



**2017-2018 NEAT Grant Program Report**  
**June, 2018**

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### **Purpose of the Grand Project**

The K-State Alumni Association was founded in 1874, by a small group of alumni who joined together to strengthen alumni involvement with their alma mater. For almost 145 years the K-State Alumni Association has continued with the vision of alumni involvement. Today, the K-State Alumni Association is a non-profit organization, who is an integral agency unit of Kansas State University but separate from the university. The K-State Alumni Association is governed by a board of directors and manages a 5 million dollar budget.

The mission of the K-State Alumni Association is to “lead and inspire lifelong involvement that will benefit Kansas State University and all members of our Wildcat community”. The mission to foster a lifelong connection plays an integral role in connecting and engaging alumni around the world. In order to effectively connect and engage our alumni every aspect of the K-State Alumni Association must be a part of the process. The purpose of this grant project was to conduct exploratory research and identify targeted strategies to implement among domestic multicultural and international alumni, in the areas of membership, communications and marketing, career services, data collection, and award recognition. This project is also to identify individuals who are willing to serve as alumni contacts for their countries and identifying approaches that will engage current international students to build lasting relationships.

### **Scope of Grant Project**

To meet the needs of our growing diverse alumni the K-State Alumni Association wants to take a holistic approach. The Alumni Association has award-winning programs that target multicultural and international alumni and students. Over the past five years the Association has increased its multicultural and international alumni events by 20% and participation in those events have increased by nearly 500%. With the success in targeted programming the Alumni Association understands that it is only a piece of the engagement strategy. During this project, exploratory research was conducted and a survey was designed to help recommend targeted strategies for engaging diverse alumni in: membership, communications and marketing, career services, data collection, and award recognition.

The groups that were researched came from the self-identified coding system that the K-State Alumni Association’s record’s department utilizes. Those categories are: African American, Asian American, Hispanic, Mexican American, Multiracial, Native American, and Pacific Islander. In addition countries that have alumni volunteers were looked into, which include: Australia, Bangladesh, Brazil, Bulgaria, Canada, Costa Rica, Dominican Republic, Egypt, Germany, Japan, Nairobi, Puerto Rico, Romania, Saudi Arabia, South Korea, Taiwan, United Arab Emirates, United Kingdom, and Vietnam. Finally, looking at the future population of international students coming from: China, Saudi Arabia, India, Paraguay, Kuwait, Sri Lanka, Iran, South Korea, Nepal, Bangladesh, and Pakistan were included in the research.

### **Timeline and Process of Grant Project**

At the start of the Fall 2017 semester, a student was hired to execute the grant project. The timeline of the project was as followed:

1. June-July: identify and interview student candidates for this project
2. August: hire student and begin training

3. August-September: create a plan and structure for collecting data for membership, communications and marketing, career services, data collection, and award recognition
4. September-November: research best practices, design survey, organize focus groups
5. December- February: analyze best practices, conduct surveys and focus groups
6. February-March: analyze survey and focus groups responses; develop recommended target strategies
7. April- develop recommended target strategies
8. May- Write final project
9. Submit final report

From September to December internal staff interviews were conducted to learn about the role of the individual, their understanding of how they fit into the whole alumni engagement process and their thoughts about multicultural and international engagement, in respect to their specific role. Here is the list of job titles that were interviewed:

- Assistant director of records management
- Senior director of information services
- Director of communications
- Assistant Vice President of development and communications
- Associate director of alumni programs
- Alumni Center manager
- Executive assistant to the president and CEO
- Awards and special events coordinator
- Accounting manager and human resources coordinator
- Editor, K-State Magazine
- Associate editor and designer
- Graphic designer
- Assistant editor
- Alumni career services consultant
- Associate director of diversity programs
- Assistant director of student programs
- Assistant vice president of communications
- President and CEO
- Program's department assistant
- Network and technology administrator
- Assistant Vice President of Programs

In conjunction to conducting internal staff interviews, research about cultural norms in different countries was reviewed; research of what other alumni associations were doing in the area of multicultural and international engagement; informal conversations with students in social spaces, formal survey was distributed, attendance to various Alumni Association's events, one-on-one debriefing sessions with the associate director of diversity programs, and the reading of, *Cultivating diversity in fundraising* by Janice Gow Pettey; *Diversity and philanthropy* by Lilya Wagner; and *Telling the whole story: Voices of ethnic volunteers in america* by Nora L. Silver.

