



# Area Representative Training

The Association of Former Students

# Before you Begin

At the conclusion of the Area Representative training, we will require your signature to officially mark the completion of the training. Please take a moment to sign and submit the required documentation to us, as this is necessary for us to record your training as complete. Your prompt attention to this will help ensure everything is finalized. Thanks and gig 'em!

# The Association At-A-Glance

Please view The Association At-A-Glance video at this [LINK](#).

# What is an Area Representative?

The Association of Former Students' Area Representatives serve a defined area of A&M Clubs within the State of Texas. Many have served in numerous Club positions, are active within the Aggie Network, and have a wealth of experience that enables them to assist A&M Clubs and Aggies in their respective regions. Area Representatives, who are voting members of our Leadership Council, serve as an ambassador for The Association of Former Students, representing The Association to their defined constituency as well as representing their constituency back to The Association.

# What is Leadership Council?

The Leadership Council is the governing body of The Association of Former Students. Leadership Council members are official volunteer representatives of The Association of Former Students among the various A&M Clubs, Classes, Areas and Constituent Networks from which the Council's members are elected. They will conduct themselves in alignment with Texas A&M's core values of excellence, integrity, leadership, loyalty, respect and selfless service and will work in the mutual best interests of Texas A&M University, The Association of Former Students and their constituency group.

By virtue of its right to elect our organization's Board of Directors, this important group ensures the programs and operations of The Association are consistent with our Charter and are in the best interest of The Association.

In accordance with The Association of Former Students' Bylaws, all members of the Leadership Council are required to attend at least one bi-annual Leadership Council meeting each year and must be current donors to The Association.

# What is Leadership Council (Cont.)

The Association of Former Students' Leadership Council is comprised of ten groups:

## ***1. The Association's Board of Directors***

The Board of Directors of The Association of Former Students is elected each year at our Fall Leadership Council Meeting and takes office on January 1 of the following year. Our Board is composed of The Association's Executive Committee, which consists of the Chair, Immediate Past Chair, Chair Elect, President and CEO (who is a non-voting member of the Executive Committee and Board) and no more than 14 Directors.

## ***2. Past Chairs of The Association***

Past Chairs of The Association of Former Students continue to provide leadership to The Association by serving as active members of the Council.

## ***3. President of the Sul Ross Group***

The Sul Ross Group includes all Classes that graduated at least 55 years ago.

# What is Leadership Council (Cont.)

## ***4. Class Agents***

Each organized Class of former students has an elected set of Class Agents who serve as liaisons between their Class and The Association. Class Agents are first elected during the student body elections of their senior year and serve until the Class holds its first formal reunion.

## ***5. A&M Club Presidents***

Much of the work of The Association of Former Students is done through our worldwide network of A&M Clubs, each led by an elected President.

## ***6. Area and National Representatives***

Area and National Representatives serve as ambassadors for The Association of Former Students, representing The Association to their defined constituency as well as representing their constituency back to The Association.

# What is Leadership Council (Cont.)

## ***7. Representatives at Large***

The Association's Chair of the Board may appoint up to thirty (30) non-voting Representatives at Large each year to serve for a three-year term. Representative persons appointed to this position can include any state or federal elected officials who are former students and other friends of Texas A&M or The Association.

## ***8. The President of each Class on the Texas A&M Campus***

The president of the freshman, sophomore, junior and senior classes on the Texas A&M campus are voting members of our Leadership Council.

## ***9. Student Loan Fund Trustees***

The Student Loan Fund Trustees have sole and distinct supervision of the handling and lending of funds acquired by The Association of Former Students for loans to students attending Texas A&M. The Trustees are empowered to make rules and regulations for the proper conduct of student loan fund operations.

