CHAPTER KICKOFF CALL

Presented by: Jane Marie Agnew, Chapters and Networks Manager

TEXAS EXES

THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF TEXAS AT AUSTIN

CHAPTERS AND NETWORKS DEPARTMENT

Jane Marie Agnew
Chapters and Networks Manager

Catherine Flores
Chapters and Networks Coordinator

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REGISTER FOR CNLC

- Thursday, August 19th 5:30-7:30pm Central time

- Friday, August 20th 10am-4pm Central time

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CHAPTER ADVISORY BOARD CHAIR; CHAPTER AND NETWORK BOARD REPRESENTATIVE

Christina Woodard
Former San Angelo Chapter President
Current- Dallas Chapter

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CHAPTER ADVISORY BOARD (CAB)

- Volunteers made up of former and current chapter leaders

- Pull from their experiences to offer support and advice to current chapter and network volunteers

- CAB- assigned chapters based on geography and chapter type

- Will reach out to you throughout the year to hear how your chapter or network year is going and what goals your group needs support on

- Communicate with your CAB member- they are here to help you!

- Small group 'Meet Your CAB' session at CNLC!

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NETWORK ADVISORY BOARD CHAIR

Neal Makkar
Former Blazers Alumni Network President

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107,000 Members Strong

There are more than 500,000 living alumni of The University of Texas in 176 countries around the world. Join this powerful network as a Texas Exes member and reconnect with the place you once called home. It's the next best thing to being here.

- Funds what we do!
  - Chapters and Networks Department
  - Maintain database and email marketing tool
  - Resources we provide to chapters and networks
  - Important that everyone promote it
- Support in membership efforts
- How to support membership:
  - Membership brochures at events
  - Members-only pricing
  - Members-only events
  - All officers must be Texas Exes members

**Chapter and network "members" include all alumni that live in the area or that are a part of the network. Not necessarily all alumni in the chapter area or network are members, so important to promote membership. **

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ADVOCACY

- Preparing our alumni—from educators, business analysts, social workers, and recent grads—for communicating with decision-makers on issues that directly affect students and professors on the Forty Acres.

- Promote the value of UT

- Register to be a UT Advocate at www.texasexes.org/advocate

- Advocacy Chair

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152 Chapters and Networks

106 Domestic

32 International

14 Networks

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REVIEW RESOURCES AND CATEGORY BREAKDOWNS

- Chapter and Network Leader Resources

- Domestic Chapters: Category Status List

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CHAPTER CATEGORIES + HISTORY

Chapter* - 1 Star

Chapter* - 1 Star Outstanding

Chapter** - 2 Star

Chapter** - 2 Star Outstanding

Chapter*** - 3 Star

Chapter*** - 3 Star Outstanding

Chapter**** - 4 Star

Chapter**** - 4 Star Outstanding

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EVENTS

Social Alumni Engagement

- Family oriented
- Happy hours
- **Gamewatches**
- Local sporting events
- Trivia night
- Intramural Leagues

Key Priority Events

- Not social in nature
- 1) Student Development
  - Fundraisers, Student Send Offs, College Fairs
- 2) Community Service
  - Project Worldwide in February
- 3) Serious Minded Content
  - Speaker Events, Networking, Cultural events: museum, art, music

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BASIC RESOURCES

- Official group on TexasExes.org

  - Free website hosting

  - Events listed on TexasExes.org

- Registered Trademark Logo

- Event Management

  - Event Liability Insurance

  - Online Event Registration and Credit Card Processing

- 25% discount at University CO-OP

- Access to Speakers Bureau List

- Scholarship Endowment Administration

- Online Chapter and Network Leader Resources

- Survey Assistance

- Online Donation Link directly to the chapter or network scholarship fund

- Network Advisory Board Member assigned to your group for additional support

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CHAPTER* - 1 STAR

Benefits

- All Basic Resources
- 12 emails annually (no more than 1 per week)

Expectations

- Use Texas Exes for email communication
- At least 1 social or Key Priority Event
- At least 20 emails on file for chapter area (domestic)
- Membership promotion
- Report local sponsorships to Texas Exes
- Use sign in sheet periodically for events
- Submit meeting minutes and post event reports (1 of each)
- Any design created outside of Texas Exes staff must have prior approval before use

