



### **HOW TO READ AND USE THIS HANDBOOK**

This handbook includes important information that is imperative to know as a volunteer leader. Chapter and Network Leader volunteers are responsible for familiarizing themselves with the information contained in the handbook.

The information provided in this Chapter & Network Leader Handbook ranges from the structure of the Texas Exes Chapter & Network Program to event ideas for leaders to implement. It includes important guidelines chapters and networks must abide by and best practice policies. The handbook is intended to be a comprehensive resource for all leaders to use as they support their chapter and network. It is designed to give you an overall view of the Texas Exes, while also supporting you as a leader and your individual chapter and network.

This handbook is best read digitally as there are hyperlinks to other resources located throughout.

Supplemental resources can be found online at [www.texasexes.org](http://www.texasexes.org) under “Chapters and Networks”.

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## CHAPTERS & NETWORKS

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## TEXAS EXES ASSOCIATION

### ***Who we are:***

The Ex-Student's Association (ESA), or commonly known as Texas Exes, is an independent, non-profit, membership-supported organization that exists to promote and protect The University of Texas at Austin and unite alumni around the world.

### ***Mission:***

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

**Unite alumni and friends around the world, create a passionate voice that strengthens the university, promote alumni accomplishments, and celebrate Longhorn spirit and traditions.**

### ***Our Vision:***

Alumni of The University of Texas at Austin are known around the world for their collective contribution to society.

### ***What We Do:***

- Keep alumni connected and engaged with their alma mater
- Advocate on the university's behalf and support its mission
- Enrich the student experience before and during their time on campus
- Communicate the value of the university
- Foster a welcoming environment and home on campus for Longhorns and friends
- Preserve the traditions of the university

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



### **Texas Exes Association Non-profit status:**

The Texas Exes is classified as a 501©3 corporation by the IRS.

- This non-profit status does not officially apply to individual chapters/networks. Chapters and networks are considered components of the Association unless they have filed as a separate 501©3 organization.
  - We do not recommend that groups file as their own non-profit until they have met with Texas Exes Association staff to discuss implications.
- As a component of the Association, individual chapters and networks must also comply with the rules and laws that apply to the Texas Exes Association.
  - Principally, by not participating in support of political or religious activities and what the IRS calls “active marketing” for a for-profit concern.
- When the Texas Exes Association receives donations in benefit to a chapter/network directly via phone, online, mail, etc. the donation is considered a tax-deductible charitable contribution. Donors then receive a tax-receipt directly from the Texas Exes Association.
  - Since chapters/networks are not their own non-profit organization, they cannot distribute tax-deductible donation receipts. This is one reason why chapter/network donations must be received using the Association’s technology platforms.

### **Contact the Association:**

The Texas Exes Association consists of many departments that work together to fulfill our Mission and Vision. **Texas Exes Chapter and Network Leaders work directly and primarily with our Chapters and Networks Department staff; please do not contact other departments for Chapter and Network related inquires until you have spoken to a Chapter and Network Department staff member first.** The department contact list is accessible online at [www.texasexes.org/about-us/contact-us](http://www.texasexes.org/about-us/contact-us). We encourage leaders to bookmark this website to share when alumni have general Association questions.

Office Hours: Monday-Friday, 8 a.m.-5 p.m. CST

Association Front Desk: 512-840-5700

Association Office Fax: 512-870-9529

Contact Online: [Click here to submit your question \(www.texasexes.org/form/contact\)](http://www.texasexes.org/form/contact)

**USPS Mailing Address**

P.O. Box 7278  
Austin, TX 78713

**Scholarship Donation Checks**

Texas Exes  
Attn: Scholarship Department  
P.O. Box 142309  
Austin, TX 78714

**Physical Address**

2110 San Jacinto Boulevard  
Austin, TX 78712

The Etter-Harbin Alumni Center is located across the street from the Darrell K Royal - Texas Memorial Stadium.

Parking is available during office hours for Texas Exes members in the Alumni Center garage located under the building. You must obtain a guest permit from the receptionist.

**Texas Exes Association Departments**

- Chapters and Networks
- Scholarships
- Constituent Relations
- Advocacy
- Student Engagement
- Events
- Awards & Recognition
- Governance
- Marketing
- Communications
- Accounting
- Flying Longhorns
- IT/Web Development



## DID YOU KNOW...?

...Last year, Texas Exes gave out over \$4 million in scholarship money, allowing the great academic tradition of UT to continue. **63 chapters and networks awarded \$513,050 to 302 students. Plus \$7,900 in Camp Texas waivers and Student Memberships!** Check out the Texas Exes scholarship page for more information: <https://www.texasexes.org/scholarships>

...that the Texas Exes Advocacy Department focuses on preparing our alumni—from educators, business analysts, social workers, and recent grads—for communicating with decision-makers on issues that directly affect students and professors on the Forty Acres. By staying well-informed on higher education issues, building relationships with legislative offices, and participating in flagship advocacy events, such as Orange and Maroon Legislative Day. UT Advocates work to make sure our alma mater is strongly represented with lawmakers in Texas and Washington. Learn more about these advocacy initiatives here:

<https://www.texasexes.org/get-involved/advocate-ut>

...that the Texas Exes strives to enhance the student experience by providing meaningful involvement through [Texas Exes Student Membership](#), [Camp Texas](#), [Student Ambassadors](#), [Texas Excellence Awards](#) – outstanding student and faculty/staff awards, alumni mentoring programs, and leadership development. During the school year, the Texas Exes recruits dues-paying student members and provides enrichment programming ranging from Dinner and Discussions with alumni, Study Breaks, and campus-wide spirit rallies. In addition, Camp Texas continues to provide a great start to the college experience for new freshmen and transfers students alike. This three-day orientation is the ultimate Longhorn welcome. From friendly chats with UT professors to learning Texas traditions and making new friends, students leave knowing what it means to be a true Longhorn.





## TEXAS EXES ASSOCIATION MEMBERSHIP

There are more than 570,000 living alumni of The University of Texas in 176 countries around the world. Join this powerful network as a Texas Exes Member and reconnect with the place you once called home. It's the next best thing to being here.

**The Texas Exes is 110,000 Members Strong!**

### **Why Join?**

Membership powers the programs that strengthen UT, enhances the student experience, and keeps alumni connected.

- ***Stay in touch***  
With hundreds of chapters and networks on every continent except Antarctica (we're still working on that one!), the *Alcalde* Magazine, and more, members stay engaged with UT and their fellow Longhorns. No matter how far from the Forty Acres you may be, you'll always feel close to home.
- ***Pay it forward***  
From advice navigating campus to career tips, Texas Exes members are amazing mentors for UT students. We provide programming to connect alumni to current students—after all, who makes a better role model than a Longhorn?
- ***Help us recruit the very best***  
Since awarding our first \$100 scholarship in 1899, the Texas Exes' scholarship program has become one of the largest alumni association programs in the country. In the 2022-2023 academic school year, Texas Exes awarded over \$4 million in scholarships to UT students! Our Forty Acres Scholars Program, UT Austin's premier, full-ride, merit-based scholarship, gives the university a competitive edge when it comes to attracting the nation's most talented students to Texas.
- ***Show off your pride***  
From our famous car decals and key tags to our official University of Texas Class Rings, Texas Exes are UT's most loyal supporters and we want the world to know. In fact, research has shown that nearly 65% of the people who give to UT are members of the Texas Exes.

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- ***Be a powerful voice for UT***  
You earned your degree, now protect it. Membership dues directly support the Texas Exes' advocacy efforts on behalf of UT at the state and national level. By joining the Texas Exes you'll help support your alma mater and advance its mission.
- ***Help us celebrate Longhorn excellence***  
Every year the Texas Exes honors the most outstanding students, alumni, and teachers. The backgrounds and contributions of the honorees vary greatly, but they all share an astounding level of service and accomplishment.
- ***Keep the traditions alive***  
The Texas Exes is the keeper of the university's traditions. We keep the Longhorn spirit alive and well with traditions including the official University of Texas Class Ring to events like Texas Fight Rally, Orange and White Welcome, the Great Texas Exit, and more.
- ***Get a tax break!***  
We know it's not all about money, but hey—membership in the Texas Exes is considered a charitable contribution and is 80% tax-deductible!
- ***Get benefits for people who love UT (that's you!)***  
How long will you love UT? For us, the answer is "Til Gabriel blows his horn." Our benefits are tailored to people who love UT and include online access to the UT Library System, a 10% discount on University Co-op purchases, travel savings, Princeton Review course discounts, group insurance rates, and more
- ***Have fun***  
Your time as a student gave you lasting memories and friendships. Membership in the Texas Exes keeps the good Longhorn times rolling with alumni events, class reunions, the Flying Longhorns travel program, and more. Keep making memories with the best folks around—other Longhorns!