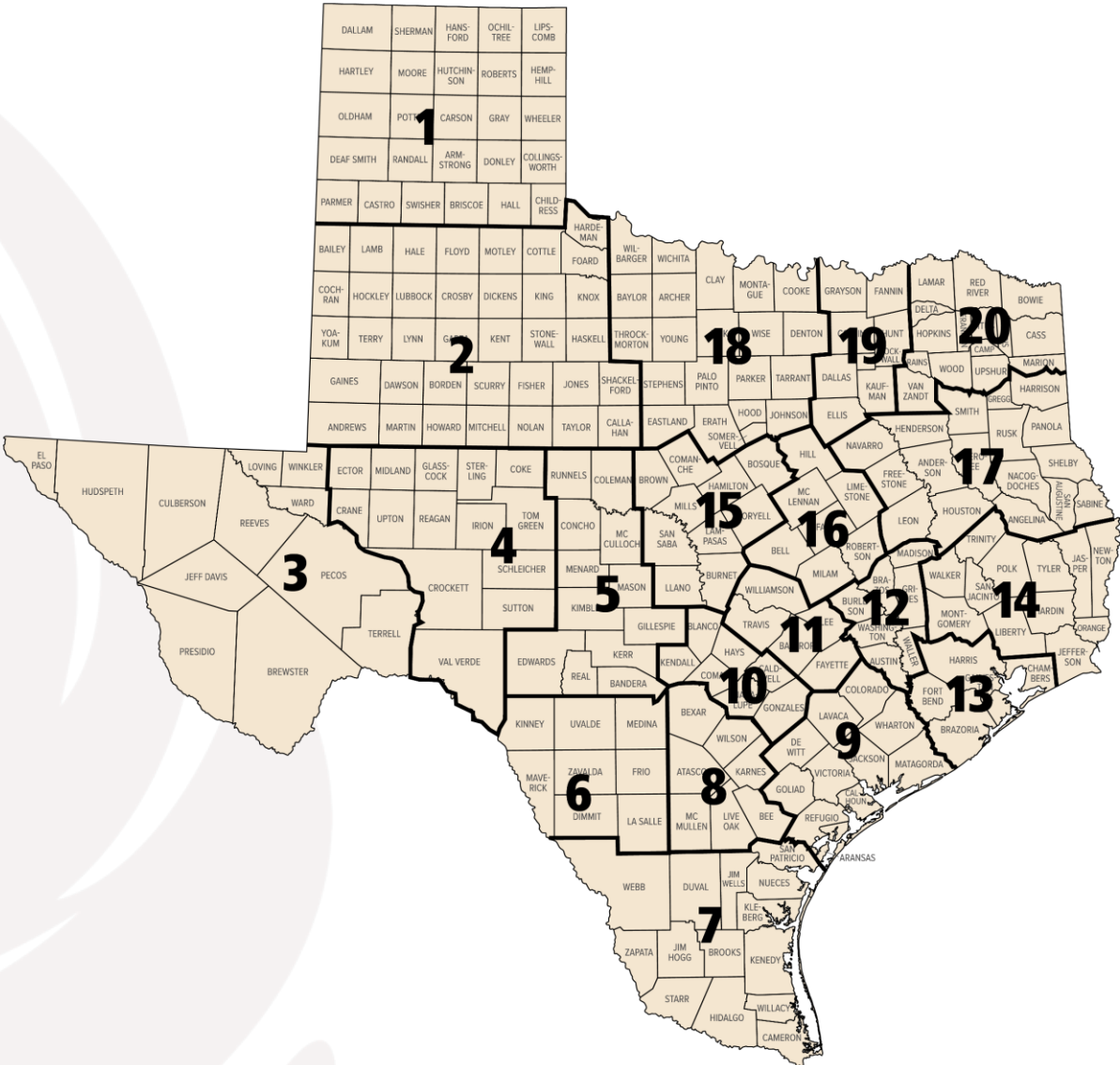
## ***10. Constituent Network Representatives***

The President or designated representative of each chartered Constituent Network serves on the Leadership Council.



# Area Representative Regions

Each Area Representative serves one of the 20 geographic regions in Texas. These areas are strategically designed to encompass A&M Clubs in similar parts of the state allowing for easier travel and engagement across each area. These areas include:



# Area 1: Miles R. Forrester '87

- Amarillo A&M Club (Potter County)
- Canyon A&M Club (Randall County)
- Moore County A&M Club (Moore County)
- Northeast Panhandle A&M Club (Gray County)
- XIT A&M Club (Dallam County)

# Area 2: Susan Stewart '82

- Abilene A&M Club (Taylor County)
- Howard County A&M Club (Howard County)
- Lubbock A&M Club (Lubbock County)

# Area 3: Yvette Ramos '93

- El Paso Texas A&M Club (El Paso County)
- Pecos County A&M Club (Pecos County)

# Area 4: Jeff Stewart '02

- Del Rio A&M Club (Val Verde County)
- Midland A&M Club (Midland County)
- San Angelo A&M Club (Tom Green County)

