Aggie Moms Camp 2018
Our Mission

• Strengthen The Association of Former Students;

• Promote the interests and welfare of Texas A&M University;

• Perpetuate the ties of affection and esteem formed in university or college days; and

• Serve the student body.
History of The Association

- June 26, 1879  
  11 former cadets formed the Ex-Cadets Association.

- 1888  
  The Ex-Cadets Association reorganized to form the Alumni Association.

- 1890s  
  The Alpha Phi Fraternity was formed & included former students who had not graduated.

- 1919  
  The Ex-Cadets Association and Alpha Phi Fraternity joined and formally adopted the name ‘The Association of Former Students.’

- 1925  
  The Association’s charter was received from the State of Texas.

- 1942  
  The Development Fund (later known as the Annual Fund) was established.

- 1942  
  Muster was held by 25 Aggies during siege of Corregidor during WWII.

- 1943  
  The first formal Musters were held worldwide.
History of The Association

- 1950  The Aggie Club, now known as the 12th Man Foundation, was established.
- 1953  The Association established the Development Foundation, later known as the Texas A&M Foundation.
- 1962  The Distinguished Alumnus Award was established.
- 1963  A&M College of Texas changed its name to Texas A&M University.
- 1965  The Century Club was established as the centerpiece of our Annual Fund.
- 1984  The Endowed Diamond Century Club was created (now known as the Endowed Century Club).
- 1987  The Clayton W. Williams, Jr. Alumni Center was dedicated.
- 1995  The Outstanding International Alumnus Award was established.
- 2000  Brand launch – We are the Aggie Network!
History of The Association

- 2002  First female Chair of the Board – Glenda Mariott ’79.
- 2003  Bylaws rewritten.
- 2003  Orange & Maroon Legislative Day launched.
- 2004  125th Anniversary - First Distinguished Alumni Gala.
- 2005  Strategic Plan approved.
- 2005  Charter application and policies & procedures for Constituent Networks were approved by our Leadership Council, paving the way for Constituent Networks to be recognized and formed.
- 2005  The Association exceeded its $50 million One Spirit One Vision Campaign goal.
- 2006  The first Visioning Dialogue was held in Jackson, WY and included leadership from the Texas A&M Foundation and 12th Man Foundation.
History of The Association

- 2007  Governance Standards were approved by the Board which set guidelines for the way the organization governs itself, the relationships of the Board, how the management team operates, what the delineation of management and Board duties are, and what the expectations of the Board members are.

- 2008  The Leadership Council approved an amendment to The Association’s Bylaws which called for changes in nomenclature to the titles of our volunteer and professional leadership.

- 2009  The Clayton W. Williams, Jr. Alumni Center was enhanced and rededicated, celebrating 130 years of support to Texas A&M and Texas Aggies.

- 2009  Aggie Ring Scholarship program approved by the Board.

- 2010  First international Chair of the Board – Shariq Yosufzai ’74.

- 2011  The Board approved The Association’s renewed Strategic Plan entitled ‘Pathways to Premier.’
History of The Association

• 2012  First Volunteer Leadership Workshop was held.
• 2012  Young Alumni Advisory Council was created.
• 2014  135<sup>th</sup> anniversary of The Association of Former Students.
• 2014  125<sup>th</sup> anniversary of the Aggie Ring.
• 2015  50<sup>th</sup> anniversary of the Century Club.
• 2015  Launch of Lead by Example Campaign.
• 2016  50<sup>th</sup> anniversary of the Traveling Aggies program.
• 2017  Largest Aggie Ring Day – 6,234 Rings distributed.
• 2018  First African American Chair of the Board – Jimmy Williams ’83.
The Aggie Network

- Former Students
- Current Students
- Parents
- Faculty & Staff
- Friends of Texas A&M
Who is a Member of 
The Association of Former Students?

Article VII of The Association of Former Students’ charter, which dates back to 1925, states:

The membership of this Corporation shall be:

a) All students who have been enrolled in any of the regular courses of Texas A&M University, formerly existing under the name of the Agricultural and Mechanical College of Texas, and all persons who have received advanced or honorary degrees from such educational institution shall be members of this Association.

b) The friends of this Association or of Texas A&M University, formerly existing under the name of the Agricultural and Mechanical College of Texas, may become associate members of the Association upon election by majority vote of those present at any regular meeting of the Association Council.

c) Any person who has rendered conspicuous service to the Association, or to Texas A&M University, formerly existing under the name of the Agricultural and Mechanical College of Texas, or to the advancement of education in Texas, may, by two-thirds vote of the Association Council present at the annual meeting, be elected an honorary member of the Association.

d) Such other members as may be authorized from time to time by the Bylaws of this Corporation.
Who is a Member of The Association of Former Students?

