



HOW TO READ AND USE THIS HANDBOOK

This handbook was created to guide Texas Exes Leaders as they build their International Chapters. The handbook includes information ranging from the structure of the Texas Exes International Chapter Program to event ideas for Chapters to develop and implement. It is intended to be a comprehensive resource for all leaders and members to use as they grow their Networks.

This handbook is divided into two major sections: the Summary Section and the Reference Section. The Summary Section will introduce important parts of the Texas Exes, the resources that are available, and some programs. It is designed to give you an overall view of the Texas Exes. The Reference Section goes into more detail on the Texas Exes and the resources available to network members, as well as introducing more programs available for Chapters. If additional information on a topic is available in the Reference Section, there will be a note of the corresponding Reference Section page number.



2015-16 International Chapters Handbook

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TEXAS EXES

Who we are:

The Ex-Student's Association, or commonly known as Texas Exes, is an independent, non-profit, membership-supported organization that exists to connect its members to each other and to the past, present, and future of The University of Texas at Austin.

Our Core Purpose:

To be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world.

Our Vision:

The Association will be recognized as indispensable to the UT family, connecting and engaging supporters with each other and the University; together we will lead the charge for the University and its mission to be known worldwide as an institution of the first class.

Mission:

Though we carry it out in countless different ways, the Texas Exes' mission is simple:

**To unite, inform, and involve alumni and friends
for the purpose of promoting, protecting, and preserving
The University of Texas.**

Whether it's through scholarships, teaching awards, legislative advocacy, *The Alcalde* magazine, or just plain fun (like hosting the world's biggest tailgate party before every home football game), the Texas Exes exists to support The University of Texas and its proud traditions.

Strategic Priorities

Advocacy. We intend to dramatically ramp up our effectiveness at advocating on the University's behalf with any and all governing bodies.

Student Development. We will improve the student experience, from the time they are prospective students to the time they graduate and beyond.

Alumni Engagement. We plan to significantly increase alumni participation: more people involved, more often, and with higher quality programming.

Strategically Partner With The University. We intend to move from good friends to strategic partners with the colleges, schools, and units.

Communicate the Value of UT. Now more than ever, the University needs us to communicate its value to the people of Texas.

Did you know...?

...that in 2013 alone, Texas Exes gave out over \$2 million dollars in scholarship money, allowing the great academic tradition of UT to continue? Some of this money was raised through the efforts of Texas Exes affinity network like you!

...that Texas Exes works to inform legislators and decision makers? The Texas Exes has advocated on behalf of UT Austin almost since its inception. Past successes include cost recovery of research grants, securing funding for capital investment projects and passage of the local election for the medical school. UT Advocates continue to build relationships with elected officials, and when necessary get involved in the process in a positive way through Orange & Maroon Legislative Days, making phone calls, writing letters and visiting with decision makers to help support the university.

...that the Texas Exes strives to enhance the student experience by providing meaningful involvement through Texas Exes Student Membership, Camp Texas, Student Leadership Committee, student and faculty awards, alumni mentoring programs, and leadership development? During the 2013-2014 school year, the Texas Exes recruited dues-paying members and provided programming ranging from etiquette dinner programs to campus-wide spirit rallies. Camp Texas continues to provide incoming freshmen with meaningful interaction with UT faculty and staff, as well as important leadership development.



MEMBERSHIP

What does it make possible?

- The Texas Exes works to protect the value of your diploma and advocates on behalf of UT (which cannot lobby on its own behalf) with the Texas Legislature, for higher education funding and other needs.
- Scholarship Awards totaling over \$2 million each year
- Support for over 130 Chapters and Networks worldwide
- Over 40 Flying Longhorn trips each year
- *Alcalde* magazine stories- keeping alumni connected to their University
- Student programming such as the Student Membership and Camp Texas
- And Much More!

Membership Levels

80% of your membership dues are tax deductible

- Life Membership: 90% of your Life Membership dues go into an endowment- Support the University forever!
 - Individual- \$1000
 - Joint-\$1500
- Associate Life Membership:
 - Individual: \$1000 (\$50 down and \$25 each month)
 - Joint: \$1500 (\$100 down and \$50 each month)
- Annual Membership:
 - Individual: \$60
 - Joint: \$80
- Recent Grad:
 - Individual: \$48
 - Joint: \$64

For more detailed information on Membership, [click here](#). To become a member, visit www.TexasExes.org/join

INTERNATIONAL CHAPTERS

What is an International Chapter?

