

Class Agent Training

Course #1: About The Association of Former Students

Before you Begin

At the conclusion of this 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

<https://www.youtube.com/watch?v=z7DwqZffixk&t=1s>

We Make a Difference

<https://www.youtube.com/watch?v=hci-1iXAbuc>

- Supporting current students is a core aspect of our mission, which is unique and distinctive among alumni organizations. Alfredo's story is one example of the support that we provide to current students thanks to the generosity of donors to The Association.

Our Support of Former Students

- A&M Clubs, Class Reunions, Constituent Networks and the Traveling Aggies keep students connected beyond graduation thanks to the generosity of donors to The Association.
- Texas Aggie magazine helps strengthen the Aggie Network and former students' ties to the university through six publications a year.
- Additionally, we financially support the Texas A&M Career Center to provide an extensive network of career resources for current and former students.



The Association Provides Cash Support to Texas A&M

- The Association provides annual cash support to Texas A&M as a result of our own fundraising efforts to enhance the academic integrity of our university. This support funds academic programs, scholarships and student involvement as well as faculty and staff recognition programs. Examples of areas supported include scholarships, student emergency funds, Student Activities and organizations, Class activities, Aggie Muster, the Corps of Cadets and much more.

Where does this support come from?

- The Annual Fund at The Association was created in 1942 as a way to invite all Aggies to give back and to make a difference in the lives of Texas Aggies. Without this fund, we would not be able to sustain our operations or provide the significant level of funding that we give to Texas A&M.
- The Annual Fund is a pool of tax-deductible, non-directed and unrestricted gifts given in a calendar year to The Association, which provides approximately two-thirds of The Association's revenue.
- The Annual Fund provides the necessary funds which allow The Association to support current and former students through mission-oriented programs and services (as well as pay staff salaries).

Small Gifts Make A Big Difference

- The Annual Fund allows thousands of Aggies to give what they can to help Texas A&M develop students into leaders of character and remain a unique and special place for generations to come.
- "The amount of your gift is not important. What IS important is YOU."
-E.E. McQuillen, Class of 1920



History of the Century Club

- The Century Club began in 1965 to recognize gifts of \$100 or more to the Annual Fund.
- As an organization, we do not require dues – everyone who has ever attended a single class at Texas A&M is considered a lifetime member of The Association whether they give or not. We do not sell memberships, and we don't have members and non-members.
- However, we do have Century Club members who financially support Texas A&M through the Annual Fund. Endowed Century Club members become lifetime members of the Century Club through a minimum gift of \$25,000. All non-Endowed Century Club donors are asked to renew their gift annually.
- Visit tx.ag/DonorLevels to view current giving levels and the benefits offered for giving at these different levels.



Why I Give Back

<https://www.youtube.com/watch?v=0p8D0xH3Fh8>

- Former students share why they give back to Texas A&M as Century Club members.

Development Operations

We utilize all modes of communication to raise support.

- We have an integrated, multi-mode marketing strategy to solicit all former students.
- Most of the major gift fundraising is completed through in-person interactions, while fundraising for the Annual Fund primarily involves mail, email, web and phone.

The Engagement Center is on-site at The Association on the ground level.

- Managed by external company Wilson-Bennett Technology Inc. who employs Texas A&M students.
- The Engagement Center Program Manager works directly with The Association's Manager of Fundraising to manage the call center operations.

Relationship with Other Fundraising Entities

The Association has an excellent relationship with the Texas A&M Foundation, the 12th Man Foundation and the George and Barbara Bush Foundation.

Each one contributes in a special way to the success of Texas A&M.

- The Texas A&M Foundation raises and manages major endowed gifts that support the future of Texas A&M University.
- The 12th Man Foundation funds scholarships, programs and facilities in support of championship athletics.
- The George and Barbara Bush Foundation works to preserve the historic legacy of George H.W. Bush, 41st President of the United States.



Our Oldest Tradition: Aggies Helping Aggies

https://www.youtube.com/watch?v=288Rzi4_8pE

- We continue to inspire the Aggie Network to perpetuate one of our oldest traditions of Aggies helping Aggies.

Interested in learning more?

- If you have questions about the support we provide to current and former students or want to learn how you can encourage your friends and family to become Century Club members, please email a member of the Fundraising team and we can help answer your questions.
- Click [HERE](#) to view the Fundraising team and contact information.



Class Agent Training

Course #2: What is a Class Agent?

In this course, you'll learn the two major components of the Class Agent role.

A Class Agent serves as a liaison between their Class and The Association of Former Students

- Each organized Class of former students elects 2-5 Class Agents to serve as a team. However, Class Agents are first elected individually via student body elections during their junior year and serve a six-year term. Following the first election, new Class Agents are elected every five years through online elections. Class Agents work closely with The Association's Class Programs team to plan Formal Reunions that are held on campus as well as maintain contact with Classmates through geographic gatherings, Mini-Reunions, electronic Class newsletters and web communications. In addition, Class Agents serve as ambassadors and help fulfill The Association's mission to raise friends and funds for Texas A&M.
- Should an elected Class Agent be unable to complete his/her term, the Senior Class President, a previous Class Agent or approved replacement should serve until the next Class election.



A Class Agent serves as a member of The Association's Leadership Council

- As a member of the Leadership Council, a Class Agent will serve as an ambassador for The Association of Former Students, representing The Association to their Class as well as representing their Class back to The Association. More information on The Association's Leadership Council will be shared in the next course (#3).

Course Complete!

Whoop! You have completed the What is a Class Agent course. Please move on to the next course in the Class Agent training program.



Class Agent Training

Course #3: Roles and Responsibilities of a Class Agent

In this course, you will learn more about the duties and expectations of Class Agents as Leadership Council members.

Roles and Responsibilities of a Class Agent

- Each organized Class of former students elects 2-5 Class Agents who serve on The Association of Former Students' Leadership Council, our governing body. 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.
- As members of our Leadership Council, Class Agents serve as ambassadors for The Association of Former Students, representing The Association to their Class as well as representing their Class back to The Association. All Leadership Council members 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 Class.

Roles and Responsibilities of a Class Agent (cont.)

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 share with you The Association's Team Expectations, which are the guidelines and standards to which we hold our staff and our volunteers:

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

Class Agents shall assist in furthering the mission of The Association, which is to:

- Strengthen The Association of Former Students;
- Promote the interests and welfare of Texas A&M University;
- Perpetuate ties of affection and esteem formed in university or college days; and
- Serve the student body.

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

- Must be an Active donor to The Association's Annual Fund* .
- Will 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 accordance with The Association of Former Students' Bylaws, all Leadership Council members, including Class Agents (cont.)

In accordance with The Association's Bylaws, each member of our Leadership Council must be an Active Donor to The Association's Annual Fund.* An Active Donor contributes \$50 or more yearly to the Annual Fund. You can view various giving levels online at AggieNetwork.com/Giving.

Our Leadership Council is the governing body of The Association of Former Students. By virtue of its right to elect our organization's Board of Directors, this 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 Leadership Council members, including Class Agents (cont.)

In accordance with The Association's Bylaws, each member of our Leadership Council is expected to attend at least one regularly scheduled semi-annual Council meeting each year either in person or virtually. During these meetings, current information on the activities of The Association and Texas A&M University is presented, and business requiring Council approval is carried out. In addition, the opportunity to meet with peers and Association staff is crucial to your volunteer role.

For more information on the Leadership Council, visit AggieNetwork.com/TheAssociation/Leadership.



Serve as ambassadors for The Association of Former Students, representing The Association to your Class as well as representing your Class back to The Association.

