

# LONGHORN FOR LIFE

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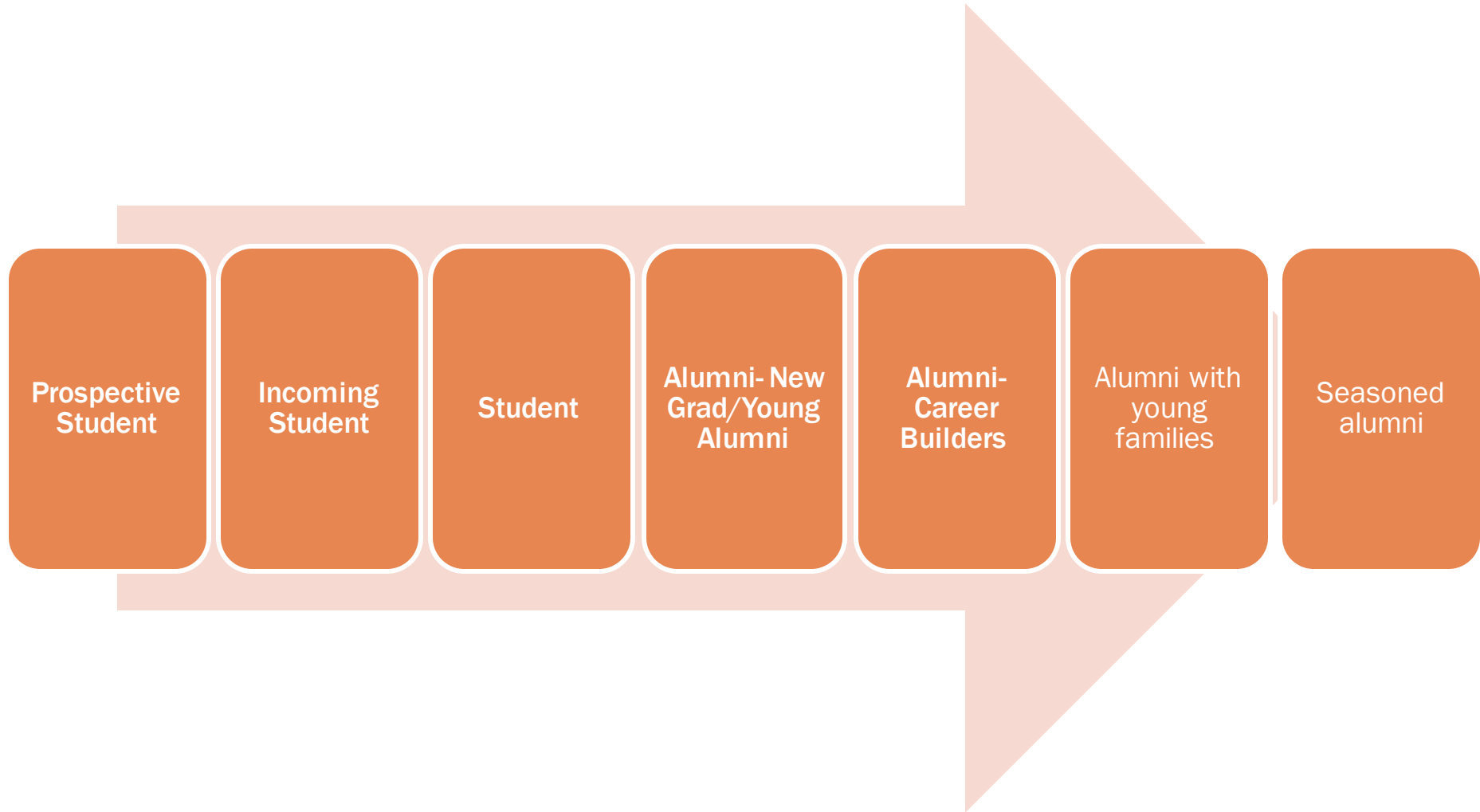


THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF TEXAS AT AUSTIN

# WELCOME!



# LIFECYCLE OF A LONGHORN



# PROSPECTIVE STUDENT

- Texas Exes and Admissions Initiatives
  - College Fairs



- Call Project

# INCOMING STUDENT

- Student Send Offs
  - Purpose























# STUDENT

- [Dear Freshmen](#) video



- [Camp Texas](#)
  - What is it?
  - How chapters and networks can send more students to camp





*"I just wanted to say thank you so much for send us to Camp Texas! It was truly an amazing experience. I met so many interesting people and now I have even more connections and friends. Camp Texas was a wonderful edition to my summer and it impacted my UT life for the better." -C.J.*



***"Hi! I would just like to thank you for allowing us such an awesome Camp Texas experience. It really was one of the coolest few days ever, and the energy there was incredible! I made so many new friends and connections and my pride for the University rocketed!! I had such a blast and was so blessed to be able to go. Thank you again!" -A. S.***

*"I really enjoyed Camp Texas and cannot thank you and the rest of the Fredericksburg chapter enough for sending the four of us. In the days approaching Camp Texas, I was not particularly looking forward to it. I'm generally a more introverted person, and my impression was that this camp would be like many other summer camps in that it would just be games and activities I didn't enjoy.*

*Luckily, it was much more. While there were plenty of games and activities that I don't personally enjoy, it wasn't a problem because the camp was happy to give campers the choice to participate, or not, depending on what they were comfortable with. Because of this, I was able to participate in exactly the events that worked for me. I was pleasantly surprised by how effective the small group structure was and how close we all became in such a short time, including the counselors. I really enjoyed getting to hear from the professors that stopped by and ate with us, but I think my favorite part of it all was getting to spend time with people that I otherwise probably would not have met. There weren't many people there pursuing my major, but because of this I had the opportunity to make new and diverse friends.*

*Another valuable aspect of Camp was all of the advice the counselors were able to pass on to the campers, such as studying habits and living in dorms. Overall I found Camp Texas to be very enjoyable, and I'm confident its value will only increase as I continue to build the relationships I started there when I get to campus in a week." ---E.D.*



# ALUMNI- NEW GRAD/YOUNG ALUMNI

- Chapter Young Alumni Committees
- Engaging young alumni

# ALUMNI- CAREER BUILDERS

- Engaging Career Builders





# ALUMNI WITH YOUNG FAMILIES

- Association wide challenge
- Family friendly events
  - Family friendly venue vs. Bar
  - Picnics
  - Night at the Ballpark or Sporting events











# ALUMNI- SEASONED ALUMNI

- Large population
- Providing programming for this group
- Thirsty Thursdays
- Chapter Historian
- Chapter specific merchandise





# HOW TO ENGAGE THE UNENGAGED

- Average age of alumni involvement
- Who is the target audience?
  - Work with Texas Exes staff to determine



# Q&A



# THANK YOU!

