



The **International** *Texas Exes*

...and ways to woo them back.

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Our Goal

- 🐮 To find feasible ways to create and maintain relationships with international alumni
- 🐮 To get international alumni involved with and interested in Texas Exes



Situation Analysis



Texas Exes-The Organization

- 🐮 The official alumni association of UT
- 🐮 Operating revenues: \$7 million
- 🐮 Large number of programs
- 🐮 Various membership benefits



International Alumni

- 🐮 Only a small fraction of international alumni are members
- 🐮 Low involvement level from international alumni
- 🐮 Main program for international alumni is the annual conference



International Students at UT

- 🐉 Majority of international students are male (67%)
- 🐉 Majority of international students are enrolled in graduate schools (68%)
- 🐉 64% of international students are from Asia
- 🐉 Three largest schools with international population:
 - Natural Sciences
 - Engineering
 - Graduate Business

Texas Exes for International Alumni Strengths

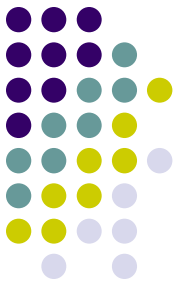


- 🐮 One of the largest alumni associations (100 chapters worldwide with active networks and interactions between Texas Exes)
- 🐮 Large database of UT alumni
- 🐮 Various member benefits and discounts
- 🐮 Strong commitment among a core group of international Texas Exes
- 🐮 International alumni work closely with International Office and they have close ties with international students

Texas Exes for International Alumni Weaknesses

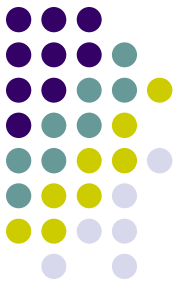


- 🐮 Very few international Texas Exes members
- 🐮 Lot of time, energy and money being devoted to the annual conference
- 🐮 Lack of manpower at Texas Exes for international alumni
- 🐮 Link to international information on Texas Exes website not prominent
- 🐮 Difficult to pay membership fee from some countries

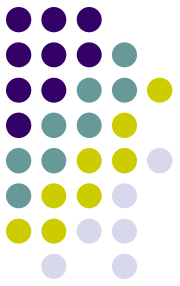


Research Objectives

- 🐮 Determine international alumni's feelings and memories about their UT experience
- 🐮 Determine international alumni's attitudes toward Texas Exes
- 🐮 Determine international alumni's perception of benefits/services offered by Texas Exes
- 🐮 Determine feasibility and methods to increase participation in Texas Exes by international alumni



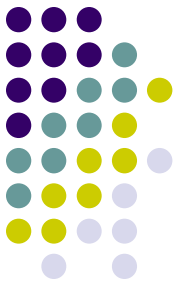
Research Methodology



Web Survey

- 🐉 Ideal for collecting data from internationally scattered alumni
- 🐉 Cost saving
- 🐉 Short turn-around time
- 🐉 Ease of response & analysis

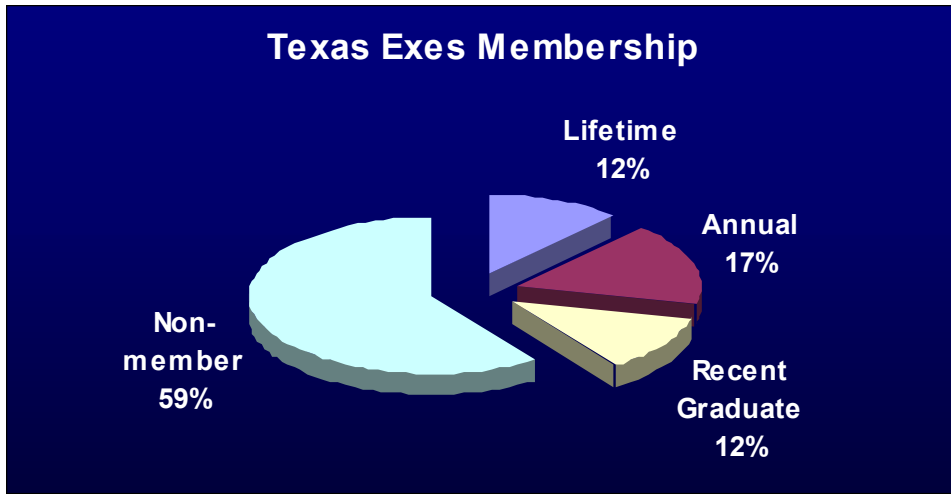
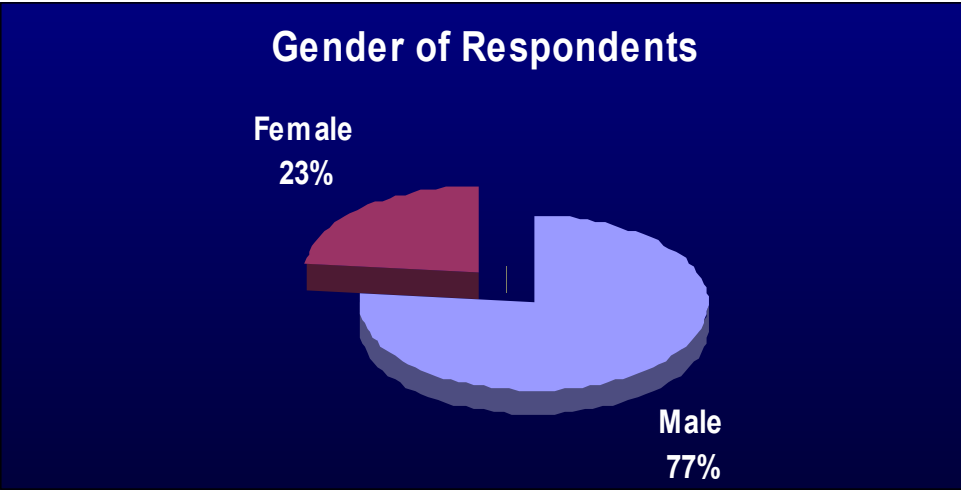
[Link to the survey](#)



