Chapter Leadership Conference Notes  
Friday, September 4, 2009  
Etter-Harbin Alumni Center

**Morning Session**

- Welcome and Introductions – Mike Carrizales and Jim Boon

  - Jim discussed the following Association and University initiatives
    - Scholarship Endowments and the effect of the market
      - Chapter scholarship endowments (as well as the association endowments) took a big hit this year with the economy- we hope that the economy is taking an upward turn. Please know that our investment committee is working hard to make the best decisions with all endowments.
    - Forty Acres Scholarship Program
      - This is a scholarship endeavor by the UT community to recruit and recognize exceptional students, to help enrich their lives and nurture their development as future leaders. This program will give UT a competitive advantage in attracting the nation’s most talented students
    - Student Opportunity Endowment
      - $1.25 million endowment to enhance the student experience. Each member is asked to give a $125 one-time contribution and be a part of this fund that will impact University students for generations to come.
      - The Student Opportunity Endowment is an investment in students who, shaped by their University experience, seek to grow academically and individually. Undergraduate and graduate students who are interested in studying abroad, presenting papers and research at conferences, working as unpaid interns, participating in national competitions, and engaging in academic, volunteer or community service communities will now have a resource for continuing their growth and momentum.
      - You can find out more or donate by visiting [http://www.texasexes.org/involved/soe.asp](http://www.texasexes.org/involved/soe.asp)
    - Top 10% Ruling
      - The Top 10 Percent Law was amended to allow UT Austin to begin using holistic admission standards for 25% of the incoming class beginning in the fall of 2011. The admissions office will start at the top 1 percent of Texas residents’ high school rank and work down until 75% of the class is filled.
Coach Gail Goestenkors
- This season should be a great one and the team is starting practice.
- November 17, UT vs. Connecticut in San Antonio- they need all the fans they can get to fill the stands!

Marketing Campaigns for the year – Jamie Puryear
- Jamie gave a brief overview on some of the association campaigns and contests.
- Visit [https://www.texasexes.org/userdocs/marketingslideshow.pdf](https://www.texasexes.org/userdocs/marketingslideshow.pdf) to download a pdf of the slideshow.

Overview of Social Networking Sites – Erin Huddleston
- Erin went over some of the social networking sites she has lead the Association create over the past year.
- Visit [http://www.texasexes.org/](http://www.texasexes.org/) and click on the “Follow Us” tab on the right hand side to subscribe to and use some of our social networking sites and applications.

Recruiting and Retaining Volunteers- Erin Naman, Director of Chapters and Courtney Ratliff, Chapter Services Coordinator
- Recruiting and retaining volunteers should be a top priority for chapters.
- Visit [https://www.texasexes.org/userdocs/recruitingandretainingvolunteers.pdf](https://www.texasexes.org/userdocs/recruitingandretainingvolunteers.pdf) to view the slideshow with notes on recruiting and retaining volunteers.

Afternoon Break Out Sessions
- **Event Brainstorming-** thinking outside the box & how to weather the current economic climate
  - **Staff Facilitator:** Erin Naman (Session 1), Courtney Ratliff (Session 2)
  - **Volunteer Facilitator:** Nate Carty (Session 1), Mike Carrizales (Session 2)
  - **Handouts:** Tips for hosting a successful networking event
  - **Event Planning Toolkit**

**Session 1**
- Perception of value is important in setting ticket price
- Venue Issues
  - Guarantee dates - Work with venues to get guarantee date pushed back to allow more time to take registrations
    - Important to get guarantee as close to actual number as possible so as to not over pay
  - Talk to venues about waiving venue fee
    - Venues are trying to get people through the door so they maybe more willing to work with groups
  - Look at what venues other non-profits in the area are using
    - They maybe more willing to work with groups than other venues
  - Partner with venue – they give in-kind donation of rental fee for example
  - Use number of alums that attend events as leverage when working with venues to work out deals
- There are a variety of networking events already being tried in chapters
  - Roundtable over lunch
• Semi-regular speaker series
• Presentations with networking time
• Have everyone in attendance stand and introduce themselves

### Networking challenges:
- Finding a speaker
- Finding an appropriate venue – professional yet not cost prohibitive
  - Consider using conference rooms for networking events

