



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

Tuesday, November 15, 2016

1 :00 PM CST

- Conference Dial-in Number: 1-605-475-2090
- Participant Access Code: 6163792

AGENDA

Staff: Jane Marie Agnew, Cassie Maneen

Chapter leaders in attendance: Cassie Maneen, Laura Mendel (Waco), Jessie (Philadelphia), Michelle McCloskey (Chicago), and 1 more beep. More may have joined in on the call but did not introduce.

• INTRODUCTIONS

- Call instructions
 - All are muted. *6 will mute/unmute yourself
- Introduce staff on call
 - Jane Marie Agnew, Chapter Events Coordinator (JaneMarie.Agnew@texasexes.org)
 - Cassie Maneen, Advocacy Coordinator (Cassie.Maneen@texasexes.org)

• 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: Brownsville Cookbook Launch Event- the Chapter had a local Texas Ex cook recipes from her cookbook, San Angelo Speaker Series, Denver- will 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.

- Does anyone have any example of a serious-minded content event that was successful for your chapter? We'd like to hear about it.
 - Laura from Waco – Business Network event in October with Quan Cosby. Spoke for 30 minutes. Had 35 attendees. Very successful! Small wine bar, heavy appetizers. No charge to attendees. She expressed a need for more events like this because the Game Watches have had low alumni turnout.
 - Cassie – brought up Advocacy Discussion with Representative Alonzo. This was a different crowd than the game watchers. Part happy hour on a Wednesday evening. Cassie mentioned that ESA was able to subsidize some of the snacks and drinks at the event. Format was one on one interview. Tim T. interviewed the Rep. Open discussion. The event was an hour and half (30 minutes for networking & 45 minutes for interview and then later Q&A)
 - Cassie – partnership with Washington DC chapter and Professor John Daly (expert in Advocacy). “Lunch & Learn.” Advocacy was able to help a little with food budget.
 - Laura expressed interest in the ESA funding for these Advocacy Events

- **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. And I will let Cassie Maneen, our Advocacy Manager talk more about Advocacy and asking local reps to attend.

- **Cassie Maneen**

- Using Texas Exes advocacy to connect with legislators
 - Talked about the intricacies of ESA connecting chapters to legislators
- Showing the strength of UT in the district, where it counts
 - Suggesting that the chapter has an advocacy chair
 - <https://www.texasexes.org/advocate-ut>
- Orange & Maroon Legislative Day: Wed., 2/15/17
 - Register: <https://www.texasexes.org/orange-maroon-legislative-day-sign>
- 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?
 - Michelle from Chicago – question about serious minded events. “For a chapter out of Texas, how do we get people to come up to Chicago for an event?”

- John from Puget Sound – they found people on LinkedIn for their panel with Google, Starbucks leadership
- Jessie – Philadelphia is centered around the game watches. She wants to find a professor who may be coming to Philly for a conference or research to also stop by to speak/meet the chapter.
- The New York Chapter has hosted a private art gallery tour of a before and got the artist, who was a Texas Exes, to speak.

- [How to use LinkedIn to connect with Alumni and Potential Speakers in your area](#)

- [Speaker's Bureau](#)

- Newly added to the [Chapter Forms and Documents](#) section of the Chapters webpage

- **Project Worldwide:** <https://www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2017>

- Is 3 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 66 chapters participating; Goal= 10% increase.
- 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.
- 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
- 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.
- An update: Please send your Project Worldwide Chair person's contact info and your Chapter's project by December 5th to Jane Marie (janemarie.agnew@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.

- **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?

- **Jessie – It's been difficult to find events available in Winter months. Hospitals don't allow volunteers during cold and flu season. Looking for group volunteering opportunities in the winter.**
 - **Laura's response – making Valentine's cards for Veterans. Donate cards to VA clinic. Maybe a party?**
 - **Baltimore Chapter – working inside at an animal shelter**
 - **Diana from Denton Chapter – stock shelves at local pantry**
- **John (Puget Sound) – asked if he could reach out to alumni to get a poll. Have people had experience doing that? Has it been received well?**
- **Kenton (Chicago) – created a survey for general feedback survey through google. Got 130 responses.**

- **Looking ahead: Texas Independence Day is on**

- March 2nd, 2017
- Start 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 Jane Marie (janemarie.agnew@texasexes.org) or Cassie Maneen (cassie.maneen@texasexes.org).

- **Other Event Planning Reminders**

- Mailers- Must advertise a Key Priority Event, such as a scholarship fundraiser, serious minded content event like a speaker, community service, etc. Design requests for mailers 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?**
 - Laura – question about mailers. She was wondering how much the chapter would have to pay out of pocket for a second mailer. Jane Marie can send a quote and look back at previous invoices.

Thank you to everyone who joined the call. If you have further questions, please contact myself or Cassie at any time!

Read more about Project Worldwide here:

<https://www.texasexes.org/chapters-networks/domestic-chapters/ProjectWorldwide2017>

[2017 Project Worldwide Handbook](#)