2012 Texas Exes Leadership Forum Notes

Chapter Leader Forum Agenda
Friday, April 13, 2012
11 am to 1:15 pm
University of Texas at Austin
Etter-Harbin Alumni Center, Schmidt

- Welcome and Introductions
- Texas Exes Care Wrap Up
  - Texas Exes Chapters and Networks made the first year of Texas Exes Care a true success!!
  - Nearly 60 Care activities were hosted during the month of February
    - 53 Texas Exes Chapters and Networks participated in Texas Exes Care About the Project in their local communities
      - 44 Chartered Chapters (included 1 International Chapter – United Kingdom)
      - 9 Networks
    - About 1000 Alumni and Longhorn supporters participated in the first year of Texas Exes Care About the Project in their local communities
      - Alumni as young as 2 and as old as 99 participated
  - Great Media Coverage!
    - Some chapters were spotlighted on local TV broadcast (Corpus Christi & Austin), in area newspapers (Cincinnati, Johnson County, and Austin) and on the radio (Corpus Christi)
    - The Alcalde covered Texas Exes Care About the Project 16 times beginning in mid-January
    - Texas Exes created facebook album with photos from 40 different care activities around the world: Click here to see!
      - [https://www.facebook.com/media/set/?set=a.10150550267666500.374754.12741031499&type=3](https://www.facebook.com/media/set/?set=a.10150550267666500.374754.12741031499&type=3)
    - Longhorn Network will feature impact on vignette. Click here to watch:
      - [http://vimeo.com/39017439](http://vimeo.com/39017439)
    - DDCE partnered with video showing alumni in action. Click here to watch:
    - Anyone who used the hash tag #txexcare could see their tweets and posts on the Care webpage
  - During the month of February, Texas Exes...
    - **Cared for Veterans (5)** - More than 100 veterans were served
      - More than 55 Alumni and Longhorn supporters cared for veterans by visiting VA hospitals, writing letters to wounded warriors, assembling care packages and cleaning up VA gardens
    - **Collected Canned Foods (9)** – More than 222 Alumni and Longhorn supporters donated more than 2100 non-perishable food items
    - **Volunteered at Local Food Banks (6)** – Nearly 50 Alumni and Longhorn supporters spent more than 30 hours volunteering in local food banks
- **Participated in a Local 5K Race (3)** - 22 Alumni and Longhorn supporters participated in a total of 15 K
- **Hosted Blood Drives (2)** - 27 Alumni and Longhorn supporters donated
- **Built Homes or Assisted in Improvement Project (4)** - More than 30 Alumni and Longhorn supporters participated
- **Fed the Needy (7)** - More than 100 Alumni and Longhorn supporters served meals to over 500 individuals
- **Collected Clothing or Other “Wish List” Items for the Needy (6)** - More than 150 Alumni and Longhorn supporters participated
- **Volunteered at Thrift Store Warehouse (4)** - 49 Alumni and Longhorn supporters spent more than 30 hours volunteering in local food banks
- **Assisted Another Organization in Setting Up an Event (5)** - Nearly 100 Alumni and Longhorn supporters assisted
- **Cleaned Up Local Park/Planted Trees (4)** - Over 100 Alumni and Longhorn supporters spent nearly than 40 hours were spent outside raking, painting, shoveling and planting during these activities

- **Department Progress**
  - **Alumni Interaction/Strategic Process**
    - No Surprise- Texas Exes Chapters and Networks are the best!
      - UT alumni are dedicated!
      - Texas Exes Chapters and Networks have the ability to reach more alumni than any other Association function!
  - **Q: What does UT need from alumni?**
    - A: More than money
  - **Student Recruitment & Enrichment**
    - UT needs a recruitment force to get the best and brightest students to UT in order to further its mission to be the best public university in the country
    - Chapters are already doing this!
      - Recruitment Initiative started this year.
        - Organized volunteers to contact a targeted group of admitted minority students to encourage them to commit to UT (1275 contacted)
        - Chapter leaders have expressed interest in participating in college fairs etc.
  - **Service Projects**
    - UT needs alumni to organize themselves to do good works in service projects in their own communities
    - Chapters are already doing this!
      - Texas Exes Care
      - Many of our chapters host regular community service projects which we will encourage to call “Care” activities
  - **Educational/Serious Minded Events**
    - UT needs alumni to show up to serious minded events to understand the academic activities and successes of The University
    - Chapters are already doing this!
      - Many have asked for more assistance securing speakers from Campus
• We promised we would strengthen our ties with the University, and we have taken great steps! University Development coming to us to offer support and assistance on events, (bring in talent).