### Unique Events:
- Fort Worth honored scholarship recipients at a minor league baseball game
  - Work with local minor league teams to get discounts on tickets
  - See if they will allow you to have an event before or after the game
- Picnics
  - Family friendly
  - Inexpensive to host
  - Kickoff for football season
- Mixers with other organizations
- Decades Mixers
  - Happy Hour for the Class of 1980, for example
- Cultural events are popular
  - Give them access to something they couldn’t or wouldn’t do on their own
- Chili Cook offs

### Attract families – children under 12 eat free
### When working with other Big 12 School chapters make sure to set expectations at the front regarding how money and work will be split
### When starting out, try low risk events first – example: picnics, free events

### Session 2
- Looking for auction items? Look at the advertisements in the *Alcalde* to find items and sellers that know the value of UT alumni as consumers
- Find someone in your chapter that is not afraid to ask- for sponsorship, auction items etc
- Try to “piggy back” on community service/involvement events. Doesn’t usually cost money but can get new members active in the chapter and good publicity for the chapter
- Swap items with other chapters (example: Fredericksburg can offer a weekend at a bed and breakfast they usually get donated while Dallas can swap for a weekend in a nice hotel/restaurant in Dallas.
- Remember to use raffles. Chapters (in Texas-check your state for rules) can have 2 per calendar year and they typically bring in more money per item than silent auctions
- Use chapter emails to target specific groups for event (Example- if young alumni event only send to the young alumni in your chapter for a better read/response ratio
Use the current economic situation for your advantage- ask for better deals at bars/restaurants because you offer a great advertisement base and can stimulate interest in the location

- Use local media-radio, newspapers etc. to advertise events
- Look at family event (family day events, family friendly game watches, kids corners at events etc)
- Consider having a joint part with other big twelve or Texas schools in your area

Unique issues facing our chapters in smaller communities
Staff Facilitator: Courtney Ratliff
Volunteer Facilitator: Bill Morrow

- Make personal invitations either by phone or in person to include more people in the community
- Utilize emails and mailings from Austin to really push any event or asking for ideas for events/gatherings that the community would enjoy
- Use local media like newspapers, local radio
- Join the local Chamber of Commerce to utilize all of their calendars and advertising and to stand out in the community
- Use the Association’s speaker bureau lists to find new and interesting speakers
- Team up with other school alumni groups
- Think about partnering with UT Press to bring authors to the community for a book signing event where the chapter can earn a percent of the proceeds
- Swap auction items with other chapters
- Always have an “update your information sheet” or have a computer where people can update their information online and share information with the Association so that they help the chapter with mailings and emails with the most up to date information

Marketing and promotion with a focus on social networking
Staff Facilitator: Erin Huddleston, Jamie Puryear
Volunteer Facilitators: PR Committee
Handouts: Facebook Overview for Chapters

- If you have a group, page, or account set up with any social networking site, please email Courtney (ratliff@alumni.utexas.edu) with that link so we can put it on our “find Your Chapter” list on our website.
- Notes about Facebook groups vs. pages are found on the “Facebook Overview for Chapters” handout
- If your website is not hosted by us and you want your events to appear on the Texas Exes Facebook Application, email Courtney (ratliff@alumni.utexas.edu) so we can set up a Beta site for you.
- Questions about our social networking can be sent to Erin Huddleston at huddleston@alumni.utexas.edu

Out of State Chapters break out session
Staff Facilitator: Kim Gundersen
Volunteer Facilitators: Kenny Liao, Steven Gragg
- Challenge: How do we get older alumni at our events? – offer a variety of events that appeal to several target age groups
- How to increase attendance at game watches-
  - assign a volunteer to greet people at the door
  - Have a volunteer roam around to different tables to talk to people and help them make connections with other alumni.
  - Make announcements about upcoming chapter events

- Start an intramural team to attract younger alumni
- If a Texas team is coming into town (not just UT) plan something around it (i.e. Astros, Spurs etc.)
- Chili Cook Off (New York)
  - Great way to bring something “texas” to your local community
  - Have 3-5 gallons per team
  - Invite “celebrity” judges
  - Keep it home grown and Texan (i.e. have bluebell, Shiner etc)

- Utilize Twitter and Facebook to help promote events. Don’t just rely on emails.
- Document events for leadership succession.

