

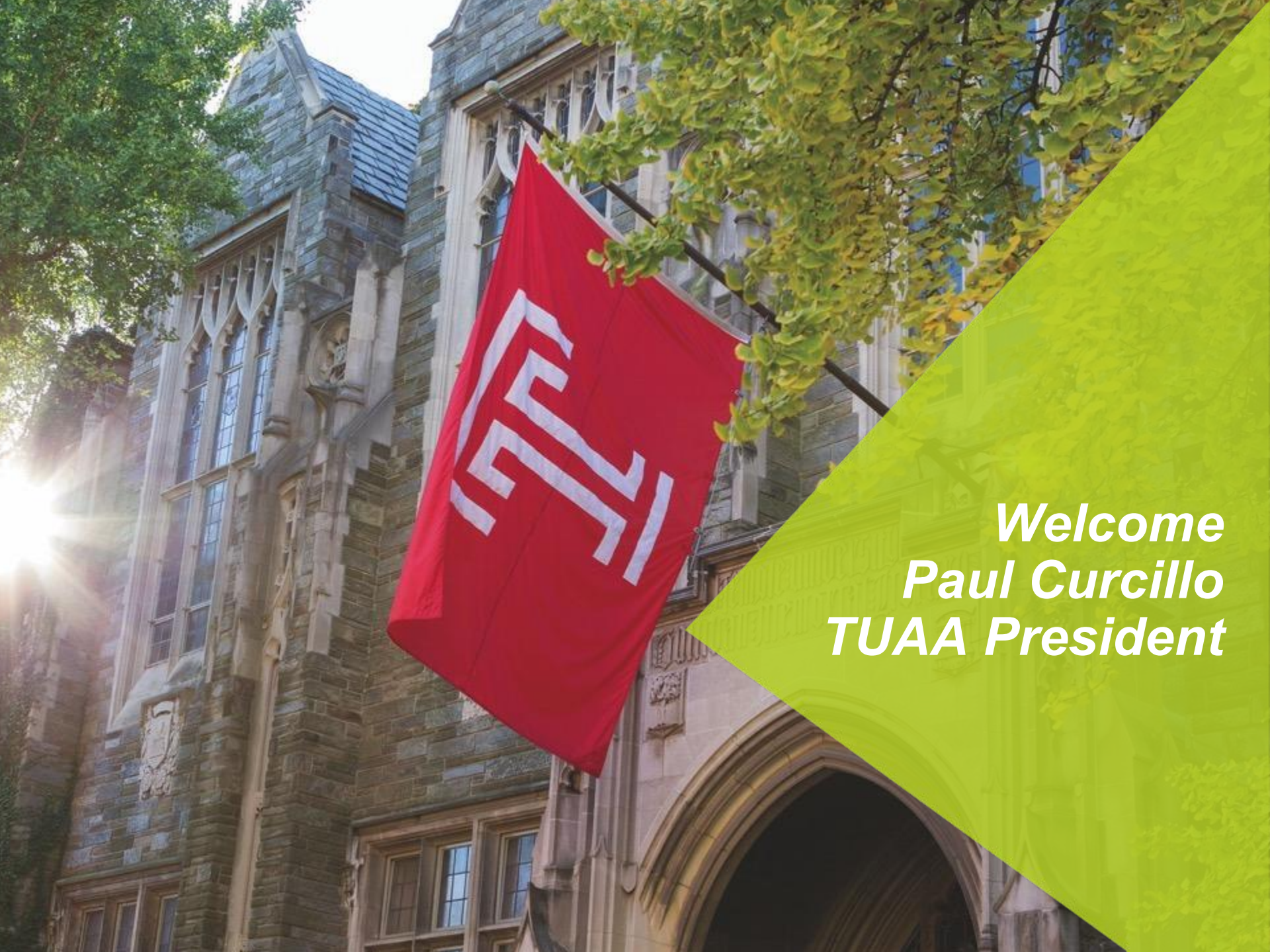


Temple University Alumni Association Parliament Meeting



Alumni Association

February 23, 2019



***Welcome
Paul Curcillo
TUAA President***



Agenda

- Welcome
- Community and Neighborhood Initiatives
- TUAA Business
- Alumni Relations-Annual Giving Report
- Ambassador Challenge
- Volunteer Pipelining Exercise
- Closing Remarks

A photograph of a Stanford University building with a red flag featuring the white block 'S' logo. The building is made of stone and has Gothic-style windows. A large green tree is in the foreground on the right, and a bright sun flare is on the left. A large green diagonal shape covers the bottom right corner, containing the text.

Community and Neighborhood Initiatives



Gadi Zimmerman
Temple Student Government



TSG Initiatives

- Mental Health
- Food and Housing Insecurity
- Community Outreach





Community Outreach

- Adopt a Block
- Community Forums
- College Applications and Trade school Walkthrough Days
- Partnership with Good Neighbor Initiative



SERVE. UNITE. BUILD.



Collaboration

- Global Days of Service
 - TSG, TUYA, SAA, MCPB
- Mental Health Panel





Community & Neighborhood Initiatives

*Shirley Moy, SSW '88, Executive Director,
Lenfest North Philadelphia Workforce
Initiative*

*Andrea Swan, KLN '98, CLA '11, EDU '18,
Director, Community and Neighborhood
Affairs*