# Area 5: Carl Luckenbach '67

- Bandera County A&M Club (Bandera County)
- Gillespie County A&M Club (Gillespie County)
- Junction A&M Club (Kimble County)
- Kerr County A&M Club (Kerr County)

# Area 6: Taylor Carroll '14

- Frio County A&M Club (Frio County)
- La Salle County A&M Club (La Salle County)
- Medina County A&M Club (Medina County)
- Uvalde A&M Club (Uvalde County)

# Area 7: Nina Rodriguez '10

- Brush County A&M Club (Jim Wells County)
- Cameron/Willacy Counties A&M Club (Cameron County)
- Coastal A&M Club (San Patricio County)
- Hidalgo-Starr County A&M Club (Hidalgo County)
- Laredo A&M Club (Webb County)
- Nueces County A&M Club (Nueces County)



# Area 8: Robert “Bill” Mason '94

- Atascosa County A&M Club (Atascosa County)
- Bee County A&M Club (Bee County)
- Karnes County A&M Club (Karnes County)
- La Vernia A&M Club (Wilson County)
- San Antonio A&M Club (Bexar County)
- Wilson County A&M Club (Wilson County)

# Area 9: Matt Ashcraft '12

- Goliad A&M Club (Goliad County)
- Jackson County A&M Club (Jackson County)
- Matagorda County A&M Club (Matagorda County)
- Rockport-Fulton A&M Club (Aransas County)
- Victoria County A&M Club (Victoria County)
- Wharton County A&M Club (Wharton County)
- Yoakum A&M Club (DeWitt County)

# Area 10: Ginger Taylor '00

- . Blanco County A&M Club (Blanco County)
- . Caldwell County A&M Club (Caldwell County)
- . Comal County A&M Club (Comal County)
- . Dripping Springs A&M Club (Hays County)
- . Gonzales County A&M Club (Gonzales County)
- . Guadalupe County A&M Club (Guadalupe County)
- . Hays County A&M Club (Hays County)
- . Hill Country A&M Club (Kendall County)

# Area 11: Travis White '12

- Bastrop County A&M Club (Bastrop County)
- Capital City A&M Club (Travis County)
- Fayette County A&M Club (Fayette County)
- Lake Travis A&M Club (Travis County)
- Lee County A&M Club (Lee County)
- Williamson County A&M Club (Williamson County)

# Area 12: John Channing '79

- Austin County A&M Club (Austin County)
- Brazos County A&M Club (Brazos County)
- Burleson County A&M Club (Burleson County)
- Washington County A&M Club (Washington County)
- Waller County A&M Club (Waller County)

# Area 13: Stephen K. “Steve” London '79

- . Bay Area A&M Club (Harris County)
- . Baytown Texas A&M Club (Harris County)
- . Brazoria County A&M Club (Brazoria County)
- . D.A.M. A&M Club (Brazoria County)
- . Fort Bend County A&M Club (Fort Bend County)
- . Galveston County A&M Club (Galveston County)
- . Houston A&M Club (Harris County)
- . Katy Area A&M Club (Harris County)
- . Pearland A&M Club (Brazoria County)

# Area 14: Bryan Masten '99

- Liberty County A&M Club (Liberty County)
- Montgomery County A&M Club (Montgomery County)
- San Jacinto County A&M Club (San Jacinto County)
- Southeast Texas A&M Club (Jefferson County)
- Walker County A&M Club (Walker County)

# Area 15: Curtis Donaldson '81

- Bosque County A&M Club (Bosque County)
- Brown County A&M Club (Brown County)
- Coryell County A&M Club (Coryell County)
- Comanche County A&M Club (Comanche County)
- Hamilton County A&M Club (Hamilton County)
- Highland Lakes A&M Club (Burnet County)
- Lampasas County A&M Club (Lampasas County)
- Llano County A&M Club (Llano County)
- Mills County A&M Club (Mills County)
- San Saba A&M Club (San Saba County)



# Area 16: Christopher W. “Chris” Diem '05

- . County Line A&M Club (McLennan County)
- . Greater Temple Area A&M Club (Bell County)
- . Greater Waco A&M Club (McLennan County)
- . Hill County A&M Club (Hill County)
- . Killeen - Fort Hood Area A&M Club (Bell County)
- . Limestone County A&M Club (Limestone County)
- . Milam County A&M Club (Milam County)
- . Robertson County A&M Club (Robertson County)

