

# TEXAS EXES NETWORKS



THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF TEXAS AT AUSTIN

# SESSION OVERVIEW

To engage network leaders in conversations that would allow for them to learn and feel empowered.

## Expectations for this session:

Face the  
struggles networks have  
head on and offer tips  
for success

Re-energize  
network  
leaders

Learn new ways  
to promote the  
mission of UT

# NETWORKS IN REVIEW

Structure

Expectations  
& Goals

Resources

# NETWORK STRUCTURE – AFFINITY CONTACT

- Affinity Contact
  - Affinity Network contact agreement – annual
- Expectations
  - Up-to-date contact information
  - Fits into a network type – ethnicity-based, student organization, or professional
- Benefits
  - Listed as contact online
  - Annual email to gauge interest

# NETWORK STRUCTURE - AFFINITY NETWORK

- Network Requirements
  - Network Agreement Form - annual
  - 4 Volunteer Leaders whose membership is current (including one key contact) - annual
  - Network Financial Report - (if funds are taken in) - annual
  - Up to Date Bylaws
  - Fits into a network type – ethnicity-based, student organization, or professional
- Network Expectations
  - Use ESA for communication through email
  - Host at least one event annually
  - At least **20** emails on file for alumni in network
  - Membership promotion with intent to increase membership
  - Use sign-in information sheets periodically at events and send to ESA
  - Any design created outside of Texas Exes staff must have prior approval before use
  - If scholarships are awarded, \$500 minimum of award per student

# NETWORK GOALS

- Advocacy- organize volunteers to carry the message to governing groups at the local, state and national level- about what policies will help or hurt UT
- Student Development- provide programs and opportunities to enhance student experience on campus and train them to be lifelong connected alumni
- Alumni Engagement- connecting people everywhere with each other and back to the University through social, professional, philanthropic and service oriented events
- Communicating the value of UT- distributing and amplifying the great work of faculty, students and alumni broadly to effect public opinion on the value of UT
- Strategic partnering with UT-manage formal partnerships with the Colleges, Schools and Units of UT

# NETWORK LEADER RESOURCES

- Network Leader Handbook
- Texas Exes Networking Event Handbook
- Online resources
  - Texasexes.org email address
  - Volunteer manages webpage at texasexes.org
  - 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.)*

# GROWING YOUR NETWORK



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# GROWING YOUR NETWORK: ESTABLISH A STRATEGIC PLAN



...then execute it!

# GROWING YOUR NETWORK: MEMBERSHIP GROWTH

*Growing a consistent and passionate membership base is vital to the success of your Network*

## ACCESS

More opportunities allow constant awareness, and Network-centric socializing

## ENGAGE

Start with Communication, then create Engagement, then use Events to build renewed interest

## ACCESSIBILITY

Balance opportunities for dedicated, life-long Exes with ways for “kind of interested” alumni to join

## PUBLICITY

Establish a consistent calendar and keep it in an easy to access place; use consistent emails & social media

## FEEDBACK

Follow-up with participants and use their feedback; keep track of attendance figures

# GROWING YOUR NETWORK: BUILDING A BOARD

*Building a dedicated leadership team provides support in the present and a foundation for the future*

Target members  
who frequent  
events & get them  
hooked with lower  
levels of  
commitment (i.e.  
committees)

As their passion for  
the network grows,  
increase their role  
& responsibilities

This results in a  
board of  
dependable and  
passionate leaders

# GROWING YOUR NETWORK: COMMITTEE/ BOARD STRUCTURE

Board

Who makes up your board?

Committee

How many committees do you have? Chairs?

Network leaders

How do you insure Network leaders are working well together?

## GROWING YOUR NETWORK: CONSISTENT MESSAGING

Clear Goals

Frequent Communication

Bylaws

# GROWING YOUR NETWORK: VOLUNTEERS



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# VOLUNTEERS: THE UNIVERSAL TRUTHS

Recruiting new  
volunteers is hard  
work

*but...*

It's worth it!

