

IT'S NOT **TEXAS**

WITHOUT THE EXES:

CHAPTER CATEGORY BREAKOUT SESSION

CHAPTER 3 STAR – 4 STAR OUTSTANDING



THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF TEXAS AT AUSTIN

BASIC CHAPTER RESOURCES

- [Official group on TexasExes.org](#)
- [Registered Trademark Chapter Logo](#)
- Event Management
 - Event Liability Insurance
 - Online Event Registration and Credit Card Processing
 - 40% discount at University COOP
 - Access to [speakers bureau list](#)
- Scholarship Endowment Administration
- [Online Chapter Leadership Resources](#)

CHAPTER CATEGORIES

- Chapter***
- Chapter*** Outstanding
- Chapter****
- Chapter**** Outstanding

BASIC REQUIREMENTS – ALL CHAPTERS

- Chapter Charter Agreement Form (annual)
- Chapter Officer Listing with 4 required officers (annual)
- Chapter Financial Report (annual) for local bank account with unique EIN
- Up-to-date bylaws submitted (with 10 member signatures)

CHAPTER*** EXPECTATIONS

- Use ESA for communication through email
- At least 20 emails on file for alumni in chapter area (domestic only)
- At least 200 alumns in geographic area
- Local sponsorships must be reported to ESA
- Use sign-in information sheets periodically at social events and send to ESA
- Any design created outside of ESA staff must have prior approval before use
- Active, Up-to-Date Web Presence
- If Scholarships are awarded, minimum total contributed per student \$500
- Membership promotion with the intent to increase membership in local area
- **At least 1 Social Alumni Engagement Event (not including Game Watch)**
- **Accomplish at least 2 Key Priority Events (including Project Worldwide)**
- **Submit post event reports on Key Priority Events**
- **Report on at least 2 board meetings annually**
- **Sends 1 member to Chapter Leadership Conference bi-annually**

CHAPTER*** BENEFITS

- 30 Emails annually (no more than 1 per week)
- Receives 2 leadership training opportunities provided by staff or CAB
- 1 mailing to all alumni per year, expense covered by ESA (must be used for Key Priority Event, template self-mailer, domestic only)
- Up to 3 additional mailings at cost to Chapter (template)
- Receives up to 2 unique designs created by ESA staff annually
- All Basic Resources

CHAPTER*** OUTSTANDING

- Invite special guests to attend events (Legislators, media, High School College Counselors, principals, etc.)
- Recruit volunteers for Association-wide initiatives
- Participate with ESA on Social Media/ Web
- Contribute \$2000 + in scholarships

CHAPTER*** OUTSTANDING BENEFITS

- All Chapter *** benefits
- 1 extra mailing, members only, covered by ESA
- Representation at events from ESA at minimum once every three years

CHAPTER**** EXPECTATIONS

- Accomplish Social Alumni Engagement Events
- Accomplish at least 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 ESA on Social Media/Web
- Recruit Volunteers for Association-wide Initiatives

CHAPTER**** BENEFITS

- 52 Emails annually (no more than 1 per week)
- Receives leadership training opportunities provided by staff or CAB
- 2 mailings per year (1 to members only, 1 to all alumni, max \$5,000) expense covered by ESA (must be used for Key Priority Event, domestic only)
- Up to 3 additional mailings at cost to Chapter (template by ESA)
- Receives up to 5 unique designs created by ESA staff annually
- Opportunity to purchase 2 football tickets to one home game at ticket price bi-annually from ESA for fundraising (first-come, first-served)
- Representation at events by ESA staff at minimum of once every 2 years
- All Basic Resources

CHAPTER**** OUTSTANDING

- Invite special guests to attend events (Legislators, media, High School College Counselors, principals, etc.)
- Contribute \$10,000 + in scholarships
- Drive participation on Texas Exes Alumni Mentoring Platform (*TBA)

CHAPTER**** OUTSTANDING BENEFITS

- Personal ESA staff assistance on securing special speaker/guests
- Special assistance on events

OUT OF STATE

- Each Location Creates Unique Opportunities
- Each Group of Chapter Leaders have skill set that vary
- Embrace what is local and in your wheelhouse
- Double Down when you have a local feature with National Prominence
- New York's Bevo on Broadway Breakfast
- DC's Horns on the Hill

INTERACTIVE PANEL DISCUSSION

- Basic SWOT Analysis
 - Panelists share SWOT
 - How do we overcome weaknesses?
 - How do we take advantage of our opportunities?
- Raising the Big Bevo Bucks
 - What is the fundraiser they will never do away is and why?
 - Do you know your "Legacy Longhorns?"
- The Biggest Loser
 - That time when you thought you had a really good idea...
- Imitation is a form of flattery...
 - Best idea ever borrowed?

WHAT DOES IT ALL MEAN???

ESA staff is here to help!