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### Texas Exes Association Membership Levels

*80% of your membership dues are tax-deductible*

- **Life Membership:** 90% of your Life Membership Dues benefit endowments that support the university forever!
  - Individual- \$1000
  - Joint-\$1500
  - Seniors (age 65+)- \$850
  - Joint Seniors (age 65)- \$1,275
  - Recent Grads (within 5 years)- \$800
  - Joint Recent Grads (within 5 years)- \$1,200
- **Life Membership (payment plan):**
  - Individual: \$1000 (\$50 down and \$25 each month)
  - Joint: \$1500 (\$100 down and \$50 each month)
- **Annual Membership:**
  - Individual: \$60
  - Joint: \$80
  - Seniors (age 65+): \$50
  - Joint Seniors: \$70
  - Recent Grads (within 5 years): \$25
  - Joint Recent Grads: \$45
- **Four Year:**
  - Individual: \$200
  - Joint: \$260
  - Seniors (age 65+): \$170
  - Joint Seniors: \$220

For more detailed information on Membership, visit [www.texasexes.org/membership](http://www.texasexes.org/membership)



## TEXAS EXES CHAPTERS AND NETWORKS DEPARTMENT

The Texas Exes Chapters and Networks program provides a vital role to the Texas Exes—our Chapters and Networks allow alumni to reconnect with the place they once called home. Texas Exes could not reach so many alumni, both members and non-members, without our geographic Chapters and affinity Networks. Chapters and Networks help increase Texas Exes membership while maintaining a connection between alumni and The University of Texas.

The Texas Exes Chapters and Networks Department consists of 3 full-time staff members that include 2 coordinators supervised by the department manager. These staff members are your primary contacts within the Texas Exes Association as a Chapter and Network volunteer leader.

The chapter and network leadership year runs from July 1<sup>st</sup> to June 30<sup>th</sup> of the next year, in alignment with the Association’s fiscal year. **Chapters and Networks must renew annually by June 1<sup>st</sup>**, which is accomplished by filling out and submitting the required forms online to the Texas Exes Chapters and Networks Department (required forms vary based on category). Once the forms are received, the renewal for each chapter and network is reviewed by Texas Exes staff for accuracy and then approved at the first Texas Exes Board of Directors meeting of the fiscal year (Approximately August/September). **A detailed explanation of the process and the documentation required for renewing a chapter is located under the “Chapter and Network Renewal & Chartering” section beginning on page 13.**

### **Goals and Purpose of Chapters and Networks:**

- Extend UT beyond the boundaries of the Forty Acres to provide alumni with a connection to Texas Exes and the university.
- Promote membership to the Texas Exes Association
  - Memberships sustain Chapter and Network activities and are a critical link between members and the university.
- Support UT when athletic teams, members of the administration, or faculty travel to your area when appropriate
- Foster a positive community of fellow Texas Exes for new graduates and new members in your area.
- Provide diverse programming that represents various interests and age groups:
  - Student Recruitment, Development, and Engagement
  - Community Service
  - Serious Minded Content
  - Diverse Social Alumni Engagement
- Support UT students through enrichment programming and scholarships.

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### **What is a Chapter?**

Domestic and International Chapters, both chartered and non-chartered, are local affiliates of the Texas Exes Association. Chapters are geographically bound alumni groups. Generally, chapters are defined by postal zip codes.

*Examples are the Texas Exes Japan Chapter and the Texas Exes Chicago Chapter.*

### **What is a Network?**

Affinity Networks are affiliates of the Texas Exes Association. 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 in activities and philanthropy related to an affinity connection. Affinity networks are also actively engaged with local chapters. Many Alumni are members of both a geographic chapter and an affinity network!

*Examples are the Texas Exes Rugby Alumni Networks and Texas Exes Hispanic Alumni Network.*



## **ANNUAL RENEWAL & CHARTERING**

### **Annual Chapter/Network Renewal:**

Each year, all chartered and non-chartered chapters and networks are required to renew with the Association by completing an online form before June 1. This allows for existing chapters and networks to update officer information with the Texas Exes Association. All renewal requirements must be complete for chapters and networks to receive their resources for the new year and remain “active”. All renewal documents can be found and submitted online through the Texas Exes Chapter and Network Leadership Resources page under “[Chapter and Network Renewal Process](#)”.

### **Chartered vs Non-Chartered:**

Our **chartered chapters and networks** must complete an annual agreement by June 1, have at minimum four board members (President, President-Elect, Treasurer, and Membership Chair), have Texas Exes Association BOD approved bylaws on file, and submit required documents annually to the Texas Exes Association.

Our **non-chartered chapters and networks** are required to submit an annual agreement by June 1, have at least one “Key Contact,” and submit required documents annually to the Texas Exes. Generally, our chartered groups are more active and established than our non-chartered groups. Many groups start at the non-chartered level and build their way up to chartered over the years. A Chapter/Network must be chartered to award scholarships.



## Annual Requirements by Category:

### Chartered Chapter/Network

1. Chartered Chapter/Network Annual Agreement
  - This form is given to the Texas Exes Board of Directors to be approved for the charter.
2. Leadership Submissions
  - A chartered chapter & network is required to have at least 4 individuals serve on the board
    - i. Required positions: President, President-Elect, Treasurer, and Membership Chair
  - All board members and volunteers acting in a leadership role are required to be paid members of Texas Exes.
  - Each board member and volunteer leaders are required to submit a Volunteer Code of Conduct form and a Conflict-of-Interest form annually.
3. Financial Report
  - This form lists income sources and expense categories for the previous year; the local balance held indicates operations funding for the group and scholarship awards to be made in the upcoming academic year. All chapters/networks that take in funds are required to submit a financial report.
4. Bylaws
  - Chapters and Networks only need to submit this if they do not have current bylaws on file with Texas Exes **or** if they have made amendments that need to be approved by the Association.
  - Bylaws must be signed by 10 current Texas Exes dues paying members. This remains on file and is resubmitted when amendments have been made. All chartered groups will use the Association's template as a starting point.
5. Event, Leadership, and Scholarship Requirements
  - Chartered chapters and networks are required to host a certain number of events, attend leadership trainings, and award scholarships based on their Star Status and Category
  - See more details under the "Star Category" pages below beginning on page 20

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### Non-Chartered Chapter/Network

1. Non-Chartered Chapter/Network Annual Agreement
  - This form is given to the Texas Exes Board of Directors to be approved for the year.
2. Leadership Submissions
  - Non-chartered chapters and networks are required to have at least one Key Contact to serve the alumni in the area.
  - All board members and volunteers acting in a leadership role are required to be members of Texas Exes.
  - Each board member and volunteer leaders are required to submit a Volunteer Code of Conduct form as well as a Conflict-of-Interest form.
3. Financial Report
  - This is only required by non-chartered groups if they take in funds during the leadership year.
4. Event, Leadership, and Scholarship Requirements
  - Non-chartered chapters and networks are required to host 1 engagement activity annually with the intention of growing engagement in their community.
  - Non-chartered chapters and networks are ineligible to award scholarships until they have been promoted to a chartered group.





## CHAPTER AND NETWORK OPERATIONS

### Required Chartered Chapter/Network Positions:

#### President

- Determine the chapter/network's objectives for the year and work toward long-term goals.
- Supervise and coordinate the chapter/network's activities, assuming responsibility for the overall success of the chapter/network.
- Call and preside over all board or chapter/network-wide meetings; try to attend all of the major committee or planning meetings and events.
- Delegate duties to committee chairs and/or board members.
- Adhere to the bylaws of the chapter/network and of Texas Exes Association.
- Work closely with the president-elect to keep them informed of all aspects of the chapter/network's activities.
- Serve as the principal liaison with the Texas Exes Association staff, the university, and other organizations as needed.
- Encourage board members to attend the Chapter and Network Leadership Conference (CNLC).
- Oversee the formation of the nominating committee, with president-elect, who will choose the slate of officers to be voted on for the following year.
- Work with the president-elect to make sure that all required charter documents are turned in by the June 1<sup>st</sup> deadline.

#### President-Elect

- Assist the president in meeting the chapter/network's goals.
- Work on all chapter/network projects to familiarize yourself with the chapter/network you will be presiding over next year.
- Act as the presiding officer in the absence of the president.
- Responsible for sending in the officer list and signed annual agreement for your term to the Texas Exes Chapters & Networks Department by June 1<sup>st</sup>.
- Oversee the formation of the nominating committee, with the current president, who will choose the slate of officers to be voted on for the following year.

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### Treasurer

- Develop annual budget and keep records of all financial transactions of the chapter/network.
- Collect and record receipt of funds and contributions. Distribute chapter/network funds when needed.
- Confirm BOD authorization of expenditures.
- Request event payouts from the Association in a timely manner.
- Keep all invoices, receipts, scholarship payments, etc. on file for at least three years.
- Work with event chairperson(s) to keep track of event budget.
- Report chapter/network finances at board meetings.
- Transfer necessary scholarship funds to the Association in a timely manner, if applicable.
- Submit a year-end report on the chapter/network's financial status to the Texas Exes Association through the annual renewal process by June 1<sup>st</sup>.