- Keep Classmates informed through regular Class news updates and remain in regular communication with the Class Programs team. Provide a timely response to The Association's requests and notices.

Complete a required online Class Agent training within 30 days upon election, as well as other trainings pertaining to Class Agents. Class Agents will receive only new training content, as appropriate, each year thereafter.

- The Class Programs team will provide you with all necessary training resources to ensure you are equipped with the knowledge and tools for you to do your job as a Class Agent. Further Class Agent training opportunities may be provided in person.

Learn about and support The Association's fundraising efforts, Century Club and other contribution programs.

- The Association of Former Students, through the generous support of unrestricted contributions from former students and friends of Texas A&M to the Annual Fund, is able to support student activities, scholarships and financial aid, faculty enrichment programs, former student programs and services and many other critical projects for Texas A&M.
- To learn about the various contribution programs and the impact of gifts to The Association, please visit AggieNetwork.com/Giving.



Encourage Classmates to become Active donors* to The Association and join the Century Club.

- One of the best ways we, as Aggies, can demonstrate leadership and keep the treasured traditions of Texas A&M alive is by consistently investing in the future of our university. In 1965, The Association created the Century Club to recognize and honor loyal Aggies who contribute at least \$100 each year to the Annual Fund. Contributions to the Annual Fund support Aggie traditions, scholarships, student activities, financial aid, faculty enrichment and much more. In addition, former students benefit from services such as Class news, Reunions, A&M Club events and career services.

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

Support Pass It Back Day, The Association's annual day of giving, and encourage Classmates to make their annual gift to the Annual Fund.

- Pass It Back Day is The Association of Former Students' annual day of giving. It's a day to show the power of the Aggie Network! It's also a day to celebrate everything that it means to be an Aggie and to remember that our experiences were made possible by former students who went before us, providing leadership and financial support, so that we could experience Aggieland to its fullest. Because you are elected ambassadors of your Class, it is an expectation that we can use your names in a yearly email to members of your Class who have not yet made a gift to the Annual Fund in the calendar year.
- Learn more about Pass It Back Day by visiting AggieNetwork.com/Give/PassItBackDay.



Pass Class news items and Classmate updates on to The Association.

- As a contact for your Class, from time to time you will receive contact information updates as well as life updates from your Classmates via social media, press releases, emails and other sources. We ask that you pass Classmate contact information along to the Class Programs team at The Association so we can update our records accordingly. Additionally, you can share Class news and announcements in Class newsletters and on your Class' social media accounts.

Class Agents shall include The Association of Former Students' Class Programs team as a recipient of Class communications, such as official Class newsletters (any not sent by The Association) and activity notices sent to the Class throughout the year. This enables us to keep apprised of events to promote or attend.

- Please copy our Class programs team at Class@AggieNetwork.com

Keep in touch with Classmates via social media as well as electronic and personal communications.

- Keeping in touch with Classmates can be accomplished through social media, mass emails, attending A&M Club, Constituent Network or A&M events, Class newsletters, Class activities, web communications and more. The Association's Class Programs team is here to help you accomplish this task as needed.



Class Agents 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.

- To receive access, each Super User must complete and sign the Information Security Agreement annually with The Association. This agreement states that you will keep the information that you have access to confidential and will only use it for official Class business. Failure to comply with this agreement can lead to Super User access being revoked at The Association's discretion. By submitting an Information Security Agreement, you are agreeing to the following items:

Information Security Agreement (cont.)

1. The Association of Former Students' information may only be used for the following purposes:
 - Solicit participation in official Class fundraising efforts.
 - Promotion of official Class activities.
2. The information provided by The Association of Former Students may never be used for the following purposes even if considered official Class activities:
 - Any political purpose; or
 - Marketing for personal gain.

Write 2-3 Class newsletters a year, which will be distributed electronically to your Class.

- Class newsletters are an invaluable way for us to keep in touch with former students. Newsletters provide former students with Classmate news, important Association updates and Texas A&M University happenings. They are a major opportunity to communicate with your Classmates. The Class Programs team can assist with providing you some updates, but it is the Class Agents' responsibility to curate the majority of the content for the newsletter.
- More information regarding Class newsletters will be provided in the Class newsletters course later in this program.



HOWDY!

Howdy, Class of '78! Ain't It Great!

We hope everyone is enjoying these pleasant Texas temperatures. The only two things hotter than this heat are Aggie baseball and what the Fightin' Texas Aggie Class of '78 is cookin' up these days! So let's get right to it – we've got a couple of very important items of business to discuss, in addition to the updates from our Classmates.

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[Class Gift Update](#)

[Class Aggie Ring Scholarship Update](#)

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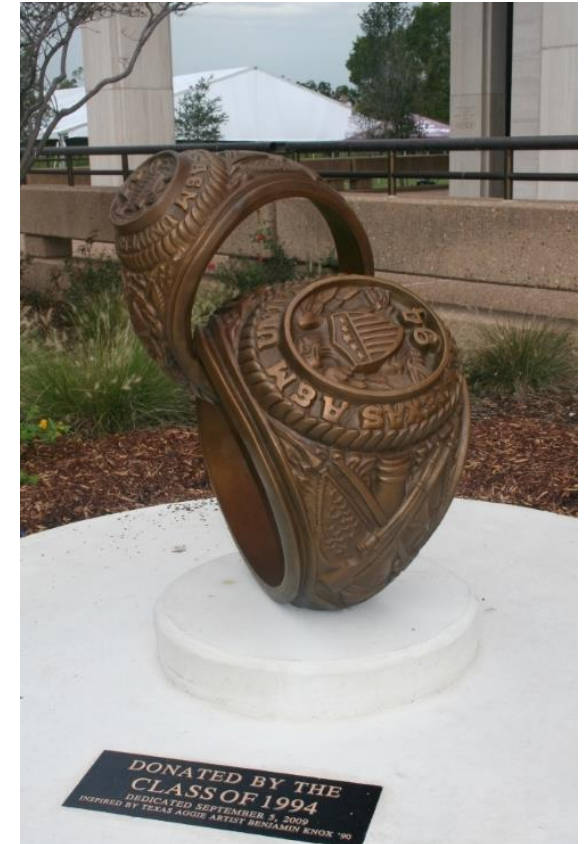
Working with The Association's Class Programs team, help plan, organize and facilitate Formal Class Reunions as appropriate.

- A Class Reunion is often considered the glue that binds the Class together. Friendships are renewed, memories are rekindled and each Reunion reestablishes the Class' commitment to each other and to Texas A&M. The results often include a renewal of loyalties and a rebirth of vigor within the Class. The first Formal Reunion is the 25 Year Reunion. A Class will then celebrate a Reunion every five years through its induction into the Sul Ross Group, which is made up of all Classes whose graduation was 55 or more years ago. However, every year for the first 12 years out of college, Young Alumni Classes participate in Young Alumni Weekend.
- Mini-Reunions and Class gatherings outside of Formal Reunions are encouraged.
- Note: The Class celebrating their 50 Year Reunion will be recognized at the Campus Muster ceremony.
- More information regarding Class Reunions will be provided in the Class Reunions course later in this program.



Manage any existing or new Class Gifts.

- Class Gifts are donated to the university or a university-affiliated entity, such as The Association of Former Students, by each year's graduating Class in recognition of their legacy at Texas A&M. Many Classes have elected to provide multiple gifts back to The Association and Texas A&M. Recognized Class Gifts are listed on a Class' Class Page on AggieNetwork.com. For more information regarding Class Gifts, please contact the Manager of Class Programs and Constituent Networks at Class@AggieNetwork.com.



Course Complete!

