

**Texas Tech  
Parents Association**



**CHAPTER LEADER  
MANUAL**

(Revised 2008)

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## Purposes of Chapters

The purposes of Chapters are:

- a) To support the activities of Texas Tech University toward the realization of its educational program in every manner possible.
- b) To support the Texas Tech Parents Association towards realization of its priorities and goals.
- c) To establish and promote goals and Chapter projects which tend to strengthen the ties between the members, the Chapter, the community, and the university.
- d) To unite for social purposes those persons who are interested in the distinguished record and future progress of Texas Tech University.
- e) To act as an agency for all dissemination of information regarding the educational advantages of Texas Tech University.

The Chapter can be a strong factor in support of Texas Tech University through many worthwhile projects such as:

- 1. *Scholarships*
- 2. *Recognition Awards*
- 3. *Networking*
- 4. *Recruitment of Students*
- 5. *Raising funds for Parent Association programs and needs*

Texas Tech's reputation and progress is promoted through strong parent and family involvement. If this foundation is strong, the University will be stable and supported. ***Your Chapter is a cornerstone in the foundation of our University!***

## Forming A Parent Chapter

Chapters are generally organized on a county-wide or area-wide basis so those parents and family members who reside in outlying areas may be included. The following five-step outline is suggested for starting a Chapter, or for revitalizing a formerly active Chapter.

- a) Chapters must maintain a minimum of 6 members. If the minimum number of members is not able to be met upon formation of the chapter, those interested may petition the Texas Tech Parents Association Board of Directors for Chapter recognition.
- b) Chapters petitioning the TTPA for recognition will be reviewed annually at the Fall meeting of the TTPA Board of Directors.
- c) Annually, or as needed, update officer contact information with the TTPA Association Office.
- d) Quarterly provide meeting minutes, Chapter activity reports, and financial statements/reports.

- e) Annually, host a minimum of 4 General meetings and 4 Executive Officer meetings.
- f) Notify the Association Office of all scheduled meetings, social/networking gatherings so that the general public may be informed.
- g) Uphold all TTPA guidelines, policies in addition to federal, state, and local laws.
- h) All Chapters are reviewed annually to ensure compliance.
- i) Chapters not in compliance to all aforementioned criteria are subject to loss of Chapter support and/or loss of recognition at the discretion of TTPA Board of Directors.

## **Local Executive Officers**

### **Executive Officers**

- a) The Executive Officers shall consist of President, Immediate Past President, President Elect, and 3 individual Members At Large.
- b) The government of the Chapter and the direction of its activities between meetings shall be vested in the Executive Officers and the guiding mission of the Texas Tech Parents Association.
- c) The Executive Officers shall hold 4 Executive Officer meetings each year. Quorum is met when a 2/3 majority of Executive Officers are present.
- d) Removal of Officers shall be in accordance with Chapter By-Laws.

### **Executive Officer Organization**

#### *PRESIDENT*

The President serves one (1) year in this role and then becomes Immediate Past President. The President shall be the presiding Officer of this Chapter, and shall preside at all meetings of the membership and the Executive Officers. The President shall report at all meetings of the Chapter all matters that have been transacted and decided at meetings of the Executive Officers. Maintain duties as listed for Executive Officers, supervise the implementation of projects and activities established by the Executive Officers. The President shall act for and on behalf of the Chapter between meetings of the Executive Officers and Membership. The President is the primary liaison to the TTPA Association Office and the Texas Tech Executive Officers regarding all Chapter matters. The President shall attend the Winter and Fall TTPA Board of Directors Meeting held in Lubbock or designated location.

#### *PRESIDENT-ELECT*

The President-Elect shall serve one (1) year in the office as President-Elect then shall automatically succeed to the office of President. The President-Elect shall preside at all meetings of the Executive Officers and the membership in the absence of the President. Maintain duties as listed for Executive Officers, assist the President with the supervision and implementation of projects and activities established by the Executive Officers. To be eligible to serve in the office of President-Elect, the member must have a student enrolled in the University at the date of election to that office. In the event of a vacancy

for any reason in the office of President, the President-Elect shall serve the remainder of that term, and the term to which elected.