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CHAPTER* - 1 STAR OUTSTANDING

Benefits

- All Basic Resources as Chapter*

Expectations

- Same as Chapter*
- **Plus:
  - Host at least 1 social event and 1 Key Priority Event **including Project Worldwide**
- Submit meeting minutes and post event reports (one of each)
- Demonstrate intent to increase membership

TEXAS EXES

CHAPTER** - 2 STAR

Benefits

- Receives 1 leadership training opportunity by staff or CAB
- 20 emails annually (no more than 1 per week)
- All Basic Resources

Expectations

- Use ESA for communication through email
- At least 20 email addresses on file; 200 alumni in geographic area (domestic only)
- Report local sponsorships to Texas Exes
- Submit meeting minutes and post event reports (1 of each required)
- Host at least 1 social event (not a game watch) and 1 Key Priority event
- Submit Post Event Reports on Key Priority Events
- Report on at least 1 board meeting annually
- If Scholarships are awarded, minimum is $500 to award
- Promote membership

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CHAPTER** - 2 STAR OUTSTANDING

Benefits

- All Basic Resources
- Same as Chapter**

Expectations

- Same as Chapter**
- **Plus:
  - Send at least 1 person to CNLC bi-annually
  - Contribute $1000+ in scholarships
  - Participate with Texas Exes on social media/web
  - Participate in Project Worldwide

TEXAS EXES

CHAPTER*** - 3 STAR

Benefits

- All Basic Resources
- 30 emails annually (no more than 1/week)
- 2 leadership trainings annually from Texas Exes staff
- Receives up to 2 unique designs by Texas Exes staff annually

Expectations

- Same as Chapter**
- **Plus:
  - Host at least 1 social event
  - Accomplish at least 2 Key Priority Events (including Project Worldwide)
  - Submit 2 post event reports on Key Priority Events
  - Report on at least 2 board meetings annually
  - If scholarships are awarded, minimum amount is $500

TEXAS EXES

CHAPTER*** - 3 STAR OUTSTANDING

Benefits

- All Basic Resources
- 30 emails annually (no more than 1/week)
- 2 leadership trainings annually from Texas Exes staff
- Receives up to 2 unique designs by Texas Exes staff annually

Expectations

- Same as Chapter***
- **Plus:
  - Invite special guests to attend events (legislators, media, high school college counselors, etc)
  - Recruit volunteers for Association wide initiatives
  - Participate with Texas Exes on social media
  - Contribute $2,000+ in scholarships
  - *Representation at events from Texas Exes at minimum once every 3 years*

TEXAS EXES

CHAPTER**** - 4 STAR

Benefits

- 52 Emails annually (no more than 1 per week)
- Receives leadership training opportunities provided by staff or CAB
- Representation at events by Texas Exes staff at minimum of once every 2 years
- All Basic Resources

Expectations

- Accomplish 1 Social Alumni Engagement Events
- Accomplish 4 Key Priority Events and at least 1 from each category of Key Priority Events (including Project Worldwide)
- Submit post event reports on Key Priority Events
- Conduct and report on regular board meetings
- Send a minimum of 1 member to Chapter Leadership Conference annually
- Participate with Texas Exes on Social Media/Web
- Recruit Volunteers for Association-wide Initiatives

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CHAPTER**** - 4 STAR OUTSTANDING

Benefits

- 52 Emails annually (no more than 1 per week)
- Receives leadership training opportunities provided by staff or CAB
- Representation at events by Texas Exes staff at minimum of once every 2 years
- All Basic Resources

Expectations

- Same as Chapter****
- **Plus:
  - Contribute $10,000+ in scholarships
  - *Representation at events from Texas Exes at minimum once every 3 years*
- Personal Texas Exes staff assistance on securing special speaker/guests
  - Special assistance on events

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NON-PROFIT STATUS

- Texas Exes, as an Association is a 501c3 non-profit

- Does not extend to networks

- Some chapters/networks are their own 501c3 non-profit

- Tax Exempt status

- Tax ID letter

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RESOURCES REFRESHER

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ONLINE RESOURCES OFFERED BY TEXAS EXES