- Whoop! You have completed the Roles and Responsibilities of a Class Agent course. Please move on to the next course in the Class Agent training program.

Class Agent Training

Course #4: Super User Access and Information Security Agreement

This course provides more information on the elevated access Class Agents receive to [AggieNetwork.com](https://aggienetwork.com).

Super User access and the Information Security Agreement

- To access additional features on AggieNetwork.com, Class Agents may receive Super User access to The Association of Former Students' website. With Super User access, Class Agents can view all Classmates' profiles and view their giving history on "Find an Aggie."
- To receive access, each Super User must complete and sign the Information Security Agreement annually with The Association. This agreement states that you will keep the information that you have access to confidential and will only use it for official Class business. Failure to comply with this agreement can lead to Super User access being revoked at The Association's discretion.
- You must sign your completed agreement before you are granted access. The agreement can be accessed at the link provided on the last page of this training.

Course Complete!

- Whoop! You have completed the Super User Access and Information Security Agreement course. Please proceed to the next course in the Class Agent training program.



Class Agent Training

Course #5: Frequent Duties of a Class Agent

The tasks outlined in this course are tasks that you will complete frequently as a Class Agent.

Frequent duties of a Class Agent

The tasks outlined in this course are tasks that you will complete frequently as a Class Agent. This includes:

- Thanking Classmate donors.
- Managing Class social media accounts.
- Requesting mass Class emails from The Association of Former Students.
- Sending condolence cards to the families of Classmates included in deceased notices each week.

Class Agent Reports

Quarterly Giving Reports

- The Quarterly Giving report is a report generated automatically by The Association of Former Students for each Class. These reports are shared, upon request, with Class Agents. This report provides information on all of your Classmates who have joined the Century Club or upgraded their giving level in the preceding quarter. All Endowed Century Club members are only listed on the 1Q report. We ask that you thank your Classmates for their generous support once these reports are generated and available.
- Thank-you postcards are also available upon request.

Class Agent Reports (cont.)

Yearly Giving Reports

- The Yearly Giving report is a report generated automatically by The Association for each Class annually. The report is pulled once The Association closes the books from the previous year. This typically occurs in mid-to-late February. This report highlights the impact of a Class by listing the total number of donors and the total amount raised. The total amount of money also includes income from interest earned from Classmates who are Endowed Century Club donors. These reports will be shared, upon request, with Class Agents once The Association closes the books for the prior year.

Class Agent Reports (cont.)

The Association's Annual Report

- The Association's Annual report is a comprehensive report on our organization's activities throughout the preceding year. In this report, you will find a breakdown of The Association's yearly mission support and services to Texas A&M, key former student demographic information and Class-specific giving data. This report is included in the September-October issue of Texas Aggie magazine and is available online at tx.ag/AnnualReport.

Class Social Media Accounts

- The Association of Former Students reserves official Class social media accounts on Facebook, Instagram and Twitter for incoming Classes two to three years in advance of their university acceptance. Upon election of the Class's freshman officers, these accounts are transitioned to Class Councils, where they are maintained by Class Officers throughout the Class's four years on campus.
- When Class Agents are elected for each Class, The Association will work with Class Councils and the Class Agents to secure access to these accounts. We strongly encourage Class Agents to work with their Class Officers and Class Councils during the remaining time as a student to promote Class traditions and opportunities for Classmates to stay connected with their Class, Texas A&M and The Association of Former Students.



Texas A&M Class of 1992



Class Social Media Accounts (cont.)

- Following graduation, each Class Agent team will continue to manage these official social media accounts. These accounts will also transition from outgoing Class Agents to newly elected Class Agents as necessary.
- We encourage Class Agents to moderate Class social media accounts to keep Classmates informed of timely Aggie news and to share endearing memories of time spent on campus. If your Class does not have official social media accounts or has lost access to them, The Association's staff will work with you to regain ownership or create new accounts. Training documents are available to Class Agents who manage Class Facebook, Twitter and Instagram accounts. These can be found at tx.ag/SocialTips. A complete list of Class and Association social media accounts is available at tx.ag/Social.

Mass Emails

- If you have an important message or Class announcement, The Association of Former Students can prepare a mass email to send to all of your Classmates who have an email address on file in our database. Please note, The Association has the right to edit and approve the content of mass emails sent on a Class's behalf.
- The Association prefers to send Class emails at a maximum frequency of once per month. Most requests take a minimum of five business days to set up and send, depending on our staff's current workload and availability on the email send schedule. If you would like to send a mass email to your Classmates, send your message directly to the Class Programs team.

Classmate “Here” Section on Class Pages

- The "Here" section on your Class Page is updated by The Association’s Records team on a daily basis and includes tributes for Classmates who have passed away. As a Class Agent, you cannot edit this section of your Class Page. If you would like to view a complete listing of every Class’s death notices, click “Roll Call” in the navigation bar of AggieNetwork.com. If you need to report a passing, email AddAName@AggieNetwork.com or Class@AggieNetwork.com.
- In addition, you will receive an email from a member of the Class Programs team 2-3 times a week that includes the names of all individuals who have recently been marked deceased in The Association’s database. We ask that you send a condolence card to the widow/widower or family of your deceased Classmate letting them know that the Aggie family is thinking of them during this time of grief. If we know in advance, you may also want to encourage Classmates to go to the funeral. Condolence cards are provided by The Association. Please contact the Class Programs team for additional cards as necessary.

CLASS OF 2015 [VIEW ALL CLASSES](#)

Here [view all](#)

Course Complete!

- Whoop! You have completed the Frequent Duties of a Class Agent course. Please proceed to the next course in the Class Agent training program.



Class Agent Training

Course #6: Class Gifts and Class Fundraising

In this course, you will learn more about the Class Agents' role in the Class Gift process from start to finish.

Class Gifts

- Class Gifts are a donation gifted to the university, or university-affiliated entity, such as The Association of Former Students, by each year's graduating Class in recognition of their legacy at Texas A&M. Initial Class Gifts are provided through dollars raised through Class traditions (including Elephant Walk and Ring Dance) and are overseen by Class Councils and a Class Gift Chair until all final Class expenses are paid. At that time, Student Activities will transfer the remaining balance of the Class account to The Association of Former Students, and the Class Agents will work to fulfill the gift chosen by their Class.

Class Gifts (cont.)

- Class Gifts can also be initiated after graduation. It is the responsibility of the Class Agents to steward all of a Class's gifts, including gifts which are in progress at the time when new Class Agents are elected. This process will be coordinated with the Manager of Class Programs & Constituent Networks and can be as simple as signing a gift agreement to transfer funds or working through the process of creating a gift from start to finish.
- A list of individual Class Gifts can be found on each Class's page at [AggieNetwork.com/Class](https://aggienetwork.com/class).



Class Fundraising

- Classes have the opportunity to raise money to support existing and new Class Gifts. Fundraising for Class Gifts must not conflict with The Association's Annual Fund fundraising efforts. For more information, additional support or fundraising ideas, please reach out to the Manager of Class Programs and Constituent Networks.



Course Complete!

- Whoop! You have completed the Class Gifts and Class Fundraising course. Please proceed to the next course in the Class Agent training program.

Class Agent Training

Course #7: Class Newsletters

In this course, we will dive into the production process for Class newsletters. All newsletters sent by The Association on behalf of Class Agents are distributed electronically.

Electronic Class Newsletters

- Class newsletters are an invaluable way for Class Agents and The Association to keep in touch with former students. Newsletters provide former students with Classmate news, important Association updates and Texas A&M University happenings. They are a major opportunity to communicate with your Classmates. The Class Programs team can assist with providing you some updates, but it is your responsibility to curate the majority of the content for the newsletter.