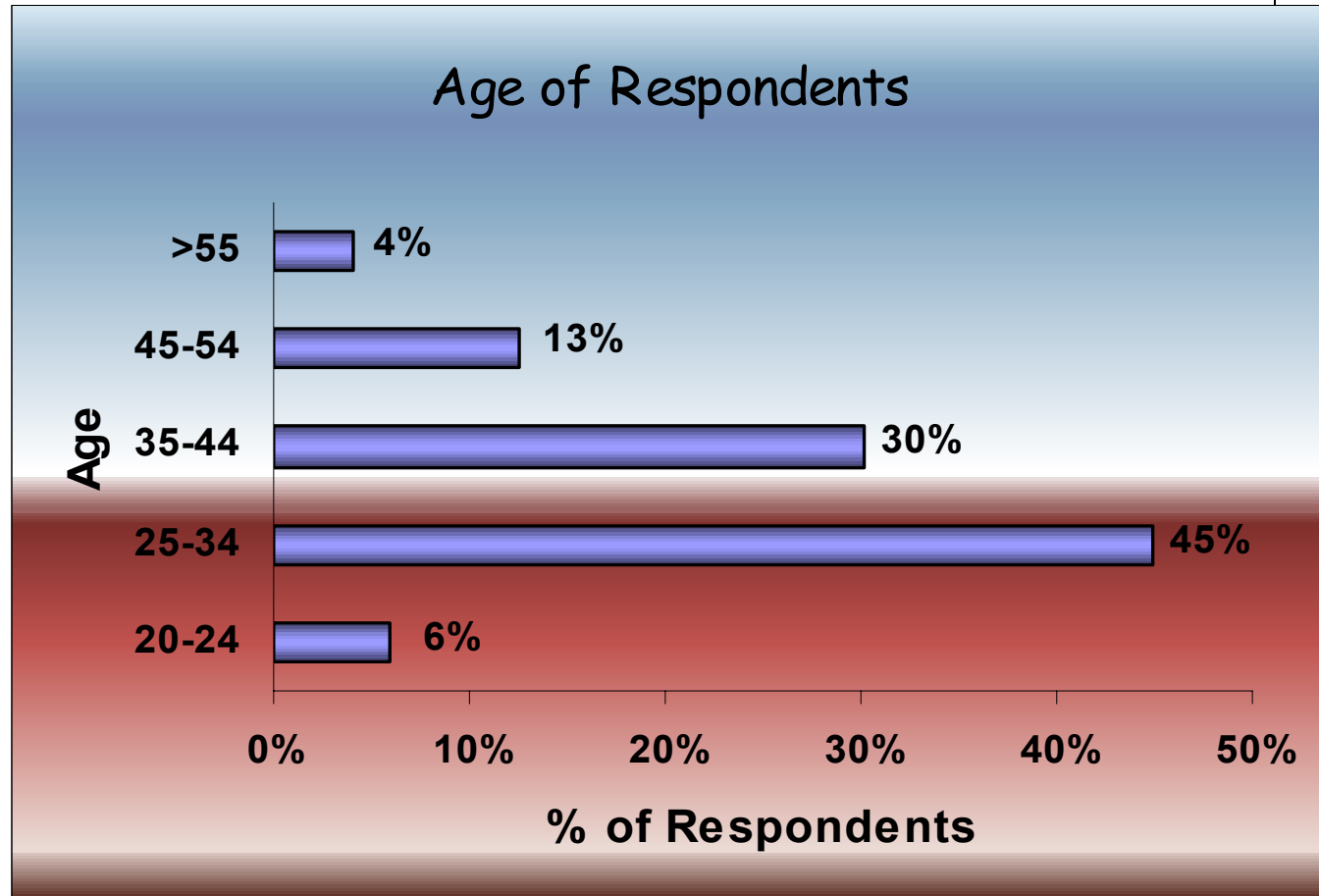
Respondent Profile



Respondent Profile

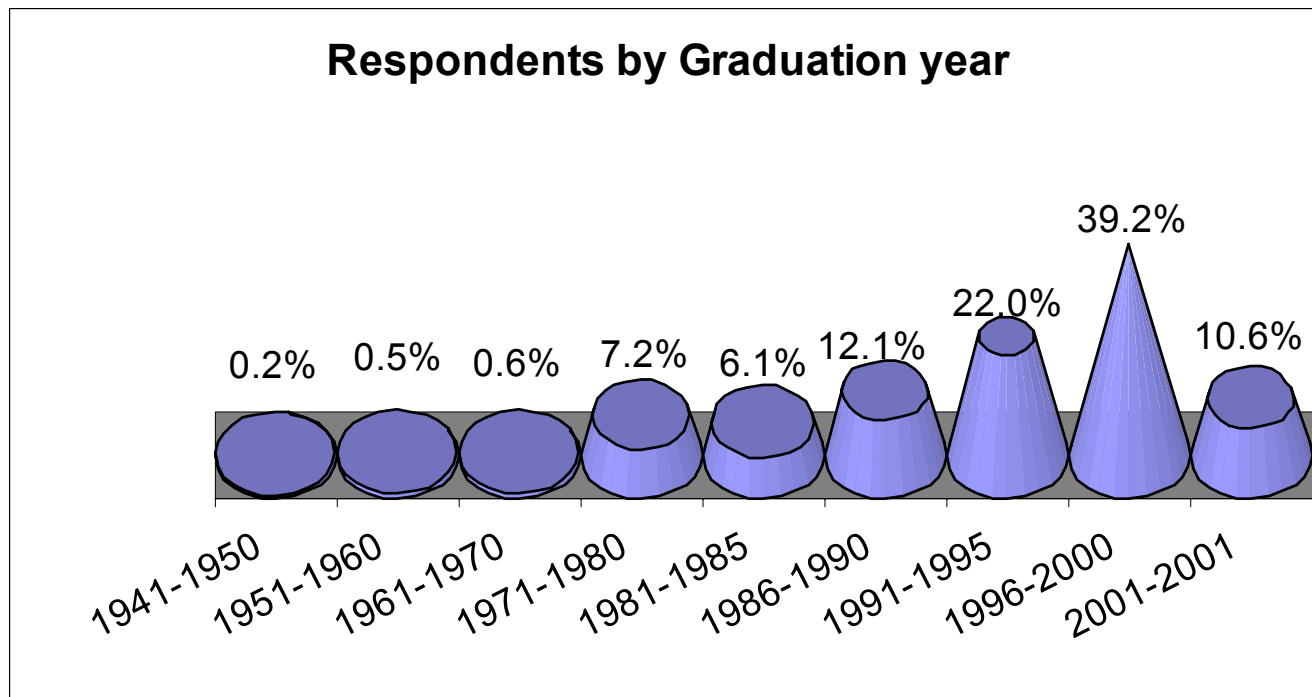
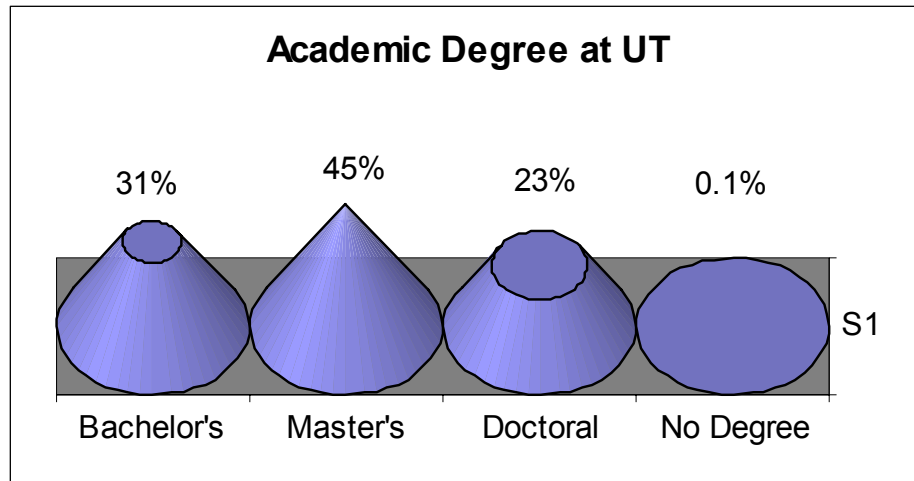