TEMPLE
UNIVERSITY

**Lenfest North Philadelphia
Workforce Initiative**

The Lenfest
Foundation:
Philadelphia
based

founded in
2000

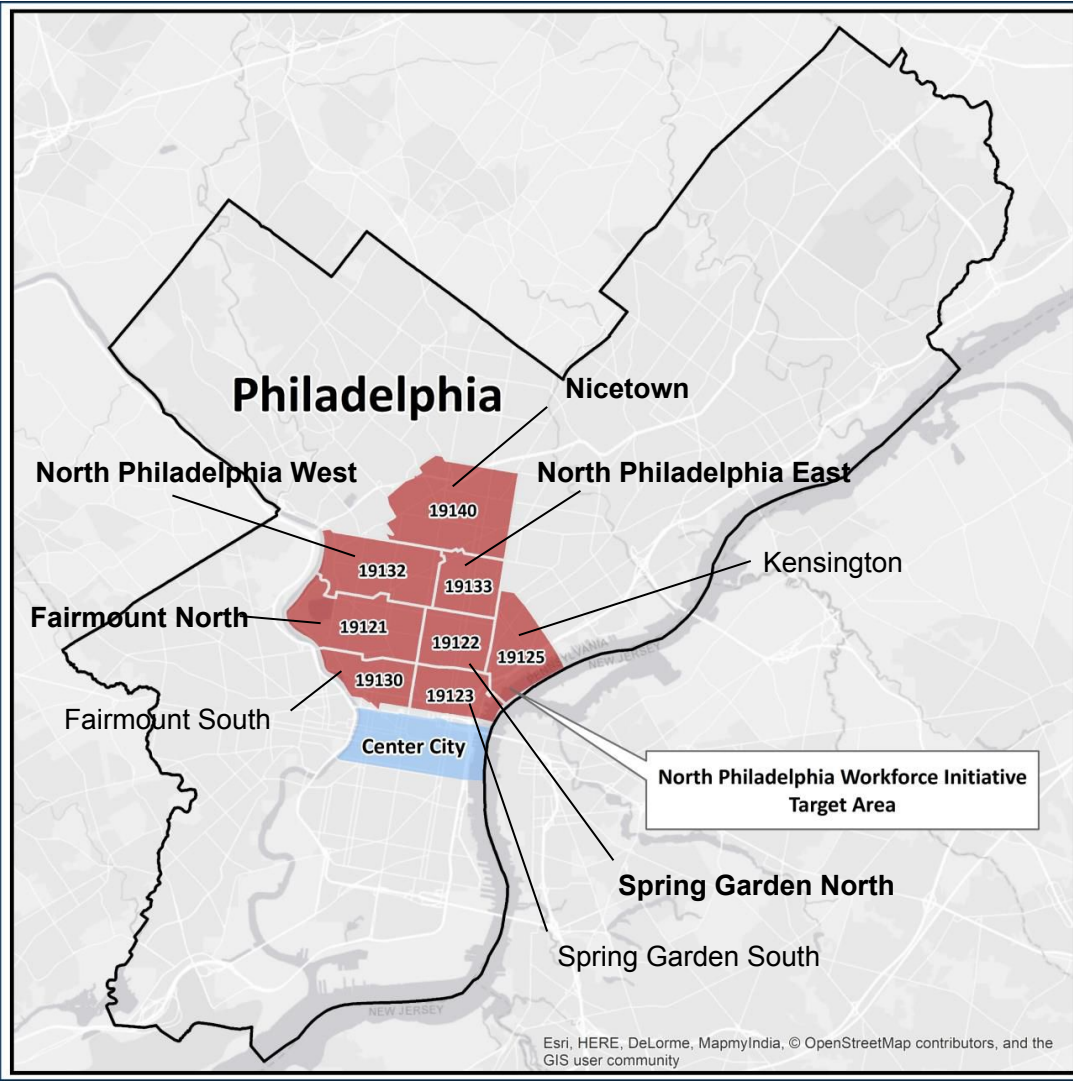


Gerry and Marguerite Lenfest



Mission Statement

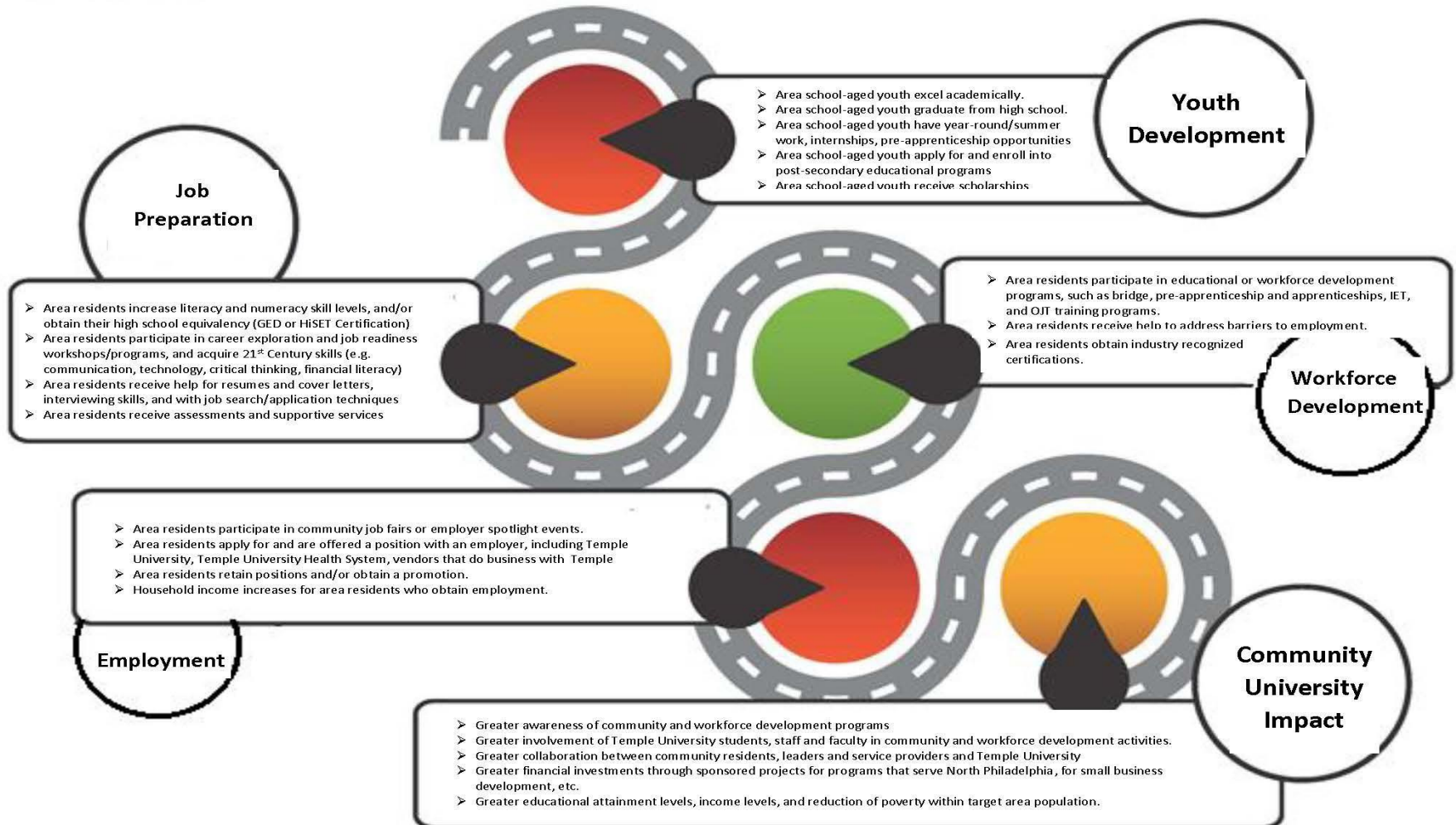
Temple University's LNPWI develops and implements a holistic strategy to disrupt poverty through innovative, evidence-based career pathway programs that integrate employer and community needs which align with current and future workforce requirements.



The Lenfest North Philadelphia Workforce Initiative (LNPWI) Area is comprised of eight ZIP Codes with a higher priority given to those living in the zip codes in bold:

19121, 19122, 19123,
19125, 19130, 19132,
19133, and 19140



**TEMPLE UNIVERSITY NORTH PHILADELPHIA WORKFORCE INITIATIVE
EVALUATION POINTS: CHARTING THE PATH**

Summary Phase 1 Efforts

Information gathering

- Analysis by Philadelphia Works, Inc. Target Area demographics
- Analysis by the Economics League
- Community based efforts

Seek out all similar/related efforts working within Temple and recruit/align/engage

Development of alliances with other workforce development efforts already underway

Phase 1: Period of Discovery

The first phase of this initiative is to:

- Find out what programs and services are already in place to support employment of North Philadelphia
- Examine data on employment trends among key employers in the area (including Temple and vendors doing business with Temple)
- Understand the sociodemographic and economic data for the area
- Engage the community and its key stakeholders to hear about their ideas, plans and strategies for workforce development

Phase 1: January 16th conference

Formulating Workforce Solutions: A Focus on North Philadelphia is an opportunity for individuals to come together to learn, discuss and shape workforce development opportunities for North Philadelphia residents. Open to community residents and leaders, volunteers and staff of community, faith and non-profit organizations and Temple University, as well as representatives of government agencies and employers.



Findings from the Philadelphia Works, Inc. Analysis

Lenfest North Philadelphia Workforce Initiative

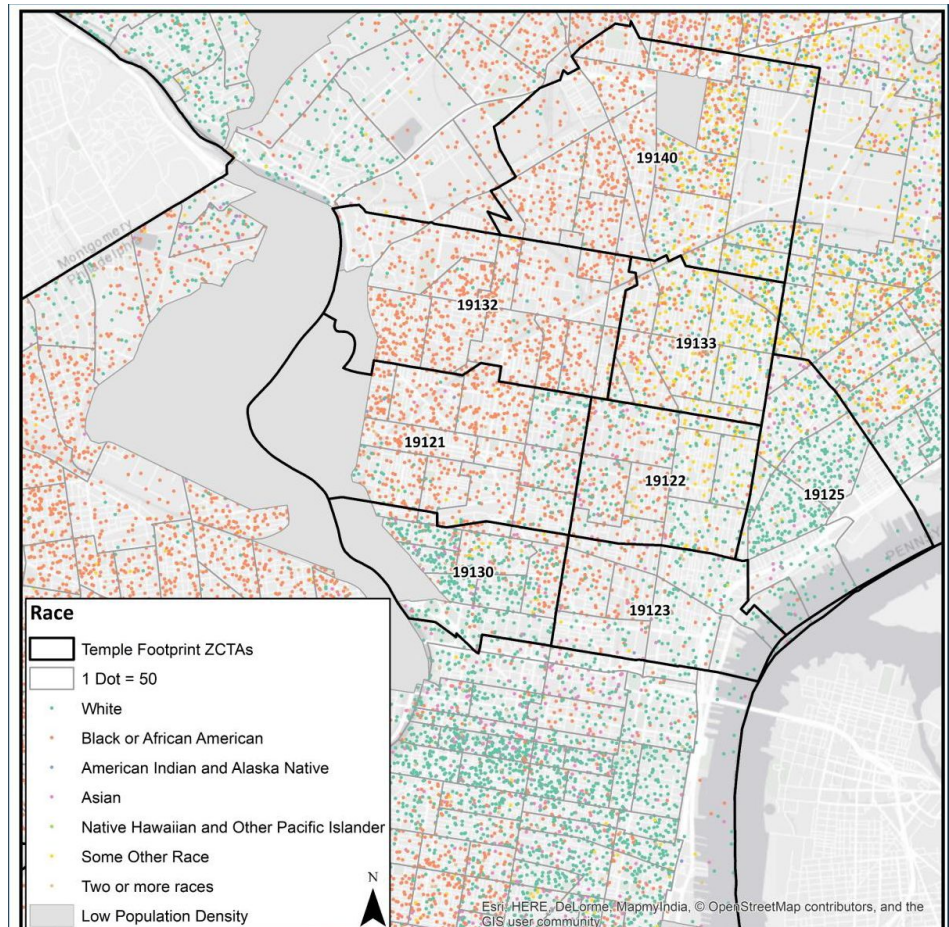
Target Area by the Numbers

- **275,453** residents, 18% of the Philadelphia population
- **43%** employment rate
- **\$25,000** median income
- **32%** Hispanic/Latino
- **1 in 4** residents 25-64 don't have a high school diploma
- **7%** are not fluent in English
- **1 in 5** residents have at least one disability
- **4%** of residents 18 years and over are veterans
- **24%** of residents 16-24 are opportunity youth
- **23,200** returning (incarcerated) citizens in the last 6 years

Target Area Racial Diversity



**Lenfest North Philadelphia
Workforce Initiative**



Age Distribution

The population of the LNPWI Area
is **young**, with a median age of
30.