The screenshot shows the header of a newsletter for the Texas A&M University Class of '80. The header includes the university logo, the text "TEXAS A&M UNIVERSITY", "CLASS OF '80", and "THE ASSOCIATION OF FORMER STUDENTS". Below the header, there is a "HOWDY!" section with a greeting and a "TABLE OF CONTENTS" section with a list of links.

HOWDY!
Howdy Class of '80!

We want to begin 2023 by sharing this newsletter with information about organized class activities and news from your Classmates. As always, please email any Class Agent with your family updates or professional news and we will include it in the next newsletter.

We hope you can join us for the following Class of '80 activities that are being planned or are already underway.

We continue to host our Class scholarship recipients for an informal dinner and social reception on the 1st Saturday after the 1st day of

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Electronic Class Newsletters (cont.)

- Everyone in your Class with a current email address on file (who has not opted out of Association or Class-specific communications) will receive an electronic newsletter. Class Agents originate the “body” of the newsletter, then The Association formats the newsletter with your submitted material, Class stats and Classmates' "Here" section, and adds strategic Association messaging as necessary.
- Please allow a minimum of two weeks from the time you submit your content to when Classmates have a newsletter in their inbox. This time will allow for your newsletter to be created, as well as any proofing, editing and name-checking of the content. Therefore, the more organized and consistent your newsletter content is, the quicker it will go out.
- We recommend sending electronic Class newsletters regularly at six-month intervals. Class newsletters are a crucial tool in keeping your Classmates engaged and connected.



Class Newsletter Guidelines

- The Association of Former Students reserves the right to review and approve all Class newsletter content prior to distribution. All newsletters will be reviewed and edited for accuracy, brevity, grammar, spelling, punctuation and Association style usage throughout.
- Class Agents are required to follow the guidelines for Class newsletter content provided by The Association when composing all newsletters. Please view and download the guidelines below.

[PDF: GUIDELINES FOR CLASS NEWSLETTER CONTENT](#)

Class Newsletter Production

Step One

- Send all parts of the newsletter in a single document to the Class Programs team via email.
- Send photographs as separate attachments via email or on a portable storage device via mail. Please include digital photos at a high resolution in a .jpeg format. To ensure the best quality, we strongly recommend you avoid sending screenshots of photos or photos captured from the web.

Step Two

- The Association's Class Programs team will lay out the newsletter and add appropriate messaging and pictures to the template.

Class Newsletter Production (cont.)

Step Three

- Each newsletter will be edited and approved by both the Class Agents and The Association's Communications team before it is sent. Our Communications team checks for consistency, errors and correct style. To ensure timely processing when composing your newsletter, please reference The Association's Style Guide at tx.ag/Style and Class communications-specific style guidelines at the end of this training.

Class Newsletter Production (cont.)

Step Four

- Newsletters are electronically sent to all Classmates for whom The Association has a current email address on file who have not opted out of Association or Class-specific communications.

Class Newsletter Production (cont.)

Step Five

- Upon request, the Class Programs team can send you performance data showing the success of the mailing.

Timeline

- The turnaround time for regular Class emails is a minimum of 5 business days. For example, if we receive the content on a Monday, the earliest we might be able to send the email is Friday, pending what other emails may already be scheduled. **Newsletters typically take longer since they have more content and usually take a minimum of two weeks until they are sent to Classmates.**

Class Newsletter Content

- At a minimum, each newsletter should include a Howdy note from the Class Agents, news from your Classmates, an update on your Class' contribution performance and a Classmate obituaries section. Remember, The Association will lay out your newsletter and supply Classmate obituaries, Class stats, and strategic Association fundraising messaging, as well as any A&M or Association news articles, if necessary to fill space. Newsletters are a great way to brag on your Classmates and congratulate those who have been promoted, retired, passed examinations, gotten married or celebrated a birth or adoption. Send pictures to be included when possible. If you would like something specific in your newsletter, please let us know and we will do our best to accommodate you.

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Class Newsletter Content Categories

- Your newsletter will read more smoothly if the news is organized into categories. Suggestions for newsletter categories include:

Howdy Note

- Class Agents write this note to engage Classmates' communication and participation, promote Class activities and news of primary interest and to reinforce the importance of supporting the Annual Fund.

Classmate News (life updates)

- If Class Agents have not directly received any personal updates from Classmates, The Association can send out a "Call for Classmate News" email to all of your Classmates for whom we have an email address on file. As Classmates begin to send news, you can compile it and send it to The Association with the rest of your newsletter content. To request a "Call for Classmate News" email for your Class, contact the Class Programs team.

Class Newsletter Content Categories (cont.)

Aggie Baby Central

- Any mention of birth or adoption within the past year* goes in this category. Include month, day and year of birth or adoption.

Wedding Announcements

- Any mention of a marriage within the past year* goes in this category. Include month, day and year of wedding.

Classmate Spotlight

- Featuring a different Classmate for each newsletter who has made significant accomplishments in their career field, giving back to Texas A&M, family legacy, etc.

Classmate "Here"

- Our Class Programs team will generate this section for each newsletter.

Class Newsletter Content Categories (cont.)

Military Spotlight

- Recognizing any Classmates who are currently serving in the military.

Campus Updates

- Construction project progress, athletic schedules, recent news, etc. You are welcome to share any news posts from our @AggieNetwork social media channels or AggieNetwork.com.

Class Stats

- Our Class Programs team will generate this section.

**It is The Association's policy not to announce engagements and new children until after the marriage or birth/adoption. Please do not include these in your newsletters. Periodically remind Classmates of this policy in your newsletters.*

Class Newsletter Tips

- Before turning in your newsletter, please remember the following tips:
 1. If you have divided the newsletter work between you and your Co-Class Agents, you will need to compile all the pieces together and send it as one document. Remember to be consistent and avoid the phrases like “just got married,” or “recently retired.” This is rarely the case by the time your newsletter is sent.
 2. Include as many photos as you’d like in your newsletter, however, please send them as high resolution .jpeg files via email directly to Class@AggieNetwork.com. Do not embed photos in the Word or Google document, but leave notes where pictures should be inserted in the newsletter.

Class Newsletter Tips (cont.)

3. The advantage to email newsletters is that there is not a length limit and you can include as many pictures as you would like. However, it is important to keep in mind that large email files have the potential of being flagged as spam by some email hosting services. Consider linking longer pieces of content to your Class social media pages or other websites.
4. If you have any special requests for your newsletter, please reach out to the Class Programs team (i.e. reminders, special messaging, etc.).
5. Feel free to use your own voice throughout your newsletter. Not all of the text/content needs to have a formal tone. However, please follow The Association's writing style: tx.ag/Style.

Course Complete!

- Whoop! You have completed the Class Newsletters course. Please proceed to the next course in the Class Agent training program.



Class Agent Training

Course #8: Class Reunions

Class Reunions

- A Class Reunion can be considered the glue that binds the Class together. Friendships are renewed, memories are rekindled and each Reunion re-establishes the Class' commitment to each other and to Texas A&M – the result being a renewal of loyalties and a rebirth of vigor within the Class. The first Formal Reunion is the 25 Year Reunion. A Class will then celebrate a Reunion every five years through its induction into the Sul Ross Group, which is made up of all Classes whose graduation was 55 or more years ago. However, every year for the first 12 years after graduation, Young Alumni Classes participate in Young Alumni Weekend.



Formal Reunions vs. Mini-Reunions

- Reunions can be classified into two categories: Formal Reunions and Mini-Reunions.
- Formal Reunions are those that occur at five-year intervals starting at the 25 Year Reunion and conclude with the 55th Anniversary Reunion, when a Class is inducted into the Sul Ross Group. They typically are scheduled around a sporting event on campus and last two to three days. Additionally, more Association staff resources and support go towards Formal Reunion logistics, as outlined later in this course.

