



KEY PRIORITY EVENTS

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1. Student Development Events
2. Community Service Events
3. Serious Minded Content Events

1. **Student Development Events**: an event that encourages alumni to promote The University of Texas to potential and current students or raises scholarship funds.
 - Dedicated Scholarship Fundraising Events (i.e chapter scholarship dinners)
 - Student Send-Offs
 - Longhorn Saturdays
 - College Fairs, Recruitment Events
 - Examples:
 - Host a BBQ and invite high school juniors and seniors to attend
 - Throw a Send Off for the students leaving your chapter area to attend UT
2. **Community Service Events**: an event that allows alumni to showcase the many ways in which they give back to the community as part of The University of Texas and Texas Exes.
 - Participate in Texas Exes Project Worldwide in the month of February.
 - Participate in a Red Cross Blood Drive
 - Work with Habitat for Humanity
 - Participate in a community clean-up day
 - Participate in a local walk or run to support charity
3. **Serious Minded Content Events**: an event that joins alumni with the purpose of championing the university through continuing education and/or networking.
 - **Business Networking (TEBN)**: The Texas Exes offer creative and innovative events that allow Longhorns the opportunity to come together for professional networking. Chapters have the unique opportunity of bringing Longhorns together in ways unlike any other networking groups. Organizing networking events can assist a Chapter in reaching out to local alumni and growing their group. For tips and ideas, [click here](#).

- **Speaking Events (ex: UT Professor, UT Staff or Advocacy Speaking Events or Reception)**
 - Tips for Hosting a Speaking Event:
 - If you have more than one event a year with a speaker, then secure a variety of speakers to meet everyone's interest.
 - Ask the speaker early and have a few dates in mind.
 - If the speaker has to travel, the Chapter should be prepared to cover their travel expenses.
 - Take advantage of faculty and personnel who may be traveling to your area for development purposes or to attend a conference.
 - All requests for coaches to speak must go through the Athletics Department.
 - http://www.texassports.com/sports/2013/7/22/compliance_0722134319.aspx?path=compliance
 - You will need to fill out the form and return to the Athletics Department.
 - In 2008, the Athletics Department instituted a new policy regarding football coaches. *Football coaches are no longer available as speakers for events.*
 - Contact The Texas Exes Staff to view the **Texas Exes Speakers Bureau** for speakers/topics that may be available for your area.
 - Topics: Education, Athletics, Legislative Issues, Cultural Issues, Areas of Study, Law, Global Development, Entrepreneurship, Foreign Policy, Technology, Medicine, etc.
- **Continuing Education or Topic Events**
 - Contact Texas Exes Staff to view the **Texas Exes Speakers Bureau** for speakers/topics that may be available for your area.
 - Topics: Education, Athletics, Legislative Issues, Cultural Issues, Areas of Study, Law, Global Development, Entrepreneurship, Foreign Policy, Technology, Medicine,
- **Cultural Events**
 - Host a monthly book club for your members
 - Example: Read books written by UT alumni – a new listing appears in each issue of the *The Alcalde*.
 - If a UT author is in your area, then try to host a book signing party with him/her.
 - Tour local museums

- Meet after the tour at a local restaurant to discuss the exhibit
 - Example: Organize a trip to the Houston Museum of Fine Arts for a current exhibit
- Attend a local theater production
 - Meet before or after the production for dinner or drinks