Chapter Leadership Forum Notes
April 16, 2010

• Texas Exes PR Committee— presented by Erin Huddleston, Director of Public Relations, Texas Exes
  o PR Committee members are available to help chapters promote and publicize their events
    ▪ If chapter has a PR Chair or Communications Chair- there will be a PR committee liaison dedicated to the chapter.
  o Erin Huddleston and the Texas Exes PR Committee can help
    ▪ With press releases (template available from PR Toolkit available at the Chapter Leader Resources page on the Texas Exes Website (http://www.texasexes.org/chapters/forms.aspx)
      • Can provide media lists to send releases to
    ▪ Can help to brainstorm ideas for media
    ▪ Can help with suggestions and guidelines for Social Media
      • Policies and guidelines located on Chapter Leader Resource page on Texas Exes Website (http://www.texasexes.org/chapters/forms.aspx)
      • Suggestions:
        • Make sure to use free media like google alerts, twitter, facebook, blog etc.
        • Use free calendars on media websites and local newspapers
  o New Texas Exes Facebook application rolling out
    ▪ We have changed our application and will let chapters know when the new one is ready and how that application may help to broadcast chapter events
  o Consider Video
    ▪ If it fits your chapter’s objectives, consider buying an inexpensive FLIP video camera to record parts of your event to use as video for your website, emails, facebook page, etc.
    ▪ Can also use videos already available on the Texas Exes YouTube Channel for chapter websites/facebook etc. (http://www.youtube.com/texasalumni)
    ▪ Texas Exes Chapter Video available: http://www.youtube.com/texasalumni#p/u/36/9EzBCo9W8Lc

• Other ways Texas Exes can help with promoting events
  o Each chartered chapter is allowed 2 free mailings per year- 1 to Texas Exes members in their chapter and 1 to all alumni in their chapter.
  o Emails are sent to all alumni unless chapter asks for it to be a “member only” email
    ▪ Chapter emails can only be sent on Tues/Wed/Thursday and Texas Exes needs to receive text 2 business days before it needs to be sent
  o Submit new or unique event ideas to Erin N or Courtney to be considered for Texas Exes Blog
• Suggestions for Chapters
  o Use online surveys to send out to event attendees to find out how they heard about the event, what they liked best, get suggestions etc.
  o Use survey tool offered through Texas Exes
    ▪ send out to all alumni asking what events they would like to attend
- ask what locations/areas work best for most alumni
- find out what your alumni expect from the chapter
  - Ask to view speaker’s bureau to find unique speakers for your events.
    - Ask Erin N. or Courtney to send you bureau
    - Find speakers traveling to your area for work or some other reason to cut down on travel cost that might be the responsibility of the chapter
    - Ask early and be flexible- find a speaker before you set a date so that you can let the speaker help to choose
  - Consider video conferencing or skype
    - Not as good as in person speaker but some hard to get speakers may agree to “skype” in
    - Skype allows still for a personal experience as it is live and you can still do Q&A etc.
    - Consider skype as well in case of weather, emergencies etc.
  - Talk to UT Development Office to see if they would be interested in an event in your area. With Development office you may get speakers easier and Development staff to help you put on event
  - Make sure to try to diversify your event schedule
    - Try to have events occasionally that focus on arts/culture
    - Have events that are not meant to be fundraisers but provide a service or good experience for alumni
      - Family events, local sporting events etc.
- Alternative Auction ideas
  - Paddles up- get people to bid live not on an item but instead just the scholarship donation
  - Auction-less Auction- encourage alumni to donate what they normally would for auction items as a straight donation
    - May work well for communities who understand that many years the same auction items are available and instead of gathering those items alumni may be willing to donate the money they were willing to bid
  - Consider plea letter
    - Use a mailing to ask for donations
    - May be option if a scholarship fundraiser is not having good turn-out or unable to happen one year
  - Online Silent Auctions
    - Allows for a longer period of time to be dedicated to larger items
    - Allows for people to bid without being public (like placing name on bid sheet)
    - Because of the extra time and ease of bidding (just click on a link from email) often times items go for much more than they do at an event
- Web suggestions
  - Instead of Facebook group for chapter leaders to share ideas, we hope to have a group messaging page from the Texas Exes Website
    - Have a forum to exchange auction item ideas or even “trade” auction items with other chapters
- New Email Template
- Hope to start using this at least for some by end of April for all chapters as soon as possible
- Membership card will notify alumni of their membership status
  - Will help to keep alumni up to date in case they did not know their membership isn’t current
- Right Association side bar will have information that may be altered depending on membership status
- Association side bar will also allow for any association announcements without taking up chapter real-estate