Chapter Leadership Forum Notes
April 8, 2011

- Chapter Wide Community Service Project
  - Handout - [https://www.texasexes.org/userdocs/servicemonthforum.pdf](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](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