1. **Unique email address** (XYZChapter@texasexes.org or XYZNetwork@texasexes.org)

2. **Microsoft365 suite**, including Office and OneDrive for file sharing and storage

3. **Volunteer-managed website** at www.texasexes.org

4. **Online event management**

5. **Online survey tools** through Microsoft Surveys:

    - Texas Exes create surveys that can be sent out to the chapter/network at the request of a leader.
    - Surveys are commonly used to:
        - *Assess feelings towards specific chapter and network events*
        - *Vote for Board Members*
        - *Gauge alumni response towards completed events*

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MICROSOFT OFFICE TOOLS

- **Microsoft 365**
  - Host email with a 50GB mailbox
  - Locked out- Texas Exes can reset pw and transition next year's officers
  - Get help anytime with around-the-clock phone and web support from Microsoft.
- **One Drive**
  - Store and share files with 1TB of OneDrive storage
  - Create a hub of teamwork to connect your groups with Microsoft Teams
  - Access web versions of Office apps: Outlook, Word, Excel, PowerPoint, OneNote
  - Information storage and sharing documents
- **Microsoft Teams**
  - Host online meetings and video conferencing for up to 250 users.

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LOGGING INTO THE WEBSITE

- Dashboard → Demo

- Editing toolbar

- Chapter homepage: locate where to edit a page, and documentation

- Also point out on website bottom of the page where to direct people to update their contact info and how to do that on your Dashboard

- Comms preferences on Dashboard

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BENEFITS OF THE TEXAS EXES WEBSITE

- **Branding**
  - We are all Texas Exes
- **Resources and Support**
  - Event Management
  - Texas Exes Chapters and Networks Staff
  - Reduced admin burden on Board to manage website
- **Cost**
  - Free for all Chapters and Networks

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USER PORTALS ON WEBSITE

OTHER VOLUNTEER TOOLS

On a chapter page, volunteers can make additional support requests and edit their website:

1. Submit a report about an event.
2. Provide a sign in sheet and meeting minutes.
3. Request refunds for event no-shows and others.
4. Upload a list of recent donors to the chapter/network.
5. Edit the webpage

Austin Chapter

Create Page
Create Event

Use these links to file reports for your chapter

Post-Event Report

Sign-In Sheets & Meeting Minutes

Request Refunds

Upload Donor List

Our Mission

We are the Austin Chap
Austin Chapter core pu
friends in the Austin are
alumni through fun and
scholarships for talente
come.

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CREATE EVENTS

- Drupal

  - Currently ONLY use for free events that link to Eventbrite RSVP

  - Do not use for ticketed events or to RSVP on the Drupal page

  - Quick walkthrough

- Eventbrite

  - Quick walkthrough

- Report your events to us, so we can help you get them on the website!

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EVENT TOOLS

1. Texas Exes Website (Drupal)

2. Eventbrite

PAYMENT FOR EVENTS

EVENT TOOLS for CHAPTERS/NETWORKS	FREE EVENTS	PAID EVENTS	
		TRANSACTION FEES	CREDIT CARD PROCESSING FEES
Eventbrite Premium (unlimited ticket types, customizable checkout forms, 24/7 support, etc.)	$0	$.99/transaction + 2% of face value	Approx. 2.75%
Drupal Events (Texas Exes website)	$0	$0	Approx. 2.75%

Compared to Other Eventbrite packages

Eventbrite Essentials		$.79 + 2% of face value	If any Chapters/Networks have this version, the price appears lower but cannot do free multiple ticket types, choose custom payout, 24/7 hour support, etc.