### Checklist for new treasurers

1. Set up a meeting with the outgoing treasurer.
2. Ask for previous budget information and existing financial documentation regarding purchases and events
3. Ask for any outstanding or undocumented payments or income of which you should be aware
4. Obtain bank account records and details
  - a. Update signature cards asap
  - b. Transfer credit card authorizations
  - c. Have all checkbooks/credit/debit cards turned over to you

### Membership Chair

- Promotes the value of Texas Exes Association Membership to Chapter/Network alumni and constituents.
  - This can be through exclusive member ticket pricing, a member-only door prize, blurbs in your e-newsletter, and tabling at events.
- Recruits new members to the Texas Exes by developing programs and processes that promote Association membership.
- Familiarizes themselves with the Texas Exes Associations resources available to update alumni addresses and contact information to:
  - Direct alumni to the Texas Exes website to update contact information.
  - Refer alumni to the Texas Exes Membership Department and the 1-800-369-0023 Address Update phone number.

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- Utilize Association-paid Eventbrite account to register event attendees. The Association's paid Eventbrite account syncs data with the Association's CRM, ultimately improving university data and your chapter/network's marketing data.
- Share all relevant information and updates with the Texas Exes Association.
- Ensure that address update forms are available at all events and meetings.  
*(non-exhaustive list)*
- Recruits alumni in their area for volunteer opportunities, event attendance, and other engagement opportunities.
- Arranges for membership brochures, table tents, and Texas Exes branded nametags to be available at events. These can be easily ordered through the association.
- Follows up promptly on communications from anyone willing to help with chapter/network activities.
- Work with president to ensure that every chapter leader is a current member of Texas Exes.

### **Bylaws:**

Chartered chapters and networks are required to have up-to-date, Association approved, bylaws on file with the Texas Exes Association. Chapters and Networks are expected to adhere to the governing policies outlined in these bylaws. Chapter and network bylaws reflect the Association's bylaws. As such, they must contain the sections on the template provided by the Association with some ability to edit.

Bylaws outline the chapter/network's governing procedures and rules; they help avoid and resolve conflict. Generally, bylaws commonly stipulate the officer roles, minimum and/or maximum numbers of board members, and term limits for board members. They might describe the frequency of board meetings, and what skills should be represented on the board. They most likely describe the number of votes necessary for a decision to be considered a valid action of the board and might designate some committees necessary to begin the initial work of the board. In short, the bylaws are intended to document key facts that establish the initial organizational structure and procedures of the chapter/network. They inform and provide a foundation for governing policies but are not intended to act as the sole governing policy document for the organization.

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### **Operating Procedures and Policies:**

Operating policies are created by and used by the board of directors and volunteers to guide the accomplishment of the organizational work. In contrast to the governing policies, operating policies direct the volunteers how to accomplish their work in such a way as to be aligned with the direction and within the limits created by the governing policies.

Examples of operating procedures are payment operations, expense reimbursement procedures, budgets, social media/web policies, etc.

### **Chapter/Network Financial Best Practices**

Every chapter/network should have policies for reimbursement of expenses, payment of invoices and cash receipts. Your chapter/network should operate with the following guidelines to help ensure chapter/network funds are used for chapter/network expenses.

- Always require original invoices and receipts. Copies can easily be changed without being detected. Require corresponding invoice, receipt, or voucher for any outgoing payments.
- All invoices must be approved for payment by the responsible chairperson.
- Reimbursement of expenses to a chairperson must be approved by the President. No member may approve his/her own reimbursement.
- Any unbudgeted expenses should be presented to the chapter/network board for approval. If an unbudgeted expense is anticipated, it is best to get the chapter or network's board approval before the expense is incurred.
- A positive cash balance should be maintained at all times and should allow for incidental expenses.
- Treasurers should deposit checks/cash within a week of their receipt and never receive cash back from the transaction.
- Two signatures should be required on each bank account and all financial transactions. Typically, this would be the President and Treasurer.
- Provide copies of banking statements to the chapter/network board at meetings. These statements should be timely to reflect the current month and year-to-date results.



## **CHAPTER AND NETWORK BASIC RESOURCES**

These are resources all chapters & networks receive:

- Listed as official group on TexasExes.org
  - Free website hosting
- Registered trademark Chapter/Network logo
- Event liability insurance (updated on annual basis, subject to change) (domestic only)
- 25% discount at University CO-OP when items are purchased for fundraising reasons
- Speakers Bureau list for chapters/networks to use  
Online event registration and RSVP through Texas Exes website and Eventbrite Event listing on Texasexas.org
- Credit card processing
- Online credit card donations to chapter's scholarship endowment
- Scholarship endowment administration
- Leader resources offered online including: training collateral, how-to manuals, etc.
- Chapter and Network Advisory Board member assigned to groups for additional volunteer resource
- Survey assistance for chapter alumni surveys
- \$500 matching funds to chapters that contributed to scholarship funds less than 5 years

*Additional resources based on a chapter/network's category are listed below.*



## DOMESTIC CHAPTER CATEGORY BREAKDOWN

### Chapter 1-Star\* (Non-Chartered Chapter)

#### **Basic requirements**

- Chapter Agreement Form (annual)
- 1 Key Contact whose membership is up to date

#### **Expectations**

- Use Texas Exes for communication through email
- Accomplish at least 1 Social Alumni or Key Priority Event
- Submit at least 1 Post Event Report
- Submit at least 1 Meeting Minutes
- At least 20 emails on file for alumni in chapter area (domestic only)
- Membership Promotion
- Local sponsorships must be reported to Texas Exes
- Use sign-in information sheets periodically at social events and send to Texas Exes
- Any design created outside of Texas Exes staff must have prior approval before use

#### **Benefits**

- 12 Emails annually (no more than 1 per week)
- All Basic Resources

#### **Outstanding Chapter\***

- Accomplish 1 Social Event
- Accomplish 1 Key Priority Event (including Project Worldwide)
- Submit at least 1 Post Event Report
- Submit at least 1 Meeting Minutes
- Demonstrate the intent to increase membership in chapter area
- Receives: 1 time only mailing (until chartered) covered by Texas Exes to all area alumni\*\**

**Chapter Status Note:** *Non-Chartered Chapters are not eligible to award scholarships.*

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## CHAPTERS & NETWORKS

### Chapter 2-Star\*\*

#### Basic Requirements

- Chapter Charter Agreement Form (annual)
- Chapter Officer Listing with 4 required officers (annual)
- Chapter Financial Report (annual) for local bank account with unique EIN
- Up-to-date bylaws submitted (with 10 member signatures)

#### Expectations

- Use Texas Exes for communication through email
- At least 20 emails on file for alumni in chapter area (domestic only)
- At least 200 alumni in geographic area
- Local sponsorships must be reported to Texas Exes
- Use sign-in information sheets periodically at social events and send to Texas Exes
- Any design created outside of Texas Exes staff must have prior approval before use
- Active, Up-to-Date Web Presence
- Accomplish at least 1 Social Alumni Engagement Event (not including Game Watch)
- Accomplish at least 1 Key Priority Event (including Project Worldwide)
- Submit at least 1 Post Event Report
- Submit at least 1 Meeting Minutes
- Membership promotion with the intent to increase membership in local area

#### Benefits

- 20 Emails annually (no more than 1 per week)
- Receives 1 leadership training opportunity by staff or CAB
- 1 mailing to members only per year, expense covered by Texas Exes (must be used for Key Priority Event, template self-mailer, domestic only)\*\*
- Up to 2 additional mailings at cost to chapter
- All Basic Resources

#### Outstanding Chapter \*\*

- Send at least 1 person to Chapter Leadership Conference bi-annually
- Accomplish at least 1 Social Alumni Engagement Event (not including Game Watch)
- Accomplish at least 1 Key Priority Event (including Project Worldwide)
- Submit at least 1 Post Event Report
- Submit at least 1 Meeting Minutes
- Receives: nonmembers added to mailing, expense covered by ESA annually\*\**

**Chapter Status Note:** Chartered Chapters are eligible to award scholarships.

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## CHAPTERS & NETWORKS

### Chapter 3-Star\*\*\*

#### Basic Requirements

- Chapter Charter Agreement Form (annual)
- Chapter Officer Listing with 4 required officers (annual)
- Chapter Financial Report (annual) for local bank account with unique EIN
- Up-to-date bylaws submitted (with 10 member signatures)

#### Expectations

- Use Texas Exes for communication through email
- At least 20 emails on file for alumni in chapter area (domestic only)
- At least 200 alumni in geographic area
- Local sponsorships must be reported to Texas Exes
- Use sign-in information sheets periodically at social events and send to Texas Exes
- Any design created outside of Texas Exes staff must have prior approval before use
- Active, Up-to-Date Web Presence
- Accomplish at least 1 Social Alumni Engagement Event (not including Game Watch)
- Accomplish at least 2 Key Priority Events (including Project Worldwide)
- Submit post event reports on at least 2 Key Priority Events
- Report on at least 2 board meetings annually
- Sends 1 member to Chapter Leadership Conference bi-annually
- If Scholarships are awarded, minimum total contributed per student \$500
- Membership promotion with the intent to increase membership in local area

