

OMBA Alumni

Leadership Council Handbook

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Introduction

The Alumni Leadership Council will be composed of OMBA alums who will provide overarching support to the OMBA program for alumni relations & programming. The OMBA Alumni Leadership Council will play a crucial role in continuing to foster strong connections between their networks of OMBA peers and the Questrom Online MBA Program.

The Alumni Leadership Council is served on a volunteer basis and there is no compensation offered to members of the council. Council members can expect to meet at least once per semester via Zoom, or via email with regular and active communications. Council members should budget around 10-15 hours per year for various commitments to the Alumni Leadership Council. More information about council meetings can be reviewed in the Council Meeting section.

Members of the Alumni Leadership Council will remain in regular contact with each other and with OMBA staff to develop and promote initiatives that continue to strengthen the long-lasting relationships among the OMBA community.

Responsibilities

The responsibilities of members of the Alumni Leadership will include:

- Meeting with OMBA Staff regularly to discuss and plan programming initiative & events.
 - Members of the council should be prepared to connect via Zoom at the agreed date/time. If a member is unable to attend, they should be prepared to review meeting minutes following the session and contribute to thoughts or any required responses via email to stay engaged with the rest of the council.
- Serve as a sounding board for the alumni community & be the voice to communicate with OMBA staff for effective communication and planning.
 - The OMBA program has existing alumni programming and is always open to developing new initiatives (where possible) that are considered to be of value to the alumni community. The Leadership Council should be prepared to communicate with and listen to the alumni community to determine what programs they find most beneficial and effectively communicate this information

with OMBA staff to help continue to foster strong alumni relations.

- Actively and regularly engage in OMBA alumni initiatives
 - The Alumni Leadership Council should serve as role models to the rest of the alumni community by participating in alumni programming initiatives. Modeled engagement can include participating in virtual networking sessions with current students and alumni, attending Questrom Speaker Series events either as a speaker or a participant, actively posting on OMBA channels (LinkedIn, BU Connects, Yellowdig), & providing community updates for social media content and engagement.
- Lead and manage individual alumni initiatives
 - Members of the OMBA Alumni Council are encouraged to take the lead on programs or initiatives that are of special interest to them. Members can work with the rest of the council and OMBA staff for overall logistics of a given initiative, but members can expect to be the project manager for certain responsibilities.
- Provide support to the OMBA staff in marketing & communications specifically catered to the Alumni community
 - As events and programs develop for alumni relations within the OMBA program, OMBA staff will require the support of the Leadership Council to circulate information to the graduate community for added visibility. Marketing & communications support will include sharing out information on relevant platforms such as LinkedIn, Email, WhatsApp, Discord, Yellowdig, BU Connects, etc. in addition to general email marketing and social media posts generated by the OMBA staff.
- Other projects and support as OMBA programming develops

Alumni Programming

We are proud to have you as a member of our alumni community and although you may no longer be a student within our program, there are many opportunities for you to stay involved with OMBA. The Alumni Leadership Council may support the OMBA program

by engaging in, or supporting the marketing of, any of the following alumni programming initiatives:

Questrom Speaker Series - The OMBA Team is proud to present the Questrom Speaker Series! This initiative has been designed to bring all members of the OMBA and Questrom Community together to discuss and explore a variety of topics and interests in a webinar-style approach. This is a networking-based series that introduces members of the OMBA community to students and alumni from Questrom, experts from a range of different industries, and new connections for professional networks!

OMBA Alumni Newsletter - The alumni newsletter is an initiative curated by the Success Team to continue to foster connections within our program even after students have earned their MBA. This triannual newsletter, sent once per semester (typically in February, June, and October), will share program and university updates, as well as offer opportunities for you to continue to engage with your OMBA peers. Graduates should check their BU Email for the latest edition of the alumni newsletter.

Alumni Yellowdig Community - We have always recognized the need to provide a means for our OMBA alumni to stay connected and more importantly, keep the conversations and relationships active after graduation. To do that, we have created an OMBA Alumni Community in Yellowdig. We chose Yellowdig since it is a tool that you know how to use and to create connections and content, and it provides a conversational approach that other tools such as LinkedIn do not. The use case of YD for the alumni community will be difference since there will be no point requirements, but rather should be tied to what is important to you and all your other alumni colleagues as working business professionals.

BU Connects - OMBA Subgroup - We are very excited to have this group within the university's own networking platform and look forward to interacting with everyone! As a member, please always feel free to publish your own post, say hello, and let people know where in the world you are and what you are up to! Keep checking in to see new updates from your fellow OMBA colleagues, too! [Click here to join the OMBA Students, Alumni, & Faculty/Staff Subgroup.](#)

Other Ways to Stay Connected

LinkedIn – Connect with members of the OMBA Community through our Questrom Online MBA LinkedIn Group. Engage in conversation, new updates, and insights into research conducted by fellow OMBA students, alums, and faculty. [Click here to join the OMBA LinkedIn Group.](#)

Instagram – Stay engaged with the OMBA Community through social media! The Success Team & the Admissions Team regularly post student highlights, event announcements, and programmatic updates to our account. [Click here to follow us on Instagram!](#)

Alumni Events – [Click here](#) to find all of the upcoming alumni events.

