



Chapter Leader Conference Call- Serious Minded Content and Key Priority Events

Tuesday, November 28, 2017

- **OVERVIEW**

- We wanted to set up a call to give Chapter leaders an opportunity to chat about how events have been going so far this year and how we can take ideas from other chapters to get inspiration moving forward with events planned for the rest of the year. As well as, talk about Project Worldwide and Texas Independence Day event updates.

- **EVENT RECAP**

- Over 500 chapter events have been planned so far this year. Thank you to all of you who have worked hard in planning these events so far this year.

- **KEY PRIORITY EVENTS**

- There are 3 types of events that fall within the Key Priority Event category: Student Development, Community Service, and Serious Minded Content events. We're going to mainly talk about Serious Minded Content and Community Service related events today.
- Serious Minded Content events
 - Gathers alumni around a continuing education or networking event
 - Examples: Speaker event or Speaker Series, Cultural events, hosting a panel, going to a museum or art exhibit, etc.
 - Event examples this year so far include: Waco- Eric Qualman, Motivational Speaker to Speaker Series, Brownsville Cookbook Launch Event- the Chapter had a local Texas Ex cook recipes from her cookbook, San Francisco participated in Circuit Manufacturing Tour, Denver- host Dean Clay Johnston from the Medical school, Washington D.C. John Daly, Puget Sound hosted UT Alumni that work for prominent companies in the area and had a panel event, and the Dallas Chapter recently hosted an Advocacy Conversation with Rep Alonzo. Brazos Valley, Santa Fe, San Francisco, and Puget Sound- Host Texas 4000 Riders and listen to their presentation.
 - Does anyone have any example of a serious-minded content event that was successful for your chapter? We'd like to hear about it.
 - Abilene – Partnered with McDonald Observatory for a Talk with a Scientist (also Texas Ex). He came to Abilene to talk to K-12 and Abilene Community.
 - Santa Fe – Art & Architecture Home Tour (Summer). Exes hosted a tour in their home of their art collection. Marketed event via email and word of mouth. Refreshments provided.
 - Dallas – UT Business Forecast at the Federal Reserve. For more information, visit here: <https://www.texasexes.org/event/dallas/1875>

- **Event collaborations**

- We invite all chapters to collaborate with your community partners and leaders to elevate your events and to potentially draw in a different population of alumni that may have not been involved previously.

- Think your community leaders, local hospitals if you are hosting a speaker to present their research, local non-profit organizations etc.
 - Another option is inviting your local, state representatives, or senator to join an event. Rachel Osterloh (Rachel.Osterloh@texasexes.org) Advocacy Manager can assist with asking local reps to attend.
- Other event collaboration ideas:
 - Inviting Alumni groups from other colleges and universities to participate
 - The Longhorn Foundation- who is the fundraising arm of Texas Athletics. They are collaborating with our New York and Houston chapters for basketball tournament events in their areas.
 - Events already being hosted by other organizations in your communities- ask if your Texas Exes chapter can have a presence at any of them.
- Would anyone like to share any event collaborations that have taken place this year so far or are planned for future events?
 - Dallas – work with McCombs Dallas Chapter. For more information about if there’s a local McCombs Chapter in your area, please go to the chapter list [here](#).
 - DC – Hurricane Harvey Relief Fundraiser with our DC Based Texas Chapters
 - Santa Fe – collaborating with Seniors on Bikes Organization and Meow Wolf (Art Museum) to curate and host [Texas 4000](#) Riders who stop in Santa Fe.
 - Dallas – interested in hosting a fun run. Collaboration with local runners’ clubs.
 - Abilene – interested in partnership with local Aggie Chapter to host golf tournament. Paris and Caldwell County have hosted successful golf tournaments with Aggies.
- [How to use LinkedIn to connect with Alumni and Potential Speakers in your area](#)
- Speaker’s Bureau
 - Newly added to the [Chapter Forms and Resources](#) section of the Chapters webpage
- **Project Worldwide:** <https://www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2018>
 - Is 2 months away! As a reminder, Chapter * Outstanding, Chapter ** Outstanding, Chapter *** and Outstanding and Chapter **** and Outstanding are required to participate in Project Worldwide to maintain their chapter status.
 - February Goal- Last year 71 chapters participating; Goal= 80 chapters participating.
 - About: Project Worldwide is our month long national service initiative throughout the month of February that is in partnership with the Department of Diversity and Community Engagement at UT. It stems from The Project, which is UT’s largest day of service and Texas Exes extends that initiative to our chapters.
 - Hurricane Harvey Relief
 - Project Worldwide is a service initiative and is not intended to be a fundraiser for the organization. It is also important to look at service projects where the Chapter can donate time or services to their local community rather than help raise money. As you know, any funds raised year-round must benefit your chapter. However, due to the devastating impact of Hurricane Harvey in the state of Texas, charitable fundraising will

