



Chief Executive Officer  
Parent Institute for Quality Education (PIQE)  
San Diego & Los Angeles, CA

## THE SEARCH

[Parent Institute for Quality Education \(PIQE\)](#) - a statewide organization with a growing national presence, dedicated to engaging, empowering, and transforming families to help students reach their full potential through programs, policy, and practice - seeks an innovative, visionary, and business-savvy leader to serve as its next Chief Executive Officer (CEO).

Founded in 1987, PIQE started as a grassroots effort aimed at mitigating educational barriers for Latino students in San Diego. Since then, PIQE has grown its partnerships through evidence-based programs that strengthen parent-school collaboration, particularly for low-income families, communities of color, English Learners, and immigrant families. Headquartered in San Diego, CA, PIQE has experienced sizeable expansion in recent years, with over \$10.8 million in operating revenues and a staff of over 100 deployed across California. PIQE has seven regional offices that are strategically placed across California, including Los Angeles, the Inland Empire, San Diego, Bakersfield, Fresno, Modesto, and the Bay Area, which provide hands-on workshops, seminars, and ongoing support for parents and school leaders.

PIQE's programs are delivered directly to families on school campuses, meeting the needs of diverse communities in California by offering personalized support and a curriculum that has been used in 16 languages. Through evidence-based workshops and support systems, PIQE reaches over 35,000 families and nearly 557 schools annually across 138 California school districts and 48 counties, with its best practices now implemented in 14 states nationwide and Mexico City. Over 2.4 million children and 805,000 parents have been supported since its inception through successful programs like the Signature Family Engagement Program. PIQE equips and empowers families with the tools and resources to be partners in their child's education serving as a vital bridge between the community and school district.

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PIQE's next CEO will have the opportunity to lead a highly respected organization nationally known for transforming the lives of children and families to continue to grow and mature the organization for even greater impact. As PIQE's chief ambassador and relationship builder, the CEO will be a persuasive broadcaster of the organization's tremendous work, success, and impact, in California and nationally to further strengthen its relationships in the state and build national reputation and recognition for further expansion of resources. The CEO will inspire a talented and dedicated staff and partner closely with the Board of Directors to strengthen and expand PIQE's position as a thought leader in K-12 education and family engagement while ensuring their business infrastructure is effective and efficient and continues to be financially sound to achieve their goals.

The CEO will address a set of key opportunities and challenges, as listed and reviewed in greater detail in this document:

- Set and execute a clear strategic plan and ambitious vision for PIQE;
- Champion efforts to support, retain, and develop a talented staff;
- Create a strategic funding model that supports the organization's impact in an evolving landscape;
- Create a sustainable operational infrastructure;
- Build, establish, and strengthen partnerships to amplify PIQE's mission;
- Collaborate closely and effectively with the Board of Directors.

The PIQE Search Committee, with the assistance of Isaacson, Miller, a national executive search firm, has provided a list of the desired qualifications and characteristics for the next CEO. All confidential applications, inquiries, and nominations should be directed to the parties listed at the conclusion of this document.

## ABOUT PIQE

PIQE was founded in 1987 in San Diego, California, emerging from a grassroots effort to address the educational challenges faced by Latino children. Rev. Vahac Mardirosian and Dr. Alberto Ochoa, a professor at San Diego State University, partnered with District Superintendent Tom Payzant and local school leaders to identify critical barriers to student success. What began as a two-hour meeting with a handful of parents quickly evolved into a transformative eight-week session with more than 90 families. The group identified 54 areas of concern directly impacting student learning, which would ultimately become PIQE's Parent Engagement in Education Program. This quickly spread to other schools in the San Diego region and formally launched the organization that continues the drive for communities to create schools that promote democratic values, inclusion, and access to opportunity.

Over the past three decades, PIQE has grown into a nationally recognized nonprofit dedicated to empowering families – particularly those from low-income, immigrant, and English Learner communities – to become active participants in their children's education. PIQE has been and continues to be the primary source of access to information regarding key policies that directly impact children's access to equitable educational opportunities for families across California and beyond.

