

Chapter Leadership Forum Notes

April 8, 2011

- Chapter Wide Community Service Project
 - Handout - <https://www.texasexes.org/userdocs/servicemonthforum.pdf>
 - Chapter wide initiative to encourage chapters to participate in a community service project as a way of promoting the chapter and the good that the chapter is already doing within the community
 - Community services brings in new alumni and gains exposure for the chapter while doing something good for the community
 - Working with the University on this initiative
 - February was the suggested month for the project
 - Some concern around February because of possible inclement weather in parts of the country, also it is very close to TID events
 - Suggestion to look for indoor events for those chapters where weather is more of a concern
 - Possibly use this project as a “kick-off” or media tie-in for TID and spring Scholarship fundraisers
 - Some suggested moving to April but that time is very busy for parents and with graduation
 - No month is ideal but with a whole month in which to complete the project a chapter should be able to find a day that will work
 - February coincides with the current student community service project, Project, on the UT campus and the division of the University that we are partnering with
 - Chapters choose their own community service project so that it can reflect the chapter and the community
 - New opportunity for sponsors to get their name out in the community as well
 - Suggested projects:
 - Blood drives – very turnkey
 - Adopt a Highway – gains exposure but can have a multi day commitment
 - Coincide with existing, nationwide community service efforts
 - For example: February is a National Organ Donor month, so organize a drive to get alumni to sign up as organ donors
 - We want a name for this initiative to be used by the Chapters/Networks across the country
 - Hope that chapter/network leaders will send us suggestions
 - Examples:
 - Texas Exes Cares
 - Texas Exes Hook’ed on the Community
 - Exes Care
 - Texas Exes Changing Your World
 - Tagline: “We continue to Change the World”
- Chapter Events
 - Bastrop County hosted a grudge match football game with the Aggies
 - Gained points on the field and through donations

- For example, team gained points based on the purchase of t-shirts with proceeds donated to the chapter
 - Caldwell County is hosting their golf tournament with the Aggies
 - Split proceeds down the middle
 - Make money off of sponsors, selling mulligans, etc
 - Break-even with entry fees
- Scholarship Issues
 - Chapters should be receiving thank you letters from the scholarship recipients each year
 - These are sent to the scholarship chair or president annually with the Scholarship Recognition Report
 - Staying in touch with scholarship recipients
 - UT will not release the email addresses of students once they enroll at UT
 - Suggest that chapters ask scholarship recipients for their email addresses and maintain own database so that the chapter can stay in touch with the recipients during their time on campus
 - More students will give their email address if you explain why – ie that the chapter wants to stay in touch and follow up with them throughout their time as students
 - Some chapters send care packages to recipients before finals
 - Can also invite them back to send offs
 - Can also get their email addresses through the UT Directory
 - Many chapters have reported seeing a decrease in the number of scholarship applicants this year
 - Is this related to online application?
 - Chapters can still send paper applications to high school counselors instead of relying solely on online application
 - Deadline was moved to May 15th for information to be turned into the Texas Exes but chapters should try to notify students before the May 1st acceptance deadline
 - Begin using scholarships as recruiting tools
- Life Member Appreciation Week
 - May 1 – 7 as a way of thanking our Life Members
 - Handout - <https://www.texasexes.org/userdocs/lmappreciationweekforchapters.pdf>
 - Chapters will be sent more information as the date grows closer
- Transition to new email provider
 - The Texas Exes and UT will transition to a new email provider this summer
 - Currently use Convio but transitioning to iModules, a system already used by many other alumni associations
 - Exact transition date is not known at this time but we will keep chapters in the loop and will work with chapters to make it a smooth transition