Respondent Profile





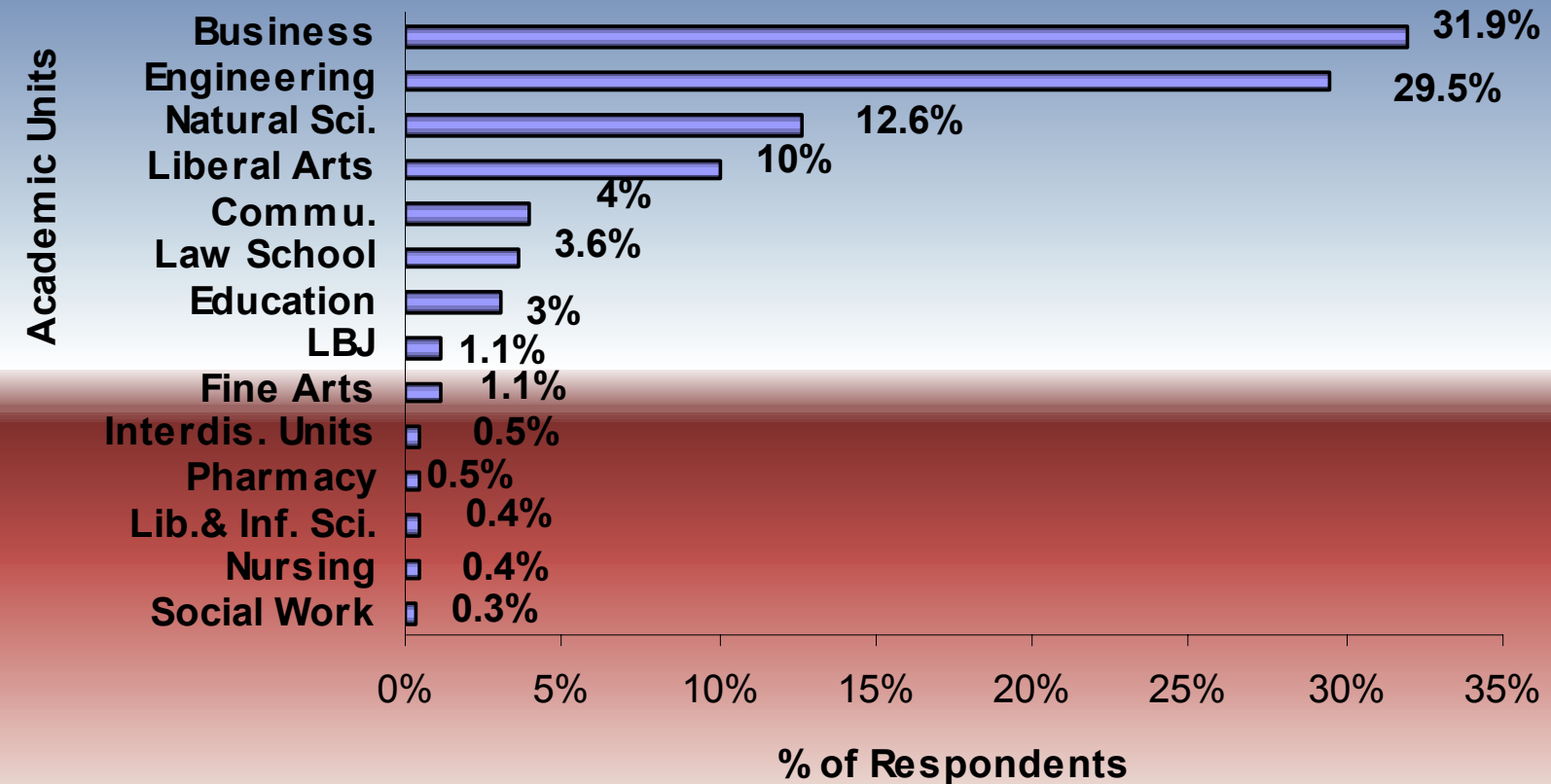
Respondent Profile



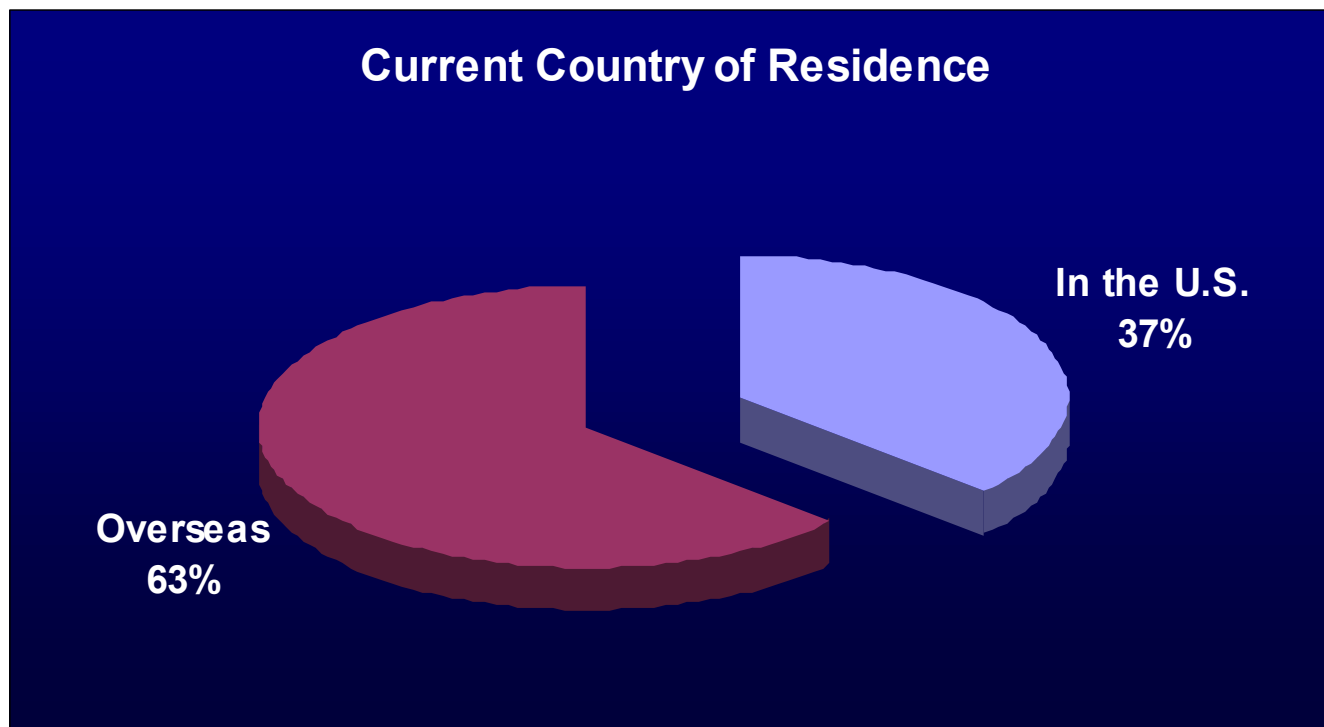
Respondent Profile



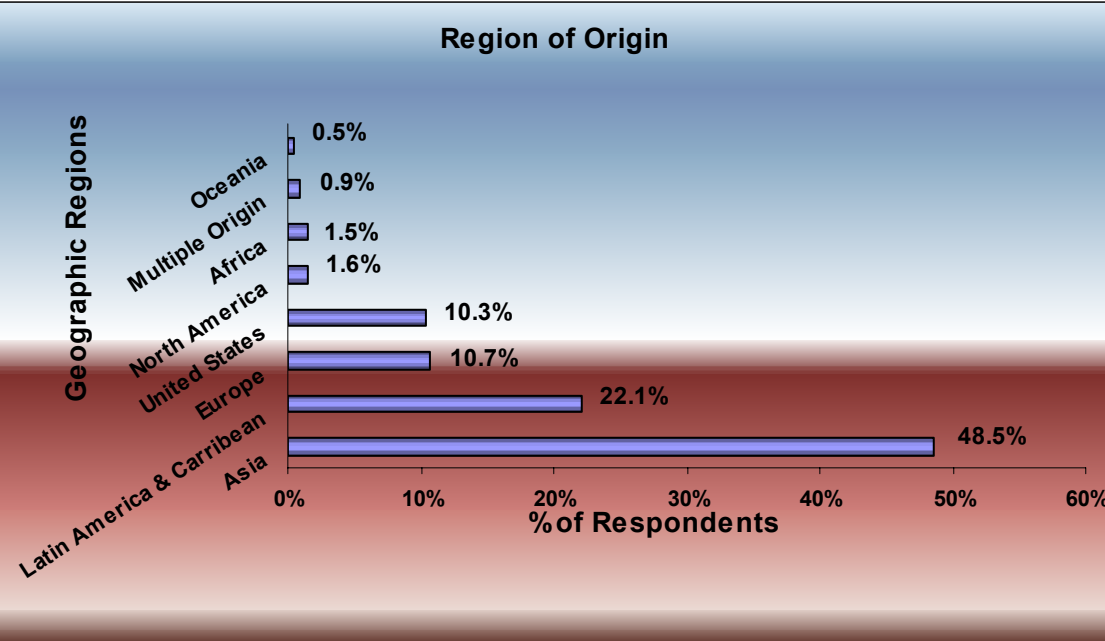