Lenfest North Philadelphia
Workforce Initiative

Educational Attainment

1 in 4 residents between the
ages of 25 to 64 do not have a high
school diploma.

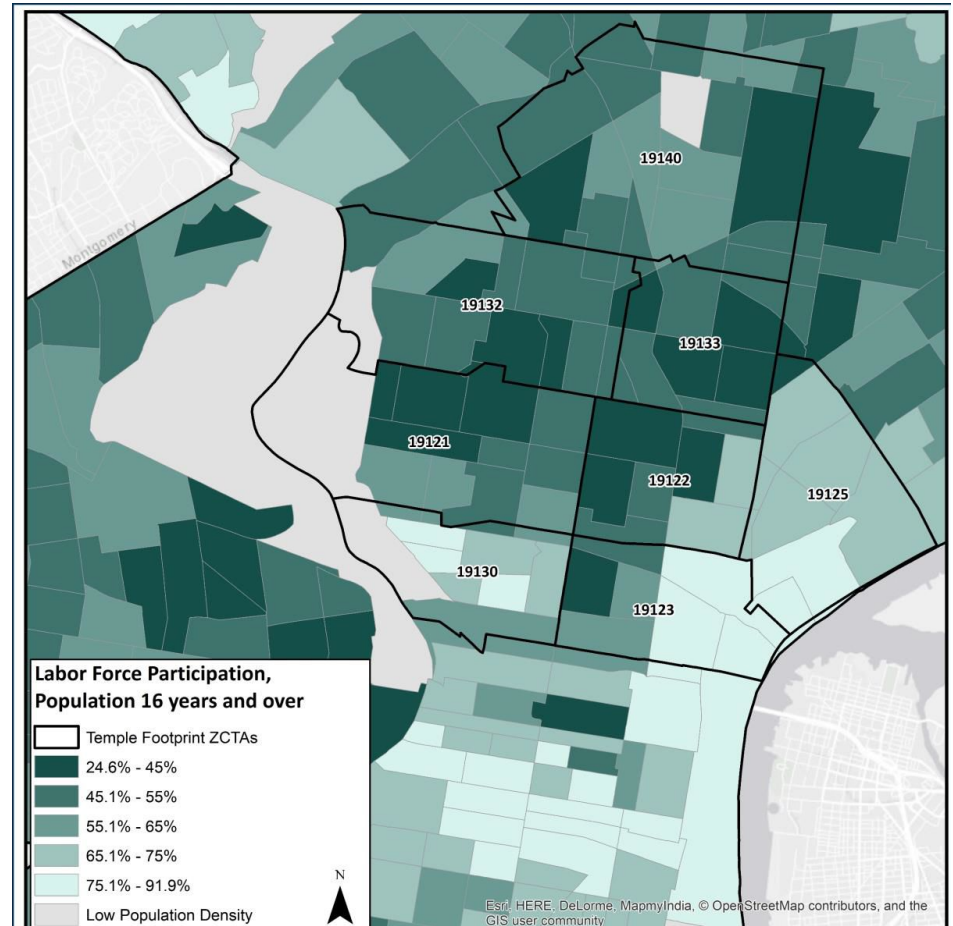


Lenfest North Philadelphia
Workforce Initiative

Labor Force Participation age 16+



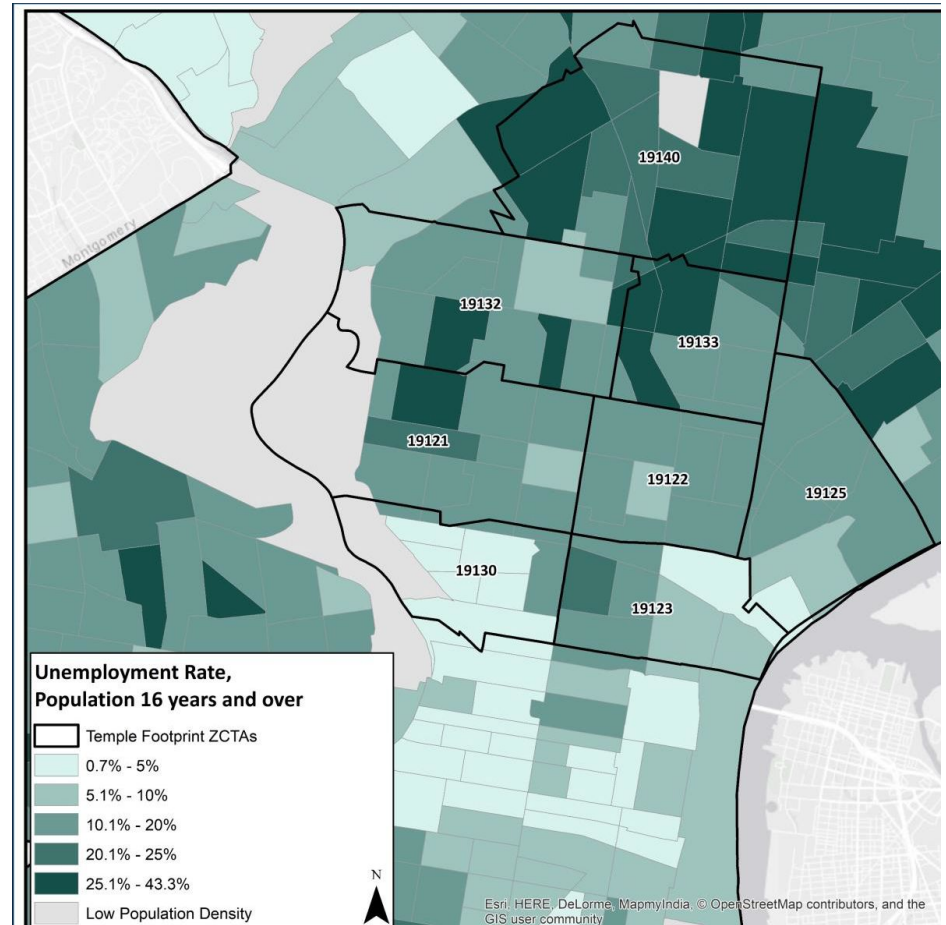
**Lenfest North Philadelphia
Workforce Initiative**



Unemployment Rate



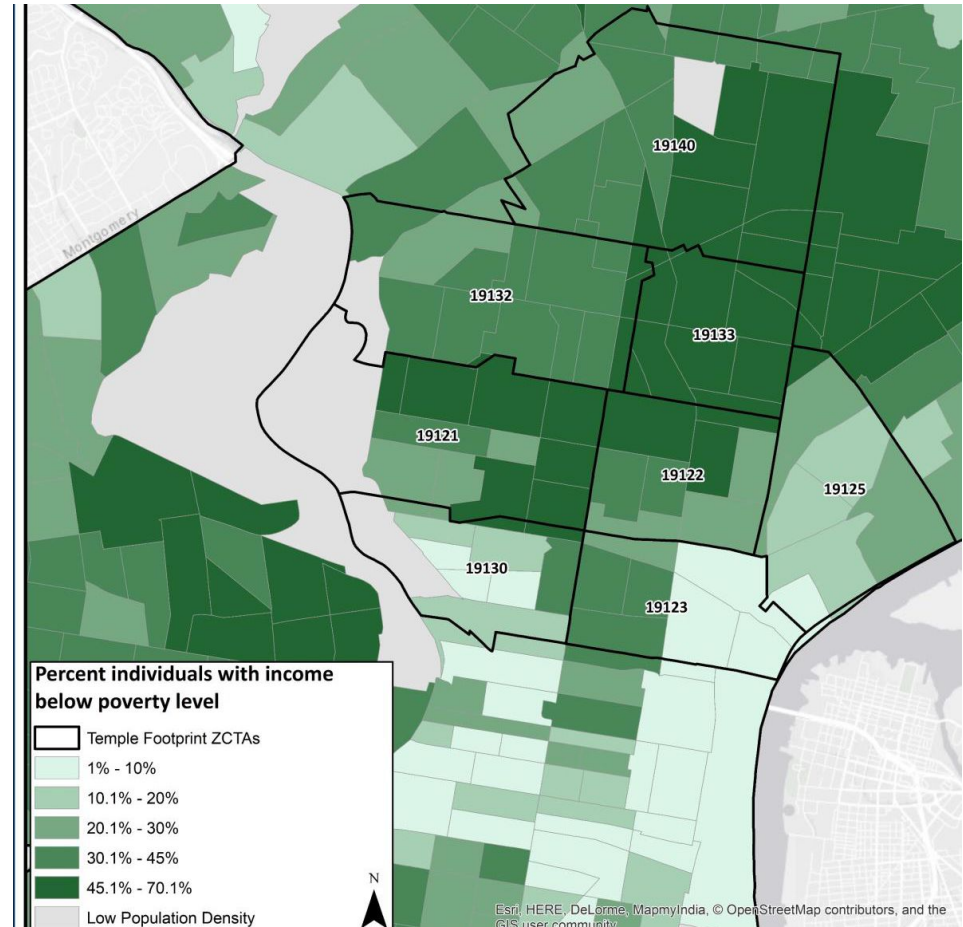
**Lenfest North Philadelphia
Workforce Initiative**



