



EXES 24

TEXAS EXES
ANNUAL REPORT

JULY 1, 2023–JUNE 30, 2024

This past year we celebrated a key milestone that symbolizes the strength of this organization: We reached an epic 100,000 Life Members of the Texas Exes. Life Membership is the life-blood of the association and is essential to our mission to unite alumni and friends around the world, create a passionate voice for the University, and support the Longhorns who need it most.

Ninety percent of Life Member dues are placed into a permanent endowment fund that powers everything from student scholarships and Camp Texas programs to community engagement and advocacy for UT. In other words, Life Membership provides for Longhorns in perpetuity.

As you'll see in our financials, this endowment is a huge part of our financial stability and enables us to give back in more ways each year. I am so grateful to run a nonprofit organization with such a secure foundation. It is a great credit to the folks who came before. Take a look at the other ways we have grown and expanded our efforts in service of our alma mater.

When Longhorns come together, anything is possible.

Hook'em!
C/H

Chuck Harris

BBA '86, Life Member
Executive Director & CEO



Membership

Membership powers the programs that strengthen UT, enhance the student experience, and keep alumni connected. Thank you to everyone who answered the call by joining the Texas Exes this year or upgrading to Life Membership!

Total Members
116,274

New Members
26,488

Life Members
101,167



Top 6 Member Countries United States: **115,205** Mexico: **121** India: **93** China: **76** Canada **61** Taiwan: **61**

MILESTONE

100,000 Life Members Strong!

This spring, the great tradition of Life Membership in the Texas Exes reached the extraordinary milestone of 100,000 Life Members.

READ: The history of Texas Exes Life Membership as it reaches 100,000.



119
active Chapters
and Networks



WATCH: The New York City Chapter celebrates its decades-old tradition—the Chili Cook-Off

Chapters & Networks

Texas Exes Chapters and Networks provide connections for 580,000 alumni across the globe. Chapters are organized by geographic location and rally alumni through local programming, scholarship fundraising, and communication. Each year, they provide scholarship support to hundreds of the best and brightest students from their local areas. Networks are made up of Longhorns who share a common bond and create ways for alumni to connect around shared interest, UT experiences, or affiliations. Each year, they provide scholarship support to deserving students who share those same bonds.

\$730,170

in Chapter Scholarships were awarded to 321 students

\$33,725

in Network Scholarships were awarded to 19 students

Top 10 Chapters and Networks

by member count

- | | |
|--------------------------------|---------------|
| 1. Austin Chapter | 33,154 |
| 2. Houston Chapter | 13,790 |
| 3. Hispanic Alumni Network | 9,545 |
| 4. Dallas Chapter | 8,074 |
| 5. San Antonio Chapter | 5,859 |
| 6. Camp Texas Alumni Network | 3,560 |
| 7. Fort Worth Chapter | 3,345 |
| 8. Collin County Chapter | 2,803 |
| 9. Black Alumni Network | 2,628 |
| 10. Galveston Bay Area Chapter | 1,720 |

Scholarships

In 1899, the Texas Exes awarded the University's first scholarship of \$100. Today, the association awards approximately \$4.6 million annually to more than 800 students.



A total of

\$4.6 million

awarded to **800+** students

Forty Acres Scholars Program

\$2.4 million

awarded to **77** Scholars

Chapter Scholarships

\$730,170

awarded to **321** students

Opportunity Scholarships

\$496,000

awarded to **101** recipients

Named Scholarships

\$1,447,010

awarded to **408** students

Network Scholarships

\$33,725

awarded to **19** students

Opportunity Scholarships fall within and are included in counts for every scholarship category. Established by alumni, these scholarships provide transformative funds for students from traditionally underrepresented groups, challenged geographic regions, and economically disadvantaged backgrounds.

Spirit and Traditions

Tiles and Plaques

The Etter-Harbin Alumni Center is home on campus for alumni of The University of Texas at Austin. The surrounding tile and plaque pavilion is a picturesque, on-campus testament to the proud legacy of the University's alumni. In 2023-24, more than 350 alumni and friends took part in the tradition.



\$278,905

generated from 383 tiles and plaques



Class Rings

In 1996, the Texas Exes launched the Official University of Texas Class Ring. More than a piece of jewelry, the ring is a physical reminder of a Longhorn's time on campus, the hard work put into earning a degree, and the indelible impact UT has made on their life. To date, more than 67,937 Longhorns have participated in the class ring tradition, making it one of the largest programs in the nation.