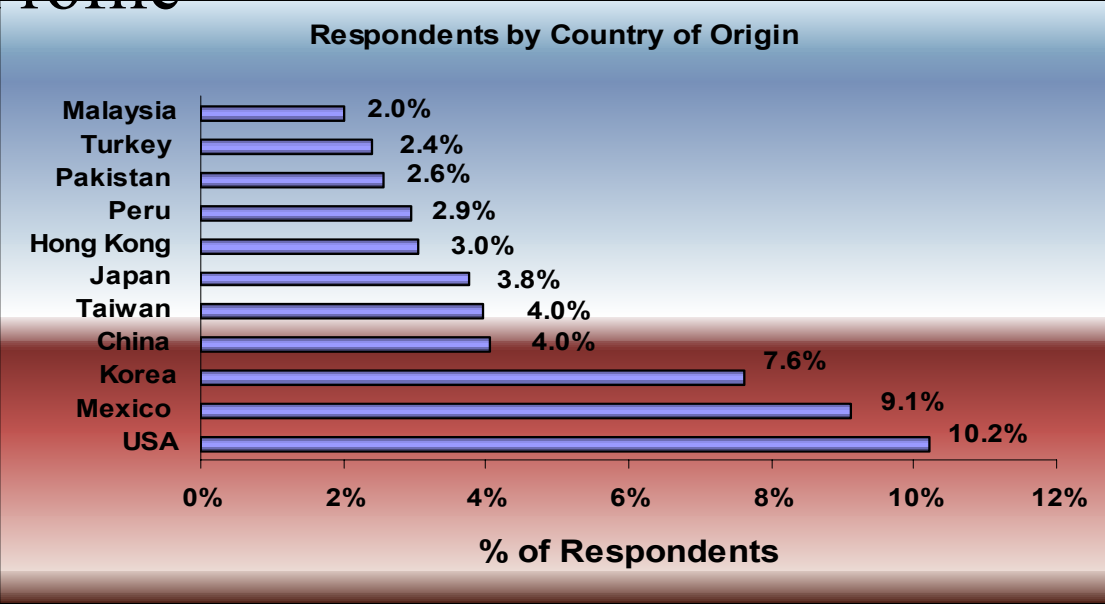
Respodents by College(Academic Units)



Respondent Profile



Respondent Profile





Overall..

..1,095 respondents from 80 Countries.