# Area 17: Dakota Heathcock '19

- Anderson County A&M Club (Anderson County)
- Deep East Texas A&M Club (Gregg County)
- Henderson County A&M Club (Henderson County)
- Houston County A&M Club (Houston County)
- Leon County A&M Club (Leon County)
- Nacogdoches A&M Club (Nacogdoches County)
- Navarro County A&M Club (Navarro County)
- Panola County A&M Club (Panola County)
- Rusk County A&M Club (Rusk County)
- Texas A&M Club of Angelina (Angelina County)
- Tyler-Smith County A&M Club (Smith County)

# Area 18: William "Bill" Schwennsen '77

- Cooke County A&M Club (Cooke County)
- Cross Timbers A&M Club (Wise County)
- Denton County A&M Club (Denton County)
- Erath County A&M Club (Erath County)
- Fort Worth-Tarrant County A&M Club (Tarrant County)
- Johnson County A&M Club (Johnson County)
- Northeast Tarrant County A&M Club (Tarrant County)
- Northwest Texas A&M Club (Wilbarger County)
- Palo Pinto County A&M Club (Palo Pinto County)
- Parker County A&M Club (Parker County)
- Hood and Somervell A&M Club (Hood County)
- Wichita Falls A&M Club (Wichita County)
- Young County A&M Club (Young County)

# Area 19: Josh McKay '17

- Celina and Prosper A&M Club (Collin County)
- Coppell A&M Club (Dallas County)
- Dallas A&M Club (Dallas County)
- Ellis A&M Club (Ellis County)
- Ennis A&M Club (Ellis County)
- Frisco A&M Club (Collin County)
- Grayson County A&M Club (Grayson County)
- Hunt County A&M Club (Hunt County)
- McKinney A&M Club (Collin County)
- Princeton/Farmersville A&M Club (Collin County)
- Rockwall County A&M Club (Rockwall County)

# Area 20: Col. (Ret.) Timothy J. Burke '94

- Cypress Valley A&M Club (Cass County)
- Kaufman County A&M Club (Kaufman County)
- Lamar County A&M Club (Lamar County)
- Texarkana Area Texas A&M Club (Bowie County)
- Titus County A&M Club (Titus County)
- Van Zandt County A&M Club (Van Zandt County)

# Responsibilities of an Area Representative

All of us who represent The Association of Former Students have the opportunity to interact with many different people with connections to Texas A&M. It is crucial that we manage these interactions with care and excellence. To that end, we will share with you The Association's team expectations. These are the guidelines and standards to which we hold ourselves and our volunteers:

- Display a positive, customer-focused attitude and treat all individuals with courtesy and respect.
- Manage each customer experience with the highest level of service and enthusiasm. Seek opportunities to exceed expectations and develop lasting relationships.
- Make innovative contributions by proactively challenging current practices and suggesting and implementing improvements.
- Contribute to our team environment by being a productive, supportive and reliable teammate. Take responsibility for their actions and the outcomes produced.
- Lead with a positive example, and in doing so, inspire others to fulfill the expectations of our team.

# Roles and Responsibilities #1: Be an Ambassador to The Association of Former Students

In accordance with The Association of Former Students' Bylaws, all Leadership Council members, including Area Representatives:

- Serve on The Association of Former Students' Leadership Council.
- Must attend at least one of The Association's semi-annual Leadership Council meetings held in the spring and fall (in person or virtually).
- Be an Active donor to The Association's Annual Fund.

\*An Active donor is someone who contributes to The Association's Annual Fund at the \$50 level or higher.

# Roles and Responsibilities #2: Serve and Assist A&M Clubs in Your Area

- Facilitate A&M Club growth through mentorship by leveraging their wealth of past experiences and insights.
- Serve as an informed volunteer and ambassador for The Association of Former Students, representing The Association to their defined constituency as well as representing their constituency back to The Association.
- Collaborate with the Club Programs team and respective A&M Clubs to motivate and support A&M Club operations in their defined area, encouraging engagement of all former students and especially young alumni.



# Roles and Responsibilities #3: Assist with Communication

- Be in regular contact (every other month at the least) with the defined A&M Club Presidents via phone, Zoom, social media, email, or letters and provide The Association's Club Programs team with appropriate updates regarding upcoming events, assistance needed, leadership updates, etc.
- Collaborate with The Association's Club Programs team and respective A&M Clubs to ensure proper organization of area A&M Clubs and provide a point of contact for communication to areas where A&M Clubs are not organized yet.

