



## **HOW TO READ AND USE THIS HANDBOOK**

This handbook was created to guide Texas Exes Leaders as they build their Affinity Networks. The handbook includes information ranging from the structure of the Texas Exes Network Program to event ideas for chapters to implement. It is intended to be a comprehensive resource for all leaders to use as they grow their chapter.

This handbook is divided into two major sections: Summary Section and the Reference Section. The Summary Section will introduce important parts of the Texas Exes, the resources that are available, and some programs. It is designed to give you an overall view of the Texas Exes. The Reference Section goes into more detail on the Texas Exes and the resources available to chapter leaders, as well as introducing more programs available for chapters. If additional information on a topic is available in the Reference Section, there will be a note of the corresponding Reference Section page number.



### **2018-2019 Affinity Network Handbook**

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**TEXAS EXES**

***Who we are:***

The Ex-Student’s Association, or commonly known as Texas Exes, is an independent, non-profit, membership-supported organization that exists to promote and protect The University of Texas at Austin and unite alumni around the world.

***Our Core Purpose:***

To be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world.

***Our Vision:***

The Association will be recognized as indispensable to the UT family, connecting and engaging supporters with each other and the University; together we will lead the charge for the University and its mission to be known worldwide as an institution of the first class.

***Mission:***

Though we carry it out in countless different ways, the Texas Exes' mission is simple:

**The Texas Exes promotes and protects The University of Texas at Austin and unites alumni around the world.**

***What We Do:***

- Keep alumni connected and engaged with their alma mater
- Advocate on the university's behalf and support its mission
- Enrich the student experience before and during their time on campus
- Communicate the value of the university
- Foster a welcoming environment and home on campus for Longhorns and friends
- Preserve the traditions of the university

Whether it’s through scholarships, teaching awards, legislative advocacy, *The Alcalde* magazine, or just plain fun (like hosting the world’s biggest tailgate party before every home football game), the Texas Exes exists to support The University of Texas and its proud traditions.

### **Did you know...?**

...that in 2017-2018, Texas Exes gave out nearly \$3.9 million dollars in scholarship money, allowing the great academic tradition of UT to continue? 69 Texas Exes chapters and networks contributed roughly \$556,245 to the scholarship fund, giving scholarships to 278 students. This money was raised locally through the efforts of the local chapters and networks, and the money stayed with local students.

...that Texas Exes works to inform legislators and decision makers? The Texas Exes has advocated on behalf of UT Austin almost since its inception. Past successes include cost recovery of research grants, securing funding for capital investment projects and passage of the local election for the medical school. UT Advocates continue to build relationships with elected officials, and when necessary get involved in the process in a positive way through Orange & Maroon Legislative Days, making phone calls, writing letters and visiting with decision makers to help support the university.

...that the Texas Exes strived to enhance the student experience by providing meaningful involvement through Texas Exes Student Membership, Camp Texas, Student Leadership Committee, student and faculty awards, alumni mentoring programs, and leadership development? During the 2017-2018 school year, the Texas Exes recruited dues-paying members and provided programming ranging from etiquette dinner programs to campus-wide spirit rallies. Camp Texas continues to provide incoming freshmen with meaningful interaction with UT faculty and staff, as well as important leadership development.



## **MEMBERSHIP**

What does it make possible?

- The Texas Exes works to protect the value of your diploma and advocates on behalf of UT (which cannot lobby on its own behalf) vis-a-vis the Texas Legislature, for higher education funding and other needs.
- Scholarship Awards totaling nearly \$3.9 million each year
- Support for over 150 Chapters and Networks worldwide
- Over 60 Flying Longhorn trips each year
- *Alcalde* magazine stories- keeping alumni connected to their University
- Student programming such as the Student Membership and Camp Texas
- And Much More!

### **Membership Levels**

80% of your membership dues are tax deductible

- Life Membership: 90% of your Life Membership dues go into an endowment-Support the University forever!
  - Individual- \$1000
  - Joint-\$1500
- Associate Life Membership:
  - Individual: \$1000 (\$50 down and \$25 each month)
  - Joint: \$1500 (\$100 down and \$50 each month)
- Annual Membership:
  - Individual: \$60
  - Joint: \$80
- Recent Grad:

- Individual: \$48
- Joint: \$64

For more detailed information on Membership, [click here](#).



## **NETWORKS**

### **What is an Affinity Network?**

Networks are affiliates of the Texas Exes. An affinity group is a group of people who share interests, issues, and a common bond or background, and offer support for each other. These networks are built to engage alumni around activities and philanthropy related to an affinity connection. Affinity networks are also actively engaged with local chapters. The resources available to Networks are more fully explained on in the Reference Section.

The network year runs from July 1st to June 30th, same as the Association's year. Networks must be renewed every year, which is accomplished by filling out and sending the required forms. All forms must be completed and returned by June 1st. Once the forms are received, each network is approved at the Texas Exes Board of Directors meeting in July. A detailed explanation of the process and the documentation required for renewing networks is located in the Reference Section.