be permitted as a Project Worldwide event for this year only. Any chapters that choose to fundraise for a hurricane relief nonprofit can donate directly to the nonprofit. For a list of suggested nonprofits, please look at Charity Navigator. If a chapter decides to fundraise for hurricane relief efforts, Texas Exes encourages that the chapter will also participate in a local service initiative

- Participating in Project Worldwide →
 - Is great PR for the Chapter and highlights UT and Texas Exes all over the country. Also reminds your local community of all the great things your members are doing.
 - Engages new alumni that may not have previously been involved in the Chapter.
- How to get your Chapter started with Project Worldwide?
 - 1. Appoint a Project Worldwide Chair to lead the activity. They can be your point person in helping with organizing and coordinating.
 - 2. Choose a service activity
 - 3. Please send your Project Worldwide Chair person's contact info and your Chapter's project by December 4th to Megan (megan.yeager@texasexes.org). Report the date, time, location, and a description of the activity to me if you already have it or any questions you may have.
- How do you choose a Project Worldwide Activity?
 - Activities will come in different shapes and sizes and will vary in the amount of time they require.
 - Some projects may only involve a few people sprucing up a park while others involve a large number doing something on a city-wide scale.
 - You can pick a service group/project that the chapter can develop a long-term relationship with and continue with them for the next year's Project Worldwide or other service events to engage alumni throughout the year.
 - Remember that because you are a part of the Texas Exes and under the Texas Exes 501(c) 3 umbrella, you cannot affiliate with a religious or political organization, so please keep this in mind when choosing your service project.

- **Some Project Worldwide Activity Examples**

- Host/sponsor a blood drive or volunteer with the local Red Cross
- Sponsor a team in a community run/walk
- Volunteer at a local hospital or nursing home
- Volunteer with Habitat for Humanity
- Sponsor a donation drive for a local women's shelter or homeless shelter, food bank, or soup kitchen
- Clean out your closets and donate the items to a local Goodwill or Salvation Army
- Volunteer at a local library or school
- Clean up a local park or recreational area
- Participate in the Adopt-A-Highway program. (This is a great idea because you could get your local Chapter name/logo on a sign!)
- Get involved with Special Olympics or a similar program

- Collect school supplies for local students in need
- Coordinate a book drive
- Volunteer to walk the dogs at a local humane society
- Does anyone already have ideas for your Chapter PWW event or would like to share what has been successful in the past?
 - Dallas – Cleanup of White Rock Lake. Worked with “Friends of White Rock Lake” to cleanup on Saturday morning. “Friends of White Rock Lake” scheduled and provided tools.
 - Abilene – Food bank (sorting and boxing foods for clients)
 - Waco – worked with nonprofit helping at risk youth host a Valentine’s Day party and work together to bring them donated/necessary items
- **Looking ahead: Texas Independence Day is on**
 - Friday, March 2, 2018
 - Start thinking about the event and if there are ways your chapter can elevate your TID this upcoming year:
 - Inviting your representatives
 - Hosting a speaker
 - Including a Dinner or Silent Auction.
 - If your Chapter would like to connect to a Speaker or representative, please email Megan Yeager at megan.yeager@texasexes.org.
- **Other Event Planning Reminders**
 - Mailables- Must advertise a Key Priority Event, such as a scholarship fundraiser, serious minded content event like a speaker, community service, etc. Design requests for mailables should be sent in 5-6 weeks in advance to allow for enough time in the design process to hit mail boxes 3 weeks prior to an event.
- **Any other thoughts or questions?**

Thank you to everyone who joined the call. If you have further questions, please contact me or the rest of the Chapters Department at any time!

Read more about Project Worldwide here:

<https://www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2018>

[2018 Project Worldwide Handbook](#)