



# 2025 Student Send-Off Guide





## Note from the Texas Exes Chapters & Networks Team

A big Texas-sized thank you to you and your chapter for hosting a Student Send-Off! These events are a great opportunity for incoming Longhorns and their families to see that there is a local Longhorn alumni group supporting them. Texas Exes and UT's Office of Admissions truly appreciate your continued effort to engage alumni and students!

Hook 'em!

Chapters and Networks Department Staff

[ChaptersandNetworks@texasexes.org](mailto:ChaptersandNetworks@texasexes.org) 1 (800) 594-3937

## Purpose

- Give local alumni a chance to introduce incoming students to the UT family
- Help send a message that although UT is a large university, our chapters help to build a connection between your new Longhorn and their hometown, and we want parents feel comfortable sending them to Austin
- Show support from the local community for all students who have been admitted to UT
- Provide a space for students to meet other students from their hometown who will also be on campus
- Encourage student development to create lifelong giving Longhorns

*Each participant should be able to describe the event, after it is over, as warm, friendly, fun, relevant, and informative without being overwhelming.*

**Please note:** Since 2018, Texas Exes Chapters and Networks Team has been working with UT's Office of Admissions to market your chapter's event to students. Admissions requires that these events be free to students and at least 2 guests. Please remember to factor this in when planning your chapter's event.





## Promotion

### Get the Word Out

- Make it a group effort to ensure that your Send Off is a success.
- Put a press release in the local media and submit event details to local community calendars (print and online)
- Ask schools to publicize the date before classes end in May/June.
- Include the event information in chapter emails to all alumni (and current students based on chapter's decision).

For help promoting your Chapter's Send Off please contact the Texas Exes Chapters and Networks department at [ChaptersandNetworks@texasexes.org](mailto:ChaptersandNetworks@texasexes.org)

### Marketing Event to Students and Alumni

- Chapters **must** submit event information at least **8 weeks** before the event for Texas Exes to send mailed invitations in a timely manner and ensure the event is marketed well.
  - The Chapter must use its Texas Exes paid Premium [Eventbrite account](#) to receive RSVPs. The username is your [chaptername@texasexes.org](mailto:chaptername@texasexes.org) email address. For password information, please contact the Chapters and Networks team.
  - For email or postcard mailer invitations to alumni, incoming students, and current students, submit a request using the Student Send-Off Marketing Request Form: [SSO 2025 Email and Postcard Mailer Request Form](#)
  - *Want to keep in touch with students from your Chapter area after the Send Off?* When you promote your event on Eventbrite, your email list grows with each registrant! Utilize this technology to promote future events to parents and families.





## Program

Keep the program brief. Give the students plenty of time to get to know each other and the alumni in attendance, as well as to ask any questions they might have. We recommend choosing a Chapter leader most comfortable with public speaking.

### Suggested Speakers:

- Chapter Leaders
- University Representatives
- Texas Exes staff
- Current Student (past scholarship recipients)
- Current Parent
- Student Leaders
- Local Elected Officials

## Student Send-Off FAQs

- **How do I invite students attending UT in the Fall from our Chapter area?**

To invite students, fill out the Student Marketing Request form. You can also connect with nearby high schools to send flyers or information to college counselors to invite students and their families to attend.

- **What types of locations work well for Student Send-Offs?**

Chapters host Student Send-Offs in a variety of locations such as an alumnus' home or backyard, public park, country club, community spaces, conference room at a hotel, restaurant, etc. Think about an inviting place that will have enough space for your expected number of attendees.

- **What kinds of activities should take place at the event?**





Think about your venue to determine what kinds of activities will flow best in the space. If at an alumnus' home or backyard, yard games could make for a fun and family friendly activity. Some chapters have a more formal Send-Off and have a guest speaker speak to their time at UT. Other ideas include Texas Trivia, door prizes or raffle, photo booth, time for students to mingle with one another, etc.

- **Should we serve food at our Send Off?**

The venue and environment of the Send Off will help determine if offering food is appropriate. For a more formal program, options include a buffet meal or sit-down meal. Most Send Offs go the buffet route with either Mexican food or BBQ served to highlight Texas! For a more casual Send Off either light appetizers or heavy hors d'oeuvres can be served. We find that most Send Offs that have simple appetizers or light refreshments are most successful at keeping the focus on the students and Texas Exes.

- **How do we get Chapter members to volunteer?**

The Chapters Department can assist in coordinating a Chapter weekly email to make a call for volunteers to assist in either the planning or day of assistance at the event. Volunteer roles that may be needed include: marketing, set up and decorations, registration table, clean up, etc.

- **How does our Chapter keep in touch with students after the Send Off?**

Have a Sign-In sheet available for students and parents, as they enter the Send Off, so you can personally invite them to your events throughout the year. Encourage them to follow the Chapter on Facebook/social media and to join [UT HookedIn](https://www.facebook.com/UTHookedIn).