- Total # of members of The Association of Former Students: 599,249
- Total # of donors to the 2017 Annual Fund: 54,552

(As of January 26, 2018)
The Federation of Texas A&M University Mothers’ Clubs

Association Organization

Leadership Council

Board of Directors

Executive Committee

President and CEO

Communications and Human Resources

Marketing and Programs

Finance

Administration

Development

The Association of Former Students
TEXAS A&M UNIVERSITY
Lead by Example
Serving Our Worldwide Aggie Network

- 79 full time and part-time Association staff members as well as 42 student employees will serve our worldwide Aggie Network in 2018.
Impact of The Association

• 2017: $10,150,371 was raised in the Annual Fund through the generosity of 54,552 donors.

• 2018 Total Impact: $12,590,000

Impact on Texas A&M University: $9,044,000

Cash support for academic programs and scholarships, student activities, and faculty, staff, and student recognition & support provided through Aggie Ring Office, Campus Programs Office, facility usage, database, and production/mailroom services

Impact on Former Students: $3,546,000

Class programs, A&M Club programs, Constituent Network programs, advocacy programs, Traveling Aggies, publications, AggieNetwork.com, events and alumni recognition programs
12th Man Foundation

• Created in 1950.

• Privately governed non-profit organization whose mission is to continue Texas A&M’s athletic success by funding scholarships, programs and facilities in support of champion athletics.

• The 12th Man Foundation offers its donors a variety of benefits, including priority ticket options for football and basketball games, 12th Man Magazine, road-game travel arrangements, sports e-mail updates, bowl activities and more.

• Mission: To fund scholarships, programs and facilities in support of championship athletics.
- Created in 1953.
- Privately governed non-profit organization.
- Manages more than $1.7 billion in total assets.
- Governed by 7 trustees with a new trustee being appointed each year by The Association of Former Students’ Board of Directors.
- Mission: The Texas A&M Foundation unites generosity and vision to raise and manage major endowed gifts that support the future of Texas A&M University.
George Bush Presidential Library Foundation

• Established in 1991.

• Privately governed non-profit organization dedicated to preserving the historic legacy of George H. W. Bush, 41st President of the United States.

• Provides program and financial support to the George Bush Presidential Library Center, which includes the George Bush Presidential Library and Museum and the Bush School of Government and Public Service at Texas A&M University.

• Sponsors exhibits, lectures, conferences and special events to create a dynamic learning environment dedicated to the idea that public service is a noble calling.

• Mission: Preserve the historic legacy of George H.W. Bush, 41st President of the United States.
Our Leadership Council is the governing body of The Association

- The Association’s Board of Directors
- Living Past Chairs of The Association
- President of the Sul Ross Group
- Class Agent(s) from each Class
- Club President of each chartered A&M Club
- Area Representatives
- National Representatives
- President of each Class on Campus
- Student Loan Fund Trustees
- Constituent Network Representatives
- Representatives at Large (non-voting)
- Councilmen Emeritus (non-voting)
Former Student Programs

- Class Programs
- Club Programs
- Coach’s Nights
- Constituent Networks
- Away Game
- Traveling Aggies
- Muster
- Leadership Council
- Young Alumni
Our Class Programs team coordinates approximately 20 Class Reunions on the Texas A&M campus and across the state each year. In addition, this team manages the design and distribution of approximately 75 printed and electronic Class newsletters annually.

- Attendance at 7 Spring 2017 Reunions: 1,780 Classmates & guests (1,003 at Sul Ross)
- Attendance at 12 Fall 2017 Reunions: 2,587 Classmates & guests (including Young Alumni Weekend)
- Attendance at Young Alumni Weekend: 1,029
- 15 Reunions currently scheduled for 2018 including:
  - Sul Ross Group (All classes 55 years out or more)
  - 50th Anniversary Reunion at Muster
  - Young Alumni Weekend
  - Class Mini Reunion trips (through Traveling Aggies)
  - Game Day
Our Club Programs team manages, advises and supports 251 A&M Clubs around the world with their endeavors. In addition, this team coordinates major A&M Club activities including the annual Coach’s Tour and assists in the coordination of over 300 Aggie Musters each year.

A&M Clubs Worldwide: 251
• Texas Clubs: 127
• National Clubs: 89
• International Clubs: 35
The Association partners with the local A&M Club to put on Midnight Yell Practice and the All Aggie Tailgate on away football game weekends. This year we took the A&M Clubs Tour – Coast to Coast Edition where we visited over 50 A&M clubs during football season. This year we had over 15,900 people attend All Aggie Tailgates and Midnight Yell Practices combined. The GigEmRig allows us to enhance our presence at events and carry supplies.
A Constituent Network is an affiliate network of The Association representing a group of individuals, other than Classes and A&M Clubs, that are officially recognized by The Association.