PIQE's mission is rooted in the belief that education is a pathway to economic and social equity, and its programs are designed to foster inclusive school environments, strengthen parent-school collaboration, and ensure that all children have access to quality educational opportunities. In fact, students whose parents participate in PIQE programs graduate high school and attend college at significantly higher rates than their peers. Of all students involved, 91% graduated from high school, with 92% of English Learners also graduating. In terms of post-secondary education, 56.6% of all students enrolled in college, while 57% of English Learners pursued higher education.

Since 2002, PIQE has also expanded its national presence by partnering with school leaders nationally and internationally by incorporating the evidence-based model to enhance family engagement more broadly. PIQE's evidence-based programs can be accessed in a variety of formats, including in-person, online, and hybrid. These programs include: [Signature Family Engagement Programs \(K-12\)](#), [Family Leadership Program](#), [Social Emotional Learning \(K-12\)](#), [STEM Program for Families](#), [Bridge to College](#), [Family Literacy Program \(PreK-3rd\)](#), [Early Childhood Development Program](#), [Civic Engagement Program](#), [Educator's Workshop](#), [Family Math Together Program](#), and [Family Financial Literacy Program](#).

## CURRENT CONTEXT

In 2023, PIQE received grant funding from the U.S. Department of Education (ED), in partnership with the California Department of Education (CDE), to establish the first statewide family engagement center in California, culminating in the establishment of The California Statewide Family Engagement Center (CA-SFEC). CA-SFEC achieved major milestones in establishing statewide family engagement, from kickstarting the initiative to forging partnerships with organizations statewide and creating a robust host of resources for families and educators. An Advisory Committee and Consortium Partners was initiated to drive statewide collaboration, deliver family engagement programs, and establish partnerships with County Offices and Local Education Agencies through educator workshops and summits. These efforts support CA-SFEC in becoming a national model for family engagement by ensuring every student in California is supported by strong family-school partnerships that promote educational excellence and equity.

PIQE also remains dedicated to impacting systemic change. Through successful advocacy and influence, PIQE drives the conversation at the statewide level to address barriers that inhibit families from being able to support their child's education. PIQE actively participated in initiatives that led to the introduction of new state standards for the teaching profession, enhancing support for multilingual learners and their families, and making accommodations to ensure incoming college students receive adequate financial aid. These efforts were made possible through close collaboration with field colleagues and by empowering families to influence key stakeholders, from state government officials to school district administrators. Through the expansion of programs, digital offerings, and deepening impact statewide for families across California, PIQE continues to deliver responsive, research-based programming that empowers families and builds authentic school-community partnerships.

PIQE's operations have also grown over time, including the revenue it receives through services and partnerships. In 2024, PIQE was awarded 45 grants impacting over 10,000 families and its annual revenue

comes mostly from program service fees (59%), as well as grants and individual contributions (39%). PIQE has been successful in acquiring grants from foundations, corporations, government, and individuals to support direct family engagement programming, general operations, policy and advocacy, and digital equity. Through innovative partnerships, PIQE provides families with the tools to advocate for their children and strengthen school-family relationships to achieve educational equity and close opportunity gaps.

## ROLE OF THE CEO

The CEO reports to the Board of Directors and is responsible for advancing the mission of PIQE in terms of culture, partnerships, advocacy, and impact. Working closely with PIQE Senior Leadership, Regional Executive Directors, and Directors, the CEO will inspire transformation and ensure the organization is well-equipped to advance its mission while expanding and supporting families and schools across California and nationally. The CEO will work closely with their team and the Board of Directors to establish goals, objectives, and operational plans and ensure the appropriate performance measures to measure impact.

The CEO will guide statewide efforts to strengthen parent-school collaboration and drive policies and programs that ensure educational equity across vulnerable communities. This will require the successful leadership and management of the organization, and sustaining the programmatic work, policy advocacy, and partnerships that will position PIQE to protect and empower families to have a voice in their children's education.