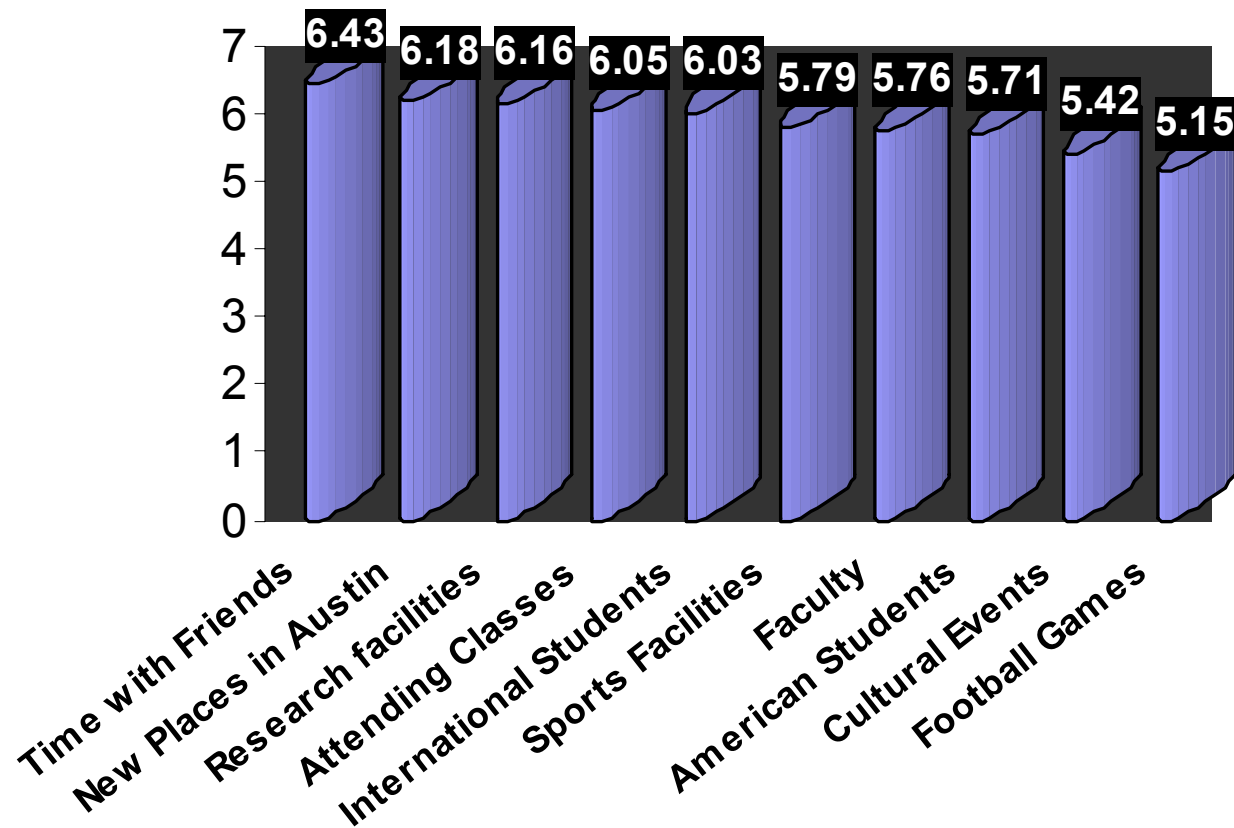


Survey Responses

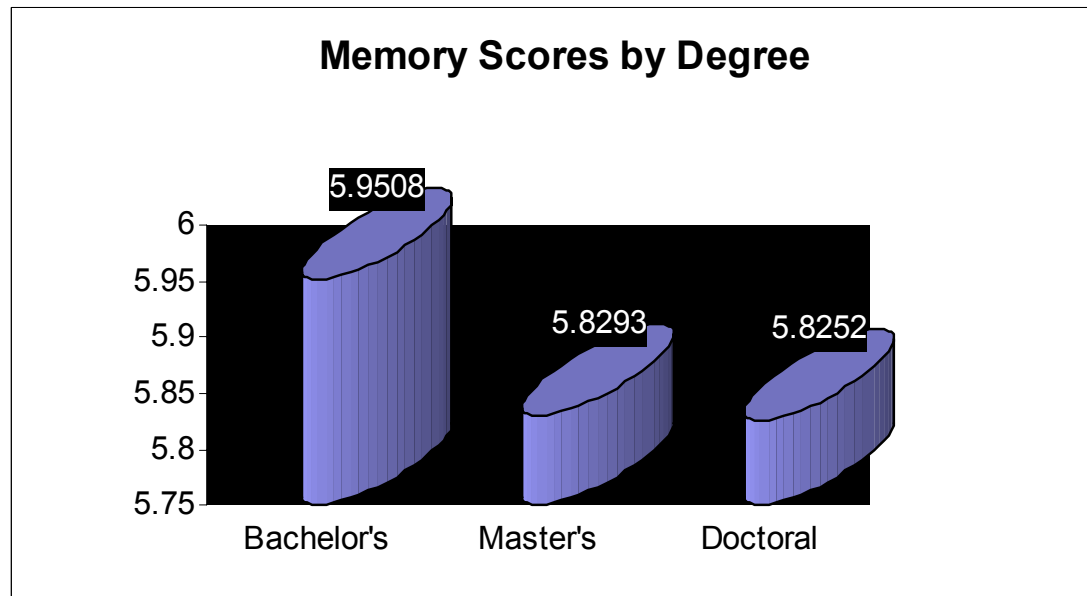
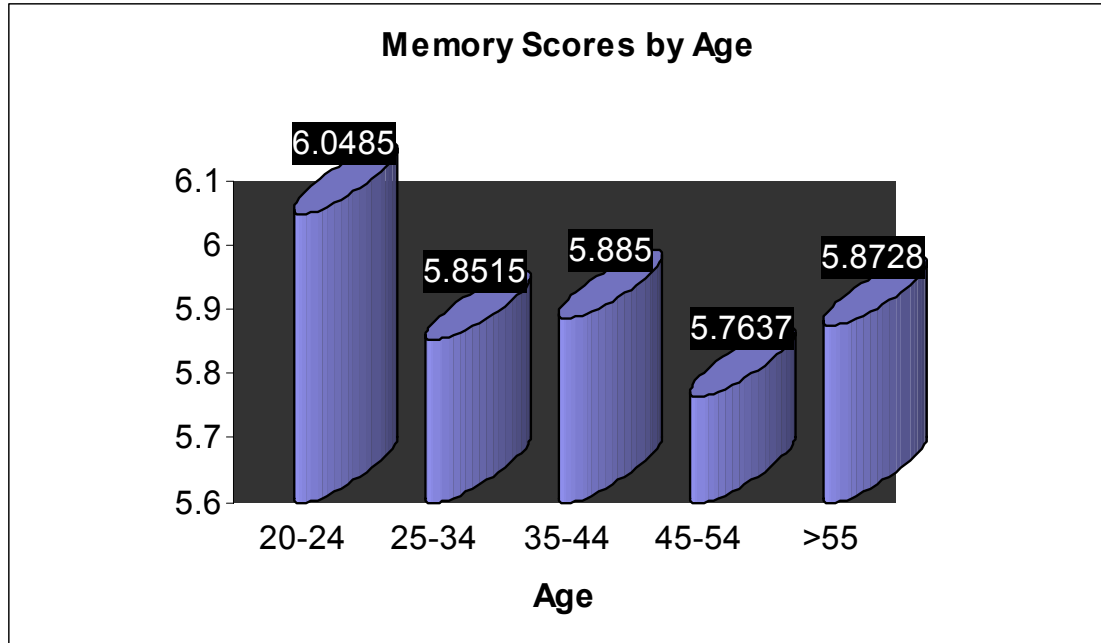
Feelings & Memories



Feelings and Memories about UT, Austin



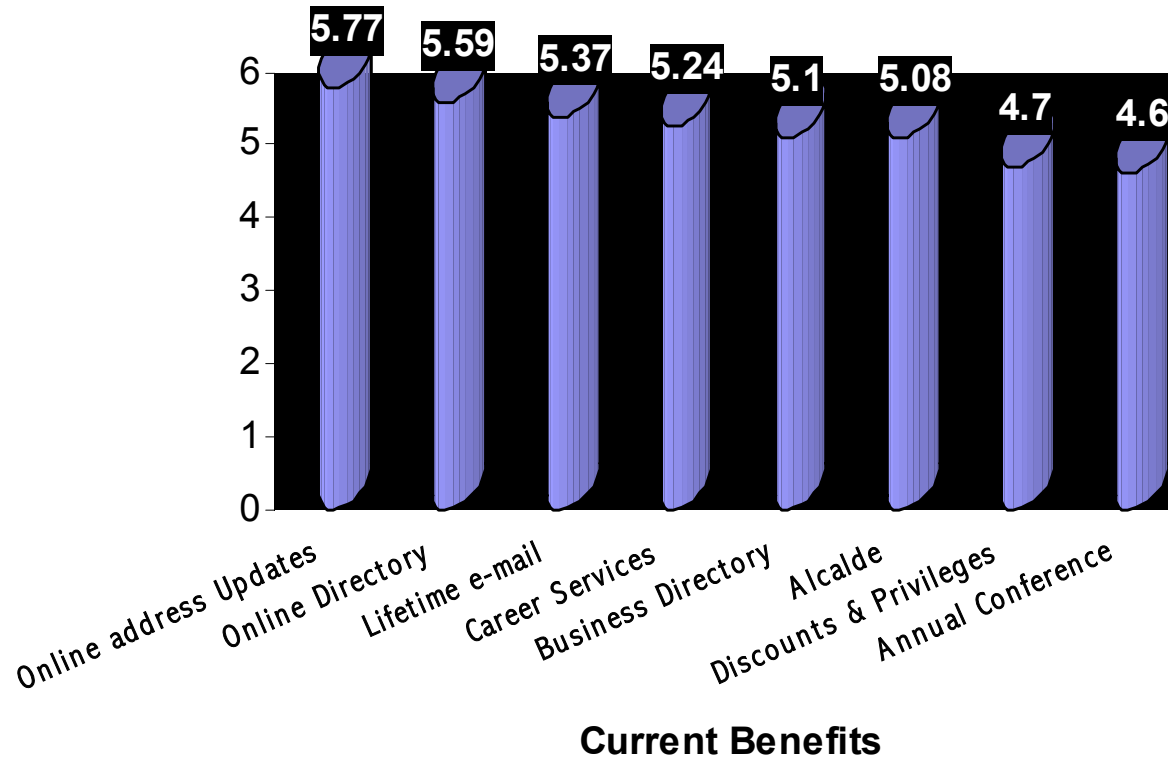
Feelings & Memories



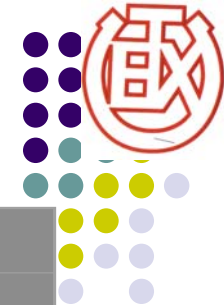
Perception of Benefits Offered by Texas Exes