Formal Reunions vs. Mini-Reunions (cont.)

- Mini-Reunions are those that occur in between Formal Reunions. Please note, Class Agents have more responsibilities to plan and execute a Mini-Reunion versus a Formal Reunion, and Class Agents are responsible for managing all on-site event logistics during the Mini-Reunion and handling all payments. For a Mini-Reunion, The Association will assist by sending emails to Classmates to help spread the word and publish information on the Reunion webpage.

Annual Large-Scale Reunions

Each year, The Association will hold large-scale Reunions that typically take place over several days. These Reunions include:

- Young Alumni Weekend
- 50th Anniversary Reunion
- Sul Ross Group Reunion



Annual Large-Scale Reunions: Young Alumni Weekend

- The Association of Former Students is pleased to host Young Alumni Weekend, an annual Reunion in which the last 12 graduating Classes are invited back to campus. Young Alumni Weekend is generally held in the fall during a home football weekend and typically consists of a 3-hour all-inclusive tailgate before the football game on Saturday.
- While all of the last 12 graduating Classes are invited back for Young Alumni Weekend, The Association allows guests from other Classes to attend as well as people who did not graduate from Texas A&M.
- While The Association plans the formal events during Young Alumni Weekend, we encourage all young alumni Class Agent teams to plan informal Class-specific events throughout the weekend, especially if your Class will be celebrating your 5 year or 10 year Reunion. Examples of informal events include, but are not limited to brunch, happy hours, dinners, etc. If you are interested in hosting an informal event, please reach out to the Coordinator of Young Alumni for more assistance.



Annual Large-Scale Reunions: 50th Anniversary Reunion

- The 50th Anniversary Reunion is held in conjunction with the annual student-run Campus Muster in April. While the Class holds a variety of activities surrounding the Reunion, it has become a tradition for those attending their 50th Anniversary Reunion to participate in the activities scheduled on campus by the student Aggie Muster Committee. The Muster Committee specifically selects one student to serve as the 50th Anniversary Reunion Class liaison to help incorporate the traditions of Muster and the 50th Anniversary Reunion. The events include: the Flag Raising Ceremony, Muster Barbecue and the student-run Campus Muster ceremony, where the Class is seated as honored attendees. The Class Agents participate in these events by playing very special roles outlined by the student Muster Committee, including giving a welcome at the Muster Barbecue and adjourning the campus Muster ceremony.
- Class Agents will work in conjunction with the Coordinator of Class Programs when planning and executing their 50th Anniversary Reunion. Class Agents celebrating their 50th Anniversary Reunion will have the opportunity to participate in the reading of the Worldwide Roll Call for the Absent.



Annual Large-Scale Reunions: Sul Ross Group Reunion

- The Sul Ross Group Reunion is held annually in the spring for all Classes celebrating 55 years or more since graduation. The Reunion's events usually include Class banquets on the first evening, campus tours or special presentations, a lunch and business meeting, reception for spouses, induction of the 55th Class and election of Sul Ross Group officers. A formal dinner is held the second evening, which usually includes special guest speakers. The Reunion closes with a farewell breakfast with guest speakers.
- The first Sul Ross Group Reunion was held in 1947 and was attended by Aggies who were in school during the presidency of Lawrence Sullivan Ross. About 10 years later, when it became apparent this group was dwindling, eligibility was changed to include each Class as it reached the 50th anniversary of its graduation. The need to accommodate the ever-increasing numbers of graduates in the later Classes meant delaying induction into the Sul Ross Group until the Class's 55th anniversary.

Annual Large-Scale Reunions: Sul Ross Group Reunion (cont.)

- A common misconception in the past is that you had to have served or been a member of certain organizations to be inducted into the Sul Ross Group; however, that is not the case. The Sul Ross Group is open to all former students who have celebrated 55 years or more, and all are encouraged to attend the annual Reunion, even if they missed their Class induction event.
- The Sul Ross Group Reunion is planned by The Association's Class Programs team in collaboration with the Sul Ross Group Board of Directors. Class Agents within the Sul Ross Group are encouraged to assist with individual Class-specific activities during the Reunion, such as Class hospitality rooms.



Reunion Planning Duties

- Reunion responsibilities of The Association of Former Students' Staff and Class Agents:

[PDF: ASSOCIATION VS. CLASS AGENT DUTIES](#)

Selecting a Reunion Date

- The Association will send a survey of available Reunion dates following the release of the next year's football schedule. Please note, older Classes have priority of dates over younger Classes when selecting Reunion dates.
- There are certain dates of previously scheduled events that the Class Programs team will be unable to support any Reunion. These dates will be noted in advance when you are provided the date survey. Please note, key Association and university events will be scheduled prior to Reunion weekend availability being released.
- Once the Class reaches a decision on a final date for their Reunion weekend, it will be printed in Texas Aggie, posted on your Reunion Page on AggieNetwork.com/Reunions and can be promoted via your emailed Class newsletter and mass emails to the Class as well as social media.

Reunion Budget

- Please note that all Formal Reunions start with a zero-dollar budget. Therefore, the goal of a Formal Reunion is to break even. Funds to cover the costs of the Reunion are raised by charging fees to attendees.
- Individual Reunion activities may incur separate charges. Examples include luncheons, dinners, tours, golf tournaments, wine tastings and other similar events. Participation in these activities is optional for Reunion attendees.
- When determining activity costs, keep in mind any potential financial constraints of Classmates. The desire to have many of your Classmates participate in an activity should always be considered. No one wants to exclude a Classmate because he or she cannot afford to attend.
- In addition, an overall registration fee will apply to each Classmate and their guest(s). Formal Reunion registration fees vary depending on the variety of events offered. Registration fees help cover transportation, facility rentals, hospitality rooms, meal gratuity, audio/visual equipment, postage and other fees that may apply.

Reunion Marketing

The Class Programs team will draft and/or manage marketing elements before, during and after the Reunion. Proofs of any mailed or email communications will be provided to Class Agents in advance of the send. Printing and postage costs for mailed Reunion marketing materials will be built into Reunion registration fees. Reunion marketing elements include:

- Reunion save-the-date email and/or postcard
- Reunion invitation and registration email
- Printed Reunion registration mailer (for the Sul Ross Group Reunion only)
- Week-of Reunion email
- Post-Reunion follow-up email
- Reunion webpage

Reunion Marketing: Reunion-Save-the-Date Email and/or Postcard

- Class Programs will send out a Reunion save-the-date email to all Classes celebrating Reunions as soon as the date and hotel information have been confirmed, or about six months prior to the Reunion. This email will also contain any relevant Reunion information your Classmates need to know. A postcard can also be mailed, upon request, but keep in mind that the cost to print and mail postcards will be rolled into the registration fee. At this point in the Reunion planning process, your event details are not likely to be finalized; however, we will include Class Programs contact information for your Classmates to contact us, as well as a web address where all the Reunion information will be posted as it is finalized.



Reunion Marketing: Reunion Invitation and Registration Email and/or Registration Mailer

- Approximately two months prior to the Reunion, all details should be finalized and sent via email. The email or registration packet can include a link to your Class Reunion page, activity registration form, accommodations listing, game ticket information (if applicable), Class Agent election information, Reunion headquarters location and The Association's refund policy. If you would like to include additional information specific to your Reunion or Class, please coordinate with the Class Programs team as soon as possible. The Reunion activity registration form allows Classmates to choose which events they would like to attend. It is critical that Classmates pre-register to help estimate catering and facility needs. Completed forms with payment in full, should be submitted online or returned to the Class Programs office for processing. To alleviate an up-charge by the caterer/vendors after final numbers have been submitted, we have included a late fee for registration forms received after the posted deadline. Encourage your Classmates to register early to prevent any late fees.



