



Board of Directors Description

About Amplify Latinx:

Amplify Latinx is a non-partisan, collaborative movement whose mission is to build Latinx economic and political power by significantly increasing Latinx civic engagement, economic opportunity and leadership representation across sectors. Our vision is to have full representation of Latinos in decision-making roles across sectors, resulting in economic and political equity for all Latinos in Massachusetts.

Amplify Latinx was launched by the Latina Circle, a Boston-based, non-profit social venture founded in 2012 that is advancing Latina leaders across industries into positions of power and influence. Amplify Latinx network has over 4,500 participants and more than 150 Latinx-led and Latinx serving community organizations, social impact groups, and power building advocates across the Commonwealth of Massachusetts that support our goal of building a Latinx power coalition. Learn more at www.amplifylatinx.co.

As part of our [strategic plan](#), Amplify Latinx's goal is to build a sustainable power coalition that will advance a shared policy agenda for upward mobility for the MA Latinx community.

Areas of Focus:

Amplify Latinx's programming focuses on three core areas identified in its strategic plan:

- Civic engagement and advocacy
- Economic opportunity through entrepreneurship and small business supports
- Leadership representation across political, civic, and business sectors

Amplify Latinx advances these three priorities through a coalition model driven to build economic and political power within the Massachusetts Latinx community by fostering greater collaboration between and among leaders and partner organizations committed to its shared values. In our work we:

- We cultivate a supportive and inclusive network that fosters mentorship, collaboration, and relationships that build influential social capital.
- We convene, connect and champion Latinx leaders through education, training, and sharing of resources to support their advancement and representation into positions of power and influence.
- By advancing Latino representation in decision-making roles, who will influence policies and programs that advance racial equity and economic mobility for the Latino community in Massachusetts.



Board of Directors Roles and Responsibilities

Amplify Latinx Board of Directors

Amplify Latinx's board of directors (the "Board") will shepherd the organization through the implementation of its strategic plan embodied by the four identified areas of focus. In conjunction with the Executive Director, the Board will build a sound foundation for the ethical and legal governance of the organization as it carries out its mission to foster Latinx economic and political power in the Commonwealth.

Size

The Board currently consists of eight members: Betty Francisco and Eneida Roman as the co-founders, Rosario Ubiera-Minaya serving as Executive Director, Adriana Campos, Eileen Alexopoulos, Evelyn Barahona, Gonzalo Puigbo, and Juana Matias. Amplify Latinx seeks to expand the Board to 11-12 members by April 2021.

Term

Board members will serve a three-year term with a limit of two (2) terms. Members are elected by a vote of a majority of the current members of the Board.

Board Committees

- Executive Committee
- Governance and Nominating Committee
- Finance and Audit Committee
- Development and Fundraising Committee

Other Ad-Hoc Subcommittees will be formed throughout the year as needed:

- Amplifiers Visibility Campaigns Sub-Committee
- Community Nominations Working Group
- Conference Planning Sub-Committee
- Marketing/Communications Sub-Committee
- Policy Agenda Sub-Committee

Participation

Board members play a fundamental role in advancing the mission and vision of Amplify Latinx. Board members are expected to participate actively in meetings and events, engage in thoughtful decision making, provide fiduciary and organizational oversight, contribute generously, seek and cultivate sources of individual and institutional support, and serve as effective ambassadors of Amplify Latinx in the broader community. Our expectation is that each Director will advance Amplify Latinx's mission and be actively engaged in fulfilling it.

Board meetings will be held five (5) times per year. Board members must keep a minimum of 75% attendance. Committees of the Board meet more frequently. Up to eight (8) committee meetings will be held each year per committee, and such meetings will coincide with full board meetings to the extent



possible. Board members are required to attend the annual Board retreat, the annual Amplify Latinx conference and two (2) other events of their choice per year.

It is expected that Board members will attend the board meetings and review board materials prior to each meeting. Board meetings will be held virtually until in-person meetings are safe.

Oversight

Each Board member is expected to provide fiduciary and organizational oversight over key financial, programmatic, strategic, and organizational metrics. Specific responsibilities include:

- Evaluating and monitoring the organization’s mission and purpose and financial sustainability;
- Setting a strategic direction for the organization;
- Formulating key organizational policies and annual strategic and operational goals and monitoring achievement of the goals;
- Reviewing and approving annual budget, annual audit, Form 990, major transactions, contracts, and expenditures;
- Monitoring the effectiveness of the organization’s programs and activities;
- Ensuring compliance with applicable laws, addressing conflicts of interest and assessing ongoing organizational risks and opportunities;
- Recruiting and orienting new Board members, succession planning and evaluating the Board’s performance; and
- Reviewing the Executive Director’s performance evaluation and compensation, and supporting the Executive Director in carrying out the strategic vision.

Fundraising/Friend-Raising

One of the Board’s primary responsibilities is to ensure Amplify Latinx’s financial sustainability. Our goal is that the Board contribute to the organization’s revenue each year through a “giving or getting” policy. Specific responsibilities include:

- Making an annual, individual financial contribution at a personally meaningful level. Our expectation is that 100% of Board members contribute to Amplify Latinx each year by securing an annual contribution of at least \$2,500 through a “Giving or Getting” approach.
- Actively support fundraising and revenue generation efforts in a manner consistent with individual resources and connections. Make earnest efforts to attract and engage new individual, corporate sponsors and institutional donors through personal and professional networks.
- Attending and supporting annual fundraising event(s), including soliciting corporate sponsors and inviting new guests/supporters.
- Making a meaningful effort to advocate for, and bring personal influence to bear, on behalf of Amplify Latinx.
- Serving as an active ambassador for and champion of our mission. Seek out leaders in the business, government, and nonprofit sectors – and in the media - to inform them about Amplify Latinx’s role in the community.



Qualifications and Personal Characteristics:

Ideal Board candidates will:

- Have a minimum of 10 years of business and/or professional experience.
- Have and share their expertise in the areas of finance, nonprofit accounting, public policy and advocacy, public relations, digital marketing, coalition-building, philanthropy or fundraising.
- Be committed to aiding and uplifting underserved communities.
- Have prior nonprofit board experience with an organization that has a bold vision and growth plan.
- Be an active listener who, using sound judgement and emotional intelligence, carefully considers issues and contributes to board discussions.
- Have savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus.
- Have personal qualities of integrity, credibility, and a passion for carrying out the organization's mission.
- Enrich the diversity of the Board.

All Board members are required to abide by Amplify Latinx's Conflict of Interest Policies, and any other policies approved by the Board of Directors.