• Know this will continue
  - Game Changers, starting with Dallas, Boston, Houston, and New York
  - Speaker series

• Professional-to-Professional Network and Social Networking
  - UT needs alumni to connect to each other professionally to help each other, and socially to strengthen the family as a formidable force to change the world
  - Chapters are already doing this!
    - Texas Exes Business Networking events
    - Networking happy hours
    - Social events geared toward different ages (Young Alumni, Legacy, Family Friendly, Student Send-offs)

• Communicate UT’s value and contribution to the State of Texas and nation
  - UT needs people to understand and broadly communicate its value and contribution to the state of Texas and to the nation
  - Chapters are already doing this!
    - TID events-demonstrate our pride in the University of a First Class
    - Should focus on creation of the University and our pride
    - All shapes and sizes with these events
    - Keep alumni informed with what is going on
    - Promote and Protect section on Alcalde site
      http://alcalde.texasexes.org/category/promote-protect/
    - Re-post blogs, tweets etc.

• Advocates to protect UT against legislation that will erode funding and its hard earned reputation
  - UT needs advocates to protect it against legislation that will erode its funding and/or its hard earned reputation
  - Chapters are already doing this!
    - Participate in Orange and Maroon Legislative Day
    - Currently looking at our advocacy program and how we can help get alumni involved
    - Make sure your communities know what is going on with the University
      - Invite community leaders to events
      - Speak out to your representatives
    - Find alumni who would like to volunteer with the chapter with Advocacy in mind.

• AND Fundraising
  - UT needs alumni to work together to raise scholarships and funding
  - Chapters are already doing this!
    - In 2011, Chapters raised over $482,720 in chapter scholarships that were awarded to around 322 students
    - Scholarship money raised to recruit (deadline pushed up to May 15th)
      - Reason for the $500 matching funds. Encourages chapter to help with recruitment
    - Continue to promote the Forty Acres Scholars Program
Recruitment Initiative/Student Enrollment Yield

- The Charge: Mobilize alumni volunteers to contact a targeted group of admitted minority students and encourage them to commit to UT
- Long-term goals: design a program where alumni, parents and students engage in intentional, targeted outreach to top tier “recruits” to increase the enrollment yield among this most talented pool of admitted freshmen
- Short-term goal: in a two week period organize alumni volunteers, provide training and resources, and contact as many admitted minority students as possible by Friday, February 24th
  - Reached out to Board/Council, Black Alumni Network, Hispanic Alumni Network and additional Texas Exes Chapter leaders asking for support
  - Volunteers were asked to call each student on their list (approx. 20) and follow up with an email
- Outcome:
  - 65 volunteers reached 1275 students within a two week period
  - Hispanic Outreach- 51 volunteers reached 1000 admitted Hispanic students
  - African American Outreach- 14 volunteers reached 275 admitted African American students

Texas Exes Hosted Websites Administration

- Update to Texas Exes Chapter Websites
  - Thanks to the hard work of our web developing team, we launched new editing functions for the chapter websites we host.
  - If you currently use our website only for event functions with credit cards, the functionality is the same but please note that the website is now fully compatible with Macs.
  - Edit Pages has been redesigned to be easier to use and more stable than ever. New features include:
    - Full compatibility with Macs
    - Pages divided by section
    - More informative status indicators
    - Page previews - you no longer have to edit a page to see its contents
    - Complete control over your pages, including Archive and Duplicate Page tools
    - A more intuitive and easier-to-read layout
  - Use “Instructions for the new Edit Pages System” at the bottom of each window when you log-on to make edits.
  - New Web Administration document available.
  - Please note that there are no longer “range dates” for the pages. You will see which page is live but will be able to edit any others that are “approved” or “new”.

- Photo Galleries are Changing
  - Your chapter now has the option to upload your photos directly to your chapter’s website hosted by us, or just share a Flickr gallery. If your chapter currently uses a Flickr account or would like to, you can now pull that gallery directly to your chapter website.
    - This allows the chapter to not have to upload photos on multiple sites
    - The photos are easy to scroll through and the timing is faster when moving from picture to picture
  - When you go to create a new album on the website, you will see two options:
    - I want to use photos from a Flickr Set using my set ID example:
      http://www.flickr.com/photos/austintexasesexes/sets/72157627612670366/
      FLicker Set ID = 72157627612670366
I want to use the Texas Exes built-in photo sharing tool

- To see an example of gallery being pulled from flickr, go to http://www.texasexes.org/ch/photos.asp?albumid=72157627612670366&c=005 to view how the Austin Chapter is using it.

