

National Alumni Advisory Board

Member Overview & Expectations

National Organization Overview

Bottom Line is a national non-profit organization focused on helping low-income and first-generation students get into college, graduate from college, and go far in life. Our vision is to help transform urban communities by dramatically increasing the number of career-ready college graduates. We realize our mission by delivering intrusive, one-on-one advising from application through graduation from college. Last year, more than 97% of Bottom Line high school students enrolled in a 4-year college and 79% crossed the finish line with a bachelor's degree. This rate more than doubles the national average for students from low-income households.

Through its highly effective program, Bottom Line has proven that all students – regardless of their family background or zip code – can achieve remarkable success in college and career through hard work, responsible choices, and personalized support. Since its founding in 1997, Bottom Line has grown exponentially from supporting 25 students in Boston to more than 6,000 students this year from across Massachusetts (Boston & Worcester), New York City, and Chicago. The organization currently operates on a \$12 million budget with over 140 full-time staff, most of whom are counselors. Since its founding, more than 1,300 students have earned a bachelor's degree and are now pursuing careers in our cities and communities.

We are now looking ahead to build a network of Bottom Line alumni who are able to help current students and fellow alumni succeed by supporting the Bottom Line mission. There are currently over 1,300 Bottom Line alumni and based on current class sizes, we are projecting exponential growth in the coming years. In Massachusetts over 300 students are graduating each year, and as the programs in New York and Chicago reach maturity, they will also be quickly approaching that number as well. The National team is assembling a founding board of alumni to represent and empower our quickly growing alumni community. We aim to create an alumni board that will maintain the strong bond that is formed with Bottom Line and to create a network of supporters with intimate knowledge of the experiences and challenges our students face in order to encourage community advancement and success after college.

Position Overview

A Bottom Line – National Alumni Advisory Board member's role is to support, promote, and advocate for its students and alumni. Along with the National Development Team, members of the National Alumni Advisory Board will serve as key supporters in helping Bottom Line raise its profile in the community, increase its impact through fundraising, and provide professional networking and leadership skill development for its members and other alumni. The National Alumni Board will be comprised of former Bottom Line students who graduated college and are committed to furthering the mission of Bottom Line.

Qualifications

Bottom Line's National Alumni Advisory Board provides a unique opportunity for individuals with a deep passion for its mission to help us continue to make an impact in the communities of the students we serve.

Strong candidates will have typically begun to build their professional career in business, medicine, law, education, government, philanthropy, or the nonprofit sector, and will represent a diverse cross-section of educational backgrounds, professional and life experiences, communities, and ethnicities.

The ideal candidate will have the following qualifications:

- Be an alumnus of the Bottom Line Success Program
- Demonstrate a deep commitment and passion for Bottom Line’s mission
- Have a growing personal and professional network
- Willingness to share professional skills or expertise
- Have the ability to expand our network of individual and corporate supporters
- Possess strong integrity and credibility
- Facilitate corporate sponsorship for an event or extend our network to at least 10 additional Bottom Line alumni or colleagues for participation at one of our planned events or to make a financial contribution by the end of the year.

National Alumni Advisory Board – Role & Responsibilities

Board members are committed to investing their time, expertise, and resources to support Bottom Line’s success in the following ways:

- **Advocacy and Volunteerism:** Serve as an ambassador for Bottom Line to actively support the growth of our rapidly scaling organization. This responsibility includes consulting your networks and cultivating key relationships in order to access resources, build strategic partnerships, and strengthen our movement. It also entails participating in Bottom Line events, as well as volunteering and recruiting other volunteers for activities such as the Go Far Volunteer Program (where professionals hold mock and informational interviews, or serve as professional mentors with Bottom Line students), Care Package Day (where we prepare care packages for our college success program students), and other key local fundraising or professional development events.
- **Fundraising and Philanthropy:** Commit to securing revenue to support Bottom Line’s operations. This expectation can be met through making a personally meaningful financial gift, influencing companies or individuals to give, and supporting other annual fundraising events. Each board member will be expected to help plan and contribute to an annual Alumni fundraising event.
- **Meetings:** Attend regular meetings of the Bottom Line Alumni Advisory Board, typically lasting about 1.5 hours and held in Boston (accessible by dial-in as needed.) Members should also expect to attend committee meetings over an hour long conference call held once a month between board meetings.
- **Networking:** As Bottom Line continues to grow, we will expand both locally and nationally. We need your help to meet new and influential people that are interested in aligning with our mission and who will support our work over time.
- **Goal Setting and Evaluation:** Set annual goals and plans to achieve them. Progress will be reviewed on an on-going basis with the Alumni Board Chair and National Staff.
- **Committees:** Each board member is required to participate in at least one of the following associated Alumni Committees: “Development & Events” or “Governance & Outreach”.

Position Type: National Alumni Advisory Board (Volunteer Position)

Position Title: National Alumni Advisory Board Member

Location: Members may participate from any city in the US, but in-person meetings will take place in Boston, MA. Members may participate in Board meetings by phone, but in-person attendance is strongly encouraged.

To Apply: We are continuing to recruit more members. Please submit a cover letter and current resume to Jed Smith, Director of Development Operations at jsmith@bottomline.org for review by the Governance & Outreach Committee.

Bottom Line – National Alumni Board: Structure

Executive Leadership

Chair: The Chair leads the Alumni Board and sets the standard for the rest of the Alumni Board. In partnership with the Vice Chair and Bottom Line National staff, s/he ensures that the Alumni Board meets its goals. S/he is the main point of contact for Bottom Line’s staff, is available to represent Bottom Line externally when opportunities arise, and coordinates external Alumni Board communication. With support of Bottom Line National staff, the Chair enforces Alumni Board membership requirements. The Chair plans and prepares agendas for, and leads Alumni Board meetings. The Chair works closely and is in frequent communication with the Vice Chair and Bottom Line National Staff.

Once the Alumni Board is established and there are enough members, a member will be nominated to serve as Vice Chair. Until that time, the responsibilities of the Vice Chair will be assumed by the Chair and Bottom Line National Staff.

Vice Chair: The Vice Chair is a co-leader of the Alumni Board. The Vice Chair collaborates with the Chair to ensure that the Alumni Board meets its goals. The Vice Chair maintains the Alumni Board email list, takes and distributes minutes for Alumni Board meetings, and maintains contact lists and bios. S/he serves on the Outreach Committee. The Vice Chair works closely and is in frequent communication with the Chair and Bottom Line National Staff.

Committees

Development & Events: The Development Committee is led by the Development Committee Chair. The Development Committee supports Alumni Board members by helping them create plans to attain their contribution goals, and also helps plan and execute any Alumni Board fundraisers. Additionally, the Development Committee coordinates Alumni Board participation in Bottom Line’s broader development events and initiatives, including special events (i.e. “Fireside Chats”, giving appeals, and campaigns). Sub committees for event planning may be created on an ad hoc basis. *For the inaugural year (2016-2017), the Development Committee will be staffed by a committee chair and at least four alumni board members.*

Governance & Outreach: The Governance & Outreach Committee is led by the Governance & Outreach Committee Chair. The Governance & Outreach Committee coordinates the Alumni Board’s participation in volunteer opportunities hosted by Bottom Line and its partners, and works closely with the Bottom Line National Staff to re-engage with former Bottom Line students (i.e. sourcing new board members, improving accuracy of contact information, and bolstering alumni membership of our Alumni LinkedIn Group or other dedicated Bottom Line Alumni Social Media Groups). The Governance & Outreach Committee will also source and respond to prospective member interest by meeting with prospective members to learn more about their interests and advance individuals who are strong candidates to meet with the Alumni Board Chair (who will then advance prospects to meet with Bottom Line staff for final approval). *For the inaugural year (2016-2017), the Governance & Outreach Committee will be staffed by a committee chair and at least four alumni board members.*