Chapters, both chartered and non-chartered, are local affiliates of the Texas Exes. Texas Exes International Chapters fall into four different categories based on the prior year's accomplishments. In order to better allocate resources and champion The University, each category is allotted different resources. To learn more about these resources and requirements/expectations for your chapter, [click here](#).

The various resources available to Chapters are more fully explained in the Reference Section.

The chapter year runs from July 1st to June 30th, same as the Association's year. Chapter charters must be renewed every year, which is accomplished by filling out and sending the required forms in to the Chapter Office in Austin (required forms vary based on category). *All forms must be completed and returned by June 1st*. Once the forms are received, the charter for each chapter is approved at the Texas Exes Board of Directors meeting in July. **A detailed explanation of the process and the documentation required for renewing a chapter's charter is located in the Reference Section.**

International Chapter Overview

International Chapters provide a vital role to the Texas Exes – they are our connection to alumni across the globe brought together by a specific affinity purpose. Texas Exes could not engage so many alumni, both members and nonmembers, without our chapters. Chapters help increase membership while maintaining a connection between alumni and The University of Texas.

Goals of International Chapters:

- Provide alumni with a connection to UT and the Texas Exes
- Provide activities that bring alumni together while outside of the United States
- Engage alumni in many different ways while still demonstrating unity of groups and activities to the alum

Purpose of International Chapters:

- Extend UT beyond the boundaries of the United States
- Promote membership in the Texas Exes
 - Memberships sustain Chapter activities and are a critical link between members and the University.
- Provide a network of fellow Texas Exes for new graduates and new members of your international community

Chapters are categorized by activity, rather than size. Different chapters will have different goals and expectations, and this is reflected with a 4-tiered structure. **International Contacts** should aspire to maintain and create contacts with alumni who share a foreign locale, with the goal to ultimately create a chartered network. **Non-chartered Chapters** have established contact with other interested alumni, and have committees working on Texas Exes branded communications. **Chartered Chapters** have

an organized leadership structure and are committed to participate in Texas Exes branded events. **Outstanding Chartered Chapters** are going even further by raising scholarship funds and engaging in Texas Exes staff training.

Texas Exes Expectations:

- International Contact Expectations:
 - Up-to-date contact information

- Non-Chartered Chapter Expectations:
 - Website or social media presence
 - Semi-annual newsletters with chapter-relevant updates on the University

- Chartered Chapter Expectations:
 - Use ESA for communication through email
 - Host at least one event annually
 - Membership promotion in the intent increase membership in local area
 - Use sign-in information sheets at events and send to ESA
 - Any design created outside of ESA staff must have prior approval before use
 - Report on at least 1 board meeting annually
 - Produces an annual Financial Report for local bank account with unique EIN (**if** funds are taken in)

- Outstanding Chartered Chapter Expectations:
 - Raises scholarship funds with a minimum total contributed of \$500 per student
 - Participates in multiple Texas Exes events
 - Commits to annual leadership training by Texas Exes staff

- *Expectations vary based on category, and not all are listed above. For more details, view the [category chart](#).

Non-profit status:

- The Texas Exes is classified as a 501(c)(3) corporation by the IRS.
 - As a component of the organization, the Network must also comply with the rules and laws that apply.
 - Principally, by not participating in support of political or religious activities and what the IRS calls “active marketing” for a for-profit concern.
 - When donations are received by the network, the donation is a tax deductible charitable donation to Texas Exes.

International Chapter Events and Activities

Any activity that gathers UT alumni for the purposes of connecting with one another for promoting higher education, raising money for scholarships, or just having some fun makes a good event for your chapter.

Texas Exes Scholarship Program

Texas Exes Chapter Scholarships benefit entering freshmen, transfer students, and/or students continuing their education at UT. These students are selected by Texas Exes members who volunteer with their local network. The Texas Exes Chapters' volunteer leaders also work year-round to raise the funding for their awards.

Chapters will be contacted to prepare their scholarship committees. All committee members will need a current and accessible UT EID, and will be asked to complete documentation to receive an upgraded EID. All application review is completed online, through UT's admissions database; review requires users to download a VPN connection to the UT servers. Training information and support will be available for the review process.

Chapters may endow a scholarship with a \$7,500 minimum. The amount available for distribution each year is 4.5% of the 12-quarter endowment average. All Texas Exes Chapter scholarship funds are to be managed by the Texas Exes, under the leadership of the Association's Investments Committee. If a network is interested in creating an endowed scholarship, please contact Tiffany Gonzales at Gonzales@alumni.utexas.edu.