178

alumni ordered class rings

3,597

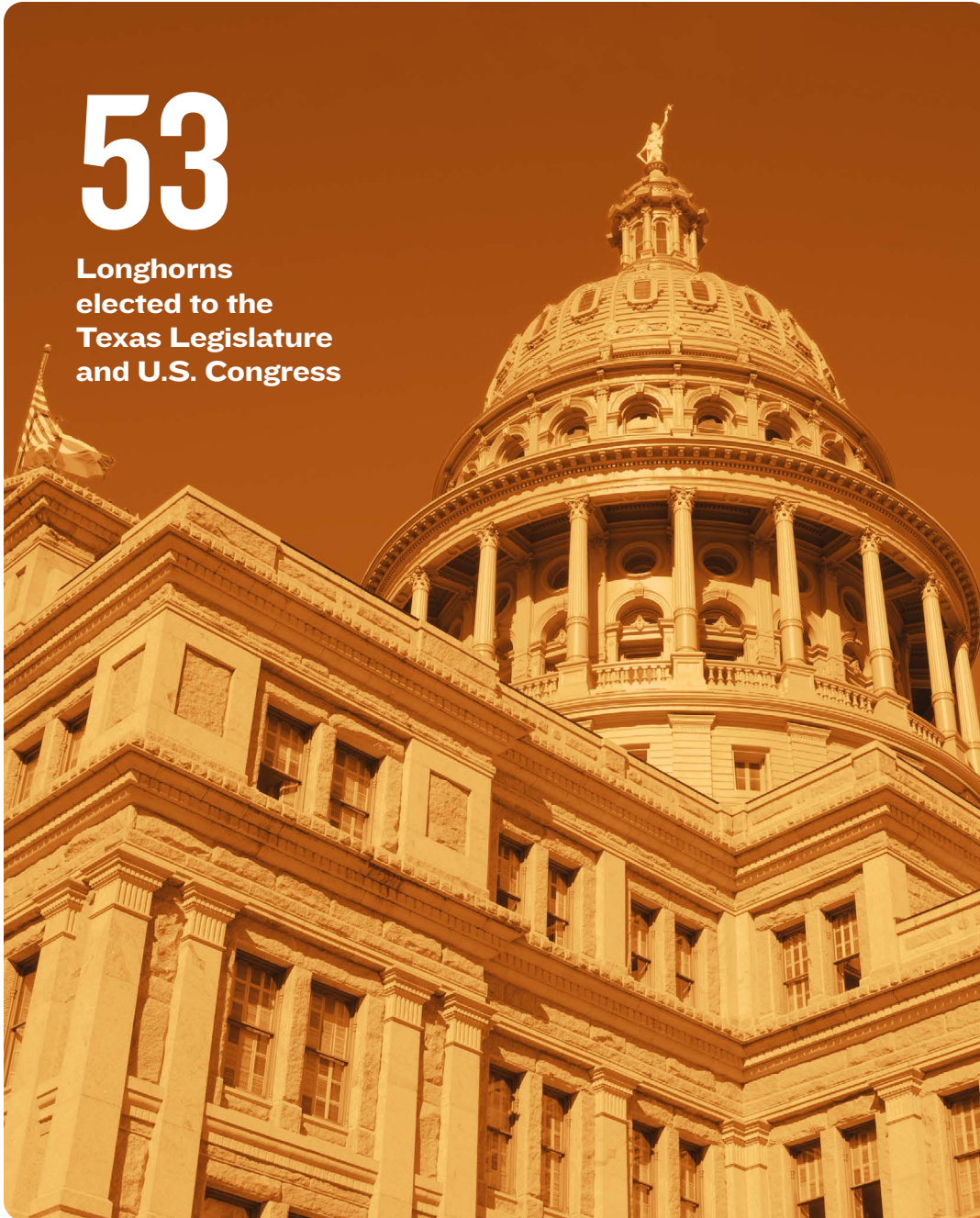
students ordered class rings

3,775

alumni & students ordered class rings

53

Longhorns
elected to the
Texas Legislature
and U.S. Congress



Advocacy

In 1917, Governor Jim Ferguson vetoed the University's appropriation fund, cutting off the very lifeline that funded the young University. The Texas Exes led the charge in opposing the governor and, as a result, Ferguson was impeached. Since then, the association has protected UT's interests at the state and federal levels through the UT Advocates for Higher Education program. UT Advocates volunteers stay well-informed on higher education issues and work to make sure our alma mater is strongly represented by lawmakers and key decision-makers in Texas and Washington.