#### Benefits

- 30 Emails annually (no more than 1 per week)
- Receives 2 leadership training opportunities provided by staff or CAB
- 1 mailing to all alumni per year, expense covered by Texas Exes (must be used for Key Priority Event, template self-mailer, domestic only)\*\*
- Up to 3 additional mailings at cost to Chapter (template)
- Receives up to 2 unique designs created by Texas Exes staff annually
- All Basic Resources

#### Outstanding Chapter \*\*\*

- Invite special guests to attend events (Legislators, media, High School College Counselors, principals, etc.)
- Recruit volunteers for Association-wide initiatives
- Participate with Texas Exes on Social Media/ Web
- Contribute \$2000 + in scholarships
- Receives: 1 extra mailing, members only, covered by Texas Exes\*\**
- Representation at events from Texas Exes at minimum once every three years*



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### Chapter 4-Star\*\*\*\*

#### Basic Requirements

Chapter Charter Agreement Form (annual)  
Chapter Officer Listing with 4 required officers (annual)  
Chapter Financial Report (annual) for local bank account with unique EIN  
Up-to-date bylaws submitted (with 10 member signatures)

#### Expectations

Use Texas Exes for communication through email  
At least 20 emails on file for alumni in chapter area (domestic only)  
At least 200 alumni in geographic area  
Local sponsorships must be reported to Texas Exes  
Use sign-in information sheets periodically at social events and send to Texas Exes  
Any design created outside of Texas Exes staff must have prior approval before use  
Active, Up-to-Date Web Presence  
Accomplish Social Alumni Engagement Events  
Accomplish at least 4 Key Priority Events and at least 1 from each category of Key Priority Events (including Project Worldwide)  
Submit 2+ post event reports on Key Priority Events  
Conduct and report on 2+ regular board meetings  
Send a minimum of 1 member to Chapter Leadership Conference annually  
Participate with Texas Exes on Social Media/Web  
If Scholarships are awarded, minimum total contributed per student \$500  
Membership promotion with the intent to increase membership in local area  
Recruit Volunteers for Association-wide Initiatives

#### Benefits

52 Emails annually (no more than 1 per week)  
Receives leadership training opportunities provided by staff or CAB  
2 mailings per year (1 to members only, 1 to all alumni, max \$5,000) expense covered by Texas Exes (must be used for Key Priority Event, domestic only)\*\*  
Up to 3 additional mailings at cost to Chapter (template)  
Receives up to 5 unique designs created by Texas Exes staff annually  
Representation at events by Texas Exes staff at minimum of once every 2 years  
All Basic Resources

#### Outstanding Chapter \*\*\*\*

Invite special guests to attend events (Legislators, media, High School College Counselors, principals, etc.)  
Contribute \$10,000 + in scholarships  
Drive participation on Texas Exes Alumni Mentoring Platform (\*TBA)  
*Receives: Personal Texas Exes staff assistance on securing special speaker/guests*  
*Special assistance on events*

**Chapter Status Note:** Chartered Chapters are eligible to award scholarships.

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### INTERNATIONAL CHAPTER CATEGORY BREAKDOWN

#### **Non-Chartered International Chapter Expectations:**

- Complete Chapter annual agreement.
- 1 Key Contact required.
- Use ESA for communication through email.
- Website or social media presence.
- Semi-annual newsletters with chapter-relevant updates on the University.
- Any design created outside of ESA must have prior approval before use.

#### **Chartered International Chapter Requirements and Expectations:**

- Complete Chapter annual agreement and charter
- Chapter board of 4 officers required: President, President- Elect, Treasurer, and Membership Chair.
- Produces an annual Financial Report for local bank account with unique EIN (if funds are taken in)
- Up to date bylaws on file with the Association.
- Use ESA for communication through email.
- Host at least one event annually.
- Membership promotion in the intent increase membership in local area.
- Utilize Association paid Eventbrite account for event registration to sync data with ESA.
- Any design created outside of ESA must have prior approval before use.
- Report on at least 1 board meeting annually.

#### **Outstanding International Chartered Chapter Expectations:**

- All requirements listed above.
- Raises scholarship funds with a minimum total contributed of \$500 per student.
- Participates in multiple Texas Exes events.
- Commits to annual leadership training by Texas Exes staff.



## **AFFINITY NETWORK CATEGORY BREAKDOWN**

### **Non-Chartered Affinity Network:**

- Requirements:
  - Fits into a network type (ethnicity-based, student organization, or professional)
  - 1 Key Contact required.
  - Annual affinity contact agreement
  - Submit financial report if funds are taken in during the leadership year.
  - Website or social media presence.
  - Semi-annual newsletters with network relevant updates.
  - Any design created outside of ESA must have prior approval before use.
  - Use ESA marketing system for communications to alumni.
- Expectations:
  - Serve as a point of contact for alumni interested in your network's mission.
  - Actively grow your network to become a chartered Texas Exes network.
- Benefits:
  - All basic resources.
  - 12 emails alumni annually

### **Chartered Affinity Network:**

- Basic Requirements:
  - At least 20 emails on file for alumni in network
  - Fits into a network type (ethnicity-based, student org, or professional)
  - Annual network agreement form
  - 4 required officer positions (President, President-elect, Treasurer, and Membership Chair)
  - Annual network financial report for local bank account with unique EIN (if funds are taken in)
  - Bylaws (template provided) with at least 10 Texas Exes member signatures.
  - Website or social media presence.
  - Semi-annual newsletters with network relevant updates.
  - Any design created outside of ESA must have prior approval before use.
  - Use ESA marketing system for communications to alumni.

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- Expectations:
  - Host at least one event annually
  - Membership promotion with the intent to increase membership in your network.
  - Utilize Association paid Eventbrite account for event registration to sync data with ESA.
  - Report on at least 1 board meeting annually
  - Submit at least 1 post-event report annually
  - Report sponsors and sponsorships to ESA staff annually
  - Submit an annual Financial Report (if funds are taken in)
  - If scholarships are awarded, minimum total contributed per student \$500
  - Actively communicate and partner with local geographic chapters
- Benefits:
  - Email communication through Texas Exes
  - 3 unique designs by Texas Exes staff graphic designers annually
  - 1 mailing at cost to network (template provided)
  - Leadership training opportunities with Texas Exes staff



## EVENTS AND ACTIVITIES

Texas Exes Chapters and Networks around the world have put on events ranging from formal seated dinners to game watching parties, from fun runs and fishing tournaments to community service activities. Any activity that gathers UT alumni for the purpose of connecting with one another, promoting higher education, raising money for scholarships, or just having some fun, makes a good event for your chapter or network! Alumni have varied interests, so it is important to have a calendar with a variety of events to attract a wide range of alumni. Those alumni not interested in attending a monthly social hour might be interested in attending a speaker event.

We encourage chapters and networks to participate in two categories of events: **Key Priority Events** and **Social Alumni Engagement Events**

**Key Priority Events** - Any event that is either:

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)
- Participate in Student Send-Offs in the Summer before the Fall semester.
- College Fairs and recruitment events

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 community service event throughout the year.

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*
  - The Texas Exes offers creative and innovative events that allow Longhorns to come together for professional networking. Chapters and Networks have the unique opportunity to unite Longhorns in ways unlike any other networking

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groups. Organizing networking events can assist a Chapter/Network in reaching out to local alumni and growing their group.

- Utilize our [Longhorn Business Network](#) and [UT HookedIn](#) when planning these events.
- *Speaking Events*
  - Sample Topics: Education, Athletics, Legislative Issues, Cultural Issues, Areas of Study, Law, Global Development, Entrepreneurship, Foreign Policy, Technology, Medicine, etc.
  - 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 must travel to the event, the Chapter/Network 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. Please inform the Texas Exes Chapters and Networks Department of any Athletics requests made outside of our staff.
    - Contact The Texas Exes Staff to view the [Texas Exes Speakers Bureau](#) for speakers/topics that may be available for your area.
- *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 them.
  - 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.

**Social Alumni Engagement Events** - Any event that is social in nature and not a Key Priority Event. Some examples are listed below:

- *Family Oriented Events*
  - Have a family picnic at a local park.
    - For out of state Chapters, serve Texas BBQ or have a Texas-themed meal.

