New Chapter Leader Conference Call
Wednesday, August 7, 2013
12:00 PM

AGENDA

Staff: Courtney Ratliff, Dana de la Garza, Maddie Ewell

1. INTRODUCTIONS
   a. Call instructions
      i. All are muted. *6 will mute/unmute yourself
   b. Introduce Chapter Team
      i. Courtney Ratliff, Director of Engagement (ratliff@alumni.utexas.edu)
      ii. Taylor McNew, Networks Coordinator (mcmnew@alumni.utexas.edu)
          -- new geographic networks
      iii. Tiffany Gonzales, Scholarships Coordinator
           (gonzales@alumni.utexas.edu) – chapter scholarships
      iv. Dana de la Garza, Chapters Administrator
          (Delagarza@alumni.utexas.edu) – e-mails & paper mailings
          1. New to the Chapter’s Team
      v. Maddie Ewell, Chapters Coordinator (ewell@alumni.utexas.edu) – all
         chapter programs & initiatives
         1. New to Chapter’s team
   c. Number of people on call: 45
   d. Number of Chapters and number of Networks on call: 31 Chapters and 2
      Networks
   e. Chapter Advisory Board
      i. Richard Heller, Chair of Chapter Advisory Board
         1. Comprised of volunteers
         2. The Chapter Advisory Board (CAB) is made up of current and
            former chapter leaders that maintain an active role with the
            Texas Exes and that draw from their own leadership experience
            to assist and guide other chapter leaders. Chapter Advisory
            Board members are resources available to answer your
            questions and to share their knowledge, so that chapter leaders
            can benefit from our shared community of experience.
         3. Each chapter and network that were approved as of July 1st is
            assigned a member of the Chapter Advisory Board
         4. We are here to help in any way we can
            a. We are a resource and can pull from experience to
               support you
         5. Who’s on the call (CAB)
            a. Kenny Liao- Los Angeles
ii. Chapter Leadership Conference – Friday, August 30 at the Etter Harbin Alumni Center
   1. The CAB has worked hard on this year’s conference. Please make sure to register for the conference as soon as possible. Each chapter is encouraged to send at least one person to the CLC.
   
   https://www.texasexes.org/events/register.asp?event=TXLCONF12
   
   a. *This year we will reveal a new Chapter Program restructure with categories* - we want you to learn about how your chapter can benefit from the new category system
   b. *hear more about what is going on with University Admissions* as well as our new scholarship program processes.
   c. This is an opportunity for us to meet you face-to-face

iii. Chapter Scholarship Dinner – Thursday, August 29th at the Etter Harbin Alumni Center
   1. This year you are also invited to attend the Chapter Scholarship dinner the night before. RSVP to Texasexesscholarships@alumni.utexas.edu
      
      a. Time to welcome students
      b. Opportunity to greet incoming students
   2. Exciting, this is when the students receive the actual check

iv. Home Game Chapter Leader Reception
   1. If you are in town for a home game, join the exclusive reception inside the alumni center
      
      a. Complimentary soft drinks and appetizers
   2. Great opportunity for us to meet and get to know you
   3. Tail Gates open 3 hours before kick-off
      
      a. Usually Moffett Library
      b. 1st game this year in Schmidt Room

2. BASICS
   a. Overview of difference between chapters and networks
      i. Chapter which have met charter paperwork requirements
         1. Receive 2 paid mailings per year
      ii. Networks still receive staff support as well as email and website support
   b. Alumni lists
      i. Due to privacy and security issues, we cannot share lists with our chapters
      ii. We can share names, grad years and membership status
      iii. We cannot share addresses or emails
   c. Geographic zones
      i. All chapters and networks are designated by zip codes
ii. If you have a question about your geographic zone and want to see a list of included zip codes please ask

iii. We can update these as needed

3. OVERVIEW OF CHAPTER RESOURCES
   a. Chapter leader website (www.texasexse.org/chapters/leader-resources.aspx)
      i. Can download most reports needed & handbook
   b. Paper mailings – For 2013-2014
      i. 1 to members only, 1 to both members and non-members
      ii. Runs on chapter year – July 1st to June 30th
      iii. Can be a postcard size, tri-fold
           1. Any additional design or request will be at chapter’s expense
      iv. 2-color invites
      v. We design them in-house
      vi. Process
           1. Send us text
           2. Invite is designed in house (please allow 3 business days)
           3. Proof sent to chapter leader
           4. Once proof is approved we send it to the printer
           5. Takes roughly 3 to 5 business days from the time we receive approval of the design
     c. Emails 2013-14
        i. We will send out chapter emails weekly
        ii. Chapter emails are sent out on Wednesday, Thursday and Friday
        iii. Emails are sent to Dana (delagarza@alumni.utexas.edu)
        iv. Emails need to be sent in final form with all information provided
        v. Proof will be sent – proof is meant to make sure everything is spelled correctly, etc. not a time to consolidate information among chapter leaders
        vi. Emails are sent to all alumni in the area both members and non-members
        vii. Send content 2 business days before it needs to be sent
   d. Chapter websites
      i. We can host a chapter website through our website
         1. If you are interested in a Texas Exes hosted website for your chapter/network email the chapter department
      ii. This is a template based website and is designed to be used by alums with a variety of web experience
      iii. This is not mandatory – chapters can host their own website
      iv. Events on Calendar are pulled into full Texas Exes Event listing
         1. If chapter uses outside website, we can pull info from google calendar
   e. Credit card purchases
      i. We can process online credit card registrations
      ii. Money is either deposited in the chapters scholarship endowment or a check is sent to the chapter
      iii. Minus processing fee (if check is sent) 2.75%
iv. We can also turn on an RSVP function which only processes counts, it does not take in money

