

November 26, 2015

Joelle Kaufman
216 Bloomfield Road
Burlingame, CA 94010

Burlingame School District
Dr. Maggie MacIsaac, Superintendent
1825 Trousdale Drive
Burlingame, CA 94010

Dear Dr. MacIsaac and Trustees of the Burlingame School District:

I humbly submit myself as a candidate to serve out the remainder of Trustee Land's term on the Burlingame School District Board. For the last 16 years, I have lived in Burlingame and my children have attended Washington School and Burlingame Intermediate. We were drawn to Burlingame 16 years ago because of the strength of our schools and I want to ensure that Burlingame schools continue to provide an engaging, differentiated and stimulating education for every child in our community.

My educational experience includes six years on the Ronald C Wornick Jewish Day School Board of Trustees including three as its President (2009-2014). During that time, we navigated the adoption of Common Core, certification from CAIS and WASC, enriching classrooms with technology and the creation of both an intensive language program and an enriched STEM curriculum. Additionally, I am an avid student of educational reading the work of Tony Wagner, Carol Dweck, Sir Ken Robinson, Malcolm Gladwell, Daniel Pink, Peg Tyre and more. I am supportive of the Restorative Justice practices currently being implemented at Burlingame Intermediate School as well as the implications and challenges of Common Core for our district. I currently serve as a eScrip/Amazon Smiles coordinator for the BIS PTO.

Additional, through the Harvard Business School Alumni of Northern California Community Partners program, in 2014 I worked closely with the New Teacher Center to develop a strategy and organizational structure that would enable them to grow and spread their mission of supporting teachers through master teacher mentorship and data driven assessments of learning styles and lesson effectiveness. I am a Harvard MBA, Class of 1996 and have spent the last twenty years in high tech as a marketing and partnerships executive – specializing in building high performance, cohesive teams. I am currently the CMO of Bloomreach in Mountain View.

Burlingame Schools are a gem and continue to attract more young families to our city. I bring experience collaborating and supporting school leaders, deep appreciation of the moral and legal imperative to effectively educate all our children and passion for the endeavor. I would like the opportunity to apply my energy, experience and talents to helping the Burlingame School District in appreciation for what my family and many others have received from our schools.

Thank you in advance for your consideration.

Best,



Joelle Kaufman