- Requires a significant time investment by network leaders
- Some people don't like to ask for help

- No Network can exist without new leaders
- To get new leaders, you need new volunteers first
- They benefit from the opportunity as well

# RECRUITING VOLUNTEERS SUCCESSFULLY







# VOLUNTEERS: WHY YOU NEED THEM

Shared  
Responsibilities

Fresh Ideas

Develop Future  
Leaders

## Doing It Yourself



*Plan the event*  
*Pick a venue*  
*Find a speaker*  
*Arrange the food*  
*Setup registration*

- Risk of not completing necessary tasks in time
- May miss or forget something

## Working Together



*Plan the event*  
*Pick a venue*  
*Find a speaker*  
*Arrange the food*  
*Setup registration*



- Fewer tasks for each individual
- More brains to think over potential problems
- Teamwork and leadership development

## VOLUNTEERS: THE NEED FOR BUILDING YOUR BASE

- Networks perform better with strong leadership on all levels
- Volunteers typically bring friends along to events (keeps the cycle going)



# VOLUNTEERS: HOW TO RECRUIT

## Tap into People Who Attend Events

### Events Attendees...

- Probably have a some sort of connection to UT
- Like being around UT people
- Are great candidates to be volunteers

## Host an (online) Open House

- Chance to explain volunteer opportunities
- Allows members to show they want to help
- Specifically & personally invite recent grads to attend & get involved

## Just Ask!

- All board members have Texas Exes friends who could play an active role
- If everyone asks just 2-3 people, you're bound to get some good volunteers

*Think about what works for your Network*



# TIPS ON HOW TO ASK

## Timing

Recruiting volunteers needs to be an ongoing activity throughout the year. Your Network can't succeed without them.

## Ask Directly

Be specific and upfront about any special skills required.

## Find a Fit

Listen to their needs and wants and fit them in appropriately to the Network.

## Be Positive

Approach recruiting volunteers in a positive manner. Make it easy for them to say yes.

## Personalization

When possible, ask them personally. Sometimes a mass email is necessary, but the personal touch is much more effective.

## Follow-Up

Always follow up, sooner rather than later, with any potential volunteer.



# VOLUNTEERS: HOW TO UTILIZE THEM

*If you get volunteers, USE THEM!*

If someone agrees to volunteer, but they are never used they will take their time and resources elsewhere.

Makes them feel needed  
and wanted

Gives them greater buy-in  
to the success of the  
Network

Makes people more likely  
to stick around



# DELEGATION: THE HOW-TO'S

**STEP 1** Stop doing everything yourself!

**STEP 2** Give some tasks to the volunteers

**STEP 3** Provide boundaries and guidance for their tasks

*Boundaries are the things about the event that you care about:*

- Timing and location of the event
- Will there be a speaker or raffle / auction?
- What color are the napkins?

*Limit the boundaries so the volunteer has some room to make decisions*

*Be available to provide guidance*

*Boundaries may need to be adjusted on the fly*

**STEP 4** Follow-up

**STEP 5** Give feedback



# HOW TO KEEP YOUR VOLUNTEERS

*Integrate them into the culture*

Make them feel like they are a part of the Network's success

*Get them involved*

Use the volunteers again!

*Thank them*

Everyone appreciates when they are appreciated

*Respect them and their time*

Make sure assigned tasks are a wise use of their time

*Make sure they have a voice*

Respect their opinions and provide an avenue for them to be heard

***Constantly be on the look out for future leaders! Start new volunteers in small roles and gradually have them work their way up.***

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# 40 HOURS FOR THE FORTY ACRES





# 40 HOURS FOR THE FORTY ACRES

- Over the last five years, Longhorn Nation has rallied to raise funds for the areas they care most about during this exciting two-day giving campaign.
- Spread the word about your Network scholarships
  - New people will learn about your network and also choose to give to your scholarship