### **Network Overview**

Networks provide a vital role to the Texas Exes – they are our connection at the local level. Texas Exes could not touch so many alumni, both members and nonmembers, without our chapters. Networks help increase membership while maintaining a connection between alumni and The University of Texas.

#### Goals of Networks:

- Provide alumni with a connection to UT and the Texas Exes
- Provide activities that bring alumni together
- Provide diverse programming that represents various interests and age groups
  - Student Recruitment and Development
  - Community Service
  - Serious Minded Content
  - Diverse Social Alumni Engagement

#### Purpose of Networks:

- Extend UT beyond the boundaries of the Forty Acres
- Promote membership in the Texas Exes
  - Memberships sustain Network activities and are a critical link between members and the University.
- Support UT when athletic teams, members of the administration or faculty travel to your area
- Provide a network of fellow Texas Exes for new graduates and new members of your community

Networks are categorized by activity, rather than size. Different networks will have different goals and expectations, and this is reflected with a tiered structure. Affinity Contacts should aspire to maintain and create contacts with alumni who share an affinity, with the goal to ultimately create a chartered network. Affinity Networks have established contact with other interested alumni, and have committees working on Texas Exes branded events.

#### Texas Exes Expectations:

##### Affinity Contact Expectations:

- o Up-to-date contact information

##### Affinity Network Expectations:

- o Use ESA for communication through email
- o Host at least one event annually
- o At least 20 emails on file for alumni in network
- o Membership promotion in the intent increase membership in local area
- o Use sign-in information sheets at events and send to ESA
- o Any design created outside of ESA staff must have prior approval before use
- o Active, up-to-date web presence
- o Report on at least 1 board meeting annually
- o Produces an annual Financial Report for local bank account with unique EIN (if funds are taken in)
- o If Scholarships are awarded, minimum total contributed per student \$500

\*Expectations vary based on category, and not all are listed above. For more details, [view the category chart](#).

#### Non-profit status:

- The Texas Exes is classified as a 501(c)(3) corporation by the IRS.
  - As a component of the organization, the chapter must also comply with the rules and laws that apply.
    - Principally, by not participating in support of political or religious activities and what the IRS calls “active marketing” for a for-profit concern
    - When donations are received by the chapter, the donation is a tax deductible charitable donation to Texas Exes.

## **Network Events and Activities**

Texas Exes Networks around the country have put on events ranging from formal seated dinners to game watching parties, from fun runs and fishing tournaments to community service activities. Any activity that gathers UT alumni for the purpose of connecting with one another, promoting higher education, raising money for scholarships, or just having some fun, makes a good event for your network. Alumni have varied interests, so it is important to have a calendar with a variety of events to attract a wide range of alumni. Those alumni not interested in attending a monthly happy hour might be interested in attending a speaker event.

This [Event Planning Guide](#) offers tips and ideas for putting on successful events.

## **Texas Exes Scholarship Program**

Texas Exes Network Scholarships benefit entering freshmen, transfer students, and/or students continuing their education at UT. The Texas Exes Network volunteer leaders also work year-round to raise the funding for their awards.

Networks may endow a scholarship with a \$15,000 minimum. The amount available for distribution each year is 4.5% of the 12-quarter endowment average. All Texas Exes Network scholarship funds are to be managed by the Texas Exes, under the leadership of the Association's Investments Committee. If a network is interested in creating an endowed scholarship, please contact Kristy Parks at [kristy.parks@texasexes.org](mailto:kristy.parks@texasexes.org).

Network scholarship donations via secure credit card processing are set up online; each network's site hosted by the Texas Exes features a tool so that network supporters may make an online donation. Donation checks should be made out to Texas Exes and mailed to:

Texas Exes  
Attn: Scholarships Department  
P.O. Box 142309  
Austin, TX 78714

Please note: Donations to an endowed scholarship account will only be returned with express written approval of the TESSF Board of Directors; donations to a pass through scholarship account for which no eligible recipient can be found will generally be retained in the account for award the following year. Funds not awarded may be returned upon written request of the original donor.

For information on Scholarships, please contact: [TexasExesScholarships@texasexes.org](mailto:TexasExesScholarships@texasexes.org). The Scholarships Department will monitor the inbox and respond to questions.

### **Texas Exes Charitable Operations Endowments Program**

Texas Exes is now offering Affinity Networks the opportunity to start endowments aimed at benefitting an affinity-based charity or University initiative. These endowments should be designed to encourage donations focused on long-term network growth and development. For example, an Affinity Network organized around a University club or charitable student organization should be able to collect donations on behalf of those programs without conflicting with Texas Exes programming.

Funds from these endowments may be used toward events and programming that expands the network and supports the affinity cause while also supporting the Texas Exes brand. For this reason, funds pulled from the endowment should be used to put on events that raise money for affinity causes or University-led initiatives, but should not be available for direct donation to those causes because this would not support the Texas Exes' purpose of engaging alumni.

