

TEXAS  **EXES**[®]

Texas Independence Day Handbook





Texas Exes Chapters and Networks Texas Independence Day Celebrations

As a Texas Ex, March 2nd holds special significance as the day that commemorates the founding of The University of Texas. Established through the Texas Constitution of 1876, the university was envisioned as a “university of the first class,” dedicated to the promotion of literature, the arts, sciences, and more. This day serves as a celebration of the foresight and vision that led to the creation of one of the nation’s leading institutions of higher education.

For Texas Exes around the world, Texas Independence Day is a moment to reflect on the university’s rich history and its enduring impact. It’s a time to come together, honor the legacy of the university’s founding, and recognize the role The University of Texas has played in shaping both the state of Texas and the lives of its alumni. Celebrating Texas Independence Day as a Texas Ex means paying tribute to the institution that has educated generations and continues to foster innovation, leadership, and excellence.

Texas Exes TID celebrations are an expression of pride in the state of Texas, which had the foresight to establish a “university of the first class” in the Texas constitution. ***They are not celebrations of Texas’ independence from Mexico.***

In 1897, students first celebrated UT’s establishment as a university.

In 1900, the Ex-Students Association (Texas Exes) adopted a resolution which states: "Whenever two Texas Exes shall meet on March 2, they all shall sit and break bread and pay tribute to the institution that made their education possible."

Constitution of the State of Texas (1876) Article VII, Section 10: *The Legislature shall, as soon as practicable, establish, organize and provide for the maintenance, support and direction of a university of the first class, to be located by a vote of the people of this State, and styled "The University of Texas," for the promotion of literature, and the arts and sciences, including an agricultural and mechanical department.*



Introduction

This handbook is designed to guide you through planning a successful Texas Independence Day (TID) Celebration. Every event can look different as some use this as their largest scholarship fundraiser of the year while others have social events which include big celebrations to happy hours.

For reporting and questions, contact the Texas Exes Chapters and Networks Department through our request form found here:

<https://form.asana.com/?k=OFBm4N96pIMUJwREfWrWpg&d=37440676882388>

The Benefits of TID Participation

- Highlights the University of Texas and Texas Exes all over the country and the world.
- Showcases the positive impact that your chapter/network members are making within your community.
- Engages new alumni that may not have previously been involved with the chapter/network.
- Advocate for Higher Education
 - Invite state senators and representatives as guests. This is a unique opportunity to further connect your lawmakers with their constituents over higher education and celebrate Texas and the University.



Steps for a Successful TID Celebration

To ensure that your chapter/network's fundraising event is a success, the following steps are suggested:

1. Appoint a TID Event Chair to lead the celebration planning.
2. Report your event to the Texas Exes Chapters and Networks Department. Include the date, location, short description of the activity, and an email contact.
3. Request a TID Banner from the Texas Exes to use for your event. This will enhance the visibility of the positive efforts that your alumni membership is contributing to your community.
4. Begin marketing the event in weekly chapter/network emails, the texasexes.org website, and social media channels. Many websites, chambers of commerce, and tourist commissions publish online calendars of events within the community. You can also spread the word at Game Watches, chapter/network meetings, and any happy hour/networking events leading up to TID.
5. Execute your planned TID Celebration event and take photos throughout the event to share on social media and in newsletters.
6. Submit a post-event report to the Chapters and Networks Department with the number of alumni involved, the success of the event, and send any pictures from the event.



Planning the Event: Getting Started

TID events bring together alumni to celebrate our prestigious university, so having a well-planned initiative is crucial. The following tips will help you succeed in that goal.

PLAN AHEAD. Allow plenty of time to develop, organize, and carry out your event by establishing timelines.

DEFINE GOALS. Participants are often more productive and feel better about giving their time and resources when they are given concrete assignments with visible results. Determine if your event will be focused primarily on bringing alumni together socially, serving as a scholarship fundraiser, or both.

INVOLVE THE COMMUNITY. TID is an opportunity to show others that, *"Whenever two Texas Exes shall meet on March 2, they all shall sit and break bread and pay tribute to the institution that made their education possible."*

BE ADAPTABLE. Organize an event with contingency plans for weather/other.

WEAR BURNT ORANGE. It is a positive reflection on both our chapters and networks as well as the University of Texas for others to see Longhorns across the country wearing burnt orange and supporting our alma mater.

SOCIAL MEDIA PROMOTION

- Decide the purpose of messages sent via social media channels to promote your event.
- Social media can be used to promote your event and your scholarship fundraiser.
- After your event, share your photos/videos with various outlets such as Chapter and Network e-newsletters, your chapter website, The Alcalde, etc. Send your post-event report to the Chapters and Networks department staff.