#### *IMMEDIATE PAST PRESIDENT*

The Immediate Past President shall serve one (1) year in the office after his/her term as President. The Immediate Past President shall provide support and guidance to the President and President-Elect as needed. The Immediate Past President shall be a non-voting Executive Officer.

#### *MEMBERS AT LARGE*

Members At Large serve a minimum of one (1) year, but no more than three (3) years. Each individual Member At Large assists the President, President Elect, and Immediate Past President with Chapter support and involvement. Members At Large also serve as a voice for the general membership.

#### **Executive Officer Duties**

The duties of the Executive Officers shall include but not be limited to:

- a. All Executive Officer members shall be voting members, except Immediate Past President.
- b. Developing major project and activity initiatives for the Chapter;
- c. Establishing, approving and monitoring a long-range plan for the Chapter to insure its growth and development;
- d. Serve as the membership recruitment and involvement arm of the Chapter;
- e. Insuring effective communication and mutual support among members;
- f. Reporting all such activities and decisions to the membership through the President as required by the duties of that office;
- g. Ensure Chapter compliance with the TTPA.

#### **Special Chapter Events**

The types of social events that a chapter can have depend on many variables such as size, location, commitment of volunteers, etc. Some events that have been successful are:

##### **1. Annual Chapter Functions**

- A. Banquets, receptions, barbecues, ice cream socials, etc.
- B. May include a campus speaker

##### **2. Happy Hours**

- A. Held on a regular day of each month
- B. Happy Hour can be rotated periodically to a different location

##### **3. Game Watching Parties**

- A. Held at local sports bars or restaurants
- B. Use same location for the season
- C. Mail postcards prior to the season, listing all dates

##### **4. Pre-Game Receptions**

- A. Held at hotels, student unions, etc., with easy accessibility to the stadium

- B. Locations can be advertised in the monthly eNews publications that are distributed via the Association Office each month, TTPA website, local newspapers, etc.

#### **5. Bus Trips**

- A. Includes cost of game ticket and bus rental
- B. Reserve bus well in advance of the game

#### **6. Freshman Send-Off**

- A. Introduces incoming freshmen and their parents and family members to each other, appropriate Regional Center staff, and local alumni.
- B. Usually held late in the summer (held at a local restaurant, church or home)
- C. Can include local Texas Tech University Alumni Association Chapter, Texas Tech University Regional Center, or another area Parents Association Chapter

#### **7. Picnics**

- A. Held at a park, beach or lake
- B. Can be family outings with sports and games
- C. Can be a buffet lunch or a “bring your own sack lunch”

#### **8. Other Events**

- A. Block seating at a professional sporting event
- B. A day at the races at a nearby track
- C. Breakfast/Luncheons with a speaker
- D. Golf Tournaments

**NOTE:** Some of these functions require more time and planning than others. Be sure to ask questions about the events **BEFORE** any planning. The Association Office and other Chapter Presidents are great resources to ask for advice.

**!!! DO NOT** overload on social events. Too many events can “burn-out” your volunteers. It is a good idea to try to target different groups within your area as not everyone enjoys the same things.

**\*\*\* Invitations or postcards should be prepared six weeks prior to an event**

#### **Event Tips**

1. If applicable, the sale of tickets provides good publicity and inevitably enhances the attendance at an event. Tickets are not necessary, even for free events, but can be used to help promote and encourage attendance.
2. Select meeting location that positively represents the Association.

3. Provide hospitality by acquainting the attendees with each other. Someone should be designated to greet all arrivals and introduce them to all present. Name tags are suggested.
4. Make use of email and telephone to contact those who have not responded to initial invitation.
5. A receiving line is suggested for meetings when a distinguished visitor is present. This will give everyone an equal opportunity to meet him or her.
6. Send out activity/event dates early and post on TTPA Chapter website.

### **Fundraising Methods**

A fundraiser can be incorporated into an event such as a banquet, game-watching party or can be held independently. Chapters may raise funds in accordance with Chapter by-laws and also if within local, state, and federal law.