The following have become chartered Constituent Networks:

- Aggie Women
- Aggie Real Estate Network
- Aggie Educator Network
- Black Former Student Network
- Bush School Former Students Network
- Greek Former Student Network
- Sea Aggie Former Student Network
- Texas A&M Hispanic Network
- Texas Aggie Bar Association
- The Federation of Texas A&M University Mothers’ Clubs

That’s y’all!
Our Traveling Aggies program offers former students, their families, and friends the opportunity to travel with fellow Aggies while experiencing fascinating locales. The Travel team plans both domestic and international trips with a variety of interests, ages, and price ranges in mind.

The Association successfully planned 81 trips in 2017 with a total of 1,280 travelers (42% were first time travelers). This was an all time record for the number of travelers in a calendar year. The previous record was set in 2008 with 1,080.

75 trips are currently planned for 2018.
In 2016, The Association officially launched the Texas A&M Advocacy Network. The program exists to promote the interests and welfare of Texas A&M University by serving as an avenue for former students and friends of the university to engage key stakeholders on issues impacting Texas A&M University and higher education in the State of Texas.

Texas A&M Advocacy Network consists of three main components:

1) Aggie Advocates
2) Aggies in Government
3) Programming Opportunities
There are two main programming events that fall under the Texas A&M Advocacy Network:

- Orange & Maroon Legislative Day (OMLD)
- Aggies on the Hill
Currently, Texas A&M has five former students serving in Congress, one Cabinet Secretary, two state-wide elected officials, twenty-three serving in the Texas Legislature, one serving in the Iowa Legislature, one serving in the Virginia Legislature, and countless others serving in local government.

In addition, more than 75 former students have been appointed by the Governor or the President to serve in agencies, or on boards and commissions.
The Distinguished Alumnus Award is the highest honor bestowed upon a Former Student of Texas A&M University.

Distinguished Alumni recipients are recognized at the Distinguished Alumni Gala and during game day activities.

The 2018 Distinguished Alumni Gala will be held on October 5.
Campus Programs

- Student Organization Outreach
- Gig 'em Week Gathering
- Aggie Ring Program
- Faculty, Staff & Student Awards
- The Next Tradition
- Student Involvement
- Scholarship Programs
- Campus Liaison
- Student Orientation Programs
- Aggie Network Student Ambassadors
Our Campus Programs team serves as the link between former students, current students, faculty, and staff at Texas A&M. Each year, this office coordinates multiple Aggie Ring Days, The Next Tradition, student/faculty/staff award programs, and other events.

The Campus Programs staff works closely with numerous student organizations and they work closely with the university programs supported by the Annual Fund.

The team’s goal with each interaction is to raise awareness of the impact of small gifts and to encourage a life-long relationship with The Association of Former Students and Texas A&M.
The Association Provides Cash Support to Texas A&M University

- Funds Academic programs, scholarships, student involvement as well as faculty and staff recognition programs

- In 2018-2019, through our Operating Fund, The Association will provide $4,550,000 in total cash support to Texas A&M in our efforts to enhance the academic integrity of our university

- Some programs supported include:
  - Scholarships
  - Financial Aid
  - Student Activities
  - Corps of Cadets
  - International Aggie Network
  - Class Activities
  - Texas Aggie Band
  - Admissions and Recruitment
  - Student Organization Funds
  - Study Abroad Scholarships
  - Faculty & Staff Award Programs
  - Aggie Muster
  - Student Emergency Funds
  - MSC Council and Programs
  - Honors Program
  - Former Student Career Services
  - Center for Teaching Excellence
  - Professional School Advising
Aggie Network Student Ambassadors (ANSA) strives to strengthen and expand the Aggie Network by engaging current, future, and former students to further the impact of The Association of Former Students on Texas A&M and Aggies everywhere. The Aggie Network Student Ambassadors seek to accomplish this mission through:

- Educate the student body about The Association's impact
- Engage prospective, current and former students
- Encourage constituents to have a life-long relationship with Texas A&M & The Association of Former Students
The Association coordinates the order and delivery of every Aggie Ring. In addition, the team handles reorder requests, repairs, and lost and found inquiries.

- Aggie Ring Day celebrations are held in the Williams Alumni Center each year in April, September and November.
- Aggie Rings purchased in 2017: 15,174
- Aggie Ring Resizes & Repairs in 2017: 3,084
- Aggie Ring Remembrance is held April 21st of each year
- Five distinct Aggie Ring collections: Sterns, Memorial, Corregidor, Special Significance & Wiseman-Franklin
• Current cost of man’s 10K Ring, no diamond: $1,045

• Current cost of woman’s 10K Ring, no diamond: $523

• The cost of the Ring is dependent of the current price of gold and fluctuates with every order.
Living Former Students by Decade

Aggie Demographics

(As of January 26, 2018)
Growth in Young Alumni

(As of January 26, 2018)
50% of all former students have attended Texas A&M since 1997