Importance of Current Benefits

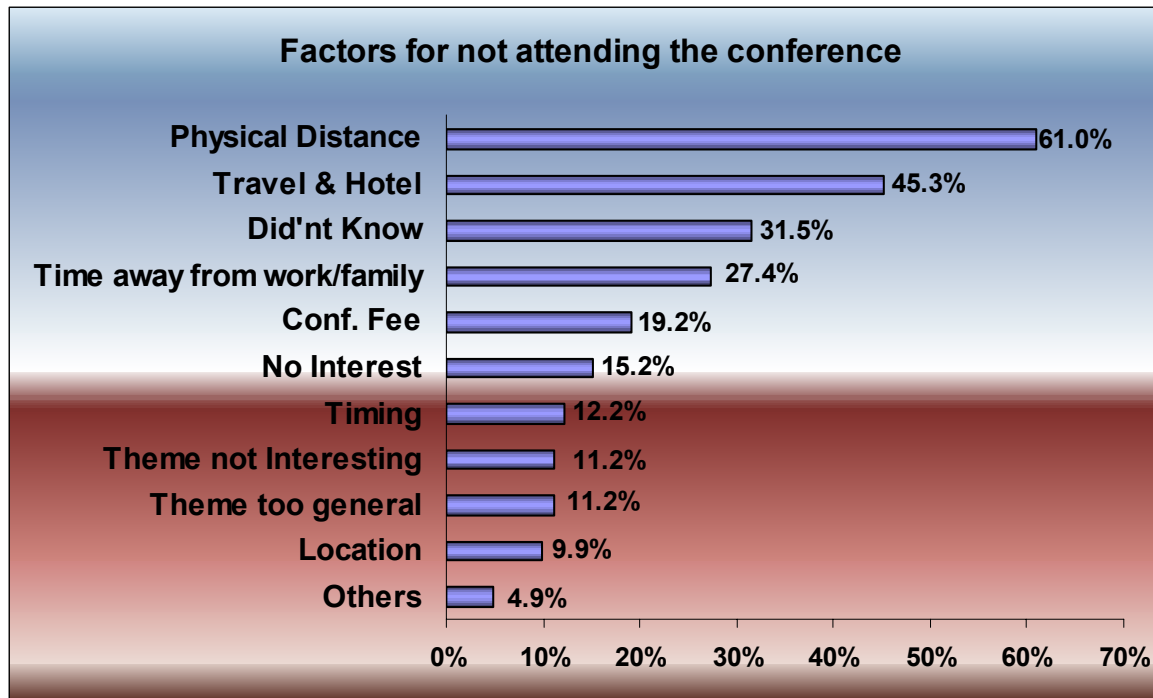
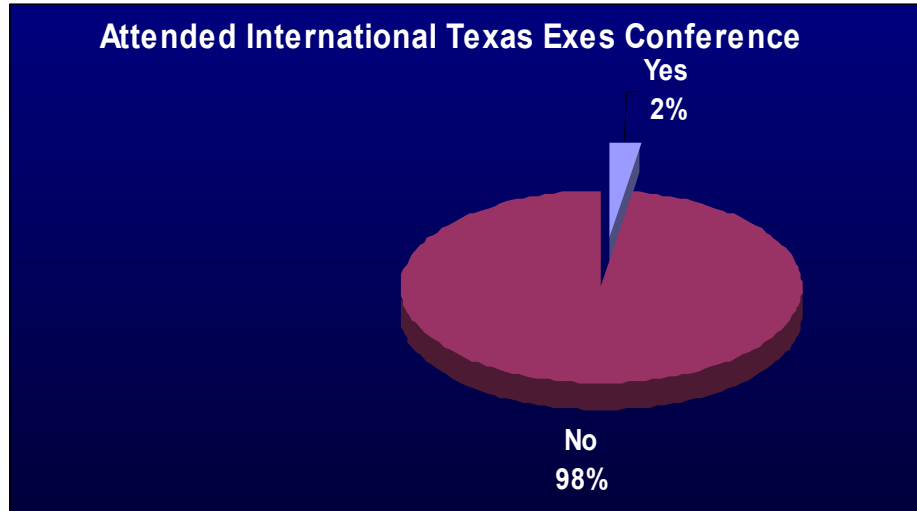


Attitudes toward Texas Exes



Statements	Country of Origin		
	Overall	US	International
Raise money for scholarships in home country.	3.48	2.92	3.53
Interaction with Texas Exes Chapter in my country.	3.97	3.87	3.98
Interest in supporting student organizations at UT.	3.54	3.54	3.54
Importance of interactions with American alumni.	3.9	3.66	3.93
Interest in acting as a Host friend for UT students.	3.68	3.49	3.71
Enjoy acting as a TEXEX rep. in home country.	3.74	3.38	3.78
Host an event for UT alumni in my country.	3.49	3.24	3.52
Participation in a reunion with former classmates.	4	3.71	4.03
Access to research opportunities at UT.	3.96	3.45	4.02
Like to be a part of UT alumni Business network.	3.94	3.37	4.01
Access to University facilities.	3.72	3.2	3.78
Stay informed about current activities in former Department/field of studv.	4.28	3.97	4.32
Total Attitude Score	3.81	3.49	3.84
No. of Respondents	1085	110	975