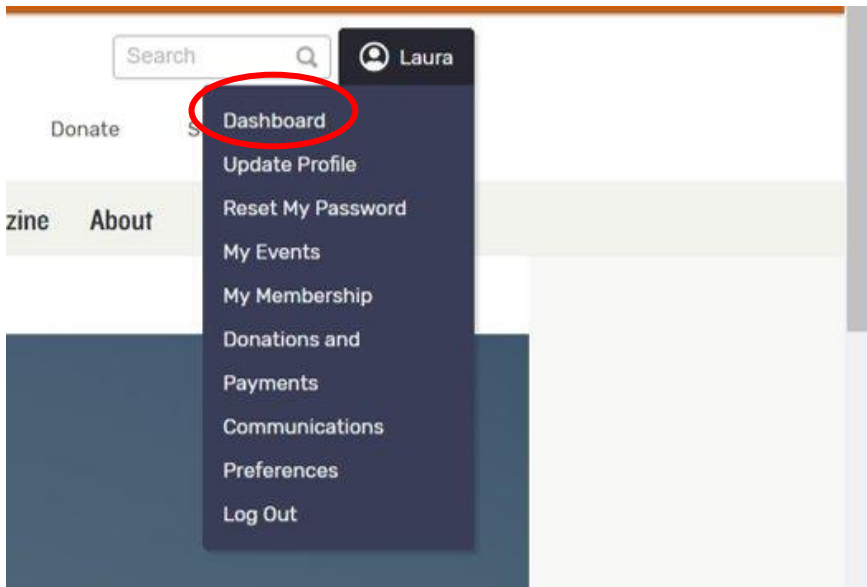**TEXAS EXES®**

DRUPAL: CREATE AN EVENT

- Log into the Texas Exes website as yourself.

- There are two ways you can access your chapter/network page to create an event.

    1. Navigate to the Find Your Chapter/Network page and find your Chapter/Network link
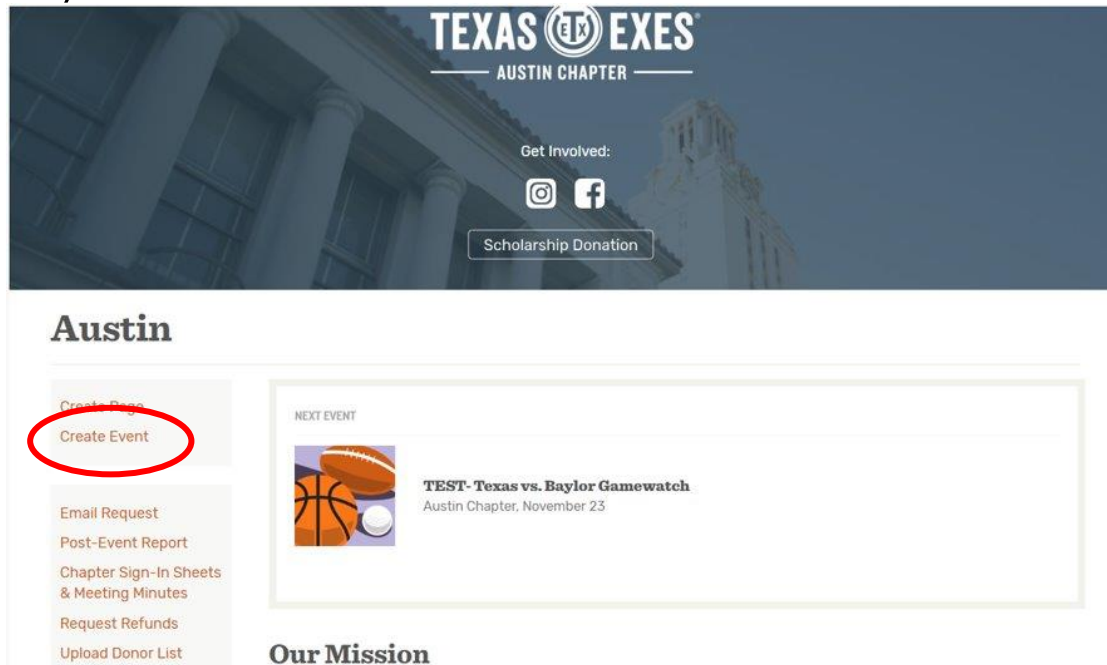
DRUPAL: CREATE AN EVENT

