***Minutes of Feb 3, 2023 Raiders Rojos meeting as recorded by Michelle Ochoa, acting secretary***

The meeting was called to order at 11:48 by Margie Olivarez. Sign in roll call was taken by Michelle Ochoa. Zoom participants were also recorded. After introductions, the minutes of October 6, 2022 meeting were approved as submitted. The treasurer’s report was tabled in the absence of Wendi Weitman.

Members were reminded to record volunteer hours for TTU Centennial. Access to the link can be found at the Texas Tech Alumni website. Members were encouraged to download the TTAA app.

Nominations for the board open positions are being accepted and can be submitted via the Raiders Rojos website. The board will present a slate of nominees for a vote at the April 6th meeting.

Nominations for Distinguished Alumni Family are also being accepted. The deadline to submit is April 1.

Description of award and eligibility requirements are on the website along with the nomination link.

The spring graduation convocation is scheduled for May 11, 2023. The Division for Institutional Diversity will be assisting once again with promotional materials and social media announcements. The registration portal is already open on the Raiders Rojos website.

Margie and Janie met with Kristina Butler and Andrea Watson of TTAA on January 18 to discuss ways to expand the Raiders Rojos network. Many ideas were discussed including the development of a brochure, business cards, greater social media presence and a mailout via email to Hispanic alumni. Kristina attended the Feb 3 meeting and stated that a mockup of the brochure might be ready by the April meeting. Members were shown a mockup of a luggage tag to utilize as the next promotional item/thank you item to be sent to network members and donors.

Lori Garcia with the TTAA attended the meeting and spoke about the Legacy Club and Legacy U opportunities for paid members of the TTAA. Several members stated they had heard of Legacy U but did not know about the program. Raiders Rojos plans to assist in promoting these programs. There is an enrollment period to join Legacy Club.

Janie mentioned that the South Plains Closing the Gaps P-20 Council, a non profit that Raiders Rojos helped organize to provide opportunities for families to learn about college and how to pay for it would be awarding 50+ scholarships to area high school students. The application is online at SouthPlainsGentx.org and the deadline is March 18. A recognition event is planned at the Merket Alumni Center on May 2. Janie asked Curt if the Student Alumni Board could assist with the recognition event and he agreed that would be a great way to include SAB. Janie will follow up with Chris Snead, the advisor for the SAB.

The meeting adjourned at 12:40 p.m.