

**Chapter & Network Leadership Conference**

Breakout Sessions

**Promoting your group with technology**

CAB Members: James Scott, Chris Hunt

Texas Exes Staff: Brian Ricter

Room: Main Lounge (2), Schmidt/Nowotny (3)

Session 2: 2:10 – 3:15 pm

Session 3: 3:20 – 4:25 pm

***Intros of CAB and Staff***

***Overview of Online Resources (5 minutes)-*** Brian

* Basic resources
* Chapter and Network email accounts
  + OneDrive, Office365
* Survey assistance

***Websites and Event Management (15 minutes)-*** Brian

* Editing Text, Hyperlinks
* Adding Tabs and additional pages (weights, sub-menus, etc)
* Adding Photos and Files
* Donation Links
* Navigating the event webpages
  + Texasexes.org
  + Chapter/network website
  + User portal
* Submitting an event
  + Ticket information
  + Free RSVP form
* Getting reports and managing your events
* Event payment processing and checks

***Best Practices and Open Discussion (30 minutes) –*** CAB Leaders

* Consistent branding and messaging
* Google Drive for internal organization --> the per person sharing and granularity of the platform makes this an easy win for us with regard to sharing files and pictures. The chapter leadership can easily share files and folders in a system that supports multiple users and permissions. Additionally, there is no platform cost or maintenance which needs to be taken on by the Alumni Association in Austin.
* Try new things and Fail fast --> what works for some organizations, wont for others. Try a technology and understand you might not use it for a long period if it doesn't work. There is value in understanding why something does not work.
* Get free software/platform licenses for your "non-profit" --> we tried atlassian products for free because we are considered a non-profit extension of the Alumni Association. We used their tax exempt code and status with permission.
* Collaboration is key --> we are all busy with other lives; any chance you can give members and board members a platform to contribute from their couch is great!
* Centralize as much as you can with the Alumni Association --> we moved our Yahoo Mailing List and Website to the Association's platforms. Free and low platform maintenance required by the volunteer board members.
* Engage the Texas Exes staff in new ways --> we are ingesting new newsletter signups on a Google Spreadsheet which the Texas Exes Staff inputs into their database. This comes via our Texas Exes hosted home page.
* **Speaker Events Open Discussion**: IF NEEDED-identify chapter or network leaders who have run successful websites and online events, and have them discuss their experiences