HOW TO READ AND USE THIS HANDBOOK

This handbook was created to guide Texas Exes Leaders as they build their Affinity Networks. The handbook includes information ranging from the structure of the Texas Exes Network Program to event ideas for Networks to develop and implement. It is intended to be a comprehensive resource for all leaders and members to use as they grow their Networks.

This handbook is divided into two major sections: the Summary Section and the Reference Section. The Summary Section will introduce important parts of the Texas Exes, the resources that are available, and some programs. It is designed to give you an overall view of the Texas Exes. The Reference Section goes into more detail on the Texas Exes and the resources available to Network members, as well as introducing more programs available for Networks. If additional information on a topic is available in the Reference Section, there will be a note of the corresponding Reference Section page number.
TEXAS EXES

Who we are:
The Ex-Student’s Association, or commonly known as Texas Exes, is an independent, non-profit, membership-supported organization that exists to connect its members to each other and to the past, present, and future of The University of Texas at Austin.

Our Core Purpose:
To be an independent voice that champions the University, and to organize alumni and friends into a formidable network to change the world.

Our Vision:
The Association will be recognized as indispensable to the UT family, connecting and engaging supporters with each other and the University; together we will lead the charge for the University and its mission to be known worldwide as an institution of the first class.

Mission:
Though we carry it out in countless different ways, the Texas Exes' mission is simple:

To unite, inform, and involve alumni and friends
for the purpose of promoting, protecting, and preserving
The University of Texas.

Whether it’s through scholarships, teaching awards, legislative advocacy, The Alcalde magazine, or just plain fun (like hosting the world’s biggest tailgate party before every home football game), the Texas Exes exists to support The University of Texas and its proud traditions.

Strategic Priorities

Advocacy. We intend to dramatically ramp up our effectiveness at advocating on the University's behalf with any and all governing bodies.

Student Development. We will improve the student experience, from the time they are prospective students to the time they graduate and beyond.

Alumni Engagement. We plan to significantly increase alumni participation: more people involved, more often, and with higher quality programming.

Strategically Partner With The University. We intend to move from good friends to strategic partners with the colleges, schools, and units.

Communicate the Value of UT. Now more than ever, the University needs us to communicate its value to the people of Texas.
Did you know…?

…that in 2013 alone, Texas Exes gave out over $2 million dollars in scholarship money, allowing the great academic tradition of UT to continue? Some of this money was raised through the efforts of Texas Exes affinity network like you!

…that Texas Exes works to inform legislators and decision makers? The Texas Exes has advocated on behalf of UT Austin almost since its inception. Past successes include cost recovery of research grants, securing funding for capital investment projects and passage of the local election for the medical school. UT Advocates continue to build relationships with elected officials, and when necessary get involved in the process in a positive way through Orange & Maroon Legislative Days, making phone calls, writing letters and visiting with decision makers to help support the university.

…that the Texas Exes strives to enhance the student experience by providing meaningful involvement through Texas Exes Student Membership, Camp Texas, Student Leadership Committee, student and faculty awards, alumni mentoring programs, and leadership development? During the 2013-2014 school year, the Texas Exes recruited dues-paying members and provided programming ranging from etiquette dinner programs to campus-wide spirit rallies. Camp Texas continues to provide incoming freshmen with meaningful interaction with UT faculty and staff, as well as important leadership development.
MEMBERSHIP
What does it make possible?

- The Texas Exes works to protect the value of your diploma and advocates on behalf of UT (which cannot lobby on its own behalf) with the Texas Legislature, for higher education funding and other needs.
- Scholarship Awards totaling over $2 million each year
- Support for over 130 Chapters and Networks worldwide
- Over 40 Flying Longhorn trips each year
- Alcalde magazine stories- keeping alumni connected to their University
- Student programing such as the Student Membership and Camp Texas
- And Much More!

Membership Levels
80% of your membership dues are tax deductible

- Life Membership: 90% of your Life Membership dues go into an endowment- Support the University forever!
  - Individual: $1000
  - Joint: $1500
- Associate Life Membership:
  - Individual: $1000 ($50 down and $25 each month)
  - Joint: $1500 ($100 down and $50 each month)
- Annual Membership:
  - Individual: $60
  - Joint: $80
- Recent Grad:
  - Individual: $48
  - Joint: $64

For more detailed information on Membership, click here. To become a member, visit www.TexasExes.org/join
What is an Affinity Network?