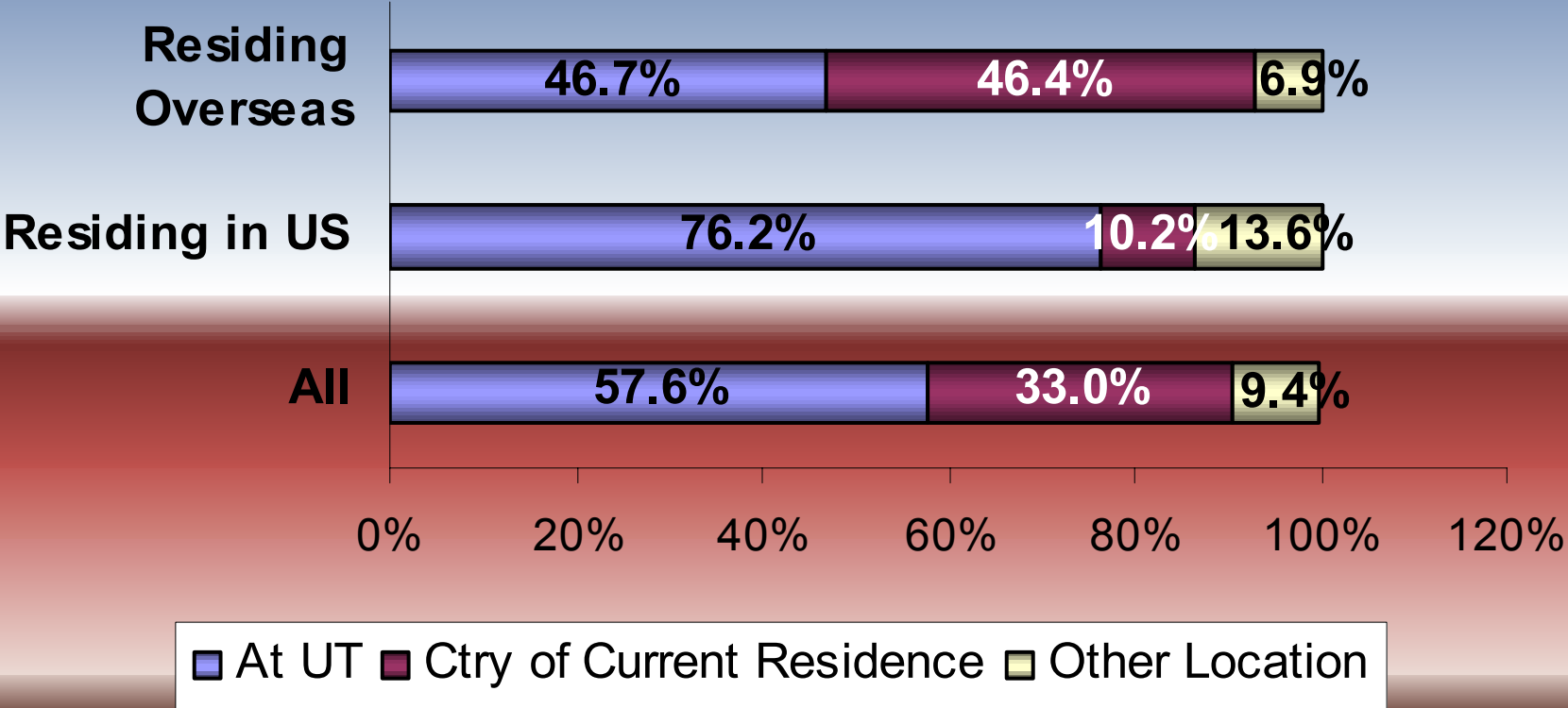
Conference



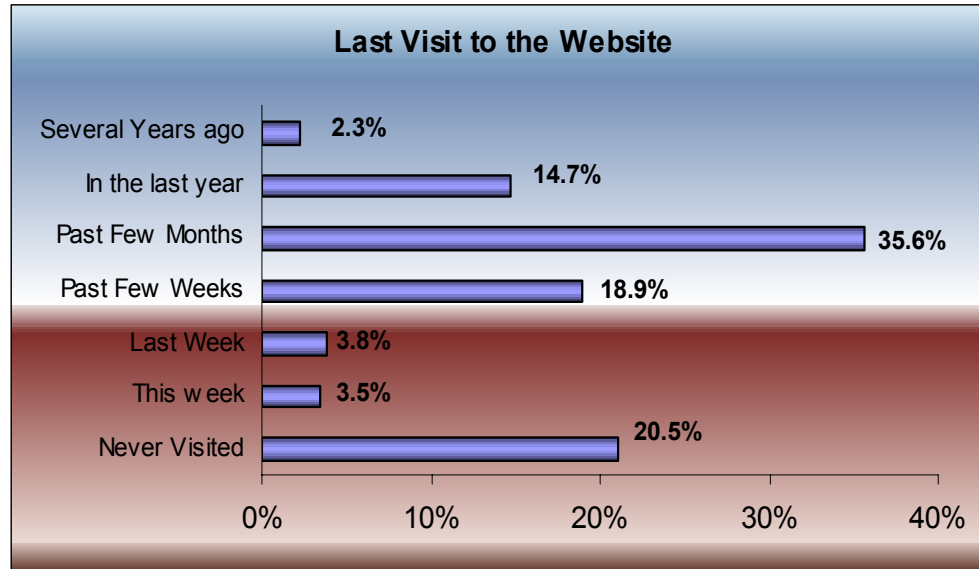
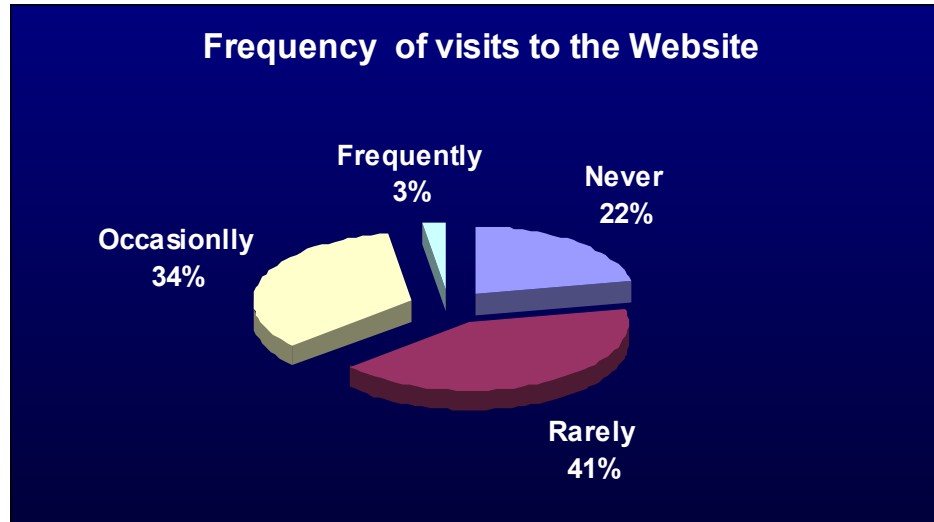
Location for Conference