Networks may endow a charitable operations fund with a \$10,000 minimum. The amount available for distribution each year is 4.5% of the 12-quarter endowment average. All Texas Exes Network endowment funds are to be managed by the Texas Exes, under the leadership of the Association's Investments Committee. If a network is interested in creating a charitable operations endowment, please contact Daniel Becka at [daniel.becka@texasexes.org](mailto:daniel.becka@texasexes.org)

### **Communications and Publicity**

The Association provides a variety of ways to help Chapters spread the word to alumni about their activities:

#### *Network Website*

Each Network is encouraged to have its own website. The Texas Exes can host a website for the network; maintenance of the site is up to the Network.

#### *Emails*

Texas Exes will send out emails to all alumni in your area. This is an efficient, cost-effective way to share information about the Network to your constituents. Network emails are sent out on Monday-Wednesdays of each week. We can accommodate special requests for certain days of the week depending on the promotion of an upcoming event.





## **REFERENCE SECTION**

**\*Please click on the links to learn about each section**



### [Membership](#)

Membership in the Texas Exes is a charitable contribution that protects the value of your diploma, shows your pride in the University, and keeps you connected to campus news and fellow alumni through social events and business networking – and through the award-winning *The Alcalde* magazine.

### [Sponsorships](#)

Find out how to form sponsorships with local businesses in your area and learn about the terms of sponsorships.

For specific guidelines and do's/don'ts of sponsorships, [click here](#).

### [Event Planning](#)

Read our Tips and Hints for Network events, and learn about the event-planning resources offered to you.

[Texas Exes Chapter HYPERLINK "https://www.texasexes.org/scholarships"](https://www.texasexes.org/scholarships)  
[and Network HYPERLINK "https://www.texasexes.org/scholarships"](https://www.texasexes.org/scholarships)  
[Scholarships](#)

[Network HYPERLINK](#)

["https://texasexes.org/sites/default/files/uploads/Networks/network\\_charter\\_requirements.pdf"](https://texasexes.org/sites/default/files/uploads/Networks/network_charter_requirements.pdf) [Annual HYPERLINK](#)

["https://texasexes.org/sites/default/files/uploads/Networks/network\\_charter\\_requirements.pdf"](https://texasexes.org/sites/default/files/uploads/Networks/network_charter_requirements.pdf) [Online Chartering Requirements](#)



# APPENDIX

## Helpful Websites

Texas Exes – <https://www.texasexes.org/>

The University of Texas – [www.utexas.edu](http://www.utexas.edu)

Texas Athletics – [www.TexasSports.com](http://www.TexasSports.com)

Information on trademarks and licensing – <https://trademarks.utexas.edu/use-restrictions>

Fast Facts on UT – <https://www.utexas.edu/about/facts-and-figures>

Freshman Admissions – <http://bealonghorn.utexas.edu/>

Spirit Squad and Hook ‘Em Appearances Request –  
[http://www.texassports.com/sports/2014/2/13/SP\\_0213140626.aspx](http://www.texassports.com/sports/2014/2/13/SP_0213140626.aspx)

Athletics Ticket Information – <http://www.texassports.com/sports/tickets/tex-tickets-body.html>

## Texas Exes Contacts and Important Dates

### **Key Staff Contacts**

**Courtney Roehling**, Vice President of Engagement  
512-840-5622  
[courtney.roehling@texasexes.org](mailto:courtney.roehling@texasexes.org)

**Jane Marie Agnew**, Chapters & Networks Manager  
512-840-5635  
[janemarie.agnew@texasexes.org](mailto:janemarie.agnew@texasexes.org)

**Shelby Vigil**, Networks Coordinator  
512-840-5631  
[shelby.vigil@texasexes.org](mailto:shelby.vigil@texasexes.org)

\*For a complete staff directory, please check the website – <https://www.texasexes.org/about-texas-exes/contact-us/staff-directory>

## **Important Dates**

September 7, 2018	Chapter and Network Leadership Conference
February 2019	Project Worldwide
March 2, 2019	Texas Independence Day
May 15, 2019	Deadline for Scholarship Information to be given to Association
June 1, 2019	Deadline for Chapter Renewal
July 1, 2019	Beginning of Chapter Year

\*For important Texas Exes events, please check the website – <https://www.texasexes.org/>

## **Texas Exes Network Advisory Board 2018 – 2019**

Lori Lewis Conerly - Austin, TX  
[lorilconerly@yahoo.com](mailto:lorilconerly@yahoo.com)

Letty Fernandez –Brownsville, TX  
[lettyf1978@yahoo.com](mailto:lettyf1978@yahoo.com)

Maria Garate – Plano, TX  
[mdgarate1@gmail.com](mailto:mdgarate1@gmail.com)

Jamie Gonzales – Houston, TX  
[gonzales.jamied@gmail.com](mailto:gonzales.jamied@gmail.com)

Leticia Acosta – Austin, TX  
[lgacosta96@gmail.com](mailto:lgacosta96@gmail.com)