Chapter Events Now Listed at TexasExes.org

- Find a Chapter – http://texasexes.org/chapters/find-a-chapter.aspx
  - This page replaces our old Find Your Chapter list. New features include a Google map plug-in, event calendar icon, and a faster loading time!
- Chapter Events - http://texasexes.org/chapters/events.aspx
  - This all-new page displays all our chapter and network events in one place. Members and guests can filter by state and even chapter to find events near them.

How It Works

- If your chapter/network website is hosted with the Texas Exes, any events added to your chapter/network’s “Calendar” page will automatically populate to the list.
- If your chapter/network’s website is not hosted by the Texas Exes, simply send Courtney or Laura the URL to your calendar and your events will be included via a Google calendar importer.

Reasons to have an official Chapter/Network Website and Keep your Calendar Updated

- This is a great tool to help promote your chapter/network’s events! Alumni and friends will now see at a glance what is going on near them.
- This allows the Texas Exes to better promote your events with possible inclusion in social media (our Facebook posts, blogs, etc.)
- This will show alumni and friends from everywhere the amount of activities hosted by our Texas Exes Chapters and Networks!

Creating a website is easy!

- Contact Courtney or Laura to ask them to set up your FREE website hosted by the Texas Exes. This is a benefit offered to you by the Texas Exes. Your chapter/network leadership will be responsible for all content on the website. If you decide to use an outside website for your group, that is fine too. Make sure to communicate with Courtney or Laura so that we can pull in your group’s calendar to the event listing on the TexasExes.org website.

LinkedIn

- As a Texas Exes Chapter Leader you have access to an exclusive LinkedIn group to share ideas, best practices and ask questions. Click here to join the conversation: http://www.linkedin.com/groups?about=&gid=4137423

Alcalde Recognition

- How to be considered for recognition in The Alcalde
  - Share photos
    Please share 1-3 of the best photos from the day, whether group shots or volunteers in action. Large files are best.
  - Provide Photo Credit
    Who took the photo?
  - Provide Event Date and Location
  - Describe your event
    - Were you raising money? if so, how much?
    - How did the event make a difference?
    - How many people came out?
    - Were there any funny, special, or memorable moments at the event?
    - What was your favorite thing about the event?
    - Anything else you want to share?
- Open Discussion
  - Invite Juniors to student send offs
  - Incentive to update e-mails
  - Printed Mail vs. E-mail
    - Printed Mail
      - Pros
        - More official
        - Good for older generations
        - Best for formal invites
    - Cons
      - Not as read by younger generations
      - No way to capture if recipient looked at piece
  - Consider polling attendees at events to see how they found out (email, printed mailing, local paper etc.)
    - E-mail
      - Pros
        - Better for younger generations
        - Faster
        - Easy to find metrics
      - Cons
        - Older generations don’t use as often
        - Some use alternative e-mail
  - E-mail best practices
    - Subject line important
      - When sending weekly e-mails don’t use “Upcoming Events” week after week
    - Good to have conference call on suggestions
  - Question on Care: How do we answer those who can’t attend care event and offer to give money instead?
    - Suggest the donate to your scholarship fund since they can’t donate to your partnering organization
  - Credit Card Processing Options
    - Use Texas Exes processing
      - Only 2.75% of total and no need to have PayPal or another account
    - Anyone use the swipe machines on site at events?
      - Card Readers that plug into mobile device
        - Examples
          - Square
            - Tends to transfer funds relatively quickly
          - Intuit
          - PayPal
            - Attendee can use their PayPal account to pay
            - Mike Carrizales believes they may offer non-profits a reduced fee
        - All have about a 2.7% fee to use and need to create an account to use
  - Silent Auction
    - Popular Prizes
      - Themed Baskets
        - Wine
        - Fishing
      - T-Shirt Quilt
      - Celebrity Chef
• Autographed items
• Dove Hunt Trip
• Guns
• Sports Memorabilia

▪ Reminder: If purchasing items for chapter events at the Co-op, you can receive a 40% discount.
▪ Consider trading location based items with other chapters
  • Fredericksburg Chapter may have a great package for a Bed and Breakfast in the Wine Country that would sell better in Houston. They could trade the Houston Chapter for tickets to a Rockets game.
  • Use LinkedIn to communicate with Chapter Leaders items you are willing to trade
▪ Do you put the actual value of the item on the prize?
  • Yes, at some point it must be conveyed. Perhaps included on the paperwork when they pay
▪ Consider using your e-mails to ask alumni for donation items