navigate the special education system
- Led an overhaul of the School's marketing efforts
- Initiated and directed a complete rebranding of all school collateral, including the redesign of the school website
- Directed internal and external communications, including website, e-mail, monthly newsletters, and annual reports
- Developed a social media plan
- Coordinated the school's community relations effort
- Worked with the City of Belmont to ensure the continuation of our Certificate of Use Permit
- Built and nurtured a relationship with our Belmont Community by actively engaging city officials at town meetings and working with our neighbors on environmental enhancements to the school campus

Director of Summer School Program

CHARLES ARMSTRONG SCHOOL | Belmont, CA
Summer 2009 - Summer 2011

- Recruited and hired summer school faculty
- Oversaw curriculum program
- Supervised and managed faculty
- Managed academic reporting to parents
- Led weekly faculty meetings
- Created orientation program for summer school faculty
- Assisted with facilitating student referrals and parent communication
- Served as a consultant to faculty in matters of classroom management

Director of Development/Transitions and Marketing
CHARLES ARMSTRONG SCHOOL | Belmont, CA
June 2005 - July 2010

- Successfully met or exceeded the annual operational fundraising goal of 1 million dollars
- Created and managed two major donor specialty campaigns raising over 3 million dollars
- Managed and developed special events to drive annual revenue and increased the institutional profile to ensure that cultivation and stewardship targets were maximized
- Developed a formal foundation program, increasing grant revenue by over 70%
- Successfully recruited, motivated, and retained teams of staff, board, and volunteers
- Implemented a Major Donor Cultivation plan to increase stewardship and annual donations
- Collaborated with the Board Development Committee Chairs to improve the overall effectiveness of Board fundraising by 30%
- Served as a staff member on the Finance Committee
- Assisted with facilitating student referrals and parent communication
- Served as a consultant to faculty in matters of classroom management

Advocate/Mediator
COMMUNITY ALLIANCE FOR SPECIAL EDUCATION (CASE) | San Francisco, CA
January 1998 to May 2008

- Worked with parents, outside providers, and school personnel to design IEP and 504 educational plans to allow children to learn at school in a safe, supportive environment
- Assisted parents and community organizations with intake phone sessions, meetings, and community presentations revolving around powers granted through ADA and IDEA
- Collaborated with teachers, school specialists, and administrators to develop specific, measurable goals on IEPs and 504s

Board of Trustees

CHARLES ARMSTRONG SCHOOL | Belmont, CA
July 2003 - June 2005

- Served as the Chair of the Development Committee
- Served on the Finance Committee

Small Group Instructor
CHARLES ARMSTRONG SCHOOL | Belmont, CA
September 1996 - January 1998

- Worked collaboratively with Lead Homeroom Teacher
- Under supervision, planned and implemented curriculum for remedial Language Arts/Math instruction in small group settings
- Facilitated a supportive and safe classroom environment where students with learning differences are encouraged, and where their contributions are valued

EDUCATION

Golden Gate University, San Francisco, CA
B.S. Business Administration

San Francisco State, San Francisco, CA
M.A. Special Education (equivalent)

SKILLS

- Proficient in Google and Microsoft Suites, Adobe Acrobat, Quickbooks, Raiser's Edge, and File-Maker Pro, and various AI productivity tools.
- Knowledge of special education law (IDEA and ADA)
- Experience constructing both 504 and IEP Plans
- Familiar with Bay Area schools and their special education resources

ASSOCIATIONS

- Member of the Council of Parent Attorneys and Advocates
- Member of the International Dyslexia Association
- Member of the Learning Disabilities Association
- Member of the Dyslexic Advantage