➤ New Leader Orientation
Staff Facilitator: Erin Naman
Volunteer Facilitators: Kenneth Lewis

- See handouts: New Leader Orientation – Chapter Resources and New Leader Orientation Texas Exes Overview for discussion points

➤ Marketing and Promotion break out session
Staff Facilitators: Erin Huddleston, Jamie Puryear
Volunteer Facilitator: PR Committee
Handouts: Marketing and Promotion – Chapter Resource Overview
Marketing and Promotion – Best Practices

- Questions about marketing can be sent to Jamie Puryear at Puryear@alumni.utexas.edu
- Questions about publicity can be sent to Erin Huddleston at Huddleston@alumni.utexas.edu
- Questions for Al Sommers (PR committee) can be sent to asommers@sommerspr.com
- Send media alerts before an event saying who, what, where, when, and why with contact information
- Sent post event press releases and take pictures at your event to send to local paper
Examples of press releases and media alerts can be found in the PR Toolkit (https://www.texasexes.org/userdocs/chapterprtoolkit2009(2).pdf)

The PR Committee can help you with media lists for your area if you are in Texas and with editing releases. Also feel free to contact the committee if you have questions about a publicity plan for a specific big event.

Wrap Up
➢ Coach Rick Barnes spoke about upcoming season and favorite moments while coaching at UT.
  o Make sure to promote and try to attend UT vs. North Carolina in Arlington

CHAPTER LEADERSHIP CONFERENC HANDOUTS BELOW
Chapter Event Planning Essentials

Overview - Things to remember

- The type and number of events will vary from chapter to chapter depending on the size of the chapter and the interest of the alumni. There is no magic formula for the number of events to host in a year.
- Your alumni come from diverse backgrounds and have varied interests. Host a diverse calendar of events that will appeal to various interests. Don’t make one event the catchall – one event can’t appeal to everyone!
- Take advantage of what your community has to offer and what makes your community unique. You don’t have to plan all events from scratch – piggyback on events already occurring.

Best practices – tips for success

- Survey your members to find out what types of events appeal to them.
- Select the date well in advance and start promoting the event early and often.
- Offer unique events – something they can’t do on their own.
- Keep the event cost reasonable. A relatively high price will prevent alumni, especially young alumni, from attending.
- Silent auctions generally work better than live auctions. If you do decide to have a live auction, limit the number of items to 3 or 4.
- Keep your program as brief as possible. An hour-long program with your guest speaker or other activities plus an hour for dinner is generally long enough. Don’t try to accomplish everything in one event! Your attendees will become restless with a long, drawn out event.
  - If you can’t say it in an hour, put it in the program. This is a good place to include annual chapter re-caps.
- You can never have enough help! Make sure to have a committee of volunteers to help with the planning and promotion. And make sure to have enough volunteers on hand at the event.
- Designate chapter volunteers to serve as greeters at the event – this makes everyone attending feel welcomed.
- Have music at the event, it livens things up. This can be as simple as background music during the registration time.

3 keys to event programming

Questions to ask yourself when choosing an event

- Selecting an event
  - Consider the following when deciding to host an event:
    - Event Objective
• What is the objective of the event? Is it social, networking, family friendly, volunteering in the community or a combination?
  ▪ Target Audience
    • Who is your target audience? Who do you want to attend this event? Who has attended similar past events?
    • Will this event attract new participants
  ▪ Past events
    • What events were successful in the past? What do you think made them successful?
• Selecting a date
  o Consider the following when choosing your date
    ▪ Conflicts with other events in your area or holidays
    ▪ Location availability
      • Are you flexible on the location or is it important to the success of the event?
    ▪ Time of the event
      • In a big city, does the start time leave enough time for alums to arrive after work?
    ▪ Lead time
      • Is there enough time to successfully promote your event?
• Selecting a location
  o Consider the following when choosing your location
    ▪ Centrally located venues are ideal
      • Survey your alumni to find out which area of town works best for them
      • Will the venue be hard to get to at that time of day?
    ▪ Unique locations will draw people to your event
      • Alumni will attend an event if it’s at a venue that they don’t usually have access to.
    ▪ All costs involved
      • Rental fees, catering, equipment rentals, parking fees, etc
      • Does hosting the event there justify the cost you will need to charge to cover the expenses?
    ▪ Set up of the facility
      • Is the room large enough to accommodate your expected number of attendees?
      • Is the room too large? Events that are held in venues that are too large tend to seem emptier than they are.
      • If it’s outside, is there an alternative rain plan?
    ▪ Parking
      • Is it easy and accessible?
Communicating the Event