Income below the Poverty Level



**Lenfest North Philadelphia
Workforce Initiative**



Top 20 Employers in the LNPWI Area

Business Name	Business Size	Industry Name
Temple University Hospital	4,392	General Medical and Surgical Hospitals
Philadelphia Gas Works Co	1,635	Natural Gas Distribution
Day & Zimmermann Groups Inc	1,150	Engineering Services
Sugarhouse Casino	1,000	Other Spectator Sports
Community College Of Philadelphia	1,000	Junior Colleges
Day & Zimmerman International	900	Industrial Supplies Merchant Wholesalers
Major Systems Maintenance Division	872	Plumbing, Heating, and Air-Conditioning Contractors
City Of Philadelphia	834	Water Supply and Irrigation Systems
Area Agency On Aging	709	Home Health Care Services
Temple University Hospital - Episcopal Campus	700	General Medical and Surgical Hospitals
Thomson Reuters Clarivate Analytics	654	Offices of Lawyers
Philadelphia Nursing Home	600	Nursing Care Facilities (Skilled Nursing Facilities)
Penn Fishing	600	Sporting and Athletic Goods Manufacturing
Liacouras Center	600	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
Pep Boys	548	Automotive Parts and Accessories Stores
Philadelphia Corporation For Aging	547	Other Individual and Family Services
Fairmount Long Term Care	540	Office Administrative Services
Philadelphia Daily News	500	Newspaper Publishers
Marscare	495	Home Health Care Services
Scotlandyard Security Services Ltd	490	Security Guards and Patrol Services
Source: DatabaseUSA 2018Q1		

WORKS



Lenfest North Philadelphia
Workforce Initiative

Commuting Patterns

17% of the people who work in the LNPWI Area are also residents of it.

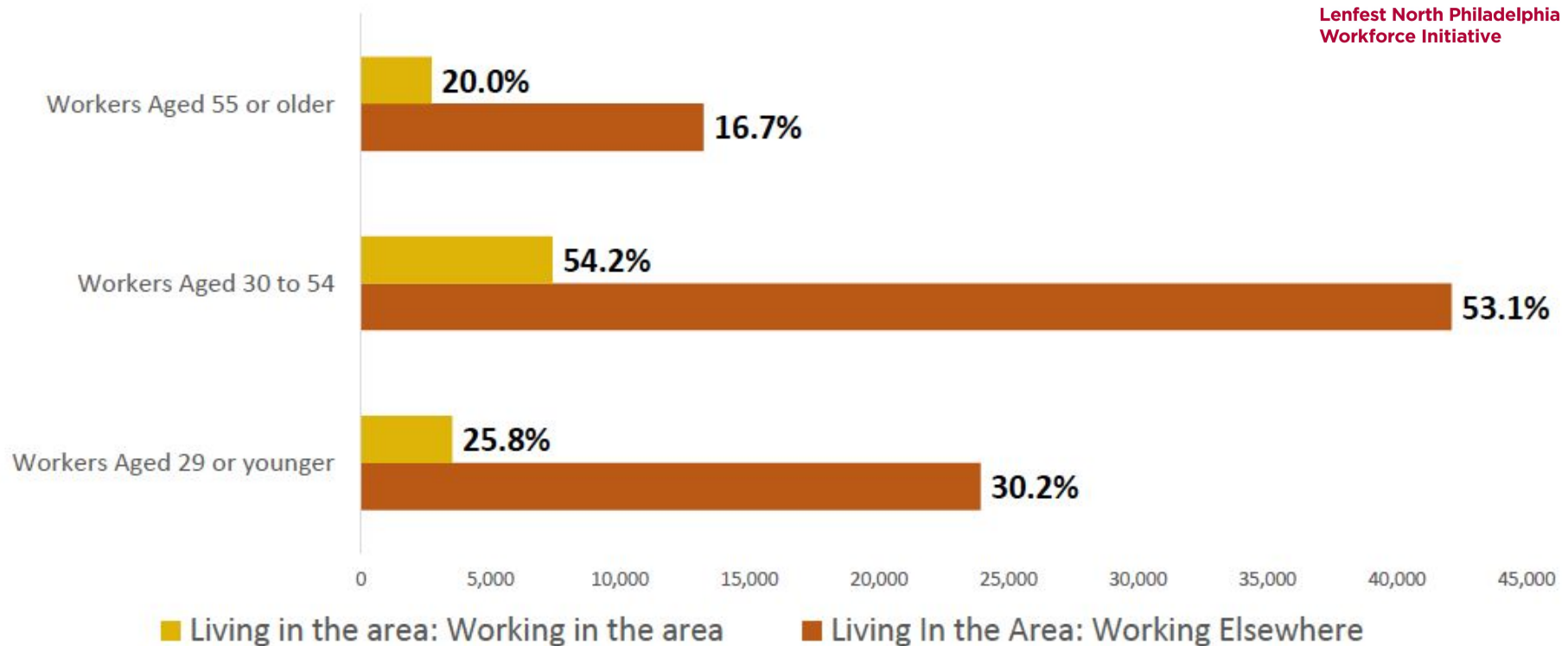


Lenfest North Philadelphia
Workforce Initiative

Place of Employment for Residents by Age Group



Lenfest North Philadelphia
Workforce Initiative



Source: Philadelphia Works analysis of LEHD, 2015

Lenfest North Philadelphia Workforce Initiative

Target Area by the Numbers

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Phase I: Temple Organizations aligned with LNPWI

- Center for Community Partnerships (TUCCP)
 - Created by reorganization, now *under the Office of Community Relations*. Houses existing workforce development programs and mission is aligned with that of the NPWI
 - Workforce Education and Lifelong Learning Program
 - Youth Employment Project
 - Employment Connections for Opportunity Youth
 - New Career Choices Career Development program
 - GED Test Administrator

Phase I: Temple Organizations aligned with LNPWI

- Pan African Studies Community Education Program (PASCEP)
 - A program under the Office of Community Relations
 - Offers non-credit continuing education professional development workshops
 - A computer for public use
 - Hosts the Workforce Hub at Temple
 - Working Closely with LNPWI to align mission, resources

Phase I: Temple Organizations aligned with LNPWI

- LNPWI Advisory Board Created

- Six individuals from Temple University serve as the core to the advisory board, representing the following:

- The Center for Community Partnership
 - Pan African Studies Community Education Center
 - Office of Community Relations
 - Strategic Marketing and Communications
 - Temple University Human Resources department

- External stakeholders will be identified and recruited for the Advisory Board once there is clear direction for implementation phase

Phase 1: Event on April 3, 2019, Health Sciences Campus

Advancing Workforce Solutions for North Philadelphia is an opportunity for individuals to come back together to further shape workforce development strategies for North Philadelphia residents, based on a comprehensive understanding of the economic development landscape for Philadelphia. Open to community residents and leaders, volunteers and staff of community, faith and non-profit organizations and Temple University, as well as representatives of government agencies and employers.



Phase 2: Implementation of Workforce Strategies

- The Lenfest Foundation will provide \$5 to \$6 million over the three years following Phase 1 to implement strategies that:
 - Address gaps
 - Expand existing programs that have been proven effective
 - Are evidenced-based or innovative
- Ultimate Goals:
 - Develop a more skilled workforce
 - Increase gainful employment for residents of North Philadelphia
 - Promote economic development in the area
 - Better Temple and community partnerships
 - Increased awareness of offerings at Temple

Phase 2: Implementation of New Workforce Strategies

- **Workforce Hub**
 - Public Access to Computer Lab
 - Professional Development Workshops
 - Employer Spotlights
 - Academic and Career Assessments
 - Appropriate Referrals to other Temple and non-Temple Programs
- **Looking Forward:** Serving Returning Citizens
- **Helms Academy:** Serving Adults without a High School Diploma
- **T-Mobile:** Developing Digital Literacy Skills
- **Strategic Partnerships:** PWI, PYN, OIC, Faith-Based Organizations, Employers, and Temple University Departments

- Demonstrate an authentic community/university partnership
- Show employer engagement
- Be aligned with the City's Fueling Talent Engine directions
- Take into consideration the data on North Philadelphia
- Show commitment to employment outcomes and sharing data on participation

Phase 2: Proposals for Workforce Strategies

- The Lenfest Foundation will provide \$5 to \$6 million over the three years following Phase 1 to implement strategies that:
 - Address gaps
 - Expand existing programs that have been proven effective
 - Are evidenced-based or innovative
- Ultimate Goals:
 - Develop a more skilled workforce
 - Increase gainful employment for residents of North Philadelphia
 - Promote economic development in the area
 - Better Temple and community partnerships
 - Increased awareness of offerings at Temple

Inquiries?