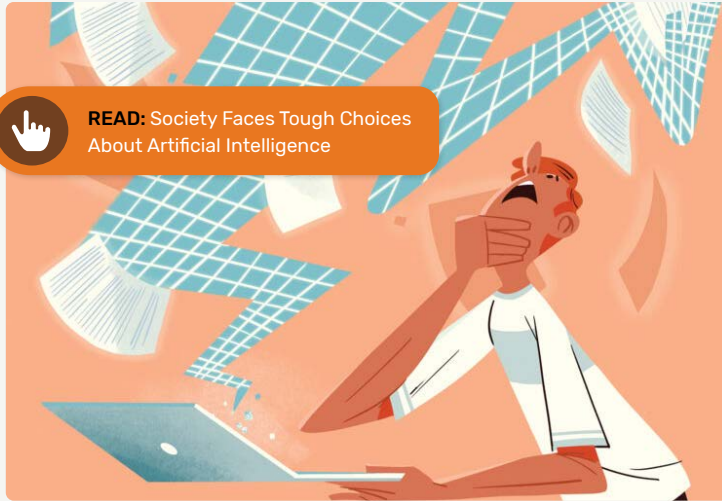


6,400+

total number of UT Advocates

Storytelling

Since our founding in 1885, we've told the UT story. Today we continue to bring the most compelling news about alumni and the University to an even broader audience through the *Alcalde* magazine, video storytelling through Alcalde Docs, TexasExes.org, and our social media presence on Facebook, X (formerly Twitter), Instagram, and LinkedIn.



READ: Society Faces Tough Choices About Artificial Intelligence



READ: UT Prepares for the Total Solar Eclipse



READ: The 2024 Texas 10: UT's Most Excellent Professors



READ: How the Texas Longhorn Became a Living Legend

The Alcalde

6 issues

of the *Alcalde* magazine per year

200,000

estimated print readers

Social Media

Best Performing Posts of FY24



REEL

Hills on campus/ No. 1 Public University

1 million views
506.5k reach
31.5k likes
1,010 comments
4,600 shares



POST

Glen Powell returns, others who returned to graduate

42k reach
6.2k likes
26 comments
415 shares



POST

UT Affirmations collab

46.3k reach
6k likes
40 comments
789 shares



REEL

"He was the best guy around"

612k views
317.8k reach
41.8k likes
136 comments
6,895 shares



Our Audience



95,245

Facebook Likes



42,618

X followers (formerly Twitter)



57,821

Instagram followers



63,805

LinkedIn group members



21,064

LinkedIn page followers

280,553

Total social media followers



Lasting Connections



Camp Texas

Each fall semester, the Texas Exes transforms the lives of incoming students through Camp Texas, fostering connections with other students, professors, administrators, and UT traditions. Outstanding counselors provide peer-to-peer guidance that helps raise Camp Texas attendees' success rate at UT. Camp Texas is a great example of the Texas Exes' commitment to giving students the best start to life as a Longhorn.

447

students attended
Camp Texas



READ: The Flying Longhorns Remember—and Rediscover—Vietnam

Flying Longhorns

Since 1961, our Flying Longhorns program has taken more than 25,000 Texas Exes (and their friends and families) all over the world. Our renowned trips set the stage for travelers to deepen their relationship with Texas Exes, make lasting friendships, and continue learning. The fact that our alumni have been traveling the world together for over 70 years is just another thing that should make you incredibly proud to be a Longhorn.

