

UT Advocates Toolkit 2020



LONGHORNS
ON THE
HILL



Dear UT Advocate,

This is a critical time for higher education and UT Austin, and we're so glad that you're here with us.

Two of the best actions you can take to support UT Austin are to share the positive impact the university has had on your life, and to reach out to your member of Congress with your story. UT Austin's important work reaches far past the Forty Acres—especially now, when research is helping produce real-time solutions to the COVID-19 pandemic.

In this toolkit, you'll find everything you need to take four simple and effective actions:

- ▶ **Social media templates, language, and graphics** to guide you on sharing your own Longhorn experience with your personal social media networks.
- ▶ **An action link to connect with members of Congress** to share UT Austin's legislative priorities.
- ▶ **Talking points and links** to best learn about UT Austin's commitment to financial-aid programs, life-saving research, and contributions to the nation.
- ▶ **Information on how to join the UT Advocates**, a group of 5,600 alumni committed to protecting and promoting the university. As a registered UT Advocate, we need your help sharing this information and recruiting your fellow Longhorns to join you.
- ▶ **Contact information** for any questions or comments about Longhorns on the Hill and the Texas Exes Advocacy Program.

Thank you for joining us in sharing your **#UTChangedMyWorld** story!

We need you now more than ever before.



Hook 'em,

Rachel Osterloh, BA '16

Advocacy Manager, The Texas Exes

Contact

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Lawmaker Engagement

Phone2Action

[Head here](#) to participate in telling your member of Congress how #UTChangedMyWorld! In just 20 seconds and with the click of a button, you can protect the value of a UT Austin education.

Maximize your impact: Make sure to share the link and encourage your fellow Longhorns to participate.

Web Pages

Main Longhorns on the Hill Page
txex.es/LOTH2020

Main UT Austin COVID-19 Research Page
news.utexas.edu/tag/covid-19/

Important Handles

THE TEXAS EXES

Instagram [@TexasExes](#)
Twitter [@TexasExes](#)
[@UTAdvocates](#)
Facebook [@TexasExes](#)

UT AUSTIN

Instagram [@UTAustinTX](#)
Twitter [@UTAustin](#)
Facebook [@UTAustinTX](#)

CAMPAIGN HASHTAG

#UTChangedMyWorld

Social Media

General Social Guidance

- ▶ Make sure to tag five of your fellow Longhorns to encourage them to share their story using the hashtag #UTChangedMyWorld.
- ▶ Use the downloadable graphics below in your Facebook, Instagram, Twitter, and LinkedIn posts!



Social Graphics

[Download social assets](#) like the above to use on your own channels, Zoom backgrounds and more!

Twitter

YOUR PERSONAL STORY PROMPTS AND EXAMPLES

Take the time to share a brief anecdote of how your UT Austin degree or experience impacted your life. How did UT change your world?

- ▶ As a @UTAdvocate...
- ▶ On the Forty Acres...
- ▶ My favorite @UTAustin memory...



SAMPLE TWEETS FOR SHARING

Join me and other @UTAdvocates in sharing how #UTChangedMyWorld today! Check out this link for more action steps txex.es/LOTH2020

As one of the 5,600 @UTAdvocates, I'm proud to be with @UTAustin during a critical time for higher education in our state and nation. Learn more txex.es/LOTH2020! #UTChangedMyWorld

Cardiovascular problems lead to high mortality rates. Learn how @UTAustin is fighting back <https://uthealthaustin.org/blog/announcing-the-first-pediatric-heart-transplant-program-in-central-texas> #UTChangedMyWorld

My alma mater, @UTAustin, is on the frontlines in the COVID-19 fight. Check out their life-saving research today <https://news.utexas.edu/tag/covid-19/> #UTChangedMyWorld

@UTAustin alumni are providing solutions to COVID-19 in real time. Check out how #UTChangedMyWorld. <https://alcalde.texasexes.org/2020/04/longhorns-helping-in-the-fight-against-covid-19/>

UT Austin researchers have successfully created the first 3-D atomic scale map of the spike protein, allowing researchers to see the viability of vaccine candidates. <https://news.utexas.edu/tag/covid-19/> #UTChangedMyWorld

Facebook/Instagram

Take the time to share a brief anecdote of how your UT Austin degree or experience impacted your life. How did UT change your world?

- ▶ As a @UTAdvocate...
- ▶ While I was on the Forty Acres...