[Ms. Shirley Moy](#)
smoy@temple.edu
(215) 204-3424

AA PARLIAMENT MEETING
TURSDAY, FEBRUARY 23, 2019



**OFFICE OF
COMMUNITY
RELATIONS**

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



- William Bergman, Vice President, Public Affairs
- Beverly Coleman, Asst. Vice President, Community Relations
- L. Harrison Jay, Director, Special Projects
- Andrea Swan, Director, Community and Neighborhood Affairs
- Ulicia Lawrence, Director, Pan African Studies Community Education Program (PASCEP)
- Michael Clemmons, Acting Director, Center for Community Partnerships
- William Hart, Assistant Director
- Myrtle Jackson, Office Manager
- Lynda McCleary, Administrative Assistant

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



Mission - The Office of Community Relations strives to be a beacon for community engagement at Temple University. Through supporting volunteerism in the Temple community, hosting and partnering with community organizations, and providing direct services to our neighbors, the Office of Community Relations is a gateway to the many resources Temple University has to offer.

Temple's Entertainment and Community Education Center is home to the Office of Community

Relati

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019

Major Stakeholders

- Faith Based
- Residential
- Nonprofit Organizations
- Legislators
- Committee/Ward Leaders
- Schools
- Students
 - Returning Adults
 - Temple Students



TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



Temple University's **Center for Community Partnerships** reflects a history and tradition of almost 50 years of bridging the needs of the community with the capacity of the university to assist its neighbors.

- **Mission** -Through the **Center for Community Partnerships**, Temple University collaborates with communities, government and social service organizations to implement strategies that enhance the knowledge, resources and capacities of individuals and communities.



TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



CCP develops and implements multiple projects in the areas of:

- Workforce and Career Development
- Youth Development
- Community Development

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



Workforce and Career Development

- **New Choices Career Development (NCCD)** – training services, which annually assist 50 Philadelphians who are single parents, displaced homemakers or pregnant teens to transition to self-sufficiency.
- **WELL** – Assists disadvantaged adults to overcome illiteracy through education, which includes preparation for high school equivalency, transition to post-secondary education, entering the workplace or employment retention.
- **Testing Center for Philadelphia Prison System** – Provides services to help inmates in the Philadelphia Prison System obtain their GED.

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



Youth Development

- Youth Employment Project – Re-engage out-of-school youth ages 17-24 years old with education and career development services.
- ECOY – Provides workforce and career development services to youth who have aged or are aging out of foster care.
- College Bound Academy – Provides 20 foster care, high school students with a college experience during an 8 day overnight camp that offers college and career exposure.
- Achieving Independence – Provides academic assessments, career/educational mentoring, counseling and academic support services to hundreds of youth.

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



Community Development

- **Choice Neighborhoods** - Provide data analysis and a needs assessment of residents in Norris Homes, a public housing development.
- **PHENND** - Enrolls undergraduate students in the Next Step AmeriCorps program, through which students provide 300 hours of community service, and are then able to earn a \$1,212 educational award.

TU AA PARLIAMENT MEETING SATURDAY, FEBRUARY 23, 2019



Pan-African Studies Community Education Program (PASCEP)

**“Keeping the
Community Informed”**



TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



- The Community Education Program was founded in 1975 by Annie D. Hyman, a Temple University School of Social Work graduate and a community activist, who sought to bring the resources of the university to the community.
- In 1979, PASCEP became a program in the Pan African Studies department of Temple University.
- Instructors, include university faculty, business owners, Temple students, and community members with expertise. All volunteer their services.
- Workshops are free and courses are low-cost. Most courses are 10 week for less than \$50.00 per course. Senior citizens receive a discount.

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



Workforce Education and Resource Sharing

- Coordinate with various organizations around Philadelphia to share resources and opportunities for the community

Workforce Connection Hub

- Collaboration with PA CareerLink, Graduate Philadelphia, TU Human Resources Department, City of Philadelphia Office Of Adult Education-KeySpot, Urban League of Philadelphia

Target population includes the hardest to serve including Returning Citizens, Cognitive Disabilities, Academically challenged, Underemployed and Unemployed

TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019



20/20 SCHOLARSHIP

- Provide financial support to young people residing in the communities immediately surrounding Temple.
- Effective 2011, the scholarships are awarded each year for (10) years. Up to 25 undergraduate scholarships are provided to graduating high school students residing in one of four zip codes (19121, 19122, 19123, and 19124).



TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019

Student Organizations

- Big Brothers Big Sisters
- Temple University Community Service Association
- National Council of Negro Women
- Random Acts of

Kindness



TU AA PARLIAMENT MEETING

SATURDAY, FEBRUARY 23, 2019

MLK DAY OF SERVICE

- Annually, 500 volunteers support 9 to 12 projects.
- Active participation by student service organizations and student athletes.
- Collaborators include local churches and nonprofit organizations.
- Serve as sponsor for Global Citizen, a regional observance site that draws 3,000 participants to Girard College.



TU AA PARLIAMENT MEETING SATURDAY, FEBRUARY 23, 2019





TUAA Business



TUAA Business

Approval of Minutes

Bylaws Amendments

Director at Large Application Process



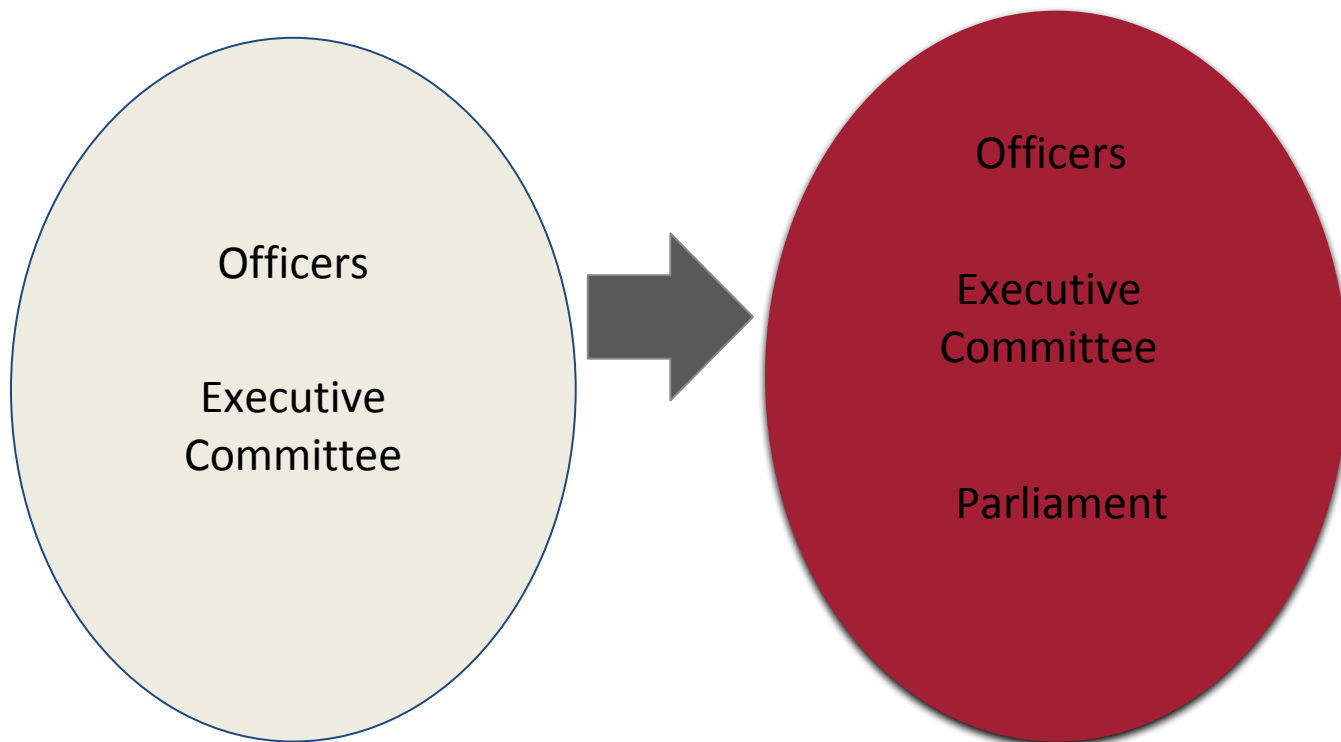
Bylaws Report

Vanessa Snyder, LAW '11, TUAA Co-Counsel



Amending the TUAA Bylaws

The TUAA Bylaws were revised in 2017 coinciding with a complete overhaul of the organization





The 2017 Bylaws

- Once implemented, it became clear that some areas of the 2017 Bylaws required a second look.
- The amendments we will be recommending:
 - Contextual additions/defining terms;
 - Eliminating redundancies, formatting and consistency; and
 - Clarifying processes & procedures.