Reunion Registration Now Open!

Classes of '85 and '86 Joint 35 Year Reunion

Nov. 12-14
College Station, TX

Howdy, Ags!

Registration is now open for the Classes of '85 & '86 Joint 35 Year Reunion!

The Reunion kicks off with tours of the new Zachry Engineering Complex and Music Activities Center, followed by a joint dinner and dance at the Memorial Student Center. Saturday morning will include individual Class business meetings before both Classes come together to watch the Ags BTHO Missouri on the road!

Count Me In For The Reunion!

All registrations received after the **Oct. 29 deadline** will incur a \$10 late fee. **Registration will close after Nov. 5.** Walk-up registration will be accepted based on availability. To register online visit tx.ag/8586Reunion35.

Note, if you just reserved a hotel room, this does NOT guarantee a place at the Reunion. You MUST register for the Reunion at tx.ag/8586Reunion35 in order to attend.

We look forward to seeing everyone at the Reunion!

Thanks and gig 'em!

Reunion Marketing: Week-of and Post-Reunion Emails

Week-of Reunion Email

- This email will be sent the week leading up to the Reunion weekend. Any last-minute changes or updates to the Reunion schedule will be included in this email. This email will also include detailed parking information, instructions on where Reunion attendees should meet for scheduled tours or other Reunions events, and other pertinent pre-event information.

Post-Reunion Follow-up Email

- This email will be sent the week following the Reunion and will serve as a reminder for Reunion attendees to submit the Reunion evaluation and share any photos taken during the Reunion to the shared digital photo album.

Reunion Marketing: Reunion Webpage

- Reunion information is posted online at [AggieNetwork.com/Reunions](https://aggienetwork.com/reunions) where Classmates can find a complete Reunion schedule with interactive links to each Reunion. Information is posted and updated on your Reunion page as plans progress. The link to register online will be found on each Class' Reunion page.

Key Reunion Elements

The events held during a Reunion can vary Class-to-Class and year-to-year at the Class Agents' and Class Programs team's discretion. However, the following elements are standard in a typical Formal Reunion:

- Class Business Meeting
- Class Dinner



Key Reunion Elements: Class Business Meeting

- All Formal Reunions typically include a Class Business Meeting. The agenda for this meeting can include Class Roll Call recognition from the past five years and the status of any special Class projects. The meeting agenda is set by the Class Agents in conjunction with the Class Programs team in one of the Reunion planning meetings prior to the Reunion. Guest speakers, including Texas A&M University's president, can be invited to speak to the Class during this meeting. The Association of Former Students will identify the appropriate Association leader to welcome the Class back to campus for your Reunion. Special announcements can also be made at this time. If you would like to include any other special guests or audio/visual content, please notify the Class Programs team.
- The Class Business Meeting is also an ideal time to recognize Classmates with prizes and awards. For example, awards to Classmates who traveled the longest distance, have the most children, have the youngest child or have been married the longest. You can also use trivia related to your Class and/or their time on campus. Class Agents are responsible for gathering any prizes or awards. For more ideas, contact the Class Programs team.



Key Reunion Elements: Class Agent Elections

- Class Agent elections will be held online the week prior to the start date of the Formal Reunion. Those interested will need to contact the Class Programs team for a detailed description of the Class Agent roles and responsibilities to learn about the commitment involved. They will also be asked to submit a letter of “Intent to Run” stating that they have read and understand the responsibilities and are committed to serve the five-year term and should be signed by all team members intending to run. Teams must be at least two Class Agents, but no more than five. Current Class Agents seeking re-election are also required to submit their letter of intent by the deadline date, so that Class Programs is aware of all candidates.
- Young Alumni Class Agents who are up for election (5 and 10 years post-graduation), will have elections in the fall of that year. The Coordinator of Young Alumni will work with those Classes to determine if any Class Agents will re-run, if any new Classmates plan to run and coordinate the online elections for those teams.
- Class Agents who are 15 and 20 years post-graduation will have elections in the fall of that year. The Coordinator of Class Programs will work with those Classes to determine if any Class Agents will re-run, if any new Classmates plan to run and coordinate the online elections for those teams.

Reunion Hotel Accommodations

- The Association of Former Students is responsible for reserving a block of rooms for your Reunion at ONE designated hotel, and Classmates will make their hotel reservations directly with the hotel. Please note that some hotels will have limitations on availability due to previously scheduled events, and your first choice of hotel may not be available. To obtain one of these rooms, Classmates will use the group code provided in the Reunion information. Deadlines to reserve these rooms, as well as cancellation policies, vary by hotel and time of year. Room blocks are often relinquished back to the hotel three to four weeks prior to the Reunion, so reservations should be made early.
- Keep in mind that room rates on conference football game weekends are higher than non-conference game weekends and most certainly away game weekends.
- Additional information about local hotels is available at destinationbryan.com/stay and visit.cstx.gov/hotels. The Association will share this link with your Classmates via your Class's Reunion registration page on AggieNetwork.com.

Reunion Planning Timeline

All tasks on this timeline will be completed in conjunction with the Class Programs team. Please note that the timeline is an “ideal” suggestion but may vary depending on specific needs for the Reunion, etc. Throughout the planning process, Association staff will be available for meetings and any questions you may have.

- 8-12 months prior: Select your Reunion dates from the options provided by your Class Programs staff liaison, start promoting in newsletters, Class page and Texas Aggie. Begin brainstorming for your Reunion and schedule of events. Recruit Class volunteers to serve on Reunion committees, if desired.
- 6 months prior: Send mass Save-the-Date email announcing Reunion dates and hotel information.
- 4-6 months prior: With the Class Programs team, finalize your Reunion schedule of events and venue locations. The Class Programs team will then set all event prices and invite and confirm all guest speakers and book any special entertainment.

Reunion Planning Timeline (cont.)

- 2-3 months prior: Finalize all details for Reunion.
- 1.5-2 months prior: Launch online registration. Reunion registration period begins.
- 1 month prior: Hotel deadline.
- 3 weeks prior: Reunion registration deadline (late fee applies to any registrations received in following week).
- 2 weeks prior: Reunion Registration closes.
- 1 week prior: Finalize all requests for special guests and audio-visual content.
- Day(s) of Reunion: Reunion execution.

Football Tickets for Reunions on Home Game Weekends

- To enable Classmates to sit together at the game, The Association of Former Students may request a block of seats for your Class through the 12th Man Foundation. Please note: The Association has no control over where the block of seats is located. The decision on seating is made by the 12th Man Foundation and is final. Any questions related to the purchase of tickets should be directed to the 12th Man Ticket Office. The Athletic Department and television slots determine game times. Please note, due to a greater ticket demand, group ticket blocks may not be an option for major conference games for Reunions.



Course Complete!

- Whoop! You have completed the Class Reunions course. Please proceed to the next course in the Class Agent training program.

Class Agent Training

Course #9: Resources for Class Agents

In this course, you will be provided the resources you will often reference as a Class Agent. We recommend bookmarking the webpages listed in this course for easy access.

Navigating AggieNetwork.com

AggieNetwork.com is the online home of The Association of Former Students. This resource should be used regularly by Class Agents.

- You must be logged in to access all of AggieNetwork.com. To do this, open your internet browser and navigate to AggieNetwork.com. It is recommended that you bookmark this page for quick access.