Promoting the event – how to get them there

- Promotion is essential to the success of an event – if they don’t know, they won’t come!
- Ways of promoting your event
  - Website
    - Update your website with any new, upcoming events. Make sure to include all pertinent information – date, location, time, cost, if applicable.
    - Don’t just include the basics – make the event sound fun!
    - Update your website with write ups and photos from past events – this showcases your successes and speaks to those alums who have not attended events in the past.
  - Emails
    - The Texas Exes will email event notices for chapters on a weekly basis.
    - If you are trying to promote a large event, send that event out in a stand alone email, rather than part of an email newsletter.
    - Emails can be segmented by demographic information. We can send emails out based on graduation year, for example. This allows you to customize your message.
    - It’s always a good idea to send a reminder email a day or two days before the event.
  - Paper mailings
    - Invitations for events should be in mailboxes 6 to 8 weeks prior to the event
    - Send all paper mailing requests to the Texas Exes 10 days prior to your target mail date – this will ensure they hit mailboxes in plenty of time.
    - Standard mailings are either a postcard or a tri-folded letter size self mailer. We can help design the mailing to suit the event.
  - Local papers or magazines
    - Advertise your event in the local media. Lots of local newspapers and magazines have calendar listings of local events. Generally those listings are free or carry a nominal fee.
    - If it’s a larger event, consider purchasing an ad in the local paper or magazine. This will help attract alumni that are new to the group.

To make your communications most effective make sure to include the following:
• Name of event
• Description of event
• Time of event
• Location of event
• RSVP deadline
• Cost per person
• Event details – dinner, cash bar, etc
• Parking information
• Information on attire
• Contact information for questions
• Information on speaker, if applicable
Chapter Guidelines and Resources

- **Guidelines**
  - Only use insured, licensed and bonded bartenders to serve alcohol during chapter events.
  - For tax deductibility reasons, the fair market value of the ticket must be stated on the invitation.
    - The fair market value is what the individual would normally pay for the food, goods, and/or services.
    - Example: if a restaurant would charge $25 normally for the meal being served, then $25 is the fair market value.
    - This amount does not necessarily have a direct relationship to the amount the chapter is paying for the food, goods and/or services being provided.
  - **Raffles**
    - In state chapters are limited to two raffles per year. Out of state chapters must follow their state’s guidelines.
    - The raffle prize cannot be cash.

- **How we can help**
  - Provide two free mailings per year – 1 to members only and 1 to both members and non members
  - Provide weekly email updates to both members and non members
  - Chapters are covered under the Texas Exes liability insurance. If you need proof of insurance, please request it through Texas Exes.
  - Provide nametags, balloons, cups, and napkins
    - Logo cups ($5 for a sleeve of 25)
    - Logo napkins ($10 for a sleeve of 250)
  - **Banners**
    - Groups can order banners through the Texas Exes.
    - Send requests to Texas Exes.
    - The chapter/network is responsible for the cost.
      - A standard 2 x 6 banner runs approximately $60.
  - Serve as a sounding board for chapter ideas and a resource to help insure the success of the event.
Event Planning Checklist and Budget

Checklist

Location
__ Parking is available and convenient
__ Location is central
__ Venue is suitable for event

Facilities
__ Name and contact of representative responsible for your event
__ Know location of lighting, heating/air conditioning, music controls
__ Size of room is adequate
__ Registration/Welcome Tables
__ Room set up time – how early will you have access to the room vs anticipated set up time
__ A/V equipment, if needed, is available

Materials
__ Sign in sheet
__ Nametags and pens
__ Any chapter handouts

Bar Arrangements
__ Cash bar or drinks included
__ Confirm other drinks will be available
__ Open and close time of bar

Food Arrangements
__ Determine menu and food set up – sit down dinner vs buffet vs hors d’oeuvres
__ If short on time, ask that first course is preset
__ Confirm deadline for submitting guarantee
__ Confirm billing arrangements
__ Plan for gratuities

Speakers
__ Where and by whom will speaker be met
__ Decide if a small gift for the speaker is appropriate
__ Prepare program of event for speaker

Hospitality
__ Assign someone to work the registration table as a greeter
__ Have Board members work the room as greeters