Key Changes: Officers

TUAA Officers: President, VP of Operations, VP of External Affairs, Treasurer, Secretary, Immediate Past President, **Counsel**

- REMOVED: Executive Director as an Officer (non-voting member of EC & Parliament)
- ADDED: Counsel as Officers (non-voting in EC)
- FILLING VACANCIES:
 - Vacancy in the Pres.: filled by VP of Operations (rather than both VP's)
 - Vacancy in other Officer position--filled by Presidential appointment (not explained in 2017 Bylaws)
- PROCESS: Amended to provide clarity as to financial procedures for Treasurer to comply with University requirements



Key Changes: Definitions

Quorums and Majorities

- Defined how quorums and majorities are determined



Key Changes: EC

Executive Committee

- ADDED: all ten (10) Directors-at-large

Recommended Composition of EC:

- 1) All Officers
- 2) 10 at-large members
- 3) Chairs of each Standing Committee
- 4) Executive Director (non-voting)



Key Changes: Parliament

Parliament

- Clarified which student groups would be represented in Parliament;
- Removed VP of Owl Club (Owl Club had 2 representatives);
- Amended language regarding Faculty-- “up to 3”;
- Amended meetings from one a year to two;
- “Review” rather than “Ratify” budget;
- Amended to include electronic voting provisions; and
- Defined “attend” broadly to include video, etc.



Key Changes: Terms & Giving

Terms and Nominations

- Defined who would serve on the Nominations Committee;
- Amended timing of elections so that all elections are held at the same time;
- Amended process from **open voting** to voting by **slate**; and
- Defined *who* can vote for Officers and Directors at Large (Parliament).

Giving Requirement

- Amended to address the issue of imposing a giving requirement on those who are in Parliament as school representatives (Sill strongly encouraging giving)



Next Steps

- Circulate Current and Proposed Amended 2019 Bylaws;
 - Highlight substantive changes
- Provide time for discussion and comment; and
- Vote on adoption of Amended 2019 Bylaws.

Director at Large Nominations

ALUMNI

EXPLORE

CONNECT

ATTEND

PARTICIPATE

RESOURCES

LOGIN

Alumni Benefits

Temple Professional Network

Alumni Relations Staff

TUmail and TUportal

Transcripts and Diplomas

Temple Pride

NOW ACCEPTING TUAA
DIRECTOR-AT-LARGE
APPLICATIONS

O'CONNOR PLAZA

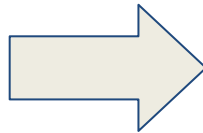


Director at Large Nominations *2019-2021 Term*

- Accepting apps now through March 31, alumni.temple.edu/tuaadal
- 10 positions – Current DsaL must reapply for a 2nd term
- CHANGE: Up to 20 applicants will be presented by the Nominations Committee to Parliament for late spring vote
- Call out in February @*Temple* e-newsletter
- Seek diversity of age, S/C, race/ethnicity, region and profession



February
@Temple
Newsletter,
to all valid
email
addresses



ALUMNI ASSOCIATION

MAKE A GIFT

Hey, Philly Owls, 2019 is in full swing, and we've got the events to prove it. If you attended the Nationwide Game Watch last week at McGillin's, we thank you for joining us and hope you had as much fun as we did. Now it's time to mark your calendar for our next event on Thursday, March 7: [Yards Brewery Tour and Reception](#). Be sure to keep checking the [Greater Philadelphia Chapter page](#) for updates on other upcoming Philly area events too. In addition to the chapter event, consider attending Klein and CLA's event on Thursday, March 14, [Our #MeToo Moment and Beyond, with NY Times Journalist Jodi Kantor](#).

Attention Temple Alumni Volunteers: The TUAA Parliament is accepting director-at-large applications for the July 2019–June 2021 term. If you'd like to become a member of this 94-year-old alumni association board representing the interests of Temple alumni worldwide, [check out our requirements and application](#), due Sunday, March 31, 2019.

OwlCrowd XIV Campaigns: Now Through February 20





Who do we seek? To what end?

- Candidates who support organizational mission
- People with skills and talents to help ARAG participation and engagement goals
- Demographically diverse - people who represent Temple
- Possessors of personal qualities of leadership
- Giving capacity and mindset
- Demonstrated volunteer experience
- Other?

A photograph of a Stanford University building with a red flag featuring the block 'S' logo. The building is made of stone and has Gothic-style windows. A large green diagonal overlay is on the right side of the image. The sun is visible on the left, creating a lens flare.

***Alumni Relations &
Annual Giving Report
Lisa Vaccarelli***



FY19 Alumni Engagement Report

Description	FY19 Goal	FY19 YTD*	% of Goal
<i>Total Engaged Alumni</i>	27,500	18,800	68.4%
<i>Alumni Donors</i>	21,000	13,109	62.4%
<i>Total Donors</i>	38,824	26,614	68.6%

**As of February 22, 2019*



2019: Highlights

Targeted Opportunities for Participation

- OwlCrowd
- Nationwide Game Watch
- Philanthropy Week

Developing Professional Networks

- Online Networking
- Owl Network

Telling Our Story: Breadth and Depth



2019: Coming Attractions

Connecting and Building Relevance

- Breakfast & Business Cards
- Owl Crowd Part III

The Next Generation

- Student & Alumni Leadership Reception
- Cherry & White Networking Night

Owls Are Everywhere

- Batter Up Series
- Global Days & Temple Toast

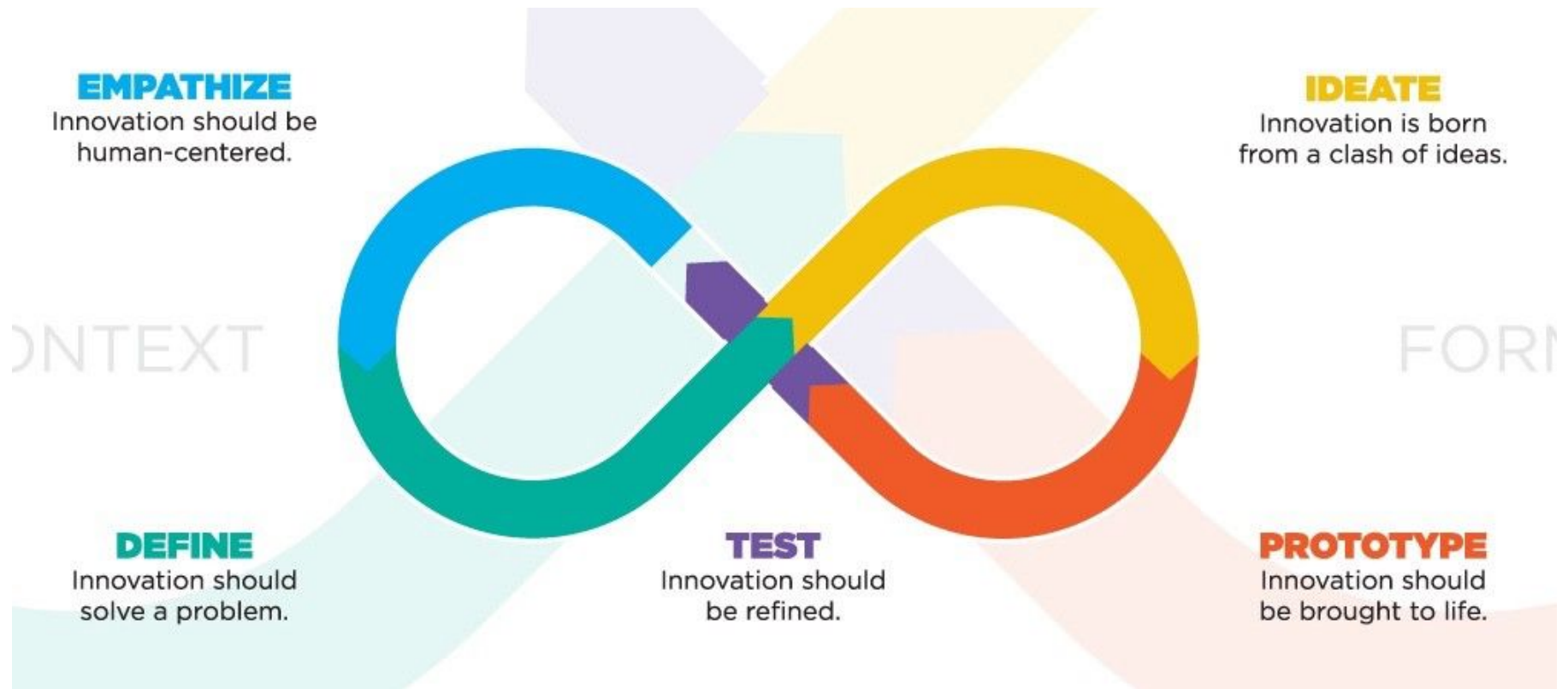


Re-imagining Alumni Engagement

Create a **data-informed** and **constituent-centric** approach to alumni engagement that:

- Increases the number of alumni who engage with the university on an annual basis
- Expands the depth and breadth of Temple's donor pool