Chapter scholarship donations via secure credit card processing are set up online; each network's site hosted by the Texas Exes features a tool so that network supporters may make an online donation. Donation checks should be made out to Texas Exes and mailed to:

Texas Exes
Attn: Tiffany Gonzales
P.O. Box 7278
Austin, TX 78713

Please note: Donations to an endowed scholarship account will only be returned with express written approval of the TESH Board of Directors; donations to a pass through scholarship account for which no eligible recipient can be found will generally be retained in the account for award the following year. Funds not awarded may be returned upon written request of the original donor.

For information on International Chapter Scholarships, please contact:

Tiffany Gonzales
Gonzales@alumni.utexas.edu
512-471-8095

Communications and Publicity

The Association provides a variety of ways to help both non-chartered and chartered chapters spread the word to alumni about their activities:

International Chapter Website

Each chapter is expected to have an active, up-to-date web presence. The Texas Exes can host a website for the chapter and may assist in updating the site. Any events listed on the chapter's website will be documented and shared with the UT community. Alternatives to an official chapter website could be an active Facebook page for members, or a social media presence on LinkedIn, Twitter, or another website that meets the goals of your chapter.

Emails

Texas Exes will send out emails to all alumni in your area. This is an efficient, cost-effective way to share information about the chapters to your constituents. Chapter emails are sent out on Tuesdays, Wednesdays and Thursdays of each week.

Public Relations

Getting coverage in the news helps both the chapter, as well as Texas Exes. Having local coverage of your event reaches potential new members, raises awareness of your group, the Association and UT, and highlights the benefits of membership with the Texas Exes. For help with public relations for your network, contact the engagement department to receive the [PR Toolkit](#).

More detailed information on each of these items is available in the Reference Section.



REFERENCE SECTION

***Please click on the links to learn about each section**



[International Chapter Annual Paperwork Requirements](#)

Information on the Network renewal process and required documents.

[Resources for Networks](#)

Learn about all of the resources offered to our Texas Exes Networks, including those from our staff, the forms of communications such as emails, and publicity.

- [Email Policies and Tips](#)
- [Sample Forms and Documents](#) (i.e., silent auction bid sheets, donation letters, paper mailings, etc.)

[Membership](#)

Membership in the Texas Exes is a charitable contribution that protects the value of your diploma, shows your pride in the University, and keeps you connected to campus news and fellow alumni through social events and business networking – and through the award-winning *The Alcalde* magazine.

[Texas Exes Scholarships](#)

Read these helpful tips for scholarship fundraising.

[Ideas for Leadership](#)

Read about Network Leadership and Volunteer Succession tips, ideas, and basics. This section includes job descriptions for the chapter board.

[Sponsorships](#)

Find out how to form sponsorships with local businesses in your network and learn about the terms of sponsorships.

[Event Planning](#)

Read our Tips and Hints for Network events, and learn about the event-planning resources offered to you.

[Financial Planning](#)

Learn the basics of establishing an operating account and keeping track of your Network's budget.



APPENDIX & FORMS

Helpful Websites

Texas Exes – www.TexasExes.org

The University of Texas – www.utexas.edu

Texas Athletics – www.TexasSports.com

Information on trademarks and licensing – <http://www.utexas.edu/visualguidelines/>

Fast Facts on UT – <http://www.utexas.edu/opa/pubs/facts/enrollment.php>

Freshmen Admissions – <http://bealonghorn.utexas.edu/>

Athletics Ticket Information – <http://www.texassports.com/index.aspx?path=tickets&>

Texas Exes Contacts and Important Dates

The entire staff of the Texas Exes is here as a resource for Networks. Your primary contacts are the Director of Engagement, Networks Coordinator, Scholarships Coordinator, and the Engagement Administrator.

Courtney Ratliff

Director of Engagement
512/475-9352 or 800/594-3937
ratliff@alumni.utexas.edu

Brian Peterson

Networks Coordinator
512/471-3663
brian.peterson@texasexes.org

Tiffany Gonzales

Scholarships Coordinator
512/471-8095
Gonzales@alumni.utexas.edu

Mackenzie Gandy

Engagement Administrator
512/471-8078
gandy@alumni.utexas.edu

*For a complete staff directory, please check the website –
www.TexasExes.org/about/staff.aspx

Important Dates

August 29, 2014	Chapter and Network Leadership Conference
February 2015	Project Worldwide
May 15, 2015	Deadline for Scholarship Information to be given to Association
June 1, 2015	Deadline for Chapter and Network Renewal
July 1, 2015	Beginning of Network Year

*For important Texas Exes events, please check the website – www.TexasExes.org