

October 16, 2025

Penn-Harris-Madison School Corporation
Board of Trustees & Superintendent Dr. Heather Short
56100 Bittersweet Rd, Mishawaka, IN 46545

Dear President Riley, Dr. Short and esteemed Board Members,

I want to open this letter by thanking each of you for your service and dedication to the families, teachers, staff and administrators of the Penn-Harris-Madison School system. Your tireless work to provide excellence in education by partnering with the community is so important to the success of our students.

I am writing this letter to declare my intention to join the PHM School Board of Trustees by appointment should you deem me the best candidate for the position. My husband and I have been residents in the school system since 2008. We have four children who have attended or are currently enrolled in PHM schools. I have volunteered in each level of schooling (elementary, middle and high school) for over 15 years and have served on several Boards that directly impact students and schools. These Boards include the Grissom Parent Teacher Organization, the Penn Parent Teacher Organization and the PHM Education Foundation. We continue to be impressed by the leadership at PHM and the demonstration of success through all students.

My goal as a potential Board Member is to recognize this as an opportunity to serve with integrity and grace. I want to impact schools in a positive way and provide resources (skills, resources and more) as needed to improve student and staff experiences. I believe in the development of the whole child as it relates to academics, social interactions, community service, growth opportunities and respect within the schools. I believe PHM to be the best school system in the area in terms of providing experiences for our students to set them up for future success. PHM allows students to explore future career paths, pursue personal interests through clubs and truly be prepared for life after high school. I have encountered many teachers and staff members and I believe each of them deeply cares for the schools and students in the district.

I want to give back to the community. Our family has considered serving on the PHM School Board in the past and are excited about this chance to impact the community in a new way with positive intentionality, leadership and organization. I have dedicated my life to our family and the organizations that are connected to us. The PHM Community requires leaders that are able to make decisions that propel our schools forward but are rooted in service to others while being fiscally responsible. I believe that I would be an excellent candidate for the position and promise to step onto the Board with dedication, hard work and my best effort. I am not afraid to ask questions and engage in healthy dialogue as needed. I believe the Board must be unified following decisions and I will work with the other Board members to the best of my ability guided in faith and with a deep love for the entire PHM Community. Thank you for your time and consideration.

Respectfully,



Jen Smoker
PHM Parent & Community Member



Jennifer (Jen) L. Smoker

I want to live a life that is intentional and generous with my time, talent and resources. I love my family fiercely and strive for excellence in all that I do. I believe in community and faith. I want to share my skills with organizations in a way that allows me to serve and impact others.

EDUCATION

Miami University, Farmer School of Business | Oxford, OH

graduated May 1999

Bachelor of Business Administration, Major: Marketing | Minor: Spanish

KEY/WORK EXPERIENCE

Wife/Mother of four

2000-present

- Manage family schedules, Participate in volunteer opportunities related to kids' activities, Organize/Clean home, Coordinate travel/carpool schedules, Meal planning/preparation and so much more

Owner/Manager: CardCare.com

2003-2023

- Managed and Executed daily activities for online paper greeting card company with online database
- Worked with employees on daily tasks and managed growth/development of the company

Early Learning Center at Granger Community Church, Auction Chair

June 2011-June 2017

- Organized annual event that included the execution of managing a live and silent auction
- Coordinated guest experience including menu, decor, giving opportunities and entertainment
- Raised significant funds that impacted the preschool's budget and helped sustain operations annually

Account Executive, Advertising (Detroit, MI & Chicago, IL)

1999-2003

- Worked for multiple national advertising firms on national and regional brands including: Young & Rubicam, Foote, Cone & Belding, Element 79 Partners
- Managed advertising campaigns from inception to execution for brands including but not limited to the Lincoln/Mercury Dealer Networks and Quaker Oats Healthy Snack brands

COMMUNITY/BOARD EXPERIENCE

PHM Education Foundation, Board Member & Grants Committee Chair

September 2019-present

- Work with the Executive Director and Board Members to raise money that provides funding for excellence in education. Duties include but not limited to: Board oversight, providing approvals and voting as needed
- Lead Grants Committee to award annual Grant budget to all 15 PHM schools including individual classrooms, specific building requests and districtwide incentives to promote excellence in all PHM schools

Granger Community Church Board of Directors, Member

December 2019-December 2025

- Work with Board of Directors to support and oversee the Lead Pastor and Lead Team at the church
- Provide feedback as needed and review strategic goals and future ministry plans
- Review/Approve annual budget, support staff and provide leadership as needed for the church

Grissom Middle School Parent-Teacher Organization, Scholarship Committee Chair August 2020-present

- Work with Grissom PTO and Penn Counseling to provide scholarships to graduating Penn seniors who attended Grissom for three years and are seeking to continue their education or training in the future

Jr. Irish Soccer Club, Board Secretary & Member May 2019-July 2025

- Provided necessary organization and supported leadership during a transitional period
- Outlined and developed an annual calendar, by-law review and maintained communication within the club as well as created a guide for the Board to stay organized and accountable as a 501C-3 organization
- Facilitated the annual execution of a high-level, large, regional soccer tournament including vendor relations, volunteer coordination and continuous presence and support throughout the event weekend

Girls on the Run Michiana

Board Member, Development Committee Chair February 2019-June 2023

- Lead fundraising events and Development Committee by providing an annual fund development plan and executing plans throughout the year. This included annual campaigns and larger fundraising events.

Site Liaison/Coach September 2014-June 2023

- Worked with Meadow's Edge Elementary principal to offer the Girls on the Run program annually
- Coordinated with coach volunteers and families to provide a 10-week after school program with intentional curriculum with the goal of inspiring girls in third-fifth grades to be joyful, confident and healthy

INTERESTS

Traveling | Cooking | Connecting with Friends | Supporting Kids' Sports | Boating/Lake Life | Skiing | Event Planning