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- Host a family bowling night or skate night.
- *Young Alumni Social Events*
  - Host a pub crawl.
    - Come up with a theme.
    - Example: Beers around the world – visit local pubs
  - Arrange for bars to offer drink specials for your group.
  - Activity such as “party barge/boat”, or “camp themed” event
- *Happy Hour/Social Hour*
  - Partner with a restaurant or bar for special deals for the Texas Exes chapter/network
    - Social Hours are a great chance to promote membership and attract volunteers.
  - Host a joint happy hour with the alumni chapter of an upcoming sports opponent and schedule it the week of the game.
  - If you are in a large city, then try to alter the location so everyone has a chance to attend.
  - Do themed happy hours.
    - Example: Martini night – go to a bar that has a large menu of martinis
  - Host a wine/beer tasting or a winery/brewery tour.
    - Can be done in someone’s home or at a winery/brewery or restaurant.
- *Local Sporting Events*
  - If there is a professional team in your area, then buy a block of tickets and host a Texas Exes night at the game.
    - Most non-major sports are happy to work with groups on getting tickets.
    - Example: Minor league baseball, arena league football, major league soccer.
  - Plan a bus trip to a game → especially fun for out of state Chapters if the football, basketball, or baseball team is playing nearby.
  - Tailgate event to kick off the football season.
    - Bring in “football experts” to talk to the crowd.
    - Have a band end the event.
  - Meet before or after the game at a local bar or restaurant.
  - If a Texas team is playing in your city, then put together an event around the game.
    - Out-of-state Chapters & Networks – host a tailgate or small reception, depending on the sport, before or after the game

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- Do this with less marquee sports as well as the big-name sports so you're able to get a block of tickets and support a UT sport that doesn't get much recognition on the road.
  - Example: If the Women's Soccer team is playing in your area, then arrange for a block of tickets and get your group together to attend the game.
- *Intramural Leagues or Running Groups*
    1. Create a sports team (softball, kickball, etc.) with alumni in your area.
  - *UT Game Watching*
    2. Partner with a local bar or restaurant to host UT Football Game Watches for your chapter.
      - Work with the bar/restaurant for special drink/food deals
      - Negotiate with the venue for scholarship opportunities (Example: some bars give a percentage of profits to the chapter/network's scholarship fund)

*\*Be sure to promote drinking responsibly at these events.*

**Chapters and Networks should host events that your alumni want to participate in and attend. Consider surveying your membership to better understand how to serve them.**

**We strongly encourage Chapter and Networks to partner with each other on Key Priority and Social Engagement Events!**



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### MARKETING AND COMMUNICATIONS

The association provides a variety of tools to help Chapters and Networks spread the word to alumni about their activities:

#### 1. Website

Each Chapter and Network has their own webpage hosted on the Texas Exes website at [www.texasexes.org](http://www.texasexes.org). It is the chapter and network leadership team's responsibility to update their site with events, contact information, and other details. (*for editing instructions, see "web manual" below*)

#### 2. Emails

Texas Exes will send out marketing/newsletter emails to alumni in your area once an email is requested through our online form. All chapter/network alumni and "friends of the university" who have not opted-out of marketing communications from the university will receive your e-newsletters. This is an efficient, cost-effective way to share information about your group to your constituents. Email content must be submitted 3 business days prior to the send date of the email. Chapters & Networks are required to use the Texas Exes Association marketing system to communicate and market to alumni; **chapters and networks are prohibited from maintaining and sending mass-marketing messages to external data lists and/or through marketing systems outside of the Association's marketing system.**

- **Texas Exes Eventbrite Premium Accounts**

- i. Chapters and networks who utilize the [CHAPTER/NETWORK@texasexes.org](mailto:CHAPTER/NETWORK@texasexes.org) Eventbrite account have the ability to email event attendees directly through the Eventbrite platform. This is helpful to communicate last minute changes and details prior to an event.

#### 3. Paper Mailings

Mailers paid for by Texas Exes depend on a chapters' star status and Texas Exes staff approval. The paper mailings available to chapters are in the form of either a postcard or tri-fold invitation. A mailer request must be submitted a minimum of 8 weeks prior to an event. Texas Exes will pay for qualifying mailers for an event that is: community service, largest scholarship fundraiser, serious minded content, or another key priority event. Additional mailings or upgrades are at the expense of the chapter. Network mailers are at the expense of the network.



## CHAPTER & NETWORK MARKETING EMAIL POLICY

### Requesting Emails

- All email content information should be submitted with this [Email Request Form](#).
  - If you have questions about submitting an email request, please contact the Chapters and Networks Department Staff
- You must submit your request **at least 3 business days** before your preferred email send date; this gives Texas Exes Marketing team ample time to create the email, send a preview to the chapter/network, and make edits before a final email send.
  - Ex. If you would like an email sent on Friday, all content must be submitted by Tuesday during business hours.
  - Chapter/Network emails will be sent 24 hours after final approval. Please note that if approval is sent after business hours, our staff will review the approval the next business day.
  - Send date is contingent on proof/edit approval timeline from the Chapter/Network leader who submits the form.
- **All emails MUST be approved at least one business day prior to your preferred send date.**
  - **If email approval is not provided by the chapter/network leader the day prior to the preferred email send date, the send date will be pushed back 1 day.**
- This form must be submitted for every email you would like to send, even if the email has repeat content; this allows for your email allotment based on your \* status to be tracked accurately
  - Domestic Chapters are allotted **12, 20, 30, or 52 emails per leadership year based on their \*status**
  - Networks and International Chapters are allotted emails based on the engagement activities they are hosting each year
- If more than one person is contributing to the email, have everyone proof it and give their approval before sending your edits to our staff.
  - **Only one person in the chapter/network will be sent the proof.** Keep in mind that having more than one person look at the proof can delay the process.
- If you want an image included in the email, include a JPEG/PNG attachment in your email request submission form.



### General Production Timeline:

- Email content will be reviewed and edited for style and clarity within 1-2 business days of receiving the request.
- An email preview will be built and sent to the chapter leader within 2 business days
- Chapter/Network leader is responsible to review the email and submit any necessary changes or approval.
- Once the email is approved by the chapter/network, it will be scheduled to be sent the next business day.
- **REMEMBER: All emails MUST be approved at least one day prior to your preferred sending date. If email approval is not provided by the chapter/network leader the day prior to the preferred email send date, the send date will be pushed back 1 day.**

### Email Rules and Tips:

- Emails should:
  - Include a creative and informative subject line
  - Have informative and educational content that is primarily chapter/network related
    - The information should promote chapter/network engagement and must include at least one piece of content that is unique to the chapter/network
      - Ex. Chapter/network hosted event, alumni/student spotlight, letter from the board, etc.
    - University, community, and other information can be included if it is paired with information specific to the chapter/network
  - Provide all information alumni would need to attend an event such as venue name, address, time of event, parking, where to purchase tickets, etc.
  - Include links to social media event pages, external ticket sales, etc.
  - Include Chapter/Network leadership contact information
  - Above all else, your newsletter should match Texas Exes branding and content!
- Emails can include hyperlinks to a sponsor's website and a sponsor's logo if there is no conflict with an existing Association sponsorship agreement.
- Emails can and should be targeted to specific groups when appropriate.
  - Example:
    - An email can be sent to alumni that graduated in a certain range of years.

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- This would be helpful for a class reunion event, or an event targeted at a specific age range/graduation year.
- An email can be sent to specific zip codes/cities/etc.
  - This is helpful for Texas Exes Alumni Network satellite events.

### **Standalone Email Invites:**

- Texas Exes can create a “standalone” email that is different than a weekly email newsletter. These emails use a graphic design benefit, have a different timeline than standard email newsletters, and require prior staff approval. Please contact a Texas Exes Chapters and Networks staff member to learn more.



## SOCIAL MEDIA GUIDELINES

The Texas Exes encourages our chapters and networks to engage with the Longhorn community through social media. The following policy statement and guidelines are meant to assist you in your efforts, while protecting the interests and reputation of the Texas Exes. By posting as a chapter or network of the Texas Exes, you represent the Texas Exes and volunteers are expected to be aware of and adhere to these guidelines and policies whenever they use the Texas Exes name or [brand](#).

### **Section 1: Policies for all Social Media Sites**

- **Inform us of your accounts:** When creating a new account for you chapter/network on any social media sites, email the Texas Exes Chapters and Networks Department staff letting them know the URL of your group, page, channel, etc. The Texas Exes will link these sites from our website, and this will allow us to publicize your digital presence. We require new chapters/networks set-up social media accounts using their @texasexes.org email account.
- **Naming and logo use:** All chapter/network social media sites should include Texas Exes and your specific chapter or network name in the site. Please use the format: “Texas Exes CITY Chapter” or “Texas Exes \_\_\_\_\_ Network” to ensure consistency. To be consistent with our brand, you are required to use your official chapter/network logo on the site. If you need a copy of your chapter/network logo, please contact the Texas Exes Chapters and Networks Department staff.
- **Transferring administrative status:** We know that chapter/network leaders change positions and sometimes rotate off boards. The current president should have administrative capabilities on your social media sites and your other board members should be given administrative capabilities as the chapter/network board sees fit. The current president should add incoming presidents to administrator status, and/or give them account administrator, but it is recommended that you remove the past presidents’ administrative status after one year if they no longer have an active role in the chapter/network.
- **Respect copyright and fair use:** When posting, be mindful of the copyright and intellectual property rights of others. Do not use the Texas Exes logo or name to promote a product, cause, political candidate, or any other endorsement.
- **Terms of service:** Social media sites have their own terms of service. Make sure you obey these terms of service or your account with the site may be suspended.