SAMPLE POST LANGUAGE

Tier-one research institutions like @UTAustin are making critical COVID-19 breakthroughs, from developing key vaccine research to 3D-printing masks to support healthcare providers. news.utexas.edu/tag/covid-19/

Today, I'm proud to be a UT Advocate, and share my Longhorn story. Learn more about other action steps and how to be with UT Austin. txex.es/LOTH2020

Instagram Stickers: On Instagram, make sure to search "Texas Exes" to find gifs to add to your insta stories.



LinkedIn

PERSONAL POST

Take the time to share a brief anecdote of how your UT Austin degree or experience impacted your life. How did UT change your world? How has your professional network been enhanced by Longhorn Nation? Make sure to tag five of your fellow Longhorns to participate in sharing how [#UTChangedMyWorld](#).

- ▶ My first job after I graduated...
- ▶ While I was a student...

CAMPAIGN TEMPLATE

With more than 500,000 @UTAustin alumni, from Sept. 29 to Oct. 1, we're sharing how [#UTChangedMyWorld](#)! Here's my story...



Research Links

COVID-19 Vaccine

- ▶ UT Austin researchers have successfully created the first 3-D atomic scale map of the spike protein, allowing researchers to see the viability of vaccine candidates.
[—UT News, August 5, 2020](#)

Campus Solutions

- ▶ From masks to ventilator splitters, researchers in the Cockrell School of Engineering are utilizing 3D printing to meet the needs of frontline healthcare workers.
[—UT News April 8, 2020](#)
- ▶ Dell Medical School and the College of Fine Arts have partnered to create solutions for safer nursing homes and senior-living facilities, partnering healthcare and design.
[—KXAN News, July 28, 2020](#)

Longhorns on the Hill Talking Points

Research

- ▶ Unless Congress continues to invest in basic research, universities will run out of the seed corn that fuels innovation.
- ▶ From tracking earthquakes and hurricanes on the ground to providing real-time solutions to COVID-19, UT Austin research is directly impacting lives across Texas and the nation.
- ▶ UT Austin researchers have successfully created the first 3-D atomic scale map of the spike protein, allowing researchers to see the viability of vaccine candidates.

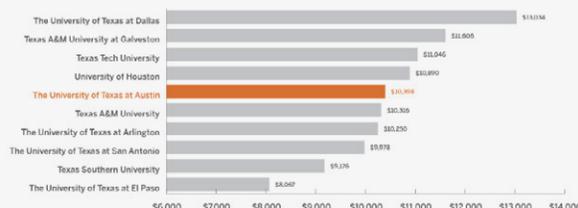
Financial Aid

- ▶ Among the top Texas public institutions, UT Austin maintains one of the lowest tuition rates, ensuring access to affordable education for Texas students.
- ▶ UT tuition ranks sixth compared with other Texas public universities and is annually recognized as one of the best values in higher education by national publications that evaluate academic quality and cost.
- ▶ As evidenced by the student loan default rate of 2.6% at UT Austin, the university is dedicated to enhancing its ability to provide an accessible, quality education for generations of Texans.

Where Do Costs of College Come From?

- ▶ **LABOR** UT Austin recruits the best and brightest faculty from around the country and the world. In order to compete nationally, salary, healthcare, etc. must align with the market.
- ▶ **LIGHTS** As a state university, UT Austin receives no rate cut on the costs of utilities.
- ▶ **LAPTOPS** UT Austin has required updates to create state-of-the-art facilities to meet the basic technology needs of students, including outlets, charging stations, WiFi, and programming software.

University of Texas at Austin Compared to Other Texas Public Universities



Higher Education Pandemic Aid

As many sectors of the economy have been severely stressed, so too have institutions of higher education. Responding quickly to the pandemic, campuses nationwide transitioned to online learning models and significant costs were incurred from acquiring necessary technology. Paired with substantial operating revenue losses, university teaching and research functions are strained.

Thankfully, Congress passed the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), creating a \$13.95 billion Higher Education Emergency Relief Fund. The first allocation to the higher education stabilization fund from the CARES Act provided critical financial assistance to institutions.

A LOOK AT UT AUSTIN

- ▶ UT Austin's actual and estimated revenue losses due to COVID-19 in fiscal year 2020 alone are approximately \$162 million.
- ▶ With UT Austin's closure in March 2020, approximately \$36 million in revenues from housing, dining, and parking were sustained, as well as losses from closures of event centers and facilities, such as the AT&T Executive Conference Center and the Texas Performing Arts Center.
- ▶ An additional \$29 million is estimated for the current hybrid model of on-campus and online learning.
- ▶ UT Austin's share of CARES Act funding totaled \$15.7 million, roughly only 10 percent of the total estimated loss for 2020.