# Roles and Responsibilities #4: Be Present at A&M Club Events When Possible

Attend at least one meeting or event of every A&M Club in their defined each year if possible. Provide photographs of the event to the Club Programs team for future promotion and publication.

# #5: Complete Required Online Training

Complete a required online Area Representative training within 30 days upon receipt, as well as other trainings pertaining to Area Representatives. Representatives will receive only new training content, as appropriate, each year thereafter.

# Roles and Responsibilities #5: Support The Association of Former Students

- Learn about and support The Association's fundraising efforts, Century Club and other contribution programs.
  - Collaborate with The Association's Club Programs team and their respective A&M Clubs to promote giving to The Association of Former Students on Pass It Back Day.
- \*An Active donor is someone who contributes to The Association's Annual Fund at the \$50 level or higher.

# Roles and Responsibilities #6: Sign Information Security Agreement

Area Representatives will be asked to submit a signed Information Security Agreement, which grants access to select Association data. This agreement must be on file and updated annually. Please complete and email completed copy to Clubs@AggieNetwork.com.

# Understanding How The Association Supports A&M Clubs

In 2019, The Association of Former Students created the [Texas A&M Club Annual Agreement Packet](#). This packet outlines the four types of A&M Club classification as well as the support items and expectations each level receives.

The support we provide our A&M Clubs is strategically based on a sliding scale depending on the engagement of each Club. As an Area Representative, we want to ensure that you well understand the fundamental differences between each A&M Club classification.

As an Area Representative, understanding the engagement levels of the Clubs in your region will allow you to be more strategic with your outreach to A&M Clubs. The Association of Former Students can provide a list of the A&M Clubs in your area as well as their current status as an A&M Club.

# A&M Club Overview

*A&M Clubs: An extension of The Association of Former Students and Former Student Programs.*

A&M Clubs exist to connect former students, promote Texas A&M University and The Association of Former Students around the world and to strengthen ties between former students and their communities. Managing an A&M Club is a big responsibility and requires the efforts of multiple board members working together in order to be truly successful.



# A&M Clubs Mission Statement

A&M Clubs are either geographical-based or corporate affinity groups that serve as a focus of all organized alumni activity in that area and exist to facilitate the Aggie Spirit among its constituents. A&M Clubs are formed to support Texas A&M University, The Association of Former Students and their local Aggie Network. In doing so, they:

1. Provide each former student with the opportunity to become a member of a worthwhile group, to add something to the group and to receive something of value from their relationship.
  2. Represent in a manner that is appropriate to Texas A&M and The Association of Former Students.
  3. Provide a forum through which Texas A&M can work to accomplish objectives vital to its future.
- A full list of our A&M Clubs can be found at [tx.ag/Clubs](https://tx.ag/Clubs).



# A&M Club Charter Process Explained

## A&M Club Classifications:

- There are four types of A&M Club classifications, each having their own set of support items and expectations: Gold Club, Maroon Club, Muster Club and Muster Group.
- Each A&M Club will self-identify with one of the four classifications below based on what best fits the A&M Club's needs and its ability to fulfill expectations.
- Once chartered, A&M Clubs will receive their annual agreement paperwork via email from the Club Programs team each year. This email will include a link to submit your annual agreement electronically. It is generally combined with Muster communications, which begin in November. Clubs are required to submit their paperwork annually either through the link or by scanning their agreement and emailing to [Clubs@AggieNetwork.com](mailto:Clubs@AggieNetwork.com). **The preferred method is electronic submission using this provided [LINK](#).**

# A&M Club Charter Process Explained (Cont.)

For reference, the entire Texas A&M Club Agreement Packet can be found at [tx.ag/ClubCharterAgreement](http://tx.ag/ClubCharterAgreement).

*Note: When submitting annual agreement paperwork, A&M Clubs have an opportunity to change their classification level. For example, if an A&M Club starts or stops awarding scholarships, they would be eligible to move between classifications.*



# A&M Club Charter Process Explained (Cont.)

## **Gold Clubs, Maroon Clubs and Muster Clubs**

- There are three levels of A&M Clubs: Gold Clubs, Maroon Clubs and Muster Clubs. Former students can serve as A&M Club leaders for Gold, Maroon or Muster Clubs. These A&M Clubs are tied to a geographic area.
- A full list of our A&M Clubs can be found at [tx.ag/Clubs](http://tx.ag/Clubs).