Day of the Event: Elements of a Successful TID Celebration

Each TID activity will be different, but successful events typically have the following elements:

REGISTRATION. Texas Exes wants to know who participated in your activity. Host your event registration (free or paid) through your Texas Exes Eventbrite Account. Have a check-in table at the event where attendees receive important information.

KICKOFF CEREMONY. Regardless of the size and scope of your activity, consider having a kickoff ceremony at the beginning of your day. This short ceremony can include various elements such as a toast, school song, or keynote speaker. Highlighting the connection to the UT campus and showcasing the work of your chapter/network can be a great use of this time.

PICTURES. Capture these great moments so that your chapter/network and the department staff can share them afterwards. We encourage you to post photos and tag the Texas Exes (@texasexes) so others can see your event.

SURVEY PARTICIPANTS. It is important to ask for participants' feedback on how they viewed their experience before they leave. Collect this feedback through conversations or have a form available to collect this information.

TIME FOR CLOSING REMARKS. Consider concluding your activity by giving participants an opportunity to share their experiences, relax, enjoy themselves, and toast to our university of the first class. **Use this opportunity to take a group photo with everyone in their burnt orange and display your chapter banner.**



Post-Event: Final Details to Consider

Even though your activity is finished, there are a few final details to complete. Below are some helpful tips to ensure your future events are even more successful.

THANK YOUR VOLUNTEERS. Without the help from your volunteers, your event could not be a success. It's important to show your appreciation by thanking all those that were involved (volunteers, sponsors, partnering organization, team leaders/supervisors, and anyone else that played a role or contributed in any way).

REVIEW & DEBRIEF. Participants and key organizers should meet soon after the event to discuss their TID successes as well as things that you could build on or do better next time. It might be helpful to gather input from the host site and to review the evaluations thoroughly.

SHARE YOUR SUCCESS. Submit press releases, articles, photos, and other information about your completed event to your local newspaper.

Texas Exes wants to hear the success stories that were shared by your participants. Be sure to also send the Chapters and Network Department any of this information and upload your photos to your chapter/network webpage.

REPORT YOUR TID ACTIVITY

It is important to send information about how many participants were involved, the success of the event, and any pictures from the event to the Chapters and Networks Department through a Post-Event Report.



Opening Ceremony Suggestions

- Welcome everyone – give a huge thank you for attending
 - You can remind attendees that they are a part of something big – over 570,000 living alumni around the world and over 110,000 Texas Exes Members (Alumni Association).
- Texas Exes Mission + Vision (pg 9)
- Explain Texas Exes' connection to Texas Independence Day
 - In 1897, students first celebrated UT's establishment as a university.
 - In 1900, the Ex-Students Association (Texas Exes) adopted a resolution which states: "Whenever two Texas Exes shall meet on March 2, they all shall sit and break bread and pay tribute to the institution that made their education possible."
- A Toast to Texas (pg 9)
- Share information with the group about the local Texas Exes chapter for any new people who participated in the event
 - Include information about any scholarships awarded and ways attendees can get involved in the future.



A Toast to Texas

This toast was written by Joe B. Frantz, two-time UT Alumnus and Former UT Professor, in salute to his alma mater:

To our State, whose founders made our education possible; To Texas Exes, who have provided generations of leadership to the State of Texas; and to the proud tradition of continued excellence of The University of Texas.

Texas Exes Mission

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

Texas Exes 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
- Foster a welcoming environment and home on campus for Longhorns and friends
- Preserve the traditions of the university



Request a TID Banner

STEPS TO REQUEST

Please Note: TID Banners are distributed on a first-come, first-serve basis.

STEP 1: Request to reserve a TID banner through Texas Exes staff as soon as you know your Chapter/Network plans to use one. Submit a request through our form: <https://form.asana.com/?k=OFBm4N96pIMUJwREfWrVpg&d=37440676882388> to be added to the list to receive a TID. Include the date of the event and how the Chapter/Network plans to use the banner during the event.

STEP 2: Staff will then mail the Chapter/Network a TID banner before their designated event.

STEP 3: After the event is over, ship the banner back to Texas Exes in good condition and keep any leftover nametags for future events.

FAQs

WHEN SHOULD OUR CHAPTER/NETWORK RETURN THE BANNER? Because our goal is to have over 50 Chapters/Network participating in TID, we will need the banner back within 5 business days of the event.

WHAT HAPPENS IF THE BANNER IS LOST OR DAMAGED AT THE EVENT?

A \$50 fee plus shipping will be charged to any chapter/network that either does not return a banner or returns one that has been damaged.

WHAT IF ALL BANNERS ARE TAKEN WHEN MY CHAPTER NEEDS ONE? Texas Exes Staff can send a generic Texas Exes banner if available. Staff can also assist in determining other visual display options.