2. Go to your Account Dashboard
- View your Chapter/Network under My Groups from your Dashboard.
- Then create an event from the chapter/network page.
- ****Only create Drupal events for FREE events that DO NOT require an RSVP or link RSVP URL to Eventbrite event****
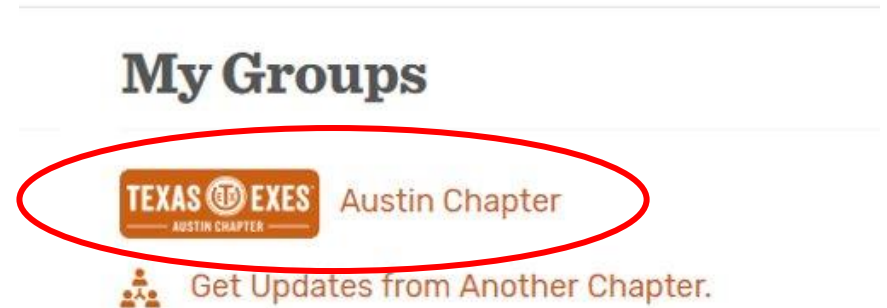
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EVENTBRITE: CREATE AN EVENT

Hover over the icon in the upper right-hand corner to display a menu.
Select 'Create Event' to the left of the icon to create a new event.
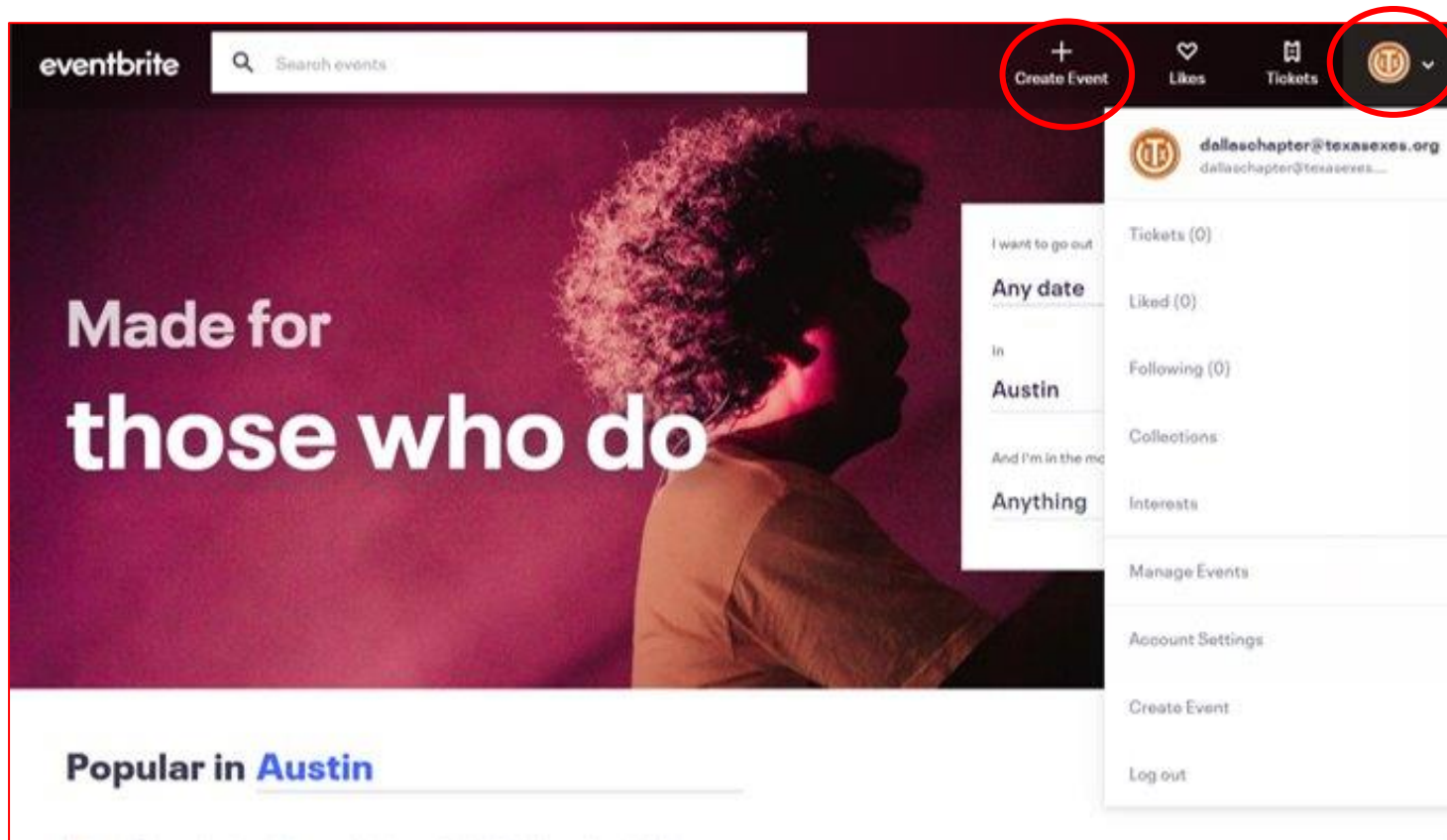
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EVENTBRITE: PAYMENT