## **Muster Groups**

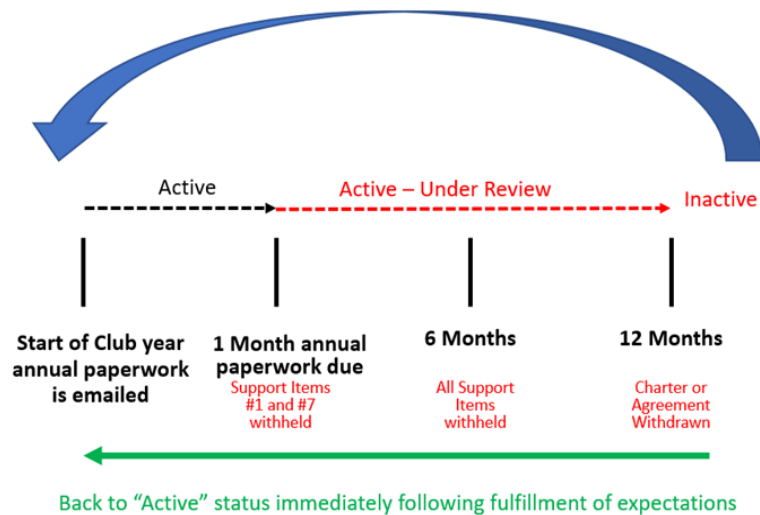
- Muster Groups have access to Association resources and support leading up to and during Muster. These groups are temporarily geographically based but are not chartered A&M Clubs.
- For example, an Aggie might file as a Muster Group if they were going to be on a cruise ship on April 21 with other Aggies and wanted to hold a Muster using Muster resources from The Association of Former Students.

# A&M Club Expectations

The Association of Former Students and A&M Club Programs team provides a range of support items to our A&M Clubs. It is the A&M Club's responsibility, especially during transitions of leadership, to remain up to date on the expectations required of A&M Clubs at the different levels of classification. These simplified charts outline the expectations for A&M Clubs.

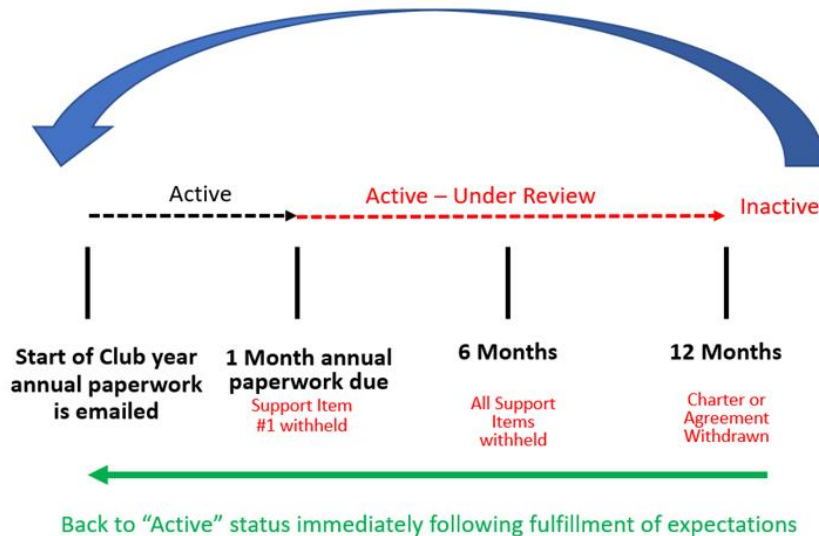
## Calendar Year - Accountability for A&M Clubs - Visual

Club must restart charter or agreement process



## Muster to Muster - Accountability for A&M Clubs - Visual

Club must restart charter or agreement process



# A&M Club Expectations

The Gold A&M Club is the highest level an A&M Club can classify under. These A&M Clubs have priority access to Association resources and support.

The Maroon A&M Club is the second highest level an A&M Club can classify under. These A&M Clubs have access to Association resources and support.

The Muster A&M Club is the entry-level for which chartered A&M Clubs can classify under. These A&M Clubs have access to Association resources and support as they relate to Muster.

Additional details for Gold A&M Clubs can be found on pages 6-13 of the [Texas A&M Club Agreement Packet](#), also found at [tx.ag/ClubCharterAgreement](http://tx.ag/ClubCharterAgreement).