## **Section 2: Guidelines for Social Media Use**

- **Respect and Ethics:** We encourage different viewpoints and opinions, and as a participant in social media, you should too. Be respectful of others' viewpoints.
- **Accuracy and Honesty:** Double check facts and details before you post. Remember, once you post, it is out there. If there is a website you used to gather facts, provide the link for your readers to show accountability. Also, always write in the first person (we, us, our...). If you make a mistake, admit it. Your followers will be more willing to forgive and forget if you are up front and quick with your correction. Maintain a high level of quality that exhibits superior grammar, punctuation, and spelling.
- **Transparency and Disclosure:** It should be clear when posting opinions of any sort that views expressed are not necessarily those of Texas Exes.

## **Section 3: Best Practices for Social Media**

- **Value and Interest:** When posting to your Twitter, Facebook, Instagram, etc., ask yourself if the content adds value and interest to the discussion. Make sure your comment, post, or tweet is a valued piece of information. There are millions of people, companies, and universities on the web. If you want to stand above the clutter, make sure you provide content that is exciting, engaging, and stimulating.
- **Planning:** Putting in place a social media calendar of sorts for the year can help to organize you on how to cross promote your material and the times of year when you know you will have big events and may want to do extra posts. Also, think about who on your board would be the best person to handle your social media needs and whether that is one person, or multiple people. Make sure you are consistently contributing content. You don't want to let your followers down by only posting a couple of times a year.
- **Join the Conversation:** Listening and responding to your constituents through social media sites is just as important as posting information. Make sure you are responding to posts and questions from your followers and fans. Remember that it isn't just about what you're saying: It is also about the connections your fans and followers are making to other chapter members through the site.
- **Be Brief and Link When Possible:** Ideally, posts should be brief; redirecting visitors to content that resides on another site. Whenever possible, link back to your chapter/network website or the Texas Exes website.

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### Section 4: Social Media Tips by Platform

- **Facebook:** Most of our chapters/networks are well versed in the benefits that Facebook can provide, both in terms of communicating with current members and giving those who visit chapter events a place to connect with the chapter. Here are some ideas for Facebook:
    - **Events:** When creating events on Facebook, be sure to invite people! By inviting, you are promoting the event to go through other people's newsfeed who may not already follow the page. If a user says that they are “going to” or “interested” in the event, their friends will see it. This way, you are promoting the event/chapter or network page to a new set of people and expanding the opportunity to more.
    - **Interact:** Whoever is running the account should also be interacting with other accounts through the chapter/network page. This could be through following a page, liking a post, leaving a comment, etc. Please share the event with the Texas Exes Association Facebook page, or make Texas Exes a Co-Host of the Facebook event, so that the event generates more reach.
  - **Instagram**
    - **Graphics:** When using or creating graphics, be sure to use an image that is fun and going to draw the eyes of your followers and limit the amount of text. Canva.com is a great resource for creating images.
    - **Interact:** Whoever is running the account should also be interacting with other accounts through the chapter/network page. This could be through following a page, liking a post, leaving a comment, etc. Be sure to do so with accounts that support the integrity of the account and Texas Exes.
  - **Twitter:** Twitter can be a great way to get small pieces of information out in a timely way.
    - **Follows:** Following other pages is a great way to show your community support and engagement. Follow local known individuals, establishments, city staples, etc. Doing so will increase your Twitter appearance. Example: If you partner with a bar for game watches, be sure to follow, tag, and interact with their page.
    - **Retweets:** Retweeting is a way to be active online through others' content. Example: retweet important @texasexes or @UTAustin content that would be beneficial to your followers.
    - **Interact:** Whoever is running the account should also be interacting with other accounts through the chapter/network page. This could be through following a page, liking a post, leaving a comment, etc. Be sure to do so with accounts that support the integrity of the account and Texas Exes.
  - **LinkedIn:** Many who join Texas Exes do so for the networking opportunities—if your chapter/network doesn't have a LinkedIn group established, this can be a great way to connect your members to one another in a more professional environment.
-



### UT HOOKEDIN

HookedIn is the official networking and career platform for UT Austin students and alumni to connect, grow and give back. Launched in 2020, Texas Exes and Texas Career Engagement partnered with colleges and schools across the university to bring HookedIn to all Longhorns. Login, and network with the biggest burnt orange network on the planet!

Ways to use HookedIn for your Chapter:

- Promote Chapter Events or Programs
- Network
- Cross-promote your talents by syncing your LinkedIn account
- HookedIn Directory - Find alumni based on education, career, or affinity (sports or student activities)
- Career, job or internship related content
- Job Board
- Volunteer to help students or peers by offering advice or informal mentorship
- Run a Mentorship program

Visit <https://uthookedin.com/> to create a profile and get involved today by joining and posting in the Chapters and Network group!

Interested in starting a chapter or network mentorship program?  
Contact [hookedin@texasexes.org](mailto:hookedin@texasexes.org).



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### SPONSORSHIPS

While the Texas Exes offer a comprehensive list of benefits to members, many Chapters and Networks have started soliciting local businesses to offer additional benefits to members in their area, for example, working out a deal with a local restaurant to offer 10% off to all Texas Exes members. This helps to increase the benefit of membership at a local level while also helping the Chapter/Network establish a relationship with a local business that can lead to a sponsorship opportunity. Many chapters/networks look for sponsors to help underwrite the cost of events. This is a great way to keep the costs down at events while involving local businesses. **Chapters and Networks must report any sponsorship agreements and terms to Texas Exes Staff annually.**

#### *Tips:*

- Identify local alumni in your area who are either businesses owners or can help you gain a sponsorship.
  - If they have an existing relationship with UT, then they are more likely to say yes.
- When you approach them, come prepared with all the benefits their company will receive by sponsoring your event.
  - The association can give you a demographic breakdown for your Chapter/Network.
    - For example: We can tell you how many email addresses we have in your area, how many alumni we have in a certain age range, etc.  
*(\*Please note that the association or Chapter/Network **will not** share email or USPS addresses with sponsors)*
  - The more pertinent data you present them with, the more impressive.
- If appropriate, have several donation levels.
- Make sure to have a written contract once a sponsorship has been created.

#### *What we can offer to sponsors:*

- Their company name can be listed in the Chapter/Network's email broadcasts with a link to their website along with a sponsor logo (so long as there are no conflicts with Texas Exes Association sponsorship agreements).
  - Include the number of people/emails this will touch
  - Include how many emails will be sent
- Their name and logo can be printed on any paper mailings to local alumni, if appropriate.
  - Include the number of addresses

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- Their name and logo can be printed on any signage.
  - Indicate where the signage will be located and how many people will have access to the signage
  - Let them know at how many events will the sign(s) will be displayed
- Sponsorship credit can be published on the Chapter/Network website with a link to their website.
- Recognition with name and/or logo can be printed in *The Alcalde*, if the chapter is buying an ad for their event.
  - Sent to approximately 100,000 Texas Exes members
- Recognition can be displayed on tables at the event and the event program, if appropriate.
- Sponsors can receive complimentary tickets to event(s), if appropriate.

### *What to avoid:*

- Anything that could jeopardize the Texas Exes non-profit status. If you have a question, contact the Texas Exes staff to help you find an answer.
- Sponsors of food/beverage, auto and energy- let the Texas Exes Staff know if you are interested in securing one of these areas of sponsorships. We may be able to assist you or suggest contacts.
- **Current Texas Exes Association Sponsors without speaking to Texas Exes staff first.**
- Any hyperlink should just go to the sponsor's main website and not to a page where there is an endorsement of the sponsor's products by Texas Exes or the Chapter/Network.



## TEXAS RAFFLE REQUIREMENTS AND LAWS

### **Charitable Raffles and Casino/Poker Nights**

**The Charitable Raffle Enabling Act (“CREA”), permits "qualified organizations" to hold up to two raffles per calendar year, with certain specified restrictions.**

The language of the law is very technical. If your organization is considering holding a raffle you should check the statute to be sure it qualifies, your organization qualifies.

In general, chapters/networks should avoid using the word “raffle” altogether for any events and replace it with “door prize” or “games”.

### **Penalties and Enforcement**

An unauthorized raffle is considered gambling under the Texas Penal Code. Conducting such a raffle is a Class A misdemeanor. Participating in an unauthorized raffle is a Class C misdemeanor.

A county attorney, district attorney or the Office of the Attorney General (OAG) may bring an action in state court to stop a violation or potential violation of the Charitable Raffle Enabling Act (CREA).