The CEO oversees annual budget expenditures of approximately \$10.5 million and a team of over 100, and direct reports that include the Vice President of External Relations, Vice President of Program and Impact, Vice President of Finance, and Director of Human Resources. More information on the leadership team can be found [here](#).

## KEY OPPORTUNITIES AND CHALLENGES FOR THE CEO

**Set and execute a clear strategic plan and ambitious vision for PIQE.**

As PIQE transitions toward the next phase of growth, the CEO will support the organization in strategizing, developing, and guiding a forward-looking vision to support its mission and drive impact in current and new markets across California and nationally. On the heels of a successful three-year strategic plan, the CEO will work closely with the staff, board, and community partners to craft a new five-year strategic plan, which will assess PIQE's strengths, identify the organization's unique opportunities, and create strategic priorities and business plans that will shape the future of the organization while remaining nimble enough to respond to the needs of stakeholders. This will better position the organization to continue serving as a trusted resource for schools and families, while possibly expanding its reach across new populations and communities through intentional programming that also responds to a shifting state and federal K-12 education landscape.

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### Champion efforts to support, retain, and develop a talented staff.

PIQE's dedicated and mission-driven staff are key to the vitality of the organization and its ability to drive impact. The CEO will promote staff development while nurturing a transparent, supportive, and inclusive workplace and internal culture for all PIQE staff. As part of the strategy and approach, the CEO will collaborate with other leaders in the organization to build staff capacity and foster a culture of growth and mentorship in the organization. This CEO will organize, motivate, mentor, and empower staff to leverage their expertise and ensure that their voices are heard when strategically growing the organization's impact, programs, fundraising, and to effectively fulfill its important mission. With staff being located across the state, the CEO will identify and implement effective workplace practices that continually foster a culture of collaboration, increase feelings of belonging and engagement, create a shared sense of vision and purpose, and recognize the positive contributions of staff in all offices and locations. In doing so, the next CEO will encourage new investments in the team to best support, retain, and develop talent.

### Create a strategic funding model that supports the organization's impact in an evolving landscape.

PIQE's funding model is largely dependent on program service fees and grants, which has supported the mission and expanded programmatic, operational, and advocacy efforts over time. The CEO will demonstrate awareness and knowledge of the funding landscape by driving development and fundraising, in collaboration with the director of philanthropy, to sustain these resources over time. The CEO will also need to be creative and strategic in initiating, cultivating, and expanding relationships with the organization's portfolio of individual, foundation, and corporate sponsors. By maintaining a healthy cash flow and adequate reserves, the CEO will ensure the organization's financial stability and sustainability. This will require the CEO to be financially savvy in crafting an annual budget that prudently directs resources, maintains the fiscal integrity of the organization, and ensures maximum resource utilization so that PIQE remains in a positive financial position.

### Create a sustainable operational infrastructure.

Over the years, PIQE has significantly expanded, including its revenue, locations, staff size, and presence as a statewide resource for school districts and families across Southern California, Central Valley, and Bay Area. As PIQE continues to grow both in size and programs offered to communities, it is essential that the CEO helps mature the organization so that the operational infrastructure is equipped to support growth and is nimble enough to pivot with changing priorities. The CEO will identify and refine sustainable systems, processes, and technology to support effective and efficient workflows for staff across the organization so that they are equipped and empowered with the tools to carry out their roles and drive impact. The CEO will also work closely with senior leadership to cultivate a culture of data and assessment among staff for measuring impact and success of programs, while also pivoting when necessary to achieve objectives. Through effective communication, the CEO will promote community and consistency at all levels, especially as it relates to working with staff across the regional offices. The CEO will provide

innovative and collaborative leadership for both the day-to-day and long-term operations to meet the needs of staff and partners.

