

ROBERTA “BOBBI” COLLINS
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Successful leader with expertise in all areas of not-for profit/association management, driven to help organizations succeed, thrive and fulfill their mission of service to their community and their members.

PROFESSIONAL EXPERIENCE

Facilities Management—Directly supervised both daily and long-term projects to preserve, enhance and protect three historical buildings dating from eighteenth century. Coordinated staff needs, workplace and event space requirements with need to maintain historic significance and status.

- Oversaw management of association properties, three historic buildings and their preservation, upkeep and maintenance. Upgraded historic Ogle Hall and 49 College properties to support organization goals and provide optimal staff workspace.
- Work with Historic Annapolis Commission, city permitting and inspections, and specialized contractors to maintain modern working conditions in historic buildings that date to the 1730’s.
- Served as staff representative to the House Committee of the U.S. Naval Academy Alumni Association’s Board of Trustees, to assure this oversight body that the historic properties were being maintained in accordance with existing laws, and within approved budgets.

Program Management—Provided strategic and long term planning and execution for member programs and services to support organization mission and goals. Developed new programs based on member and marketplace needs. Evaluated efforts, survey members and adjust programs and services as required.

- Grew organization support/membership from 39,000 to 60,000+ paid members. Developed and implement programs for alumni and new constituencies; enhanced outreach to parents, spouses and non-alumni friends of the organization. Created and launched new member benefit programs and revenue components to support membership growth and stewardship for all groups.
- Created and managed corporate partners/sponsorships program to forge and build relationships with the local and national business community, while generating revenue of \$250K+ annually for the organization.

Educational Travel Professional—Twenty years of experience as a leader in non-profit educational travel. Revamped travel program for the U.S. Naval Academy Alumni Association, transforming an emerging program into an proven and highly successful industry leader:

- Recognized expert in affinity and educational travel. Member Educational Travel Community (ETC), served on Executive Advisory Board.
- “Jumpstart” trainer to new travel professionals at ETC’s annual conference, attended by more than 500 participants annually from around the world

- Director of association's travel program – *Anchors Away* and multi-university consortium *Joint Academy Travel*. Grew the program 300%, increased participation and market penetration, and dramatically increased revenue.
- Managed and marketed 25 domestic and international trips annually, stewarding hundreds of travelers and overseeing all operations. Select or create new programs, develop marketing strategies, provide customer service to travelers, and oversee trip operations. Manage trips from ten people to several thousand – from small exotic getaways to NCAA Bowl game travel.

Association Management and Leadership—Skilled professional with proven track record in all areas of association management: membership growth, program management, member events, revenue generation and long-term strategies.

- Leader on management team that engages more than 80,000 alumni, parents and friends.
- Created, implemented and tracked organizational goals for growth, service and engagement.
- Directed corporate partnerships that foster bonds between Association and the Annapolis business community.
- Budgeting and Financial Oversight – annual and strategic, planning and execution
- Marketing oversight—coordinated association marketing through all channels – direct mail, Internet, web, email, and events. Create annual strategies; oversee implementation and track/adjust as necessary to achieve annual revenue/engagement goals.

Travel Marketing —Manage print and online marketing for west coast-based tour operator with more than 140 partners in the alumni and affinity marketplace.

- Oversee direct mail and print mailers for more than 75 domestic and international departures, serving alumni association and affinity organizations throughout the U.S.
- Produce monthly newsletter for partners featuring current news, traveler's tips and information, industry updates and special offers.

Community Involvement

- Educational Travel Community, Member Executive Advisory Board, and Emeritus Board
- Head Trainer – Jumpstart program for Education Travel Directors
- Volunteer – Habitat for Humanity
- Supporter of Historic Annapolis Foundation and the Lighthouse Shelter

EDUCATION

Bachelor of Business Administration, The George Washington University, Washington, D.C.

Reference available upon request