(As of January 26, 2018)
71% of former students live within 250 miles of College Station

97% of former students live in the United States

(As of January 26, 2018)
Current Student Demographics

• Corps of Cadets represent 4% of the Student Body

• Aggie Greeks represent 12% of undergraduate population

• Spring 2018 student enrollment:
  
  Total population for College Station campus: 58,975
  (including Texas A&M School of Law)

  Total population for all A&M campuses: 63,647

• Class identity vs. Class affinity

• Constituent Network growth

• Reunion attendance is significantly down in younger Classes

• Electronic communications and Social Media vs. snail mail
As part of the IS team, our Records team processes many changes to our database. Including names, addresses, telephone numbers, e-mail addresses and other biographical information.

- Living Former Students: 434,392*
- Mailable Former Students: 410,563*
- E-Mail Addresses: 315,234*
- New Graduates entered in 2017: 17,038

(As of January 26, 2018)
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<td>Worldwide Muster</td>
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Association Terminology

The Association of Former Students
The Association

Former Students Association
Former Students
AFS
FSA
Association Terminology

- Aggie Network
- Worldwide Aggie Network

- Aggie Nation
- Aggie Family
- Aggie Community
Association Terminology

Aggie Ring Day

Ring Ceremony
Fightin' Texas Aggie Ring Day
Ring Dunk
Association Terminology

Clayton W. Williams, Jr. Alumni Center
Williams Alumni Center
Alumni Center

Former Students Center
Alumni Building
Alumni Office
Texas Aggie, the official magazine of the Aggie Network, is provided as a membership benefit to all levels of Active donors to The Association of Former Students.

The magazine has a circulation of approximately 56,000 and is published six times a year: January, March, May, July, September, and November. Advertising revenue significantly offsets the cost of producing and printing this perfect-bound, four color, 96-132 page flagship publication of Texas A&M University. A digital version of the magazine is available, as well.
*AggieNews* is a monthly electronic Newsletter distributed to approximately 260,000 email addresses. Content includes both Association and campus news.

All aspects of production, including content generation, technical integration and distribution are handled in house.
The Association of Former Students’ website is the most dynamic and comprehensive source of information for former students, parents, and friends of Texas A&M. A redesigned AggieNetwork.com, debuted in 2014, providing greater functionality of the site. Among the services and features currently provided are:

- Online donations to the Century Club
- Online Aggie Ring audits
- Online Directory of Former Students
- Find Your Muster
- Classmates News
- Aggie Baby Central
- Events, news, calendar, and pictures
- Career Services
The Association utilizes social media sites such as Facebook, Twitter, YouTube and TexAgs.com to share information on our events and activities with the Aggie Network. Current Facebook Fans top 84,000 and Twitter followers top 52,000.
What We Do:

Our work is centered around being **HERE** for Aggies during their days as students and former students, being **THERE** for Aggies as they make their way around the world and being **EVERYWHERE** that the Aggie Network needs us to be. We do this through our programs dedicated to giving, engagement, volunteering and networking.
Here. There. Everywhere.

We are HERE for Aggies during their days as students.

We are THERE for Aggies as they make their way around the world.

We are EVERYWHERE that the Aggie Network needs us to be.
Supporting Messages

To further the message, we will highlight three overarching pillars of support that we provide to the Aggie Network.

**Supporting Programs:** We support programs that enhance the student experience and connect former students around the globe.

**Providing Resources:** We provide monetary resources for scholarships, student assistance funds and other student and former student needs.

**Cultivating Experiences:** We cultivate experiences that impact students and former students during their unique Texas A&M journey.
Marketing – Current Awareness Campaign
Pass It Back Day

November 15, 2018
Giving gifts to graduating Aggie seniors has become a tradition among many Aggie Mothers’ Clubs across the state. Two Aggie Moms Clubs have started a new tradition in giving their graduating seniors Century Club Memberships for only $25 each.

- Austin Aggie Moms
- Beaumont Aggie Moms

With this Century Club Membership, these Aggie Moms Clubs are able to help the graduates build their own legacy of supporting The Association of Former Students and in return, supporting Texas A&M.

- Find an Aggie tool
- Association Decal
- @AggieNetwork.com Email Address
- Career Services
- Texas Aggie Magazine
- Century Club Plaque/Year Bars
“To the generous donors of The Association of Former Students, we would like to express our sincere gratitude. 2017 has proven to be a year of unexpected twists and turns, and this support to our family has lifted some of the financial burden off our shoulders following our father's severe car accident. This act of generosity will serve as a blessing so that we may be able to continue our family's legacy here at Texas A&M. We can now focus our efforts on following our dreams. From the bottom of our hearts we say thanks and gig 'em!”

~Linzy ’20 and Brady ’20 Meyer
Questions?