EXPECTATIONS	GOLD CLUB	MAROON CLUB	MUSTER CLUB	MUSTER GROUP
#1: Annual A&M Club Agreement Paperwork	✓	✓	✓	
#2: Leadership Structure	✓	✓	✓	
#3: Leadership Council Member	✓	✓		
#4: Fundraising for Texas A&M	✓			
#5: Club Events and Programs	✓	✓	✓ - Muster Only	✓ - Muster Only
#6: Association Hosted Email Account	✓	✓		
#7: Aggie Muster Attendance Roster	✓	✓	✓	
#8: A&M Club Online Training	✓	✓	✓	

# Required Annual A&M Club Annual Agreement Completion

All A&M Clubs are required to submit paperwork on an annual basis. This helps The Association of Former Students and the A&M Club Programs team keep in contact with our A&M Clubs, especially as an A&M Club transitions its leadership. A&M Clubs are also able to change their charter classification annually, allowing for growth and evolution.

Included in the annual paperwork is the [Information Security Agreement](#) and important Club information questions. Your feedback allows us to update your A&M Club's page on [The Association's website](#) so that Aggies in the area can easily find your Club. This also ensures that the correct officers (President, Muster Chair, etc.) are receiving directed communications.

## THE BRAZOS COUNTY A&M CLUB, INC. COLLEGE STATION, TEXAS [VIEW ALL CLUBS](#)

### Roll Call [view all](#)



#### Lee Phillips '53

posted: 12/3/2024

date of passing: 10/26/2024



#### Ray Doucet '59

posted: 12/3/2024

date of passing: 11/24/2024

### Contact Information

Club President: [Murray Burns '68](#)

[✉ bcamc@aggienetwork.com](mailto:bcamc@aggienetwork.com)



# A&M Club Leadership Structure

**Gold** A&M Clubs must have a Board of Directors with at least three, and preferably nine, members. The following officer structure is recommended:

- President
- President-Elect
- Immediate Past President (where applicable)
- Vice President — Activities/Programs (Muster Chair)
- Vice President — Finance
- Vice President – Young Alumni
- The President shall be a non-voting Chair of the Board of Directors and should preside at all meetings of the Board.
- The Association of Former Students defines young alumni as former students who have graduated from Texas A&M in the last 12 years. Engaging young alumni is vital to an A&M Club's long-term success. It is important for Clubs to offer specific programming for young alumni and get them engaged as they are the future of the Club.

**Maroon** A&M Clubs must have the following officer structure:

- President
- Muster Chair (if different from President)

**Muster** A&M Clubs must have the following officer structure:

- Muster Chair

# Fundraising for Texas A&M

**Gold** A&M Clubs are required to conduct at least one fundraising effort annually such as, but not limited to:

- Scholarship through The Association of Former Students, the Texas A&M Foundation or the 12th Man Foundation;
- Annual Century Club membership for the A&M Club;
- A&M Club Endowment through The Association of Former Students or Texas A&M Foundation; this includes Endowed Scholarships, Endowed Century Club Membership or Aggie Ring Scholarships (note: this would fulfill this expectation for the life of the A&M Club); or
- Any other fundraising effort that is shown to benefit Texas A&M University or students of Texas A&M University (i.e., direct funds to a student or direct funds to Texas A&M).

**Maroon and Muster** A&M Clubs are not required to fundraise; however, it is encouraged.



# A&M Club Events and Programs

**Gold** A&M Clubs must conduct at least one event annually in each of the following categories:

1. Fundraising for Texas A&M (see Main Expectation: Fundraising for Texas A&M);
2. Networking, social or family
3. Aggie Muster

**Maroon** A&M Clubs must conduct at least one event annually in each of the following categories:

1. Networking, social or family
2. Aggie Muster

**Muster** A&M Clubs must conduct at least one event annually in the following category:

1. Aggie Muster

# A&M Club Support Items

The Association of Former Students and the A&M Clubs Programs team provide a range of support items to our A&M Clubs. It is the Club's responsibility to take full advantage of the available support items. The simplified chart outlines the support items provided:

It is important that our A&M Clubs be aware of all of the support items offered for their Club classification. Quality engagement of our former students begins with effective communication, which is why we are highlighting our email distribution support item on the next slide.