## Methodology

Informational interviews were conducted with 21 internal Alumni Association staff members. A survey was created through the university's Qualtrics software system that was shared with current students. A survey to multicultural and international alumni was not created or distributed due to the recent departure and new hire of the associate director of membership.

The survey was sent out to leaders of different multicultural organizations through a mobile group text messaging application, GroupMe and other communication platforms. Presidents and personal relationships with leaders within the multicultural community were asked to help encourage individuals to complete the survey. After the surveys were completed and turned in, utilizing Google randomization tools, four participants were selected to receive a visa gift card.

## Survey

- The survey included 28 responses. (See attached)
  - **Membership**
    - Many students from the survey all voted they would like to contribute to the Alumni Association in different ways.
      - 40 percent of 28 responders would attend an alumni event.
      - 18 percent would write an article for the K-Stater or the alumni newsletter.
      - 25 percent would contribute on a non-financial basis.
      - 21 percent would contribute financial support
      - 39 percent would give a talk/lecture
      - 57 percent would want to mentor other students
      - 7 percent would want to plan a reunion
      - 50 percent would volunteer
      - 7 percent would choose to do something other than those listed above.
  - **Communications & Marketing**
    - Social media has become the pipeline of communication between everyone for students social media is constantly changing and it can be a struggle to contact and inform them after graduation for events and opportunities. Some of the best social media platforms are Facebook, Twitter, LinkedIn, Instagram and others.
      - 46 percent of the 28 responders stated Facebook is the social media platform for receiving news and information.
      - 68 percent of the 28 responders use twitter only and in addition to other social outlets.
      - 4 percent included LinkedIn.
      - 43 percent included Instagram.
      - 18 percent chose other social media platforms as their source of news and information.
        - Iphone News App
        - Snapchat
        - Emails/word of mouth

- **Career Services**
  - The survey did not have the necessary questions to contribute to career service data needed.
- **Data Collection**
  - 36 percent male responders and 64 percent female.
  - 36 percent of responders identify as Black or African American
  - 50 percent of responders identify as White
  - 11 percent identify as more than one race/origin
- **Award Recognition**
  - 43 percent of students said they would nominate themselves for an award.
  - 57 percent of students said they would not nominate themselves for an award.
    - Why? A few students responded...
      - “I would rather someone else recognize my hard work.”
      - “I’m the type of person that would like to give my time and effort and I would be content with not being recognized.”
      - “Me honoring myself would take away from the the honor of the award.”
      - “I would rather be nominated for my work impacting someone else than just myself.”
      - “I want others to think I’m worthy of it.”

### **Final Grant Project Budget**

Student Worker @ \$9.00/hr. 15 hours per week for a total of 421 hours- \$3,789  
Four \$25 Visa gift cards for drawing after filling out the survey- \$115.80-. Total expense 3,904.80

### **Summary of Findings**

#### **Student Reach**

According to the National Center for Educational Statistics students of color became the majority population of the K-12 system in the United States in 2014. In the short amount of seven years, 2025, students of color will comprise the majority of high school graduates; and it is projected that in 2030 college campuses’ student populations will be majority students of color (Brownstein, 2018). Reflecting on the pipeline of future college students who will become alumni, this information is crucially important. Currently, students do not know very much about the Alumni Association and information alone will not create the connection with the Association. In order for these students to feel any obligation to stay connected or help in the future, every department will need to think about how they can connect with multicultural and international alumni in ways that are meaningful to them and their communities.

Through observational research the Alumni Association has presence on campus, in general spaces, like homecoming, K-State Proud, and other majority student activities but if those events have limited multicultural and international participation those spaces for awareness and engagement are not sufficient. The Alumni Association has made efforts in a few areas that are mainly hosted through the associate director of diversity programs programming. Events like the international block party, Robinson Family Multicultural Leadership awards, and international graduation celebration has created a strong recognition with the Alumni Association.