84

trips offered in FY24

1,599

traveled with the Flying Longhorns

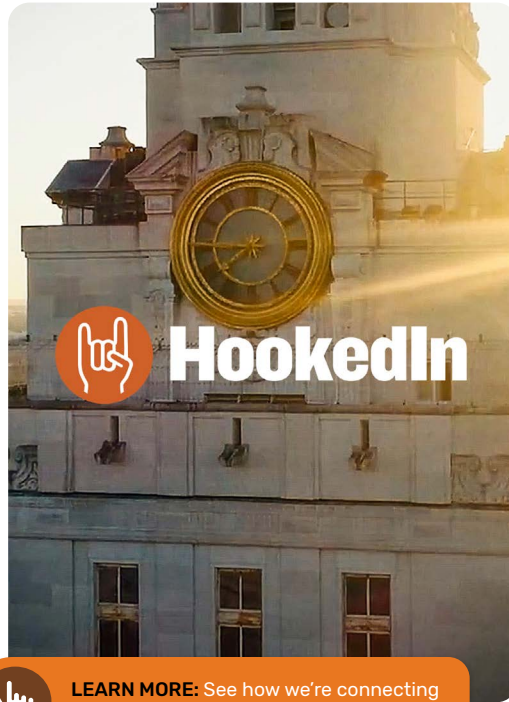
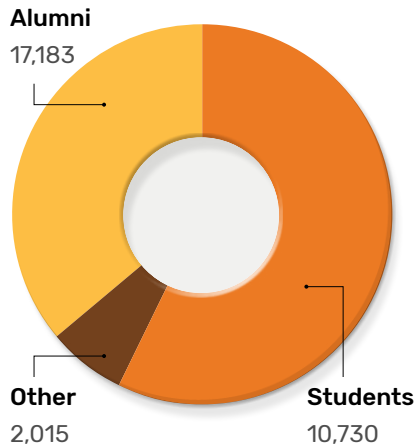
300

Flying Longhorns attended the 2024 Travel Reunion & Showcase in June

Lasting Connections

HookedIn

HookedIn is the official career networking platform for UT Austin alumni and students. Texas Exes and Texas Career Engagement partnered with UT Austin colleges and schools to offer alumni, students, faculty, and staff this powerful online networking and career-boosting community. In June 2024, this robust, burnt-orange networking platform had over 29,068 users in 60 countries.



LEARN MORE: See how we're connecting Longhorns on HookedIn

29,068+

HookedIn users

61,676

jobs posted

6,817

networking connections made

Longhorn Business Network

Sponsored by Texas Mutual

The Longhorn Business Network helps Longhorn businesses harness one of the largest alumni networks in the country. Business members can reach more customers, connect with industry leaders, share best practices, and give their brand an edge. The Longhorn Business Network continued its growth trajectory this year. We discovered retailers and providers through the Business Directory, we connected and amplified Longhorn Businesses through the Longhorn Business Network membership, and we celebrated the fastest growing businesses in the Longhorn 100.

1,600

total Longhorn listings in the Business Directory

430+

added their company listings to the Business Directory

125

Longhorns joined the network as business members.



VISIT: Learn how we help Longhorn businesses harness our powerful alumni network



Lasting Connections

Longhorn 100

Alumni from The University of Texas have created and guided some of the fastest growing businesses in the world. The Texas Exes is proud to recognize these amazing business owners and entrepreneurs through the Longhorn 100. The inaugural year was wildly successful and set the stage for the program to grow into a campus-wide effort to champion and celebrate Longhorn businesses and entrepreneurship on the Forty Acres. One hundred Longhorn-owned businesses and 148 alumni were celebrated at the gala last May.



 **READ:** View the complete 2024 Longhorn 100 at longhorn100.com



 **READ:** Racing Ahead: The 2024 President's Impact Award

Top 10

1. **WisePies Pizza**
2. **CloudServus**
3. **Poncho Outdoors**
4. **Zen Business**
5. **REV GUM**
6. **Direct Digital Holdings**
7. **TrueSpot**
8. **TicketCity**
9. **WOOF Pet Services, Inc.**
(tie) **BeatBox Beverage**
10. **Galaxy Technology Hires**
(tie) **recruitAbility**

- 29** Winners were Longhorn Business Network members
- 37** Returning winners from last year

Annual revenue

\$5 million+

2 businesses

\$2 million+

81 businesses

< \$2 million

18 businesses

Winners by Location

- 87** Texas
- 3** Southern U.S.
- 2** Midwestern U.S.
- 7** Western U.S.
- 4** Eastern U.S.