Navigating AggieNetwork.com (cont.)

- On the right-hand side of the maroon navigation bar at the top of the page, you will see a tab called “My Account.” If you are not logged in, it will instead say “Login.”



Navigating AggieNetwork.com (cont.)

- To log in, enter your AggieNetwork.com username and password. We recommend these login credentials be unique to AggieNetwork.com. If you have never logged into AggieNetwork.com before, you will need to register with the site. Clicking the box to the left of “Remember me” will keep you logged in to AggieNetwork.com in that browser and computer, as long as you do not log out. However, you will have to log in every time you open a new browser.

WELCOME BACK TO AGGIENETWORK.COM

Login with your AggieNetwork.com account:

Username

Please enter a password

Password

Remember me [I forgot my login info](#)

LOGIN [I need to register](#)

or

[Sign in with NetID](#)

[Sign in with Apple](#)

[Sign in with Facebook](#)

[Sign in with Google](#)

Frequently Visited Pages on AggieNetwork.com

Class Page – AggieNetwork.com/Classes

- When logged in to AggieNetwork.com, your Class page will be linked in a green box at the top of the page, but you can view any Class page by clicking that Class year.

On your Class page, you will find:

- Class Agent names with links to their Find an Aggie profiles
- Class obituaries/Roll Call

CLASS PAGES

Follow the news and activities of your Texas Aggie Classmates by visiting your Class Page, where you will find Classmate news, Reunion information, newsletters and Show 'n' Tap's postings.

You're a member of the **Fightin' Texas Aggie Class of 2015!**

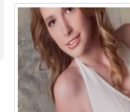
class of 2026	class of 2025	class of 2024	class of 2023
class of 2022	class of 2021	class of 2020	class of 2019
class of 2018	class of 2017	class of 2016	class of 2015
class of 2014	class of 2013	class of 2012	class of 2011
class of 2010	class of 2009	class of 2008	class of 2007
class of 2006	class of 2005	class of 2004	class of 2003

CLASS OF 2015 [VIEW ALL CLASSES](#)

Here [view all](#)



Keith Moore '15
posted: 11/8/2024
date of passing: 10/13/2023



Elizabeth Frasier '15
posted: 11/2/2024
date of passing: 10/7/2024

Class Agents

Alyssa Bailey Smith '15
Meghan De Amaral '15
Daylon Koster '15
Alexandra Rainey '15
Gracie Wood Shepherd '15



Frequently Visited Pages on AggieNetwork.com (cont.)

Link(s) to Class social media accounts* (if applicable)

- Link to Class website* (if applicable)

- *If your Class has social media accounts and/or a Class website, and would like them listed on your Class Page, be sure to contact the Class Programs team so we can add that information.

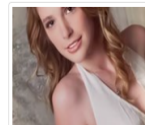
CLASS OF 2015 [VIEW ALL CLASSES](#)

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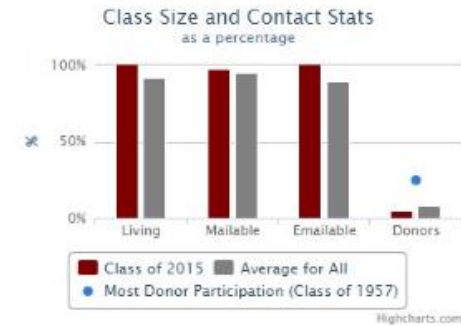
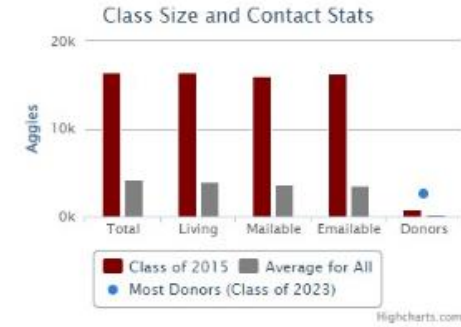


Frequently Visited Pages on AggieNetwork.com (cont.)

Classmate stats, giving stats and Class gifts

Class of 2015 Stats

Giving stats are for calendar year



Frequently Visited Pages on AggieNetwork.com (cont.)

Giving Page – AggieNetwork.com/Giving

- On the giving page on AggieNetwork.com you can find:
 - Portal to make an online gift
 - Ways gifts to The Association impact the Aggie Network

Century Club giving levels

- More information on other giving programs, including Endowed Century Club

GIVING TO TEXAS A&M

Do you remember your first off-campus practice or Gintelling among thousands of fellow fans or the first time you heard the Aggie Band play the Aggie War Hymn? Do you remember the first student organization you joined that helped form friendships that have lasted until today or the first time you felt the weight of an Aggie Ring on your finger? Do you remember the first Aggie Master you attended as a former student or your return trip back to Aggieland for a Class Reunion?

Traditions and experiences for those we found in only one place, and they are a crucial part of an Aggie's time at Texas A&M! Through generous gifts, The Association of Former Students is proud to support programs, provide resources and create experiences for the Aggie Network.

MAKE A GIFT

HOW YOUR GIFT IS USED

Traditions & Student Activities
We help preserve and treasure traditions and activities, from the Fightin' Texas Aggie Band to Aggie Master, remain strong.

Scholarships & Financial Aid
We fund serious academic, sports and career for current Texas A&M students.

Services For Former Students
We provide opportunities for Aggies to reconnect. Reunions, A&M Club events, Constructive Conversations and more.

THE CENTURY CLUB

One of the best ways we, as Aggies, can demonstrate leadership and keep the treasured traditions of Texas A&M alive is by consistently investing in the future of our university. In 1965, The Association created the Century Club to recognize and honor loyal Aggies who contribute at least \$100 each year to the Annual Fund. In 2008, we raised \$20.26 million through the Annual Fund to support Aggie traditions, including student activities, athletic aid, faculty enrichment and much more. In addition, former students benefit from services such as Class news, Reunions, A&M Club events, and career services. In 2019, our goal is to raise more than \$30.65 million to help fund Texas A&M's vital programs, services and traditions.

To demonstrate your ongoing support for Texas A&M through The Association, simply choose a Century Club level and make an investment today.

CENTURY CLUB LEVELS

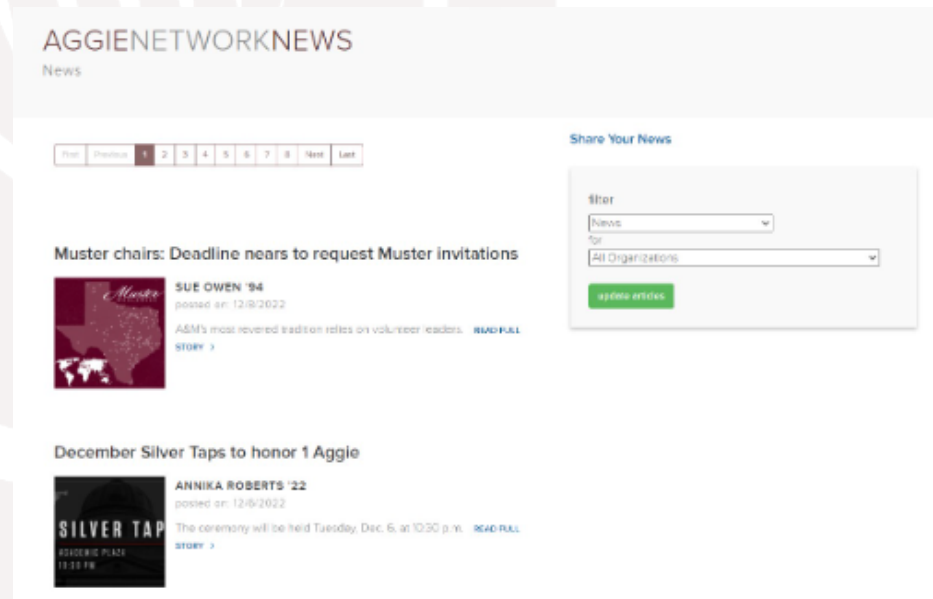
Level	Amount
BRONZE	\$100 - \$249
SILVER	\$250 - \$499
GOLD	\$500 - \$999
DIAMOND	\$1,000+
ENDOWED	\$25,000+

[LEARN MORE ABOUT THE CENTURY CLUB](#) [LEARN MORE ABOUT THE DIAMOND CENTURY CLUB](#)

Frequently Visited Pages on AggieNetwork.com (cont.)