Membership

The Alumni Leadership Council is served by volunteers and there is no compensation as members of the council. The Alumni Leadership Council will be capped at 12 members total, who will serve on the board for a minimum of one (1) year and a maximum of three (3) years per term with the council.

One full term on the council is three (3) years and Alumni Leadership Council members may serve no more than two (2) terms. Council members should budget around 10-15 hours per year for various commitments to the Alumni Leadership Council including, but not limited to: council meetings via Zoom, program management for alumni initiatives, marketing and communications support for the OMBA staff team, etc.

Every fall term, there will be an annual review process in which active members of the council can assess their own membership and involvement with the Alumni Leadership Council. If, during that review process, an existing member wishes to step down from the board, they may do so, and the board will prepare to open that seat to potential new applicants.

The Alumni Leadership Council will accept applications for new members based on how many seats are available after the given review process. The number of available spots will be announced to all OMBA Alumni during the recruitment process for transparency and set clear expectations from the beginning. The call for applicants will begin as an email announcement to all OMBA graduates' BU email inboxes, but can be circulated to others via personal email, online announcements, or word of mouth. Applicants will be required to submit [this form](#) during the recruitment process.

When the recruitment window has closed (per deadline agreed upon by the existing Alumni Council at that point in time), the council will review all applications fairly and will vote on each candidate. Candidates will be notified via email of the council's official decision.

Council Meetings

Council members should expect to be in regular contact with each other and OMBA Staff. Communication is vital to the success of the Alumni Leadership Council and a key factor in continuing to develop and strengthen the initiative alongside all other alumni programming within the Online MBA Program at Questrom. Members of the OMBA Alumni Leadership Council should plan for at least one (1) synchronous meeting every semester, including summer term, to maintain an open line of communication. Meeting times will be determined based on the availability of council members, with standing weekdays and times determined in advance to allow for future planning and meeting coordination. Should there be difficulty in settling on a specific date/time that works for the council to meet synchronously, the council may opt to communicate via email in place of a video meeting for a given term.

Email will be the primary method of communication. Members will provide their preferred email address upon applying to, and consequently being approved for, membership to the council. Email should be used for official updates or important announcements regarding OMBA alumni programming initiatives.

The Alumni Leadership Council WhatsApp channel also serves as a method of communication to maintain connections with one another on a more convenient and casual basis. WhatsApp is also an approved method of communication for questions, quick announcements, and general conversation among the group.

Emeritus

Alumni Council Members who have completed their maximum number of terms permitted, but still wish to stay involved in OMBA Alumni programming conversations may [submit a request](#) to serve as an “alumni emeritus” member.

Emeritus members may hold this membership title for as long as they would like, there is no cap on how long a member may hold this position. Emeritus members also reserve the right to step away from this role and title whenever they wish, they do not need to wait for the formal review process period as seen in active membership roles.

Alumni Council Emeritus members will be included in mailing lists to stay up to date on the latest information relating to the Alumni Leadership Council and may participate in council’s Zoom meetings to share thoughts and experiences with the active members. Emeritus members may not lead or manage alumni programming initiatives as that

responsibility will be reserved specifically for active members of the Alumni Leadership Council.

Additional Resources

Resource	Link	Description
OMBA Alumni Webpage	Click here	The main landing page for all OMBA alumni to review programming and initiatives, resources available to OMBA grads, contact information for OMBA staff and the current leadership council, and more!
Alumni Leadership Council Shared Folder	Click here	Access Required – the main shared folder for all administrative information relevant to alumni council operations
Council Member List	Click here	Access Required – the complete list of members involved in the Alumni Leadership Council (active and emeritus), includes contact & demographic information
Meeting Agendas & Notes	Click here	Access Required – the complete list of members involved in the Alumni Leadership Council (active and emeritus), includes contact & demographic information
Annual Review Form	Click here	The review form will be completed every fall semester by active members of the leadership council as indicated in the Membership section of the Alumni Leadership Council Handbook. (form available when applicable)
Interest Form for Applicants	Click here	The interest form will be open to the entire alumni community based on the number of available seats after each review period as indicated in the Membership section of the Alumni Leadership Council Handbook. (form available when applicable)
Alumni Emeritus Request Form	Click here	The Emeritus request form will be made available to council members who have completed their terms on the council but want to stay involved as indicated in the Emeritus section of the Alumni Leadership Council Handbook. (form available when applicable)