Leaders

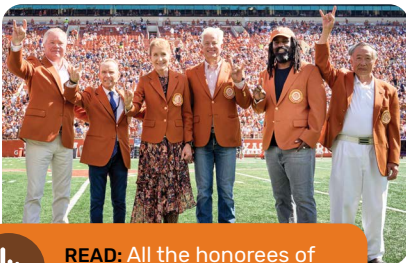
- 121** C-Suite positions
- 27** Founders
- 12** Owners
- 18** Co-Founders

Lasting Connections

Awards

Distinguished Alumnus Awards

The Texas Exes created the Distinguished Alumnus Award in 1958 to honor alumni who have distinguished themselves in their profession, community, and through service to the University. Through a commitment to excellence, our Distinguished Alumnus Award recipients truly exemplify the phrase, “What starts here, changes the world.” Each year, the Texas Exes honors as many as six alumni who have made significant achievements in their careers and service to the University.



READ: All the honorees of the Distinguished Alumnus Awards since 1958.

2023 Distinguished Alumni



John C. Goff

BBA '77, McCombs School of Business, Founder, Goff Capital, Inc., Co-founder, Crescent Real Estate, Fort Worth, TX, Life Member



Ed Hyman

BS '67, Cockrell School of Engineering, Chairman, Evercore ISI, Vice Chairman, Evercore, New York, NY, Life Member



Jeannie M. Leavitt

BS '90, Cockrell School of Engineering, Major General, United States Air Force (Ret.), New Braunfels, TX, Life Member



Ross R. Moody

BBA '84, McCombs School of Business, Chairman & CEO, National Western Life Group, Inc., Austin, TX, Life Member



Ricky Williams

BS '16, College of Education, Retired NFL Running Back, Entrepreneur, Grass Valley, CA, Life Member



Dr. Mitchel Wong

BA '60, College of Natural Sciences, Ophthalmologist, Austin Eye, Real Estate Developer, Austin, TX, Life Member



Outstanding Young Texas Exes

The Outstanding Young Texas Exes Award was created by the Texas Exes in 1979 to recognize the achievements of alumni, age 39 and under, who have made significant achievements in their careers, community, and service to the University. They are proud alumni who inspire students and peers to put their best foot forward and strive for greatness.



READ: A history of the Outstanding Young Texas Ex Awards and a full list of recipients since its founding in 1979