#### **1. Garage Sales**

- A. Plan on a “pay day” weekend (around the 15<sup>th</sup> and 30<sup>th</sup> of each month)

#### **2. Spring Picnics**

- A. Raise funds from a lunch buffet
- B. Host a dessert auction

#### **3. Hole-in-one Golf Contest**

- A. Sponsor event in the spring for highest interest and response
- B. Open event to the public for greater response
- C. Hold annually to build a solid reputation

If your Chapter decides to host an event or fundraising event, contact the Association Office. *We encourage Chapter leaders to attend other Chapter social and fundraising events.*

### **Academic Recruiting**

Academic recruiting is an important function of the Parents Association. It is an objective of the Association to aid the University in the recruiting of high quality students to Texas Tech University. The goal of the Association is to have an academic recruiting committee or at least an academic recruiting coordinator and recruiting volunteers from each Chapter.

Consider various events coordinated by a TTU Regional Center in your area. This is a great way to help support local initiatives and encourage parents to meet other parents of prospective students. **ATHLETIC RECRUITING IS STRICKLY PROHIBITED.**

Below are ways to involve your Chapter in the recruitment process with Texas Tech:

- a. Assign volunteers to help out with “College Nights” at local high schools or community colleges (make sure your volunteers are kept up-to-date and knowledgeable about Texas Tech)
- b. Deliver special materials such as videos and catalogs to a local counselor or student who is interested in Texas Tech
- c. Stay up-to-date on Texas Tech University via local news outlets, TTU website, TTPA eNews, etc.
- d. Be aware of the names of high school students who appear in newspapers or on T.V., for high academic achievements (academic competitions, National Merit scholars, valedictorians, salutatorians, etc.)
- e. Get dates for College nights from your regional admissions counselor, located at one of the offices below:

**Dallas/Ft. Worth Regional Center**

1420 W. Mockingbird Lane, Suite 765  
Dallas, Texas 75247  
Phone: (214) 630-8324

**Houston Regional Center**

8588 Katy Freeway, Suite 350  
Houston, Texas 77024  
Phone: (713) 467-5100

**San Antonio Regional Center**

4319 Medical Drive, Suite 119  
San Antonio, Texas 78229  
Phone: 210.614.7576  
Fax: 210.614.0450

**Chapter Scholarship Program**

Providing academic scholarships to Texas Tech University is an important activity that a Chapter can get involved in. Texas Tech needs academic scholarships in order to attract the best and the brightest students to our campus.

If a Chapter wishes to begin a scholarship in the name of a particular Chapter, consultation with the Association Office is required. All scholarships that are established via a local Chapter are managed and distributed through the Association Office.

**Membership Recruitment**

In an effort to encourage a variety of programs, Chapters should help participate in volunteer opportunities through the Association Office and also on the local level. The Association Office can help provide a list of contacts of those potential new Chapter

members in your area. Every Chapter is encouraged to have some type of membership recruitment program. In order for the Parents Association to justify the time, money and effort spent on our Chapter development program, we need to have an increasing number of financial supporters from that Chapter area.

Many times throughout the year there are various mailings and other contact from the Association Office to current members.

Membership recruitment efforts can take many different avenues. Several chapters have been successful with a direct mailing campaign. Others have relied on phone campaigns. Some chapters have had success with a team of members going out and soliciting a certain number of prospects. Donated prizes can be used as an incentive for those who recruit the largest number of new members to the Association. Recognition on these winners at the next chapter event also helps to put the spotlight on this worthy endeavor. It would be good idea to insist that any Chapter officers must be members of the Association in order to hold local office.

By working with the Association Office, you can get the help and insight to make your membership recruitment campaign an on-going success.

### **Vital Factors for a Successful Chapter**

*The following are some of the most important DO's and DON'Ts  
for the Chapter officers to remember.*

#### **DO**

1. Do use your Chapter by-laws as the organizational framework for the future operation of your Chapter. Refer to it often.
2. Do have regular meetings of the Executive Officers and General Membership.
3. Do have a planned activity schedule that is announced early in the year to the membership. Check community calendar for possible conflicts.
4. Do have interesting, varied and well-planned programs
5. Do delegate the Chapter's activity to standing committees and prevent fostering a one-person Chapter!
6. Do inform the Association Office of all Chapter activity
7. Do have regular elections of officers who are capable and willing to serve.

