LET'S PUT THE (T) IN (T)EXAS & (T)ECHNOLOGY

CAB Members: Cade Jobe, Jonathan Worbington, and James Scott

NAB Member: Leticia Acosta

Texas Exes Staff: Courtney Roehling

TEXAS EXES®

SESSION OVERVIEW

- In this session, you will receive an overview of the online resources available to your chapter/network and their functions.

- You will also learn how to promote your chapter/network and events online and through social media.

- Our chapters and networks connect thousands of alumni around the world and our available technology resources and social media make an impact!

TEXAS EXES

ONLINE RESOURCES OFFERED BY TEXAS EXES

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

Microsoft365 suite, including Office and OneDrive for file sharing and storage

Volunteer-managed website at www.texasexes.org

- *Full control over text, photos, and shared files*
- *Automatic pulling of social media data*
- *Easy and direct donation links to scholarship endowments*
- *Can be directed to external website*

Online event management

- *Volunteer submissions with Texas Exes staff support and management*
- *Easy-to-use, 1-click RSVP for free events*
- *Credit card processing for ticketed events*
- *Smart tickets for special prices ("Early bird," member/student discounts, etc.)*
- *Real-time rosters of attendees*

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ONLINE RESOURCES OFFERED BY TEXAS EXES

Online survey tools through Survey Monkey:

- Texas Exes uses surveymonkey.com to 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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ONLINE RESOURCES OFFERED BY TEXAS EXES

Weekly Emails sent through Texas Exes to your Chapter and Network are a great way to spread the word about upcoming events and recruit volunteers.

- Emails go out on Wednesdays, Thursdays, and Fridays for chapters

- Emails go out on Mondays and Fridays for Networks

- Emails go out to all alumni in your group-both members and non-members

- Emails can be targeted to specific groups

  - *Example: An email can be sent to alumni in the area that graduated in a certain year range*

- Email requests should be sent 2 days prior to you preferred send date to chapters/networks staff

- A proof will be sent to you before the email is sent out to recipients

- Please refer to the Email Content Template on the next page when sending your email content to the Texas Exes staff

TEXAS EXES

ONLINE RESOURCES OFFERED BY TEXAS EXES

Below is an example of the format that should be used when submitting an email blast request.

The **three categories** of each request should include the chapter/network name, email blast subject line, and the email content or body.

Chapter/Network name: *XYZ*

Email subject: *Announcing the Texas Exes XYZ Network!*

Email content: *below. Or "same as last week"*

We are very excited to announce the launch of the Texas Exes XYZ Network! This Network is a great way to stay connected to UT and fellow Longhorns while being away from The Forty Acres. We hope that you will get involved!

We are looking forward to setting up networking activities. We will also sponsor other social, recreational, and community service events in the future.

If you'd like to get involved with the Network, please reach out to Catherine Nguyen at xyz@utexas.edu.

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ADDITIONAL RESOURCES

Trademarks and Licensing Internal Campus Request Portal

- Have a t-shirt design using the Longhorn silhouette or Tower?

  - Must be approved by the Office of Brand, Trademarks and Licensing

  - Submit the request online at trademarks.utexas.edu

    - Questions? Contact the Office of Brand, Trademarks and Licensing at Trademarks@utexas.edu or 512-475-7923

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PROJECT MANAGEMENT TOOLS FOR INTERNAL ADMINISTRATIVE PROCESSES

- Google Drive and OneDrive
  - Effectiveness for information storage and sharing
  - Collaborate easily and efficiently
- Slack/Skype
- Microsoft Teams
- Conference call systems for meetings
  - Free Conference Call
  - Uber Conference Call
- Google for nonprofits

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ONLINE PRESENCE AND SOCIAL MEDIA

- How chapters and networks can make your social media presence known?

  - Gaining followers

  - Following other chapters/networks and UT entities

  - Buying ads on Facebook/Instagram

- Creating and reposting quality content

- Scheduling posts

  - How to schedule a post

  - When is the best time of day to post?

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BENEFITS OF THE TEXAS EXES WEBSITE

- Branding

  - We are all Texas Exes

- Marketing

  - *Mention TexasExes.org analytics*

- *Resources*

  - *Event Management*

  - *Texas Exes Chapters and Networks Staff*

  - *Privacy Policy*

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CURRENT TEXAS EXES WEBSITE USAGE

- Summarize Chapter hosted on Texasexes.org

  - 120 domestic chapters, 14 international chapters and 17 networks
    - 114 of 120 domestic chapters are hosted on Texasexes.org
    - 13 of 14 international chapters
    - 100 % of networks

TEXAS EXES

OPEN DISCUSSION ABOUT TEXASEXES.ORG

- If your chapter is hosted on texasexes.org:

  - Are there current features that need improvement/enhancement?
  - Are there features you would like to see added?

- If your chapter is not hosted on texasexes.org…

  - What changes to texasexes.org are needed

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