Applying Design Thinking

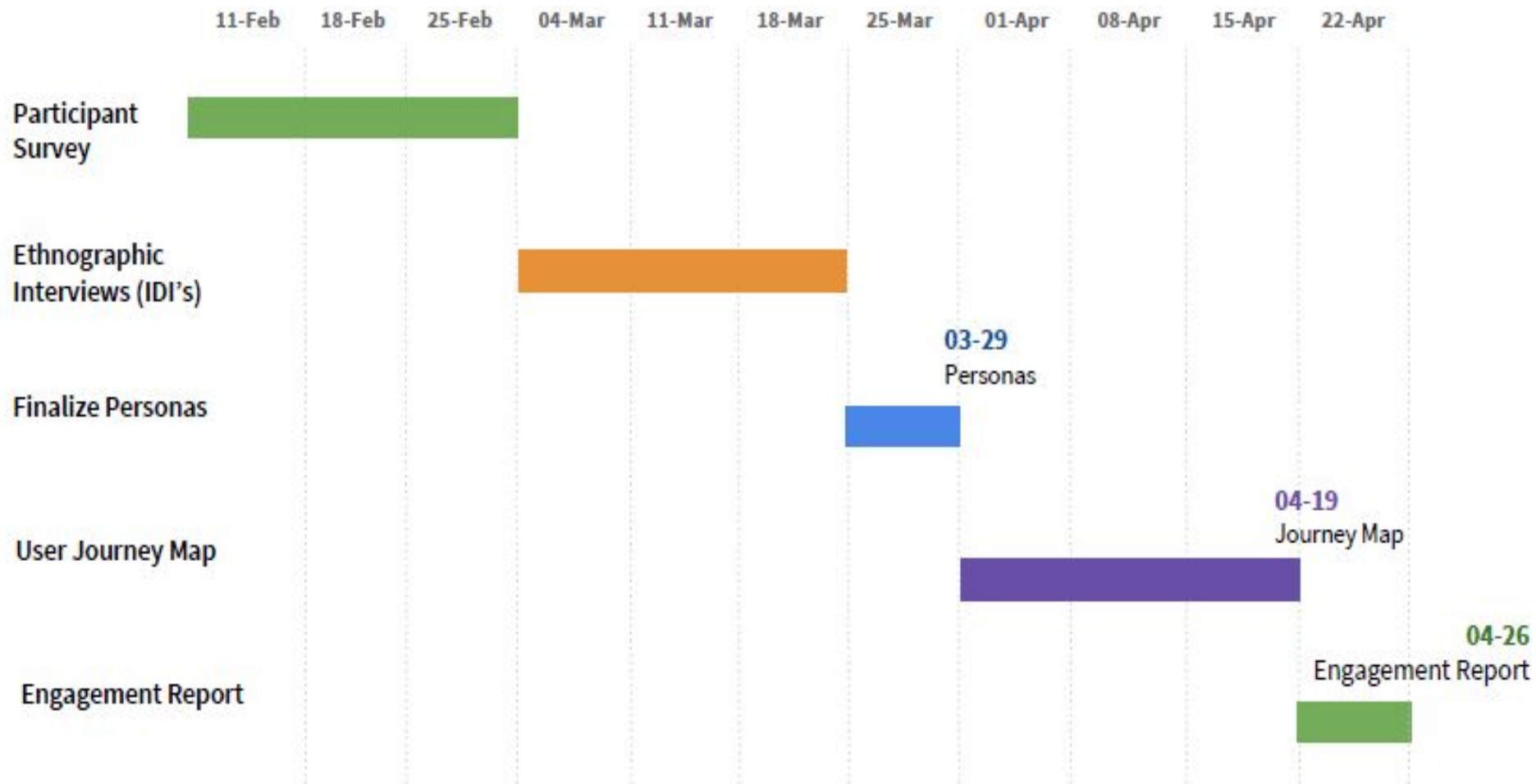




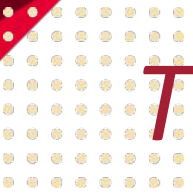
Project objectives

- Gather user experience research
- Observe practices of peer and aspirant organizations
- Identify and understand what drives engagement for Temple
- Analyze and share knowledge with stakeholders
- Devise strategies to increase alumni engagement

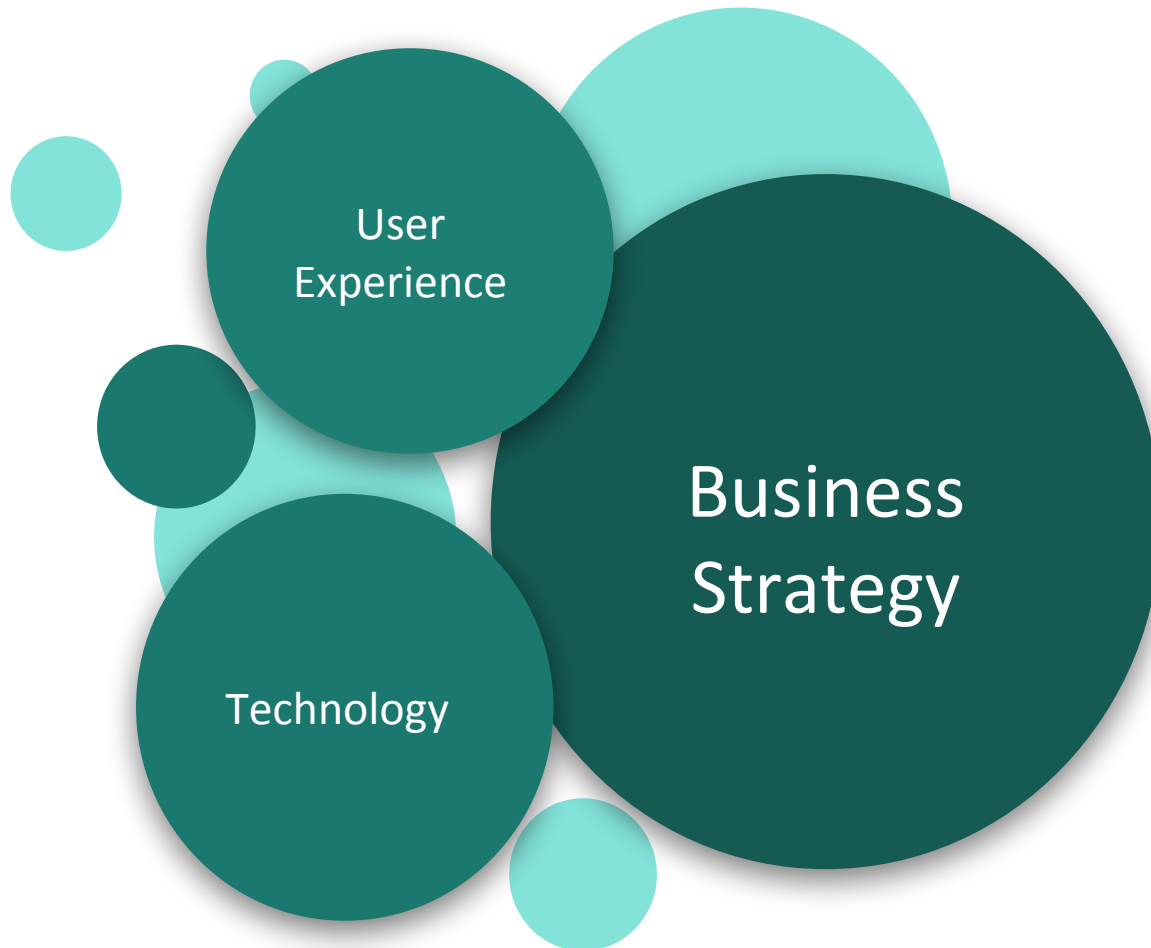
Project roadmap



Philanthropic Strategy, Membership Models, Constituent-centric Focus,
Cross-channel Opportunities