Preferred Location for Conference

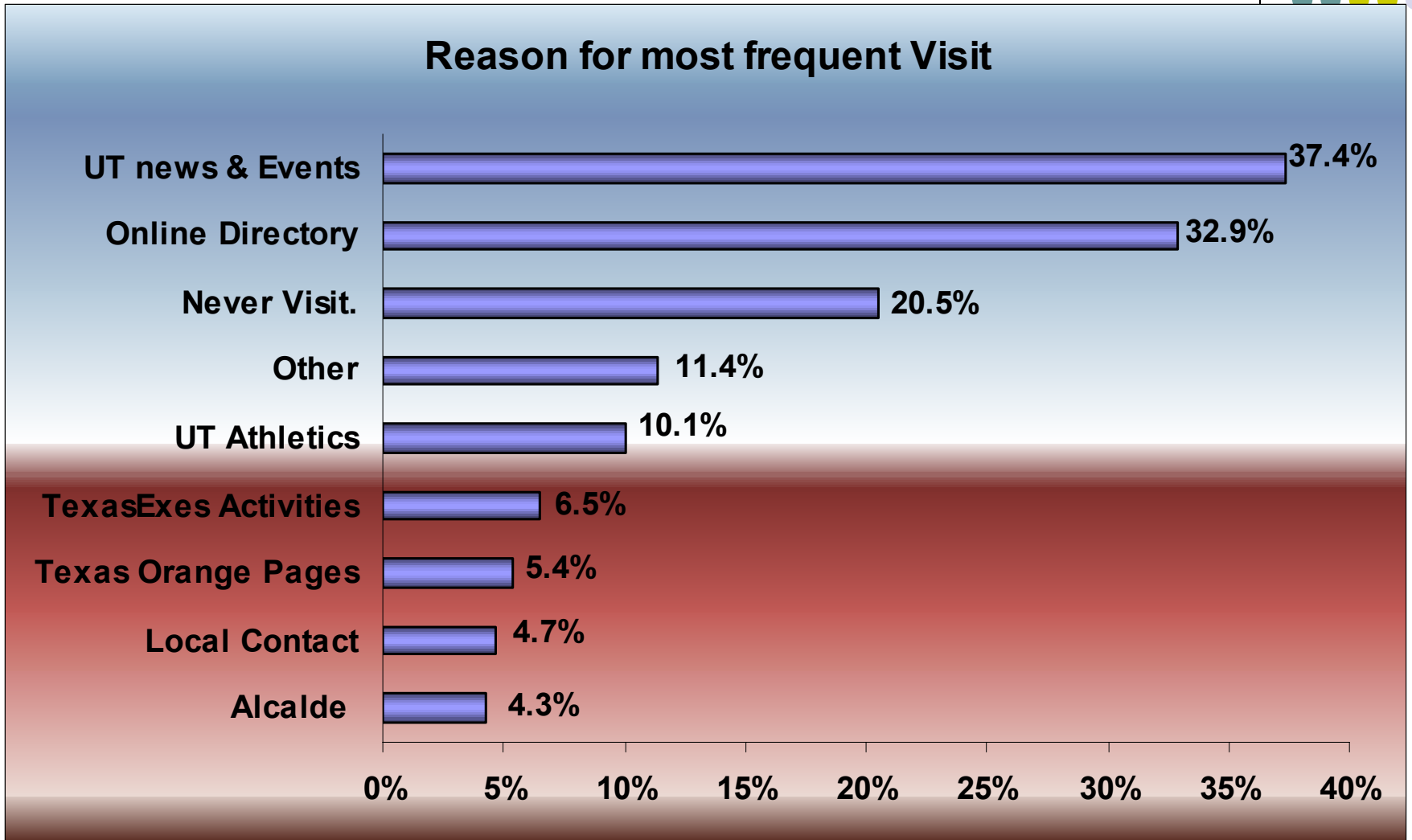


Website

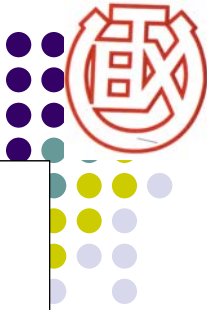




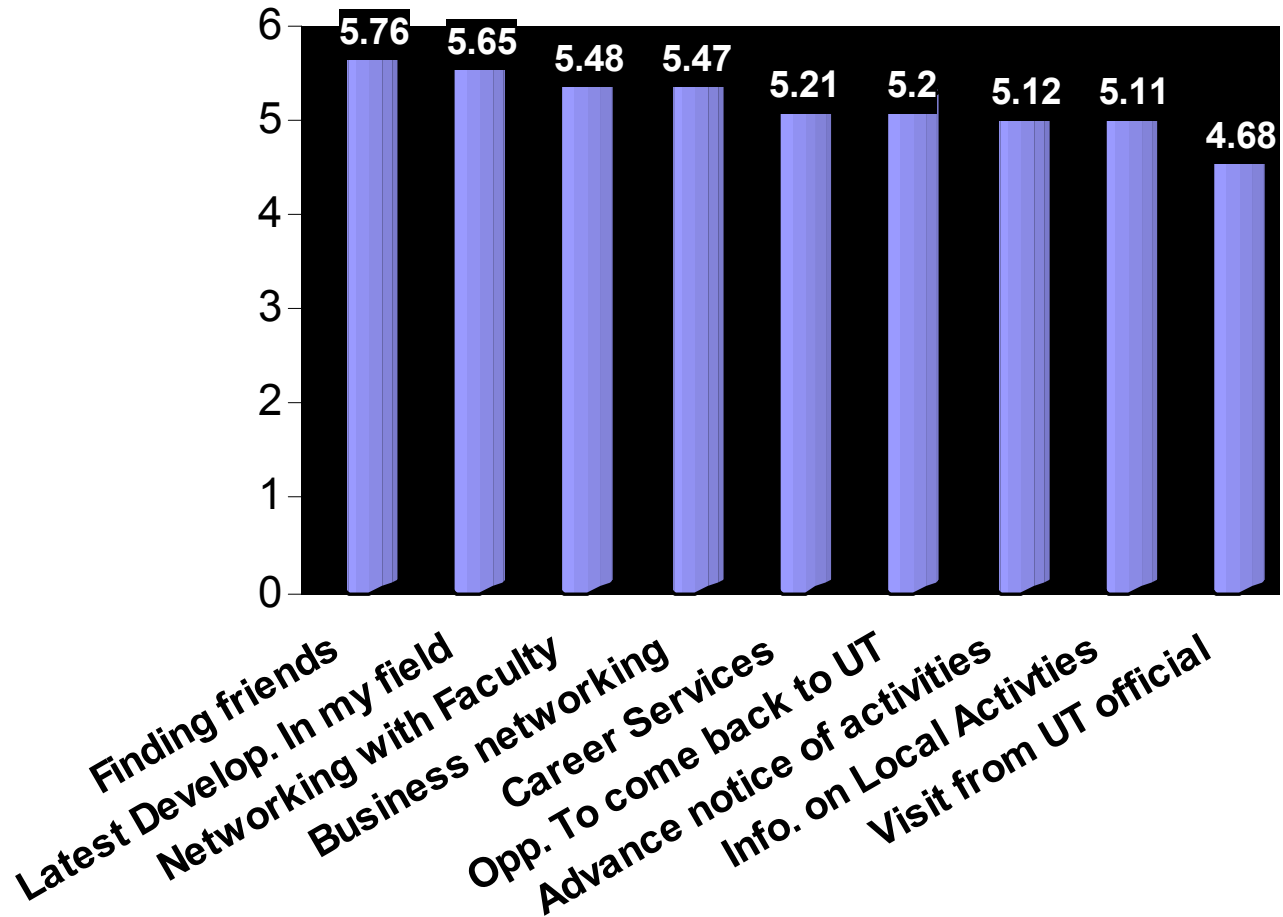
Reason for most frequent Visit



Possible Services to Be Offered by the Texas Exes



Importance of Services



Summary of Key Findings



- 🐮 High response rate to the web survey (25%) indicates that International alumni are enthusiastic
- 🐮 Positive feelings/memories about their UT experience
- 🐮 Low membership among survey respondents
- 🐮 Somewhat positive attitudes toward Texas Exes
- 🐮 Positive perception of current benefit/services offered by Texas Exes

Key Findings



- 🐮 Low awareness (31%) of the conference
- 🐮 Conference appears to be more important for those residing overseas than in the US
- 🐮 Low usage of the website (20% never visited the website)
- 🐮 Latest development in their field of study is perceived to be important for possible future services offered by Texas Exes

Short-term Recommendations



For Current International Students...

- 🐮 Re-direct Student Chapter of Texas Exes to both graduate & undergraduate students.
- 🐮 Closer interaction with International Student Organizations at UT & members of the Student Chapter.
- 🐮 De-emphasize the need for exclusive events for International students. Greater need for interaction with American students

Short-term Recommendations



For International Alumni...

- 🐮 Hook ‘em young.
- 🐮 Extend the ‘Recent Graduate Offer’ to all non-member respondents of the survey
- 🐮 Link to international information on Texas Exes site needs to be more prominent
- 🐮 Direct link to Texas Exes website through prominent icons on UT and other schools’ home pages

Short-term Recommendations



- 🐮 All e-mails going out of UT to carry the Texas Exes website address
- 🐮 Send e-mail link to Alcalde for every new issue
- 🐮 Capture the data from other Alumni Associations at UT
- 🐮 Send e-mail to inform about local Texas Exes chapter at the country of residence and contacts
- 🐮 Provide a help link for alumni who do not remember SSN# for updating their info

Long-term Recommendations



- 🐮 All new international alumni get first year membership free to Texas Exes
- 🐮 All new members eligible to win prizes (e.g., First Prize “Win a Trip for two back to UT”)
- 🐮 Promote “School of the Month” to cover latest in the field
- 🐮 Offer refresher courses in various fields

Long-term Recommendations



- 🐉 Keep the momentum with a two-way dialogue
- 🐉 Chat-rooms and discussion boards with other alumni and members
- 🐉 Availability of chatting with the Faculty (topics could be scheduled ahead in time)
- 🐉 Need for increase in people power
- 🐉 Joint Conference including both International and American Alumni



Thank You.