### Suggested Targeted Strategies

For 25 years a position in the K-State Alumni Association has done some programming and engagement with diverse alumni. As more and more diverse students enter Kansas State University and graduate, I would like to suggest some targeted strategies in the areas of: membership, communications and marketing, career services, data collection, and award recognition. Through the findings many of the areas have similar recommendations with slight difference due to cultural aspects. For the international groups identified earlier, since the Alumni Association is still at the beginning stages of connecting and engaging, I will offer one overall recommendation.

### African American Students

Based on Janice Gow Pettey's, *Cultivating diversity in fundraising* "Philanthropy in the African-American community includes gifts of time, service, knowledge, and love."

#### Description of Community

The African American population at K-State is the oldest and most responsive, that we have recorded. In 1899 K-State graduated its first African American graduate; he also was a member of the K-State Alumni Association. As the K-State Black Student Union embarks on their 50th anniversary, this group has been a consistent connection and point of pride for many of our alumni and current students. The Black Student Union has served as a pillar and foundational element within the Black community at K-State.

From a 2016, self-identified, ethnic-graduate report the Association shows that 3800 graduates identify as African American. In Fall 2017 there were 762 Black students attending Kansas State University. Within this community there are individuals who are members of historically Black fraternities and sororities whose missions are founded on giving back to communities and education. The Black student population tends to be the most vocal on campus and actively advocating for social justice. Although there is a portion of the community who is vocal and active, there is another group who is disengaged.

#### Membership

In 2016, recorded in the Alumni Association database they have 3800 graduates who have self-identified as African American. Out of 3800 graduates 11 percent are members of the Alumni Association. As the Alumni Association, they must not assume that individuals know that the Association is a dues-based membership organization. The Alumni Association must insure people know what membership means, as it relates to the Association. The Alumni Association must ask itself, "Do we ever talk about membership and the importance of membership in their organization? Do we know what membership looks like for their identity based organizations, they choose to be a part of? How are we showcasing that education has advanced and improved the lives of African Americans? These are important things to know if the Association would like to increase the number of African American alumni membership.

As more and more organizations utilize the internet to build a platform and community around niche ideas, that are important to this community, the Association should evaluate if any of the benefits and programs they offer speak to those values. If the Association currently does not speak to the Black

communities interests, do they have access to programs and resources that do and what would it look like if they made it apart of the Alumni Association membership strategy.

### **Communication and Marketing**

The Alumni Association has a social media promoter who collects information on cultural events on campus and retrieves photos from those events to curate a photo bank that the Association can use. Possibly creating a website that has photos organized by years for different cultural, greek, international and things along those lines that alumni and students can use in future events. #KSUnite should be a frequent page for people to see what's on campus. Creating a database of the photos within the multicultural communities and it's important to have diverse photos of many events not just football and a step shows but other events as well. Have photographers at even small events for instance, the Black Panther movie showing with the Union Programming Council. This was a local event that was a part of a national conversation and community building event. The Alumni Association could have connected with their alumni and participated in this conversation through their various communication platforms. Due to limited staffing time, the Association has an opportunity to build a relationship and even hire students to help field content they can utilize. Also, the Alumni Association can utilize authentic voices doing social media posts that provide interactions that have a human touch and connection.

Knowing that "philanthropy in the African-American community includes gifts of time, service, knowledge, and love." creating photo opportunities that represent these aspects would be beneficial. The Alumni Association should try to connect and speak to those components that the Black community values. Of the survey respondents 57 percent said they would be a mentor, which speaks to the value of sharing knowledge and giving of time. When showcasing volunteerism, member spotlights that talk about their contributions could be effective. We must read about what communities care about and then create events and programs with those values at the center.

For the new group of emerging alumni, they want to see and have involvement with causes that they care about. If young alumni aren't members of the Alumni Association and do not receive the K-Stater magazine, then the Association can utilize the @kstate online newsletter and other social media platforms with teasers that include encouragement of "if you would like to read more join the Association.

### **Career services**

Career related services are a valuable benefit that alumni seek from their alma mater. Understanding that career service is important the Alumni Association should ask itself: How is career related services communicated to the Black community? Why should Black alumni choose to utilize your Alumni Association's services? What expertise or resources do the Association offer that will help individuals? Does the Association help provide anything information that would help Black individuals shatter the glass ceilings? Does the Association offer any workshops or master classes that would encourage the Black population to acquire training to move forward? How does the Association bring value? Is the Association aware of the statistics that are challenges in the Black community like high unemployment rate; income pay gaps? Does the Alumni Association provide workshops in the Kansas City area (largest area of where K-State's diverse alumni live) that is geared toward alumni who want to help improve employment opportunities within the African American communities? Is it possible for the Association to partner with different entities on campus? Alumni may find additional value in career services if it can

help alumni in increasing employment and finding ways to building communities that the students are coming from.