Budget
Expected Attendance: ______

Admission Price: $ ________ Texas Exes Members $ ______ Non members

Projected Expenses:
Facilities/room rental charges $ ______
Set up charges/fees $ ______
Rental equipment (a/v, tents, tables, chairs, risers, etc) $ ______
Food $ ______
Beverages $ ______
Bartender and server fees/gratuities $ ______
Decorations $ ______
Entertainment $ ______
Miscellaneous (photos, speaker travel expenses, supplies, etc) $ ______
Event Planning Timeline

4 to 6 months in advance  
Date ______________________
__ Confirm event date with Chapter Board
__ Reserve venue for event
__ Set the budget
__ Start collecting donations for auction items, if applicable

2 to 3 months in advance  
Date ______________________
__ Finalize the details: menus, bar arrangements, speaker (if applicable), cost, etc
__ Assign specific jobs to Board and/or committee members
__ Decide how to take reservations and deadline for reservations
__ Rent any equipment needed

9 weeks in advance  
Date ______________________
__ Send details for paper mailing to Texas Exes, if applicable

6 to 8 weeks in advance  
Date ______________________
__ Paper mailings should be in the mail, if applicable
__ Order any supplies or decorations needed
__ Post event on chapter website
__ Send out save the date email
__ Invite any special guests

3 weeks in advance  
Date ______________________
__ Send out email to announce event
__ Begin work on paper program

2 weeks in advance  
Date ______________________
__ Confirm with speakers
__ Finalize program and get to printer

Week of event  
Date ______________________
__ Final headcount to caterer
__ Print out rosters for event, if applicable
__ Put together materials for the event – sign sheet, membership brochures, nametags, pens, etc
__ Finalize all auction items
Post Event Report

Event Evaluation

Event Name: ____________________________________________

Date: _______________ Number Attended: ________________

Location
Venue Name: __________________________________________

Address: ______________________________________________

Contact Name: __________________________________________

Contact Phone #: ___________________ Contact Email Address: ________________

Would you recommend this location in the future: ________________

Food & Beverage
Menu: _________________________________________________

Cash bar or open bar: _______________________

Event Evaluation
Venue: _______ Excellent _______ Good _______ Okay _______ Poor
Food/Beverage: _______ Excellent _______ Good _______ Okay _______ Poor
Program/Agenda: _______ Excellent _______ Good _______ Okay _______ Poor
Overall Event: _______ Excellent _______ Good _______ Okay _______ Poor

Suggestions for next year:


Submitted by: ________________________________
Post Event Checklist

Provide the following to pass on to future event coordinators:

- Copy of invitation and all other marketing materials
- Copy of program
- Speaker/Entertainment with contact information
- Copy of menu
- Copy of committee list
- Photographer with contact information
- List of decorations used
- List of auction items
- Notes on what worked/what didn’t work
Facebook for Chapters

One reason for Facebook's breakout success is its ease of use. Creating a Group or Page takes only a few minutes, even for those who wouldn't normally describe themselves as computer savvy. We encourage chapter leaders to use Facebook to build community among members, to reach out to alumni from the area, and to promote chapter events. And, of course, we also encourage you to have fun while you're at it. Another reason for Facebook's success is that it doesn't have many rules, and we certainly don't intend to institute new ones of our own. Rather, we want to offer a few best practices.

For the Texas Exes' Benefit

1. Please notify Erin Naman or Courtney Ratliff after you've created your Group or Page so that we can promote it from the Texas Exes website.

2. Please use your chapter logo as the profile image for the group or page you create. If you need your chapter’s logo please contact Erin Naman or Courtney Ratliff and they can provide you with the logo.

First Decision: Group vs. Page

If you Google “Facebook Group or Page” you will find a great deal of advice, much of it inaccurate and out of date. In early 2009, Facebook made some key changes to their Pages, making them more like personal profiles. This further complicates the decision of how to best reach and involve chapter members online. Here's the official word from Facebook:

How are Pages different than Facebook Groups?