Networks are affiliates of the Texas Exes. An affinity group is a group of people who share interests, issues, and a common bond or background, and offer support for each other. These networks are built to engage alumni around activities and philanthropy related to an affinity connection. Affinity networks are also actively engaged with local chapters. The resources available to Networks are more fully explained on in the Reference Section.

The network year runs from July 1st to June 30th, same as the Association’s year. Networks must be renewed every year, which is accomplished by filling out and sending the required forms. All forms must be completed and returned by June 1st. Once the forms are received, each network is approved at the Texas Exes Board of Directors meeting in July. A detailed explanation of the process and the documentation required for renewing networks is located in the Reference Section.

Network Overview

Networks provide a vital role to the Texas Exes – they are our connection to alumni across the globe brought together by a specific affinity purpose. Texas Exes could not engage so many alumni, both members and nonmembers, without our networks. Networks help increase membership while maintaining a connection between alumni and The University of Texas.

Goals of Networks:
- Provide alumni with a connection to UT and the Texas Exes
- Provide activities that bring alumni together for an affinity purpose
- Engage alumni in many different ways while still demonstrating unity of groups and activities to the alum

Purpose of Networks:
- Extend UT beyond the boundaries of the Forty Acres
- Promote membership in the Texas Exes
  - Memberships sustain Network activities and are a critical link between members and the University.
- Provide a network of fellow Texas Exes for new graduates and new members of your affinity community

Networks are categorized by activity, rather than size. Different networks will have different goals and expectations, and this is reflected with a 3-tiered structure. Affinity Contacts should aspire to maintain and create contacts with alumni who share an affinity, with the goal to ultimately create a chartered network. Basic Networks have established contact with other interested alumni, and have committees working on Texas Exes branded events. Outstanding Networks have committed to participate locally in Project Worldwide, and are raising funds for scholarships.
Texas Exes Expectations:

- **Affinity Contact Expectations:**
  - Up-to-date contact information

- **Basic Network Expectations:**
  - Use ESA for communication through email
  - Host at least one event annually
  - At least 20 emails on file for alumni in network
  - Membership promotion in the intent increase membership in local area
  - Use sign-in information sheets at events and send to ESA
  - Any design created outside of ESA staff must have prior approval before use
  - Active, up-to-date web presence
  - Report on at least 1 board meeting annually
  - Produces an annual Financial Report for local bank account with unique EIN (if funds are taken in)
  - If Scholarships are awarded, minimum total contributed per student $500

- **Outstanding Network Expectations:**
  - Raises scholarship funds
  - Participates in Project Worldwide, at the local level

- *Expectations vary based on category, and not all are listed above. For more details, view the category chart.*

**Non-profit status:**

- The Texas Exes is classified as a 501(c)(3) corporation by the IRS.
  - As a component of the organization, the Network must also comply with the rules and laws that apply.
    - Principally, by not participating in support of political or religious activities and what the IRS calls “active marketing” for a for-profit concern.
    - When donations are received by the network, the donation is a tax deductible charitable donation to Texas Exes.

**Network Events and Activities**

Any activity that gathers UT alumni for the purposes of connecting with one another for an affinity purpose, promoting higher education, raising money for scholarships, or just having some fun makes a good event for your network.
Texas Exes Scholarship Program

Texas Exes Network Scholarships benefit entering freshmen, transfer students, and/or students continuing their education at UT. These students are selected by Texas Exes members who volunteer with their local network. The Texas Exes Networks’ volunteer leaders also work year-round to raise the funding for their awards.

Networks will be contacted to prepare their scholarship committees. All committee members will need a current and accessible UT EID, and will be asked to complete documentation to receive an upgraded EID. All application review is completed online, through UT’s admissions database; review requires users to download a VPN connection to the UT servers. Training information and support will be available for the review process.

Networks may endow a scholarship with a $15,000 minimum. The amount available for distribution each year is 4.5% of the 12-quarter endowment average. All Texas Exes Network scholarship funds are to be managed by the Texas Exes, under the leadership of the Association's Investments Committee. If a network is interested in creating an endowed scholarship, please contact Tiffany Gonzales at Gonzales@alumni.utexas.edu.