## **DON'T**

1. Don't nominate officers without their advance knowledge.
2. Don't plan too many meetings a year. (Highly successful Chapter programs can be built around a few meetings.)
3. Don't "call for volunteers" at meetings, either for offices or committees. Such arrangements should be made in advance.
4. Do not accept credit cards.

### **Texas Tech Parents Association Support to Chapters**

The Parent Association office will provide the following items for Chapters:

The Texas Tech Parents Association and/or Association Office will provide the following organizational support for the recognized Chapter in compliance with Association policies and guidelines:

- a) Costs up to \$500.00 for chapter activities (does not include scholarships)
- b) Chapter record maintenance
- c) Chapter website hosting and maintenance
- d) Arrange and secure mailing lists for students, parents, and families in chapter area
- e) Promotion of activities at New Student Orientation and other appropriate recruitment events
- f) Association Office staff support

### **Mailing Policy**

A very important part of the Chapter operation is the ability to promote various special events. One effective way to do this is through Chapter mailings. Unfortunately, due to the rising cost of postage, this is a very expensive way to communicate.

The Association wants to help promote Chapter events as much as possible. It is, however, necessary for the Association to be fiscally efficient.

If the Chapter chooses, a portion or all of the support funds allocated to each Chapter could be used for mailing purposes.

All mailings should be coordinated through the Association Office. To be effective in our mailings:

1. Submit pertinent information to the Association Office six (6) weeks before the event date.
2. It is best to include as many events as possible on any one mailing.

It is important to supplement mailings with a communication network that includes:

1. Chapter telephone committees (these are very effective.)
2. TTPA Website and Chapter Website
3. Notices in the local newspaper, "Community Calendars."
4. E-mail data list

A Chapter should not depend on a single form of communication in order to publicize events.

### **eNews Publication**

The Parent Association publishes a monthly electronic e-newsletter. The publication is widely popular with Parents Association members and reaches almost 5,000 individuals.

Following are some helpful hints on submitting chapter news:

- A. Submit your Chapter news as you want it to appear in the publication (editing is provided by our staff.)
- B. Chapter news can include information about an upcoming event or can report the success of previous events.

### **Chapter Websites**

- A. The Association Office will provide web space for each recognized Chapter.
- B. Websites will be maintained by the Association Office. Allow at least five (5) business days for changes and updates to be completed.
- C. Chapter websites not hosted by the Association Office will not be maintained or recognized.

## Appendix



**SAMPLE** Executive Officer Meeting Agenda

- I. Call to Order
- II. Reading of previous meeting minutes
- III. Officer Reports
  - a. President
  - b. President - Elect
- IV. Old Business
- V. New Business
- VI. Announcements
- VII. Adjournment



**SAMPLE** General Meeting Agenda

- I. Call to Order
- II. Reading of previous meeting minutes
- III. Officer Reports
  - a. President
  - b. President - Elect
- IV. Old Business
- V. New Business
- VI. Announcements
- VII. Adjournment



**Student Send – Off**

**SAMPLE Agenda**

5- 6:30pm

- I. Welcome and Introduction of Chapter Officers, current students, and special guests in attendance
  - a. Ask participants to sign in if they did not do so previously
- II. Get to know you activity for parents, family members and students
- III. Door Prize Drawing
- IV. Texas Tech Trivia Game with prizes
- V. Guest Speaker
- VI. Closing (Thank you for attending)

## **Student Send – Off Supply List**

- Agenda for event
- Sign In sheets
- CD of Fight Song, Matador Song
- Trivia Questions
- List of Activities/Games
- 5-10 pens (More may be needed depending on get to know you activity)
- Door Prizes
- If having food, provide food, utensils, plates, napkins, drinks, etc.
- Texas Tech University and Tech Parent written materials

**Freshmen Send Off  
Sign In Sheet Example**

<b>Parent/Family Member Name</b>	<b>Student Name</b>	<b>Address</b>	<b>Phone</b>	<b>Parent/Family Member e-mail</b>