f. Trademarks
   i. Chapters and networks both have permission to use our logo and have their own registered trademark logo.
   ii. Chapters have permission to use the longhorn silhouette only with prior approval from Trademarks and Licensing.
      1. There can be no changes made to the longhorn silhouette – when in doubt, ask
      2. If having merchandise made, it must be through an approved licensed vendor and receive approval from the Office of Trademarks and Licensing. Again, if in doubt ask.

g. Insurance – subject to change
   i. Chapters and networks are covered under the Texas Exes’ general liability insurance
   ii. If you need proof of insurance for an event, please let us know. We will need to know the name of the venue and their address and any specific requests by the venue.

h. Nonprofit status
   i. The Texas Exes is a 501(c)3 status and that status passes down to our chapters when donations are made to the chapter
   ii. Chapters within the state of Texas are exempt from Texas sales tax, this does not apply to out of state chapters
   iii. If you need proof of the 501(c)3 status, please ask
   iv. Due to IRS rules and our designation as a 501(c)3 each chapter can only have two raffle drawings per year

i. Alcalde
   i. The Alcalde, the official magazine of the Texas Exes, has a website - http://alcalde.texasexes.org/.
   ii. There is a section dedicated to chapters - This section will store chapter photos as well as the featured chapter stories from past issues of the magazine.
   iii. You can send the photos directly to the chapter department. Please make sure to include the name of the chapter, participants in the photo, if applicable, the location, date and event and a short synopsis.

j. Chapter Leader LinkedIn
   i. Join our Chapter Leader LinkedIn group
      1. Best practices, tips, concerns
      2. Allows you to communicate easily without filling your inbox
         a. Designate if you prefer a weekly or daily digest on group updates

4. MEMBERSHIP
   a. Membership funds what we do – it funds the chapter and network program
      i. Maintaining the database and email marketing tool
      ii. Staff support for chapters
      iii. Mailings!! Etc.
   b. We don’t ask chapter and networks to sell membership, we ask for your support in our membership efforts
c. Ways to support membership:
   i. Always have membership brochures on hand at events
   ii. Have a member and non-member price when applicable
   iii. Have a member only drawing for a door prize
   iv. Make sure officers understand the importance of membership and can talk knowledgeably about it
      1. We can provide our membership talking points
   v. All officers must be dues-paying members of the Texas Exes

5. EVENTS
   a. Have been recording the events that we know of through emails, posting events through our site and using
      i. Over 1000 events
   b. Importance of having a variety of events on your calendar
      i. Not one size fits all event
   c. Look at what is already offered in your community and how you can piggy back on that event
   d. Focus on –
      i. Key Priority Events
         1. Student recruitment and development
            a. Send offs
            b. Longhorn Saturdays and College Fairs
            c. Recruitment Events
            d. Scholarship Fundraising Events
         2. Community Service - Texas Exes Project Worldwide
            a. Pushing for even more involvement this year
            b. Texas Exes Project Worldwide
               i. Over 50 groups participated in February of 2013
               ii. Expect more in February of 2014
            c. Can be as small with only a few alumni participating
               i. Donate blood
               ii. Collect cans
               iii. Pick up trash in the side of the road
   3. Serious Minded Content
      a. TEBN
      b. Speakers
      c. Advocacy etc.
      d. Cultural Events
   ii. Social Events
      1. Picnics
      2. Game Watches
         a. Over 400 event hosted during the Fall
         b. Keep up that longhorn spirit!
      3. Texas Independence Day Events
      4. Thirsty Thursdays
      5. Young Alumni
   e. We will send membership brochures and nametags for events – just ask
   f. Chapters also receive a discount at the Coop (about 40% if the event helps raise funds for scholarships) Will email out contact information to those interested
g. Auction items:
   i. We can no longer provide autographed items
   ii. Look in community – restaurants, salons, etc.
      1. Look for Texas Exes owned businesses
      2. A great way for businesses to advertise as well
   iii. Can also swap with other chapters
      1. Example: Fredericksburg
         a. Bed n’ Breakfast stay could trade with something else
            another group has
      2. Utilize the LinkedIn Group to see if anyone is willing to trade