Pages can only be created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. Groups can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject. Pages can be customized with rich media and interactive applications to engage Page visitors. Applications can't be added to groups.
Pages are designed to allow Page admins to maintain a personal/professional distinction on Facebook, while groups are a part of your personal Facebook experience. If you're a group admin, your name will appear on that group, while Pages will never display their admins' names. Additionally, when you take actions on your group, such as posting on your group's wall, these actions will appear to come from you as an individual. However, if you post or take other actions on a Page you own, it will appear to come from the Page.
As long as a group is under 5000 members, group admins can send messages to the group members that will appear in their inboxes. If the group exceeds 5000, admins can't send messages to all members. Page admins can send updates to fans through the Page, and these updates will appear in the "Updates" section of fans' inboxes. There is no limit on how many fans you may send an update to, or how many total fans a Page can have. It's also possible to restrict access to a group, so that new members have to be approved, but access to a Page can only be restricted by certain ages and locations.

-- http://www.facebook.com/help.php?page=175 (April 16, 2009) In summary, the key distinctions are:

Admin status: If you create a Group, you will be identified in your postings and communications by your real name, just as if you were posting a comment on a friend's wall. If you create a Page, your personal identity will be subsumed by the identity of the chapter. On that Page, you will become, say, “Texas Exes Dallas Chapter” and your picture will be replaced by whatever photo you've uploaded to represent the chapter (preferably the official chapter logo).

Communication: Groups and Pages both allow you to send notes to all members. If you message a Group (up to 5,000 members), it will appear in each person's Facebook in-box. Page administrators can contact fans in two ways: by posting a status update, which will appear on fans' front pages just like any other friend's update, and by sending a “Page Update,” which will appear as a link in the top-right corner of each fan's front page.

Applications: Pages allow you to use a variety of tools and applications that are unavailable to Groups. A word of warning, though: Many of these applications work better in theory than in practice.

Membership Restrictions: In general, anyone can become a fan of a Page; membership of Groups can be more tightly restricted.

**So which is best for an alumni chapter?**

Groups and Pages both feature the same essential tools: discussion areas, events, and places to post links, notes, photos, and videos. Groups also allow any group member to start a discussion board which cannot be done on a Page. So we recommend you
choose the option that best mirrors the size and personality of your chapter. It also depends on how the chapter wants to use Facebook. If the chapter wants to use Facebook to push information out, then a Page is probably the best choice. If however, the chapter wants to use Facebook as a two way communication between members and the chapter then a Group is probably the better option. Large chapters may find Pages to be more useful and smaller chapters may find that Groups better suit their needs. If you have additional questions, please contact Erin Huddleston, Director of Public Relations for the Texas Exes at huddleston@alumnil.utexas.edu.

**Getting Started**

Facebook offers useful and succinct how-to information, and given the frequency with which they update their tools, it's best to simply follow their advice.

**Groups**


Creating and Running a Group:


Posting Content to a Group:


**Pages**


**Best Practices**

*Online communities don't just happen.* If you decide to create a Page or Group for your chapter, don't assume it will spontaneously and organically grow into a useful resource. Check in frequently. Respond promptly to comments and questions. Welcome new members.

*Avoid message fatigue.* Facebook users will voluntarily join your Group or Page, and presumably they will do so because they want to hear from you. But don't overwhelm them with emails (in the case of Groups) or Page updates.
Practice wise discretion when moderating comments. We've all seen online discussions get out of hand. Although it's unlikely to happen, as the administrator, you might be called upon to remove or edit a member's comments. Please keep in mind that your Group or Page does reflect on – even if unofficially – the university and the Texas Exes.

The Texas Exes Facebook Application

In April the Texas Exes launched a Facebook application. The application was created for us by an outside company for the purpose of connecting alumni and sharing Texas Exes and university-related information. The application must be downloaded by users. Features on the application include a forum, a newsfeed, classifieds postings, alumni notes, events listings, trivia challenges and a “pin yourself” feature to locate events and alumni in your area.

To download the application, visit http://apps.facebook.com/texasexesapp/.

The events page of the application is set up to pull events from the Texas Exes system automatically. Chapters who are currently using a website hosted by the Texas Exes will have events posted on their website pulled in to the events feed on the application automatically. Chapters who do not currently use a website hosted by the Texas Exes as their main website, will need to request a beta site from the Texas Exes so that they can enter events in to the Texas Exes website in addition to their website to have them appear on the application. If you have questions about this, please contact Erin Naman at naman@alumni.utexas.edu.
**Marketing and Promotion – Tips for Success**

Keep the following tips in mind when promoting chapter events. These tips can be used when promoting the weekly football game watch and the annual scholarship fundraiser. *Promoting the event needs to be a part of the event timeline, not an afterthought!*