2023 Outstanding Young Texas Ex Award Recipients



Kovid Gupta

BBA '10



Dr. Amy Faith Ho

BS '10



C.C. Melvin Ike

BS '07



Glen Powell

'11

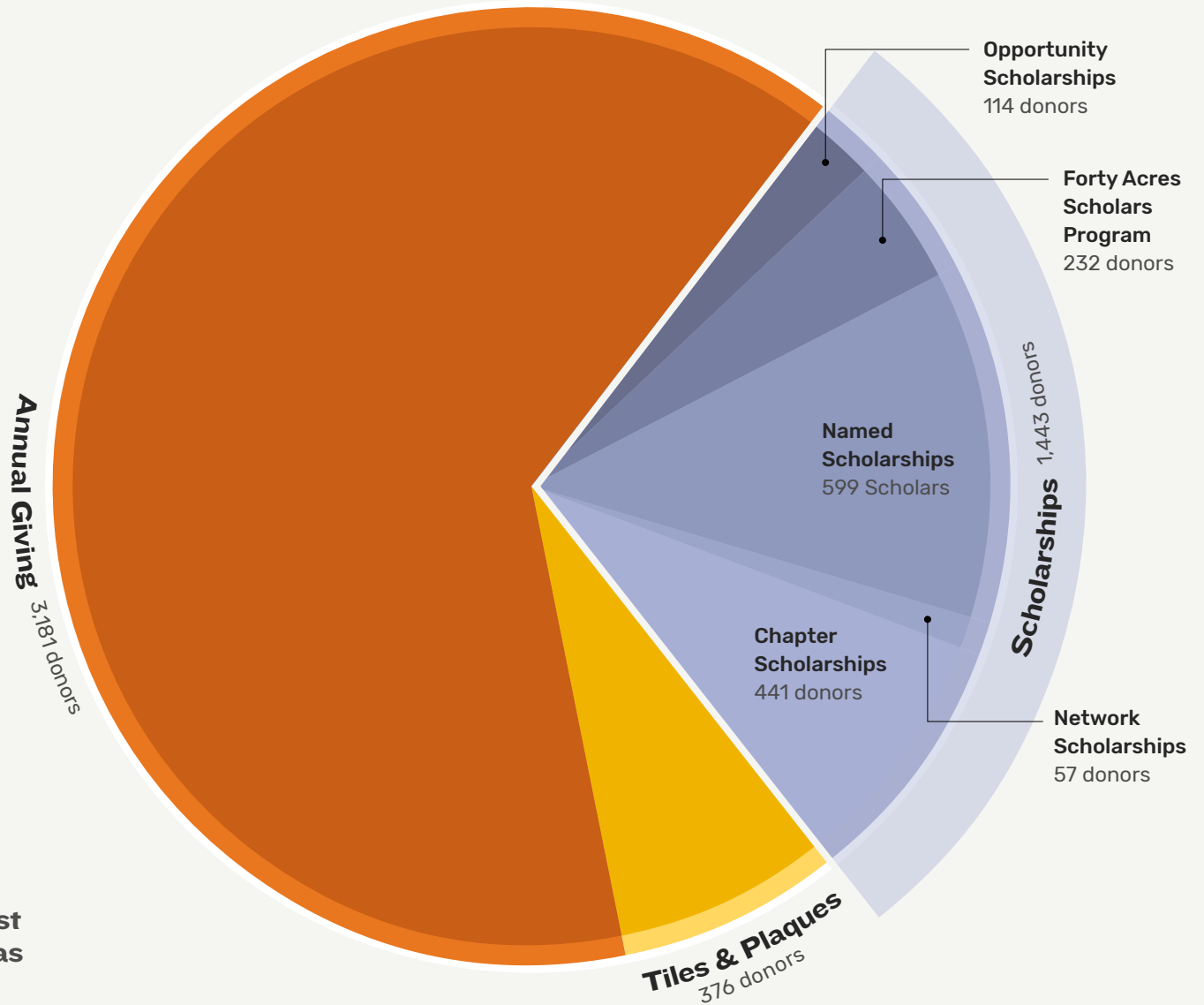
Lasting Connections

Donors

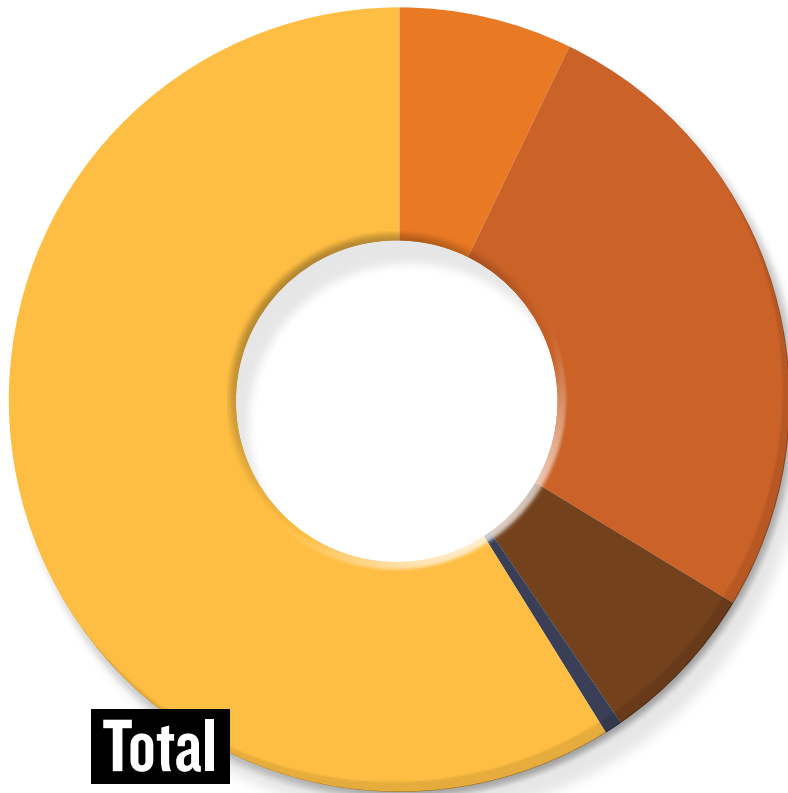
Every year thousands of alumni make an additional contribution beyond membership to the Texas Exes. Their gifts are put to good use and further our efforts to strengthen UT. Together we positively impact the University and its community.