*\*this information corresponds to Texas state law, check the raffle requirements within your state*

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### TEXAS EXES BRAND STANDARDS

Our Texas Exes Brand Standards allow for only two approved sub-brands: Chapters and Networks. Sub-brands must retain the characteristics of the parent brand as far as logomark and logotype and will vary only for each chapter or network name. In the past, Texas Exes chapters have had the freedom to develop their own variations on logos for each chapter. In order to maintain brand consistency, it is very important that each chapter follow the guidelines for sub-brands contained in our [Brand Standards Document](#). Maintaining uniformity between each chapter will make the organization more recognizable and increase brand recognition. Learn more online: <https://www.texasexes.org/about-us/brand-central>

#### Chapter Logo Example



#### Network Logo Example



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### INCORRECT / UNACCEPTABLE USAGE

The examples below show incorrect and unacceptable usage.

1. Do not change the proportions of the logo including but not limited to stretching, squeezing, bending, or skewing.
2. Do not change the colors of the logo.
3. Do not change the typeface/font.
4. Do not apply effects such as drop shadows.
5. Do not screen burnt orange (PMS 159).

**DO NOT ALTER THE LOGO IN ANY WAY!**





### **Graphic Design Approval:**

ALL Chapters and Networks receive an official logo from the Texas Exes Association. Chapter and network leaders are required to submit any potential graphic design that includes the chapter/network name, logo, and/or Texas Exes protected marks for print or digital use to the Texas Exes Chapters and Networks Department for approval. Once approved by the Texas Exes Association, a chapter/network may use the approved design in marketing and promotional materials.

Some designs may require additional approval from UT Trademarks if the design includes any UT Protected Marks. Review the [UT TM website](#) and [UT Protected Marks](#) for additional information.

**Note:** The Texas Exes Association will submit any UT TM requests through an internal portal system. Your design must be reviewed and approved by the Texas Exes Association FIRST.

### WEBSITE EDITING MANUAL

#### **Log In to TexasExes.org:**

1. Go to TexasExes.org
2. Click **Log In** in the upper right corner
3. Enter your preferred personal email address to login to the Texas Exes website. (The address you submitted as your preferred email to be contacted by Texas Exes for chapter/network purposes.)  
*\*Note: All Chapter and Network leaders will be granted Web Administrator access based on the preferred email address you submitted during chartering\**
4. Reset your password - even if you have previously been able to login to the Texas Exes website, you will need to reset your password.
5. You will now have access to your individual Texas Exes Account page that will grant you access to edit your chapter/network web page and create events.

#### **Find Your Chapter/Network:**

1. Hover over “Chapters and Networks” in the top navigation and select **Find a Chapter or Network**.
2. Select your chapter or network from the list.

#### **Replace the Cover Photo:**

*Tip: Images should be...*

- Under 100MB
  - .png, .gif, .jpg, or .jpeg format
  - High resolution and not dependent on legible text. Since the cover photo is large, horizontal, and will have text overlaying it, images that are wide (at least 1200 pixels wide) and where type is not a crucial element are recommended.
1. From your chapter’s main page click **Edit** on the orange bar at the top.
  2. Under “Chapter Featured Image” click **Remove**.
  3. Click **Chapter Featured Image** to reveal the **Select Image** button, then click it.
  4. Click **Choose File** and locate the image you’d like to upload from your computer’s drive.
  5. Select it and click **Open**.

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6. Once the name of your file appears, click **Select Image** to upload the image to our server. A small version of the image will appear.
7. To preview how the image will be displayed, click the **Edit** button, then **Preview**. The “9x4” crops show how the photo will display. You can shift the photo up or down in the next step. Close this window/tab.
8. To change how the image is cropped, adjust the small white crosshairs up and down and click **Preview** to view the results.
9. Enter a simple description of the image in “Alternative Text.” This text is useful for the visually impaired and may be displayed if an image is unable to load.
10. Click **Save** at the bottom of the dialog.
11. Scroll to the bottom of the page and click **Save** to return to your chapter main page.

### **Add a New Page:**

1. From your chapter's main page click **Create a Chapter Page** in the side menu.
2. Click **Group Node (Standard Page)**.
3. Add a page title at the top. This is what will display at the top of the page and in the side menu.
4. Add your content (see Edit a Page).
5. Click **Save**.

*Note: Chapter and Network leaders do not have the ability to delete a web page. Please contact the Texas Exes Chapters and Networks staff to have a page deleted.*

### **Edit a Page:**

1. Click **Edit** on the orange bar at the top.
2. On your chapter’s main page, you can edit text, add photos, change the cover photo, or edit your social media links.
3. On a secondary page, you can edit text and add photos.

### **Editing Content:**

1. To edit the text on your page click **Edit** on the orange bar at the top.
2. Scroll down to the big text entry field. In this box, you can add text and photos (see the following sections) to the body of your page.

*Tips: Don’t forget to click **Save** at the bottom of the page when you’re done. Use the **Preview** button at the bottom of the page to view your changes without saving.*



### Formatting Text:

Available text formats:

- Normal, bold, italics
- Heading 2 (largest), 3 (medium), 4 (smallest)
- Bulleted and numbered lists
- Insert Horizontal Line
- Links and buttons

*Tip: To clear applied styles, click the **Remove Formatting** button that looks like a T with an x next to it.*

### Create a Hyperlink:

1. Select the text you want to turn into a hyperlink, click the **Link** icon that looks like two links of a chain.
2. Type or paste the URL you would like to link to.
3. Click **Save** to return to the text editor.
4. To remove a hyperlink, select the text and click the **Unlink** button that looks like broken chain links.

### Add an email address:

1. Select the text you want to turn into an email address, click the **Link** icon that looks like two links of a chain.
2. Type *mailto:* followed immediately by the address. *Example: mailto:chapters@texasexes.org.*
3. Click **Save** to return to the text editor.
4. To remove an address, select the text and click the **Unlink** button that looks like broken chain links.

### Create a button:

1. Place your cursor on a new line and type the text of your button.
  2. Highlight the text and click the **Link** icon (see above).
  3. Type or paste the URL you would like to link to and click **Save** to return to the text editor.
  4. At the top of the text window, click **Styles**, then select **Link Button**.
- Tip: The appearance will only change slightly. To view a more accurate preview, refresh the text editor by clicking **Source**, then **Source** again.*

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### Insert a downloadable file:

1. Place your cursor on a new line and click **Embed File**.
2. Click **Choose File** and locate the file you'd like to upload from your computer's drive.
3. Select it and click **Open**.
4. Once the name of your file appears, click **Select File** to upload the file to our server.
5. *Optional: If you'd like to customize the link's text ("Web Handbook" instead of "web-handbook.pdf"), click the filename's link at the top of the dialog. Click **Edit** in the window that opens. Fill in the Description field (not the Name field) and click **Save** at the bottom of the page. Close the window to return to the Embed Media dialog.*
6. Click **Embed**.
7. To remove an embedded file, select the link in your text and hit the Delete key.

### Add a photo:

1. To add photos to your page, click **Edit** on the orange bar at the top.
2. Place your cursor on a new line and click **Embed Image**.
3. Click **Choose File** and locate the image you'd like to upload from your computer's drive.
4. Select it and click **Open**.
5. Once the name of your file appears, click **Select Files** to upload the image to our server.
6. Click **Next** in the Review Selected Media dialog.
7. Select the proportions of your image under Display As. (see chart below)
8. Choose an Alignment. None (the default) will fill the column from side to side. Left will reduce your image to 25% and embed it on the left side of the paragraph that follows. Right will reduce your image to 25% and embed it on the right side of the paragraph that follows.
9. Click **Embed** to return to the Edit screen.
10. You can delete a photo by either clicking on it or placing your cursor after it and pressing the delete key until it disappears.

*Tip: A good use for Align Left and Right is a board member page with headshots accompanied by names. Click the **Horizontal Line** button between entries to help keep names and portraits aligned.*

- Max Only is your original, uncropped image.
- 1 x 1 square
- 3 x 1 landscape super-wide
- 9 x 4 landscape wide
- 3 x 2 landscape medium
- 9 x 10 portrait
- 2 x 3 portrait tall
- Max Only (Wrapped in Link) is clickable when a URL is specified

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### Add a table:

*As a rule, tables don't reconfigure themselves to fit mobile devices. One that's wider than half a page when viewed on a desktop computer may be partially obscured on a phone.*

1. Place your cursor on an empty line.
2. Click the the **Table** button in the edit control bar (it looks like a grid).
3. Specify the number of rows and columns, click **Submit**, and a small, almost-invisible grid of empty cells will be added to your text.
4. Add content by clicking in each cell and typing or pasting text.

*Tips: Right-click on the table to **Add a Column** or **Row**.*

### Edit social media links:

1. To change or add Social Media links to your page, click **Edit** on the orange bar at the top.
2. Scroll down and type or paste the URLs of your social media channels under Chapter Facebook Page, Chapter Twitter Page, etc. *Example: <https://www.facebook.com/TXExesLA>*
3. Click the **Save** button at the bottom of the page and test the links from your chapter's main page.

### Add an Event Listing to the Texas Exes Web Page:

Chapters and Networks can create an event listing through our Texas Exes Premium Eventbrite accounts. These event listings will automatically publish to your chapter/network's webpage.