- Remitted to Texas Exes; submit a direct deposit to receive funds

- DO NOT EDIT PAYOUT INFORMATION

EMAIL REQUESTS

- Who it is sent to

- Targeted emails

- E-vites

- Send surveys to get to know your alumni or request volunteers

- Email ideas: Send a welcome email to introduce new officers

- Basics and timeline next slide

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EMAIL PROCESS

- Emailrequests@texasexes.org
- Content due Wed at Noon
- Follow the email template info

- Catherine and email coordinator review content and send proof
- Need approval from one person to send email

- Emails are sent **Wed-Fri** in the order of which we receive requests
- **Turnaround time**

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E-VITES

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ROCKY MOUNTAIN CHAPTER

★ ANNUAL ★

GOLF TOURNAMENT

THE TEXAS EXES ROCKY MOUNTAIN CHAPTER INVITES YOU

7th Annual RMTE Golf Tournament

Enjoy lunch, a full table of UT items for purchase, and silent auction!

JOIN US ON

Sunday, May 31

8:00 a.m. – Shotgun Start

The Ridge at Castle Pines North
414 Castl Pines Pkwy
Castle Pines, CO 80108

It's baaack! Now in our 7th year, we are heading back to play at The Ridge at Castle Pines North, just off of I-25, exit 188 Castle Pines Parkway then drive west for 2 miles.

Info & Registration Here.

SAVE THE DATE
for the
TEXAS EXES
HOUSTON CHAPTER

Luv ya Orange!

2020 SCHOLARSHIP DINNER HONORING **Earl Campbell**

Thursday, April 2, 2020

RIVER OAKS COUNTRY CLUB

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— HOUSTON CHAPTER —

TEXAS ⊗ EXES®

DESIGN REQUESTS

- Unique designs, E-vites, etc.

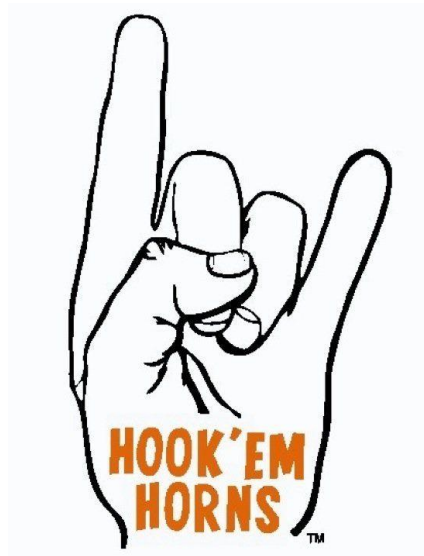- Merchandise

- Timeline

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TRADEMARKS POLICY

- [Brand Standards and Guidelines](#)

- [Style Guide](#)

- [UT Trademarks](#)

  - [List of Protected Marks](#)

Tower

Longhorn Silhouette

HOOK'EM HORNS™

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SOCIAL MEDIA

- Volunteer maintained Facebook and other social media pages

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CHAPTER NETWORK LEADER NEWSLETTER

- These are important!

- Regular monthly updates on what is coming up

- Training information/upcoming calls and events

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WHO TO CONTACT IF YOU HAVE QUESTIONS OR NEED SUPPORT

First go to our website for support information:
Texas Exes Website > Chapters and Networks >
Chapters and Network Leadership Resources >
Chapter Leader Web Manual

If you need more support, communicate with us:
Contact Jane Marie or Catherine directly

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QUESTIONS?

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