

## Chapter Leadership Forum Notes

April 3, 2009

- Texas Exes Marketing Initiatives – presented by Jamie Puryear, Director of Marketing, Texas Exes
  - Adding a boiler plate to all mail pieces going out from the Texas Exes – want to embody the pride of UT
  - Focus on recent grads
    - “We’re Longhorns for life” as overarching theme
      - “How to” approach for this year
        - Example: How to decorate your office in burnt orange
    - Purpose is to educate, show involvement opportunities, and philanthropic piece of membership
  - Retention and recovery of Associate Life Members
    - Will be able to offer automatic deductions
    - “Did you know campaign” – educational campaign
      - Can segment by email
        - Ex: “Did you know Bell County has a chapter?” on emails going out to alumni in Bell County
  - Facebook application rolling out within a month
    - Will allow people to pin themselves to show their location (city/town and state); events in that area will display for their perusal; they can also pin a different location to see what is going on in an area in which they are traveling
    - Another way to promote events
    - Not intended to take over the role of the website, to supplement website
  - Looking at rolling out a flickr page in conjunction with the Texas Exes 125<sup>th</sup> celebration in 2010
  - Suggestions:
    - Email campaign around the email forwarding address
    - Post Commencement announcement on the yahoo groups, Facebook groups of the different schools and colleges
      - This is how students are communicating and getting their information
    - Chapter department to notify chapters of marketing campaigns so that chapters can use them in their promotional materials as well
- Attracting the 30 – 50 age group
  - An area of concentration for the Association – how to do a better job of engaging this demographic
  - Austin Network example:
    - they changed their TID event into a family friendly event
    - very successful in bringing out families and new faces
    - TID events are a great way to involve kids and to introduce them to UT early
    - A nice change from the usual chicken dinner
  - Think of kid friendly attractions when planning an event
    - Face painting, Bevo, cheerleaders, etc
    - Host a bbq or picnic event where families are welcomed
      - This can be done very inexpensively
  - Provide babysitting at board meetings
  - Suggestions:

- At the Texas Exes tailgate before football games, designate a child friendly area
      - Student chapter members as babysitters in area
      - Moon bounce
    - Stay at home mom blogs
    - Organize monthly Texas Exes play dates
- Scholarships
  - Chapters can request and receive admit lists from the Texas Exes in March
  - Texas Exes Scholarship Clearinghouse
    - New option offered by the Texas Exes
    - For those chapters interested we can send them the applications of students from the chapter area that have applied to the general Texas Exes scholarship
      - Deadline for the general Texas Exes scholarship is December 1<sup>st</sup> of each year
      - Chapters would still be responsible for choosing recipients
    - This will generate more scholarship applicants
    - Takes job of soliciting for applicants away from the chapter
    - The deadline to opt in for this year has passed
  - The Texas Exes will begin selling scholarship t-shirts to those interested chapters
    - Will not be chapter specific
    - Nice way to acknowledge scholarship recipients and promote the scholarship program
    - More information will be rolled out in May
  - Suggestions:
    - Make flyers for schools to hang on bulletin boards – makes it easier for counselors to promote the scholarship
    - Try to get an article about the scholarship in the local newspaper
    - Ask schools to announce scholarship recipients at their Honors Day or Scholarship Day
    - Chapters hold a dinner with their recipients to honor them and get to know them
      - Start laying the groundwork for future volunteers!
    - Tie receiving the scholarship to Camp Texas attendance
      - Camp Texas is a great introduction to campus and the Texas Exes
    - Have a parent Texas Exes membership as a door prize at send offs or scholarship dinner
      - Gets the parents involved with the Association and the local chapter
    - Stress importance of chapters covering the Texas Exes Student Chapter dues as part of their scholarship program
      - Helps build the relationship between student and the chapter and Association
      - Can cover TESC dues even for those students who do not receive a scholarship
- Local member benefits
  - Is there interest in starting a local member benefit initiative? Would more alumni join if there were more benefits in their local community?
    - Ex: 10% discount at a local restaurant

- Concern is that this would hurt the sponsorship/underwriting program that many chapters have in place
  - Would businesses choose to only offer a discount as opposed to paying to be a sponsor?
  - Need to protect current sponsors
  - Consensus is it would be best to make it a supplement to the current sponsor/underwriter program, if a chapter has such in place
    - A local business could only offer a discount to members if they became a paid sponsor/underwriter
- Many chapters may already have such benefits in place
  - Ex: members receive 10% off their food bill at the local game watch location
- General consensus was that this should be run by the individual chapters and not an Association led initiative
  - Varies too much from chapter to chapter