5,000 Donors

helped further our work this last year through gifts to these areas



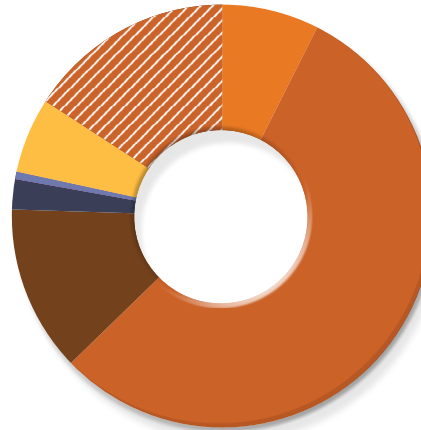
Financials



Total Assets

Operating Fund	\$15,812,644
Life Member Fund	\$58,425,399
Other Endowment Fund	\$14,851,734
Legacy Fund	\$1,584,013
Scholarship Fund	\$129,817,770

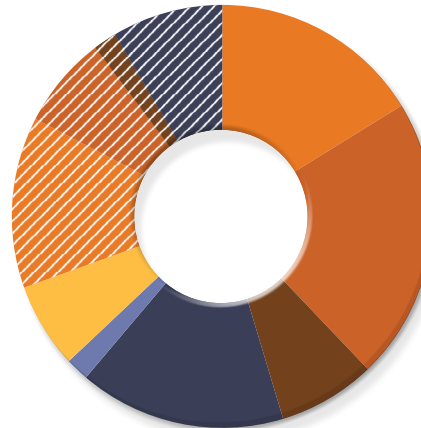
\$220,491,560 Total



Giving Sources

Annual Giving & Legends Contributions	\$942,036	10%
Scholarship Contributions	\$4,816,122	52%
Award & Other Endowment Contributions	\$1,176,683	13%
Tiles	\$230,523	2%
Student Dues	\$69,225	1%
Annual & Multi-year Membership Dues	\$546,422	6%
Life Membership Dues	\$1,495,270	16%
Other Donations	\$4,040	0%

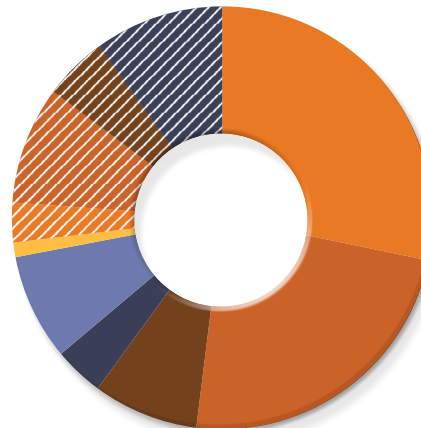
\$9,280,321 Total



Operating Revenue

Sponsorships, Royalties, Affinity Partnerships & Product Sales	\$3,178,315	28%
Endowment Distributions	\$2,674,213	24%
Membership Dues	\$912,368	8%
Endowment Administration Fee	\$428,689	4%
Annual Giving & Other Donations	\$915,953	8%
Student Involvement	\$125,302	1%
Advertising	\$340,767	3%
Travel	\$1,019,050	9%
Events & Awards	\$548,318	5%
Other Revenue	\$1,116,999	10%

\$11,259,975 Total



Operating Expenses

Membership & Marketing	\$1,688,156	16%
The Alcalde & Communications	\$2,249,826	22%
Travel	\$778,618	7%
Events & Awards	\$1,653,117	16%
Annual Giving Club	\$185,671	2%
Alumni Records Processing	\$679,424	7%
Scholarship Administration	\$1,362,286	13%
Student Involvement	\$737,571	7%
Advocacy	\$183,407	2%
Chapters & Networks	\$887,237	9%

\$10,405,312 Total

Leadership

President and Chair

Gay Gaddis

Executive Director

Chuck Harris

Immediate Past President

Courtney Jeans

President-Elect & Investments Chair

Brien Smith

Treasurer / Finance Chair

Lee Beckelman

Secretary

Coley Clark

Past President

Bob Estrada

Past President

Del Williams

Audit Committee Chair

Dan Ellinor

Chapters Representative

Neal Makkar

Scholarship Advisory Committee Chair

David Jones

UT Faculty Representative

Quan Cosby

UT Executive Officer

Sharon Wood

Directors

Diane Begala

Lynn Davis

June Deadrick

Randy Erben

Letty Fernandez

Elaine Garza

Brian Haley

Robert W. Jones

Arleas Kea

Julie Kleberg

Amy Marcus

Steve Stodghill

Aaron Thielhorn

Arthur Uhl

Affinity Sponsors



Official Sponsors



Associate Sponsors



Service Provider



Longhorn Business Network Sponsor



Sponsors