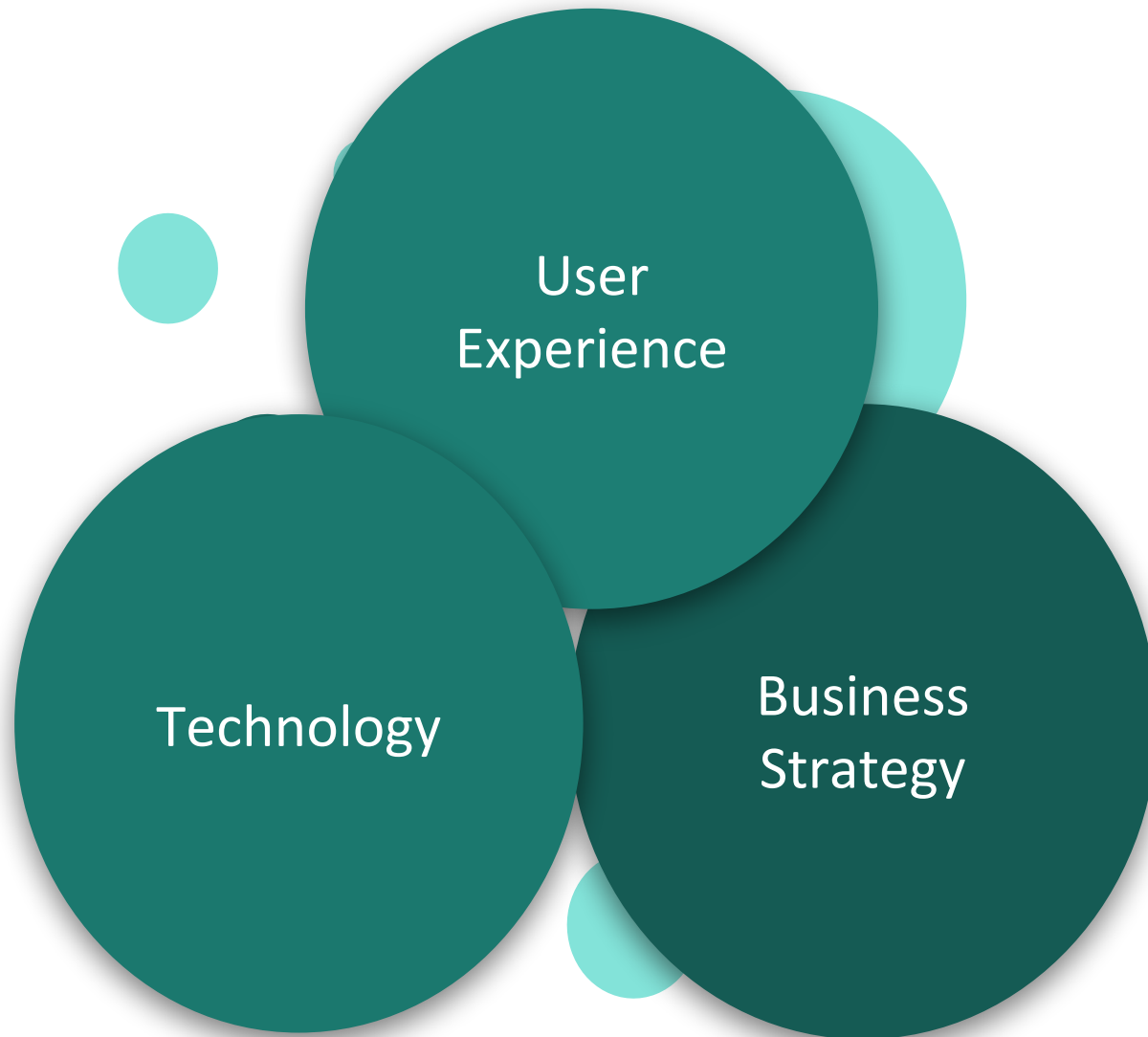


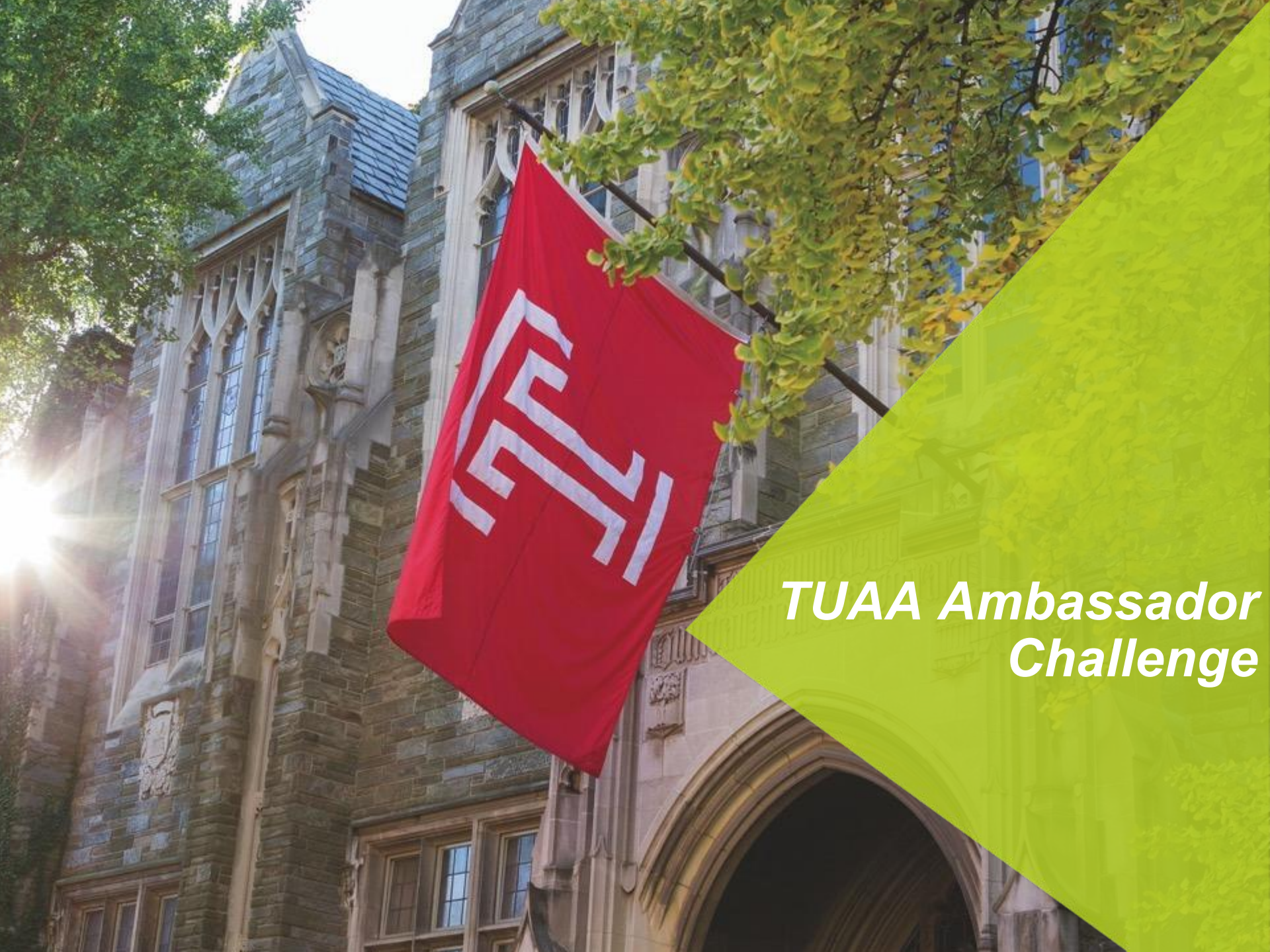
To what end...





To what end...





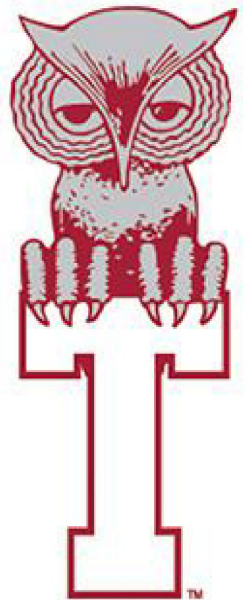
TUAA Ambassador Challenge



2019 Ambassador Challenge

- Raised: \$13,100 to date - Goal: \$35,000
- Multiple solicitations to 600 volunteer leaders from TUAA affiliated groups - October thru present
- Campaign runs thru April 1
- Enhances TUAA-Temple partnership

Giving.temple.edu/tuaachallenge





2017-18 TUAA Challenge Results

- \$21,950 raised from 33 individuals & TUAA
 - TUAA provided 4 Temple Toast day-of challenge prizes:
 - 3-\$4500 - CLA, STHM, TFMA
 - 1-\$7000 - matched gifts from young alumni
- Young alumni donors increased by 95%.

Temple Toast Results

Challenge Fund



Challenge Fund

\$4,500 each

Won by 3 Areas in the TUA Challenge



College of Liberal Arts

School of Sport, Tourism and Hospitality Management

School of Theater, Film and Media Arts

\$7,000

in Young Alumni Gifts Matched

Most Popular Funds

Owl Club Annual Fund

Klein College Annual Fund

Political Science Development Fund

\$242,575

Raised

1,752

Donors

853
ALUMNI

267
FACULTY
& STAFF



\$250

Won by the Vietnamese Student Association in the dunk tank challenge

40,240

Temple Students Benefited

345
STUDENTS

107
PARENTS

A photograph of a Stanford University building with a red flag featuring the white block 'S' logo. The building is made of stone and has Gothic-style windows. A large green diagonal overlay covers the right side of the image. The sun is visible on the left, creating a lens flare.

***Building the
Volunteer Pipeline
Group Exercise***



Volunteer Assessment

- What drives you to volunteer?
- What expectations have you set for yourself as a volunteer?
- What expectations do you have of Temple as a volunteer?
- What are the qualities of an impactful volunteer?
- What need do our volunteers fill for Temple? (Why does Temple need you?)



Small Group Table Exercise

What strategies do you currently use to build the volunteer pipeline in the following two ways?

- a) Recruiting Talent
- b) Retaining Talent



Building the Pipeline: A Partnership

For Consideration:



Save the Dates

Thursday, February 27, 2019 (rescheduled), 5:30-7:30 PM
Student/Alumni Leadership Reception

April 22-28, 2019

Global Days of Service and Temple Toast (April 25)

May 15-19, 2019

Alumni Weekend

Saturday, September 7, 2019

TUAA Leadership Summit and Parliament Meeting

Saturday, October 12, 2019

Homecoming vs. Memphis

Men's Basketball vs. Tulsa

- Go Owls!



VS.