Association News Posts – AggieNetwork.com/News

- This page includes links to all recent news items posted by The Association. Please feel free to share articles posted here in your Class Newsletters or on your Class social media pages.



The screenshot displays the 'AGGIENETWORKNEWS' section of the website. At the top, there is a navigation bar with a search box and a 'Filter' button. Below this, a list of news items is shown. The first item is titled 'Muster chairs: Deadline nears to request Muster invitations' and features a thumbnail image of a group of people. The second item is titled 'December Silver Taps to honor 1 Aggie' and features a thumbnail image of a silver tap. To the right of the news items, there is a 'Share Your News' section with a search filter. The filter includes a 'filter' dropdown menu, a 'for' dropdown menu, and a 'submit entries' button.

Frequently Visited Pages on AggieNetwork.com (cont.)

Leadership Council Page – AggieNetwork.com/TheAssociation/Leadership

- This page includes more information about The Association’s Leadership Council and the volunteers who comprise this group, including Class Agents: (AggieNetwork.com/TheAssociation/Agents)

ASSOCIATION LEADERSHIP

Our Leadership Council is the governing body of The Association of Former Students. By virtue of its right to elect our organization's Board of Directors, this group ensures the programs and operations of The Association are consistent with our Charter and are in the best interest of The Association.

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.

In accordance with The Association's Bylaws, each member of our Leadership Council must be an Active member (someone who contributes the minimum gift to our Annual Fund each year) and is expected to attend at least one regularly scheduled semi-annual Council meeting each year. During these meetings, current information on the activities of The Association and Texas A&M University is presented, and business requiring Council approval is carried out. In addition, development sessions are held to exchange ideas, views and suggestions.

Our Leadership Council is composed 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. Living 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.

RELATED PAGES

– Association Leadership

Board of Directors

Past Chairs

President of the Six Area Group

Class Agents

Club Presidents

Area and National Representatives

Representatives at Large

President of Each Class on Campus

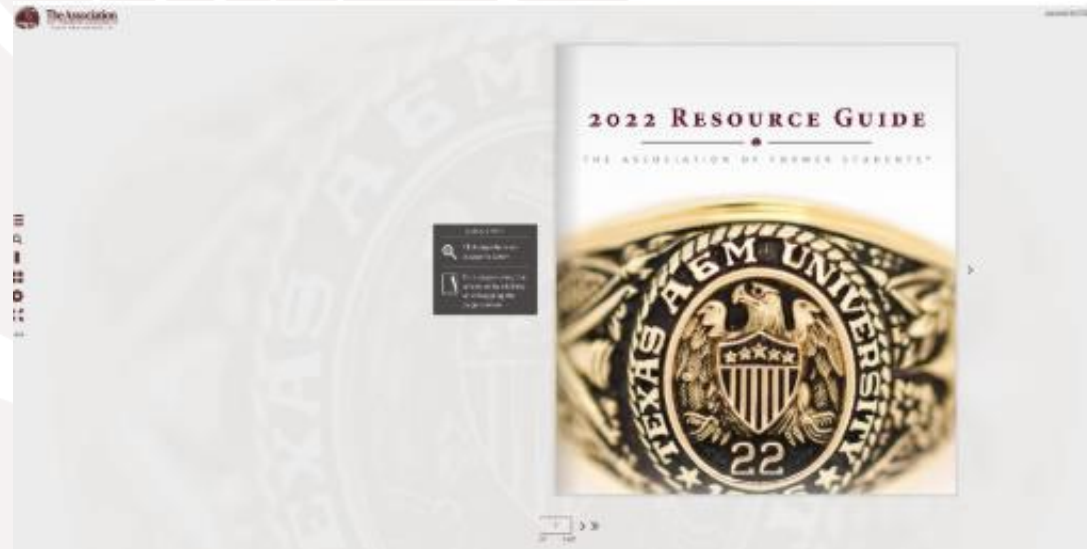
Student Loan Fund Trustees

Our Values & Mission

Frequently Visited Pages on AggieNetwork.com (cont.)

The Association's Resource Guide – tx.ag/ResourceGuide

- Published annually and provided to our volunteer leaders at Leadership Council weekend, the Resource Guide is a wealth of information about the Aggie Network and The Association. If you would like a printed copy, please let the Class Programs team know.



Sharing Personal Aggie News

Sharing Your Personal Aggie News

Email us at AggieNetwork@AggieNetwork.com to let us know about life changes and share your photos! By emailing photos, you acknowledge that you own the photos and give The Association of Former Students permission to use them in digital, print and video communications. News and photos may be submitted for consideration in Association media, Class Newsletters and other republication (please specify if you do NOT want us to consider your submission for such uses).

Some types of submissions we receive:

- Stories of impact: How the Aggie Network or The Association has impacted you
- Life updates: Marriage, new children, moving/change of station
- Professional acknowledgements: Promotions, job changes, examinations/certifications
- #RaisinEmRight: Kids in Aggie gear
- #AggiesEverywhere: Aggies across the globe, including Aggie Rings in iconic locations

Sharing Personal Aggie News

Sharing Classmate Updates on Their Behalf

With a Classmate's permission, a Class Agent may post Classmate News on that person's behalf. If you have a Classmate's update to share, simply email it to the Manager of Class Programs & Constituent Networks. Please include a high-resolution photo and links to any supplemental sources for that update, such as a press release. The Manager of Class Programs & Constituent Networks will work with The Association's Communications team to have the update posted to our website and then will share the link to the post with the Class Agent.

The Association's Brand Standards and Writing Style Guidelines

The Association's Brand Standards

- A brand is the overall perception of an organization and builds an emotional bond between the audience and the organization. A well-defined and consistent brand will transform awareness into loyalty, increasing the overall value of an organization.
- The Association of Former Students' vision to be the premier alumni organization, which requires us to always present our best in all that we do. This Brand Guide provides the tools and guidelines to effectively represent our organization visually to the highest standards.
- Classes must remain in compliance with The Association of Former Students' and Texas A&M University's brand standards at all times. For any questions concerning brand standards, contact the Class Programs team.

[AggieNetwork.com/Brand-Guide](https://aggienetwork.com/brand-guide)

[PDF: BRAND GUIDE](#)

The Association's Brand Standards and Writing Style Guidelines (cont.)

The Association's Writing Style Guidelines

- Reference the general style guide below when composing any Class communications, including Newsletters and other mass Class emails.

tx.ag/Style

[PDF: STYLE GUIDE FOR CLASS AGENTS](#)

Course Complete!

Whoop! You have completed the Resources for Class Agents course. This is the final course in the Class Agent training program. If you have any questions regarding the nine courses, please reach out to the Class Programs team. Thank you for completing your training!

ACTION ITEM: Please complete the [linked](#) survey to acknowledge completion of this training and to sign the Information Security Agreement.