Network scholarship donations via secure credit card processing are set up online; each network’s site hosted by the Texas Exes features a tool so that network supporters may make an online donation. Donation checks should be made out to Texas Exes and mailed to:

Texas Exes
Attn: Tiffany Gonzales
P.O. Box 7278
Austin, TX 78713

Please note: Donations to an endowed scholarship account will only be returned with express written approval of the TESF Board of Directors; donations to a pass through scholarship account for which no eligible recipient can be found will generally be retained in the account for award the following year. Funds not awarded may be returned upon written request of the original donor.

For information on Network Scholarships, please contact:
Tiffany Gonzales
Gonzales@alumni.utexas.edu
512-471-8095
Communications and Publicity

The Association provides a variety of ways to help chartered Networks spread the word to alumni about their activities:

Network Website
Each Network is expected to have an active, up-to-date web presence. The Texas Exes can host a website for the Network and may assist in updating the site. Any events listed on the Network’s website will be documented and shared with the UT community. Alternatives to an official Network website could be an active Facebook page for members, or a social media presence on LinkedIn, Twitter, or another website that meets the goals of your Network.

Emails
Texas Exes will send out emails to all alumni in your affinity community. This is an efficient, cost-effective way to share information about the Network to your constituents. Network emails are sent out on Mondays and Fridays of each week.

Public Relations
Getting coverage in the news helps both the Network, as well as Texas Exes. Having local coverage of your event reaches potential new members, raises awareness of your group, the Association and UT, and highlights the benefits of membership with the Texas Exes. For help with public relations for your Network, contact the engagement department to receive the PR Toolkit.

More detailed information on each of these items is available in the Reference Section.
REFERENCE SECTION

*Please click on the links to learn about each section
Network Annual Paperwork Requirements
Information on the Network renewal process and required documents.

Resources for Networks
Learn about all of the resources offered to our Texas Exes Networks, including those from our staff, the forms of communications such as emails, and publicity.

- Email Policies and Tips
- Sample Forms and Documents (i.e., silent auction bid sheets, donation letters, paper mailings, etc.)

Membership
Membership in the Texas Exes is a charitable contribution that protects the value of your diploma, shows your pride in the University, and keeps you connected to campus news and fellow alumni through social events and business networking – and through the award-winning *The Alcalde* magazine.

Texas Exes Scholarships
Read these helpful tips for scholarship fundraising.

Ideas for Leadership
Read about Network Leadership and Volunteer Succession tips, ideas, and basics. This section includes job descriptions for the chapter board.

Sponsorships
Find out how to form sponsorships with local businesses in your network and learn about the terms of sponsorships.

Event Planning
Read our Tips and Hints for Network events, and learn about the event-planning resources offered to you.

Financial Planning
Learn the basics of establishing an operating account and keeping track of your Network’s budget.
APPENDIX & FORMS
Helpful Websites

Texas Exes – www.TexasExes.org
The University of Texas – www.utexas.edu
Texas Athletics – www.TexasSports.com
Information on trademarks and licensing – http://www.utexas.edu/visualguidelines/
Freshmen Admissions – http://bealonghorn.utexas.edu/
Coach appearances request –
http://www.texassports.com/sports/2013/7/22/compliance_0722134319.aspx

The entire staff of the Texas Exes is here as a resource for Networks. Your primary contacts are the Director of Engagement, Networks Coordinator, Scholarships Coordinator, and the Alumni Engagement Administrator.

**Courtney Ratliff**  
*Director of Engagement*  
512/475-9352 or 800/594-3937  
ratliff@alumni.utexas.edu

**Brian Peterson**  
*Networks Coordinator*  
512/471-3663  
brian.peterson@texasexes.org

**Tiffany Gonzales**  
*Scholarships Coordinator*  
512/471-8095  
Gonzales@alumni.utexas.edu

**Chelsea Adler**  
*Alumni Engagement Administrator*  
512/471-8078  
chelsea.adler@texasexes.org

*For a complete staff directory, please check the website – [www.TexasExes.org/about/staff.aspx](http://www.TexasExes.org/about/staff.aspx)*

**Important Dates**

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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 29, 2014</td>
<td>Chapter and Network Leadership Conference</td>
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<tr>
<td>February 2015</td>
<td>Project Worldwide</td>
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<tr>
<td>May 15, 2015</td>
<td>Deadline for Scholarship Information to be given to Association</td>
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<tr>
<td>June 1, 2015</td>
<td>Deadline for Chapter and Network Renewal</td>
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<tr>
<td>July 1, 2015</td>
<td>Beginning of Network Year</td>
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*For important Texas Exes events, please check the website – [www.TexasExes.org](http://www.TexasExes.org)*