1) Utilize all methods of communication
   a) Emails
      i) Communication tool for all events
      ii) Can serve as follow up for paper mailings, reminder of upcoming event
      iii) Send out post event report with link to the chapter website with photos – show them what they missed
   b) Paper mailings
      i) Use paper mailings wisely
         1) Decide early on in chapter year which events should receive the two paper mailings
      ii) Can promote more than one event
         1) Send out calendar of upcoming events
   c) Website
      i) Communication tool for all events
      ii) Contains more details on an event
         1) Direct alumni to website for more information on paper mailings and in emails
      iii) Post event report with photos
      iv) Calendar of all upcoming events
   d) Facebook
      i) Promote event to alumni on Facebook
      ii) Good for events targeting a younger audience
   e) Public Relations
      i) Gain coverage for the chapter in the local community through local outlets
         1) Reaches potential new members, raises awareness of your chapter, the Association, and UT, and highlights the benefits of Texas Exes membership at the local level.
      ii) Examples:
         1) Local newspapers
            a) Articles on chapter or upcoming event
            b) Event calendar
         2) Event listings on local websites
            a) Local television stations have event listings

2) Clear, consistent messaging
   a) What is the intended result of the message? Keep the following 5 I’s in mind when communicating with alumni. Each message should do at least one of the following:
i) Inform
ii) Interest
iii) Involve
iv) Invite
v) Inspire

b) Be specific in your message
c) Make to always include the following:
   i) Date
   ii) Time
   iii) Location
   iv) Contact/RSVP
   v) Cost

3) Promote events through multiple avenues
   a) Increases the odds that alumni are seeing the message
   b) Ex: Promoting a speaker event through emails and listing the event on the Event Calendar section of the local newspaper

4) Timing
   a) Leave enough timing to promote the event
      i) If the RSVP deadline is one week before the event make sure the invitations arrive with enough time for them to reply
   b) Paper mailings should go out 4 to 6 weeks in advance
   c) If appropriate, use email as a save the date 6 to 8 weeks in advance of the event

5) Branding
   a) Always use the chapter logo on all promotional pieces
      i) Increases awareness of the chapter and the Association
Marketing and Promotion – Chapter Resource Overview

6) Emails
   a) Emails sent out weekly on Tuesdays, Wednesdays, and Thursdays
   b) Emails sent to all alumni – members and non members
   c) Can include images in the email
      i) Send as separate jpeg attachment with email request

7) Paper Mailings
   a) Chapters receive 2 mailings per year – 1 to members only, 1 to members and non-members
      i) 2 color, tri-fold or postcard size
   b) Allow 3 to 5 business days to go to print from time design is approved

8) Websites
   a) We can host a chapter website through our website
      i) Responsibility of chapter leaders to make updates
      ii) Can process on-line credit card registration through website
   b) Chapters can also host own websites
   c) All chapter websites can be accessed through www.TexasExes.org/ChapterName

9) Public Relations
   a) Each chapter should appoint a PR Chair to handle the marketing of events and general PR for the chapter
   b) Texas Exes can assist with identifying local media contacts and writing press releases
   c) Director of Public Relations – Erin Huddleston, Huddleston@alumni.utexas.edu
Hosting a Successful Chapter Networking Event

Through tough economic times and unemployment, it is comforting to know that the local Texas Exes Chapter and Alumni Association are there to look after their own. The Texas Exes offer creative and innovative events that allow Longhorns the opportunity to come together for professional networking. Even for alumni who are gainfully employed, there is nothing like meeting other alumni face-to-face. Chapters have the unique opportunity of bringing Longhorns together in ways unlike any other networking groups. Alumni have numerous reasons for networking – they just need a conduit to bring them together. Capitalizing on this current economic downturn by organizing networking events can assist a chapter in reaching out to local alumni and growing their group.