To access your Premium Eventbrite account (paid for by the Texas Exes Association), use your @texasexes.org email as your username and the credentials provided by Texas Exes Association to login.

After logging in to your @texasexes.org Premium Eventbrite account, visit <https://www.eventbrite.com/help/en-us/> for how-to guides and <https://www.eventbrite.com/blog/> for marketing resources and tips.

### Event Payment Guide - How to Receive Money from your Ticketed Events:

<https://www.texasexes.org/sites/default/files/2023-03/Payment%20for%20Events%20Guide.pdf>

**Direct Deposit Form:** <https://www.texasexes.org/sites/default/files/2021-08/Texas%20Exes%20Direct%20Deposit%20Form.pdf>



## **TEXAS EXES SCHOLARSHIP PROGRAM**

### **Texas Exes Chapter and Network Scholarship Program**

Texas Exes Chapter and Network scholarships benefit entering freshmen, transfer students, and/or students continuing their education at UT. Entering freshmen must complete the Texas Exes scholarship application by February 15<sup>th</sup> of the year prior to the fall semester for which they wish to receive an award. The deadline for currently enrolled and transfer students is March 1<sup>st</sup>. Local volunteers of active chapters/networks then review applications and make recommendations for award recipients. The Texas Exes Chapter and Network volunteer leaders also work year-round to raise the funding for their awards.

Chapters/networks may raise funds to award one-time annual scholarships through a scholarship exchange account or raise funds to endow a scholarship at the minimum levels outlined below. All chapters/networks are encouraged to establish one general endowment that can continue to grow and provide awards to students far into the future.

### **What is a scholarship exchange account?**

Chapters/networks may establish a scholarship exchange account with the Texas Exes to hold funds which will be awarded directly to students without being invested. Funds submitted to these accounts may only be used for scholarships. The minimum one-time scholarship award is \$500.

### **What is a scholarship endowment?**

A scholarship endowment is an investment account created with a monetary gift for the specific purpose of awarding scholarships in perpetuity. Generally, the intent is for the endowed asset to be invested with a long-term view and kept intact, and only the income generated by it is distributed annually for scholarship awards. The distribution available from endowments each year is a percentage of the endowment's twelve quarter market value average, as approved by the Board of Directors.



### **What if our chapter/network does not have a general scholarship endowment?**

Texas Exes encourages each chapter/network to work toward the establishment of a general endowment account. General Texas Exes Chapter/Network endowments have the following features and criteria:

- \$15,000 minimum contribution
  - To be eligible for award, the principal contribution goal must have been met by March 31<sup>st</sup> of the prior year.
  - Chapters/networks may fundraise to meet the minimum contributions threshold over a period of up to 5 years.
  - Recognition in Hall of Honor once minimum threshold met.
- Standard name only (i.e., Texas Exes Dallas Chapter Scholarship Fund)
  - One general endowment account per chapter.
  - Chapter/network will determine number of awards available, award amounts, and any special recognitions. Chapters/networks may supplement the distribution from their endowment by remitting funds to a scholarship exchange account.
  - Chapter/network can specify if an award can be renewed, and for how many years.

### **What if an individual or group wishes to create a new endowment for a special purpose to support students through our chapter/network?**

Often, individuals or groups wish to create special endowments in memoriam of others, or to create awards for specific types of students. These endowments are considered Named Chapter/Network Endowments and have the following features and criteria:

- \$50,000 minimum contribution
  - To be eligible for award, the principal contribution goal must have been met by March 31<sup>st</sup> of the prior year.
  - Chapters/networks may fundraise to meet the minimum contribution threshold over a period of up to 5 years.
  - Recognition in Hall of Honor and photo displayed prominently once minimum threshold met.

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- Specialized names allowed (i.e., Texas Exes Dallas Chapter Name of Honored Individual Memorial Scholarship Fund)
- Restrictions allowed include:
  - Student classification - entering freshmen, undergraduate or graduate only, etc.
  - Preference for financial need – The Texas Exes will determine an individual’s financial need based on information provided on their application.
  - Required residency – If endowing a chapter scholarship, residency restriction will automatically be specified as the area of that chapter.
  - Renewability – Can this scholarship be renewed? If so, for how many years and should a minimum grade point average be maintained?
  - Major/Area of Study preferences – A donor may select a recipient who is specializing in a particular area of study.
  - Other factors – Other restrictions, such as affinity affiliation, will be determined in final agreement.

### **Scholarship Selection**

Texas Exes uses a standardized application review process for scholarship administration and will issue final approval for all awards. Training information and support for the review and selection process will be made available upon request.

If a chapter/network does not participate in selection for any given year and eligible candidates exist, the Texas Exes will select recipient(s) according to the eligibility listed in the endowment agreement with approval from the chapter.

*Due to the sensitive nature of applicant information, any individual or entity representative authorized to review scholarship applications must formally acknowledge an understanding of the Texas Exes Scholarships Confidentiality, Document Security and Conflict of Interest Policy.*

### **Scholarship Contributions from Individuals**

Donations from individuals for chapter scholarships via secure credit card processing are available online; each chapter's site hosted by the Texas Exes includes a feature that allows for online donations.

Donation checks should be made out to Texas Exes and mailed to the following address:



Texas Exes \_\_\_\_\_ Chapter/Network

P.O. Box 142309

Austin, TX 78714

### **Scholarship Contributions from Chapters/Networks**

Chapters may send funds to add to endowments at any time. Chapters may also send in funds to supplement a scholarship endowment distribution to increase the size of the award for a particular year. If a Chapter or Network sends in a check and the student declines the scholarship and there are no other candidates, the Texas Exes Scholarship Department will notify the Chapter or Network. Funds will remain in the chapter/network account for the following year.

If no eligible recipient can be found for a current year distribution, the funds will be retained in the scholarship endowment. The chapter will not lose the funds, the funds simply remain in the endowment and a new distribution amount will be calculated the following year.

Donation checks should be made out to Texas Exes and mailed to the following address:

Texas Exes \_\_\_\_\_ Chapter/Network

P.O. Box 142309

Austin, TX 78714

A remittance form must be included when mailing donation checks to ensure they are applied to the intended account.

### **Is there any financial support for chapters/networks raising funds for scholarships for the first time?**

Yes, in an effort to help kick-start fundraising, the Texas Exes provides up to \$500 in a matching gift to each chartered Texas Exes chapter/network that awards a scholarship to a new UT student. To be eligible for the \$500 matching funds, chapters/networks must be contributing at least \$500 to the scholarship and must be in their first five years of awarding scholarships. Chapter Presidents and Scholarship Chairs will be notified in the first quarter of each calendar year as to whether their chapter will be eligible for matching funds.



## APPENDIX

### Helpful Websites

Texas Exes – <https://www.texasexes.org/>

Texas Exes Association Brand - <https://www.texasexes.org/about-us/brand-central>

The University of Texas – [www.utexas.edu](http://www.utexas.edu)

Texas Athletics – [www.TexasSports.com](http://www.TexasSports.com)

Information on trademarks and licensing – <https://trademarks.utexas.edu/use-restrictions>

Fast Facts on UT – <https://www.utexas.edu/about/facts-and-figures>

UT Admissions – <https://admissions.utexas.edu/> and <http://bealonghorn.utexas.edu/>

Texas Parent’s Association – <https://texasparents.org/>

Spirit Squad and Hook ‘Em Appearances Request –  
[http://www.texassports.com/sports/2014/2/13/SP\\_0213140626.aspx](http://www.texassports.com/sports/2014/2/13/SP_0213140626.aspx)

Catering - <https://www.ezcater.com/>





## **TEXAS EXES CONTACTS AND IMPORTANT DATES**

### **Key Staff Contacts**

**Catherine Flores, M.Ed.** - Chapters and Networks Manager

512-840-5637

[catherine.flores@texasexes.org](mailto:catherine.flores@texasexes.org)

**Jina Kim** - Chapters and Networks Coordinator

512-840-5635

[jina.kim@texasexes.org](mailto:jina.kim@texasexes.org)

**Kaylee Nungaray** - Chapters Coordinator

512- 840-5631

[kaylee.nungaray@texasexes.org](mailto:kaylee.nungaray@texasexes.org)

**Courtney Roehling** - Vice President of Engagement

512-840-5622

[courtney.roehling@texasexes.org](mailto:courtney.roehling@texasexes.org)

**Chapters and Networks Department - (800) 594-3937**

\*For a complete staff directory, please check the website – <https://www.texasexes.org/about-texas-exes/contact-us/staff-directory>



### **Important Dates**

September 1, 2023	Chapter and Network Leadership Conference (CNLC)
September 2, 2023	Chapter and Network Leader Tailgate at the Alumni Center
February 2024	Project Worldwide (PWW)
March 2, 2024	Texas Independence Day (TID)
May 15, 2024	Deadline for Scholarship Information to be given to Association
June 1, 2024	Deadline for Chapter/Network Renewal
July 1, 2024	Beginning of new Leadership Year

\*For important Texas Exes events, please check the website – <https://www.texasexes.org/>