



## Chapter & Network Leadership Conference

### It's not Texas without the Exes - Breakout Session (Chapter 1 Star - 3 Star)

September 7, 2018

Etter-Harbin Alumni Center, The University of Texas at Austin

#### What are your chapter's strategies for engaging alumni participation?

- Facebook
- Instagram
- Email
- Business Cards
- Sign in sheets
- LinkedIn
- Watch Parties
- Starving Sunday's: member brunches

#### How does your chapter use tech to engage alumni?

- Facebook page – posting events, pictures and reminders regularly
- LinkedIn
- Links to Facebook page and events in emails
- Instagram
- “Hoof notes” at end of email (‘got married’, etc.)
- Flashbacks (events from the year before)
- Link to other chapters
- Radio, NPR Community Calendar, Newspaper, Chamber of Commerce Calendar, Visitors' Bureau Calendar
- Add pictures of events to emails with preview of upcoming events
- Other methods:
  - The power of word of mouth
  - Business cards with chapter logo and board member names on the back

#### What Key Priority events does your chapter hosts? Do you have any ideas for new events?

- Scholarship Fundraising
  - Golf Tournament
  - Wine + BBQ
  - Speaker events
  - Auction
  - Thirsty Thursdays



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- Movies
- Events
  - Student send offs
  - Thirsty Thursdays
  - Movies
  - Scholarship Seminar
- Community Service
  - Parade
  - Boys and Girls Club
  - Highway Clean- Up
  - Book drive
  - Food bank
  - Speaker at attractions

#### Goals for Young Alumni

1. Send off
2. Stay in contact
3. They come home for breaks and engage
4. Connect with the Texas Parents association ([https://texasparents.org/.](https://texasparents.org/))
5. Contact them when they graduate
6. Engage