Top 20 Tips to Hosting a Successful Networking Event

- Clearly define the goals & agenda of the event before advertising it
- Attract alumni who have never attended your events (or haven’t in decades)
- Schedule a local venue that is enticing, fun, and sophisticated (not all alumni like bars or office buildings)
- Negotiate with venue and catering for special rates and food
- Determine price point after securing venue, keeping registration fee low (the magic number seems to be somewhere between $10 and $20)
- Open bars are great, but break the bank! (try a cash bar)
- Free events result in a 50-75% no show rate, so charging a fee ensures a crowd
- Confirm local alumni leaders or industry representatives 2-3 months out
- Spotlightsing leaders & representatives on all invitations and emails will spark interest
- Provide attendees with biographies on leaders and representatives
- Categorize bios by industry so attendees can determine how to network
- Bios should detail rep’s degree & year, current job title, employer name, & previous work history
- Pre-printed nametags for all registrants and hand-written ones at the door are a KEY to successful networking
- Buy-in and support from multiple chapter leaders is critical in identifying industry reps and local leaders
- Chapter leader contacts are diverse and impressive, creating phenomenal representatives for the event
- Keep the presentation portion of the program short so that attendees have plenty of time to network
- An open networking format allows attendees the flexibility to visit with multiple reps & industries and other attendees (& chapter organizers keep their sanity!)
• Begin planning 3-4 months in advance & open online registration 6-8 weeks out
• Encourage attendees to bring their own personal business cards or supply blank cards for those who forget theirs
• Outline the agenda on invitation & event program – people like to know what to expect
New Leader Orientation – Chapter Resources

10) Chapter Basics
   a) Chapter year – July 1st to June 30th

11) Chapter Resources Overview (for more details on any of the resources below please reference the Chapter Leader Handbook)
   a) Paper mailings
      i) 2 mailings per year – 1 to members only, 1 to members and non-members
      ii) 2 color, tri-fold or postcard size
      iii) Allow 3 to 5 business days to go to print from time design is approved
   b) Emails
      i) Chapter emails are sent weekly on Tuesdays, Wednesdays, and Thursdays
      ii) Send email requests to Courtney and Erin to be sent out
      iii) Emails need to be sent in final form with all information provided
      iv) Emails are sent to all members and non members
   c) Websites
      i) We can host a chapter website through our website
      ii) All chapter websites can be accessed through www.TexasExes.org/ChapterName
      iii) Responsibility of chapter leaders to make updates
      iv) Can take online registrations through the chapter’s website
   d) Surveys
      i) We can run electronic surveys to email database
   e) Chapter Advisory Board
      i) Each chapter and network is assigned a Chapter Advisory Board representative
      ii) Chapter Advisory Board members are a good resource as they are former or current chapter volunteers who can draw from their own experience.
   f) Trademarks
      i) Have permission to use our logo as well as the longhorn silhouette
         1) No changes can be made to the longhorn silhouette
         2) If having merchandise made with the longhorn silhouette a licensed vendor must be used
   g) Insurance
      i) Chapters and networks are covered under the Texas Exes insurance policy
   h) Credit card Processing
      i) The Texas Exes will process the chapter’s credit card purchases at cost. The resulting funds can either be deposited directly into an endowment or a check can be sent to the Chapter’s Treasurer
      ii) Online donations to the chapter’s scholarship fund can also be set up
New Leader Orientation – Texas Exes Overview

1) Texas Exes Mission Statement
   a) To unite, inform and involve alumni and friends for the purpose of promoting, preserving, and protecting The University of Texas.

2) Membership
   a) The Texas Exes is a dues-based organization
      i) Membership funds the chapter and network program
   b) Chapter/network role
      i) Ask for your support in our membership efforts
         ii) Promote the Texas Exes and the importance of membership through events and involvement
   c) Chapter and network dues
      i) Chapters and networks cannot charge additional dues

3) Scholarships
   a) Chapters can raise funds to give as scholarships to local students attending UT Austin.
   b) Each chapter receives $500 in scholarship matching funds
   c) Chapters can also start a scholarship endowment with $7500

4) Chartering requirements
   a) Chapters
      i) Signed charter agreement
      ii) Officer report – officers must be Texas Exes dues paying members
      iii) Annual Financial Report
      iv) Copy of Texas Exes by-laws on file with the Texas Exes
   b) Networks
      i) Signed network agreement

5) Deadlines
   a) The deadline to turn in paperwork for scholarships is June 1st.
   b) The deadline to turn in chartering paperwork is June 1st
   c) The chapter and network year runs from July 1st to June 30th

6) Chapter Contacts
   a) Director of Chapters – Erin Naman – Naman@alumni.utexas.edu – 713/963-9078
   b) Chapter Services Coordinator – Courtney Ratliff – Ratliff@alumni.utexas.edu – 512/475-9352