SUPPORT ITEMS	GOLD CLUB	MAROON CLUB	MUSTER CLUB	MUSTER GROUP
#1: Email Distribution	✓	✓	✓	✓
#2: Communications Support	✓	✓	✓	✓
#3A: Website Hosting	✓	✓		
#3B: Donation Form Plug-In	✓	✓		
#4: Facebook Page Support	✓	✓	✓	
#5: Federally Registered Trademark and Word Mark Use Upon Approval	✓	✓	✓	✓
#6: Association Staff Support at Club Events/Activities	✓	✓	✓	✓
#7: Muster Support	✓	✓	✓	✓
#8: Design Support	✓	✓	✓	
#9: Insurance Coverage	✓	✓		
#10: Access to a Club-branded email marketing platform	✓			

# Email Distribution Support

**All** A&M Clubs that have updated their charter have the ability to send emails to their constituents through The Association's email system by submitting information to The Association. The Association will create and send emails based on their requests. The Association of Former Students employs a Records team to help keep former students' contact information up to date. We know when former students move in and out of a Club's defined area, but Clubs may inadvertently leave great Aggies off their email or spam those who have moved if they use their own listserv. The Association is here to help and wants Clubs to be able to reach all Aggies currently residing within the Club's region. Clubs should speak with their Club Programs liaison if they are using their own email listserv.

**Note:** *Considering the implied endorsement of The Association of Former Students of Club mailings that we distribute, we reserve the right to approve and/or revise all content prior to distribution to ensure it complies with The Association's policies, as well as non-profit laws related to email marketing.*

The following information on the next slides has been shared with all Club Presidents regarding email distribution support:



# Step 1:

## Draft and forward us your Club's proposed email.

- Send your Club Programs liaison a draft of a fully-written email or bullet points with detailed “who,” “what,” “where” and “when” to [Clubs@AggieNetwork.com](mailto:Clubs@AggieNetwork.com). Be sure to include an email subject, reply-to email address and suggested date to be sent. Once the information is received, we will create an appropriate email that we will return to you for approval.
- The email draft or bullet points of details must be received **5-7 business days** before the Club would like the email to be sent as we will need to reserve a time slot for electronic delivery with our Communications team.

# Step 2:

## **We edit, proof, and approve your email**

Once we have completed your email draft, we take the following steps:

1. Send email back to you for proofing and approval.
2. Submit your Club-approved draft to our Communications team to review the email for grammar, style, and to ensure it complies with The Association's policies and the laws that relate to email marketing.
3. Once our Communication team has reviewed the email, it will be scheduled for delivery.

# Step 3:

## We schedule and send your email

- The Association of Former Students coordinates with Texas A&M University, the Texas A&M Foundation, the Bush School of Government and Public Service and various TAMU colleges and affiliates when scheduling our emails. We do this to reduce the likelihood that individuals are inundated with multiple emails per day from Texas A&M entities. Depending on what is going on, there are sometimes blackout dates on which we are unable to send emails.

**Note:** When working with the Clubs in your **region**, be sure to remind them that The Association maintains an accurate and up-to-date email database for each Club that is free to use.

# Additional A&M Club Training Resources

We also offer our A&M Clubs a handful of other training resources that are included in the Gold, Maroon and Muster A&M Club trainings. These currently include:

1. Guidance for Gold A&M Club Fundraising Efforts
  - How to Obtain Non-Profit 501(c)(3) Status
  - How to set up bank accounts for an A&M Club as a Non-Profit 501(c)(3) organization
2. Successful A&M Club Fundraising Events
3. Young Alumni Engagement
  - Welcome to the City
  - Intramurals
  - Family/Dog-Friendly Events
  - Career/Networking Events
4. Happy Hour/Watch Party Best Practices & Considerations
5. How to Update your AggieNetwork.com Profile

# Meet your Points of Contact

Juliann Miller '21

Manager of Club Programs

[JMiller21@AggieNetwork.com](mailto:JMiller21@AggieNetwork.com)

Our goal is to help A&M Clubs assess existing engagement strategies, recommend new and improved initiatives and provide across-the-board support and service. We want to make your job as a volunteer as efficient as possible!





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Nathan Drain '23

Coordinator of Club Programs

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# Training Complete

Whoop! You have completed the Area Representative Training. Thank you for your time and effort in support of the Aggie Network!

**ACTION ITEM: Please complete the linked survey to acknowledge completion of this training.**