#### **Build, establish, and strengthen partnerships to amplify PIQE's mission.**

As the chief spokesperson, the CEO will champion PIQE's mission, programs, and stakeholders across various settings by representing the organization as it continues to grow its reputation both within California and beyond. With many already established relationships, PIQE is uniquely positioned to meet the needs of communities across the state and convene a variety of stakeholders from families to school district administrators, which requires a leader who will skillfully manage these relationships and work across multiple groups to carry out its mission. The next CEO will need to bring a high level of visibility, exceptional communication and relational skills, and a confident executive presence as a thought leader in K-12 education as they work closely with partners and share the work of PIQE to create new partnerships. Overall, the CEO will be seen as a trusted advisor to various constituents and will communicate PIQE's value proposition to clients, partners, and other organizations to enhance programming, identify new service lines, and explore other opportunities with an emphasis on the successes of the local program as a model for regional and national replication.

#### **Collaborate closely and effectively with the Board of Directors.**

The mutual partnership between the Board and CEO is essential to the organization's success. The CEO will work closely with the Board of Directors in setting the strategy for the organization. The Board will look to the CEO to guide and manage the day-to-day operations of the organization, advising on governance issues as appropriate, and keeping them informed with regular and ongoing communication to build a strong relationship and ensure timely and accurate decisions. The CEO will foster strong Board relations by effectively leveraging their experiences and varied perspectives to help build consensus, guide decision-making, and offer support as needed. The CEO will cultivate a productive partnership with the Board, maintaining a close relationship with the Board Chair, in order to provide leadership in implementing long-term strategy for board development, recruitment, engagement, and succession of Board members. To be successful, the CEO will need to work closely with the Board to effectively manage relationships, align around PIQE's aspirations and goals, and promote an environment where the expertise and strengths of Board members are utilized.

## **QUALIFICATIONS AND CHARACTERISTICS**

The successful candidate for the role should possess many of the following skills, abilities, and characteristics:

- An advanced degree or degrees in areas related to PIQE's mission and work and/or extensive, validated, and relevant professional credentials, experience, and success strongly preferred;
- Experience working with or in the nonprofit or education sectors;
- Ability to identify areas for growth, strategic vision, and innovation to advance a bold mission;

- A demonstrated commitment to supporting communities with various lived experiences and the ability to communicate with people from various social and economic backgrounds;
- A passionate and dedicated advocate for educational equity who champions a family-centered approach, vision, and mission;
- Demonstrated commitment to operational excellence with a well-honed sense of strategy to set ambitious targets with experience implementing strategic and business plans to reach them;
- Experience with external relations, including forming and maintaining strategic partnerships, liaising with school districts, and representing an organization as its public face;
- Ability to inspire performance and commitment to support a strong, energized team environment, and to build trust and confidence, at all levels of the organization;
- Deep commitment to shared leadership and to a collaborative and transparent approach in the management of a complex, matrixed organization in the education services industry;
- Experience working with a board, engaging in best practices related to governance, and implementing appropriate structures for the organization's needs;
- A history of successful fundraising; the ability to successfully generate new revenue streams, particularly through grants and philanthropy;
- Language skills beyond English helpful but not required;
- Strong communication skills necessary to interface across a wide range of audiences effectively.

## COMPENSATION AND LOCATION

Though the final salary will depend on the successful candidate's qualifications and experience, the estimated salary range for the position is \$225,000-\$265,000. PIQE offers excellent benefits, including medical, vision, dental, retirement, and other coverage.

Given PIQE's headquarters and where staff are primarily located, the CEO is expected to reside in or near San Diego, CA or Los Angeles, CA.

## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website: <https://www.imsearch.com/open-searches/parent-institute-quality-education/chief-executive-officer>.

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*This document has been prepared based on the information provided by PIQE. The material presented in this leadership profile should be relied on for informational purposes only. While every effort has been made to ensure the accuracy of this information, the original source documents and information provided by PIQE would supersede any conflicting information in this document.*