### Data collection

Data analysis is a cornerstone of the Alumni Association's work. The record's department at the Alumni Association makes over 5,000 biographical changes and updates per month. The accuracy of alumni and friends information is key when the Association wants to communicate and program for their alumni. When learning about the capabilities of the database system and the partnership that the Alumni Association has with the university and foundation, I believe that the data input is even more important when it comes to connecting with multicultural and international alumni. Data that documents the identity based organizations alumni were a part of is important data to collect. A system needs to be created to work with student organizations to share their membership list so that when the students graduate and they get a profile that information can be added.

With data in the system that connects them to their former organizations a campaign where one year after graduation, the Black Student Union can create a "we miss you" message, and send it out to their former members who recently graduated. A strategy where current students who were a part of their organization is a better outreach than the Alumni Association sending out a "join the Alumni Association" message. Developing a relationship that is more about, "hey just checking on you and seeing how you doing," is better. It is important to communicate to student groups that they can gain access to information from the database. In 2019 the K-State Black Student Union will be celebrating their 50th anniversary. Since the Black Student Union is not coded in the database, it will be a challenge for current students to reach out to former members and invite them to come back for the celebration.

The Association should look at the data they are collecting and identify what information they are missing when it comes to learning more about the multicultural and international student experiences that would be helpful in the future. If the Alumni Association wants to keep up with these students they must keep record of them and what they are involved in. Another strategy for the Alumni Association is helping student organizations build up their own alumni arm. A lot of these student organizations do not have an alumni arm of their organization and they could step in and share their expertise. Providing this service can be beneficial for all involved. The student organization can connect with their former members and create mentorship opportunities, the alumni can tap into the fond memories of when they were active in the organizations and the university can engage alumni who are connected and not a cold call.

### Award Nomination

The awards programming is a major component of the Alumni Association. When talking with the associate director of alumni programs, it was mentioned that they struggled with getting diverse nominations. While reviewing the awards nomination process, the Alumni Association should consider treating the connectors and potential nominators on campus like donors. Looking at the fundraising cycle the Association could insert the potential nominator through the various steps. Step one, identification, who are the connectors on campus? Who is in the multicultural and international community who work with students consistently? Then the Association should ask do they have the relationship with those individual? Step two, cultivation, the Association should find ways to connect and/or support the



activities of these potential nominators or the Association can host an event to connect with potential nominators. Step three-the ask, the Association sends out a nominations letters asking for people on campus to nominate an individual. This strategy is good, but the Association should consider making a personal ask from connectors in the multicultural and international community. Shifting to a more active ask than a passive ask, can allow for questions and feedback. Understanding what the Association is asking from their potential nominators and the priorities they are managing can help in organizing the various awards programs. Step four-stewardship, the Association sends a formalized letter thanking nominators for submitting a nomination. The Association could consider additional ways to highlight the nominators, by sending a letter or message to their department head, dean, or supervisor. Utilizing the electronic message boards on campus, the Association could send a thank you message with the list of names of the nominators. The Association could also feature the nominators in the alumni magazine. Showing appreciation could encourage more individuals to nominate in the future.

## **Asian American and Pacific Islander**

### **Description of Community**

“Asian Americans, whether born in the United States or elsewhere, still make up only 6 percent of the U.S. population and are a mixed group, ethnically and culturally” (Wagner, 2016, pg. 73). In 2050 it is projected that the Asian population will grow to 40.6 million in the United States (Wagner, 2016). Within the Asian population there are “at least 15 distinct ethnic groups including Bangladeshi, Cambodian, Chinese, Filipino, Indian, Indonesian, Japanese, Korean, Laotians, Malaysian, Pakistani, Sri Lankan, Taiwanese, Thai, and Vietnamese” (Wagner, 2016, pg. 74). As for the breakdown of Pacific Islander that is identified as, “...people of Hawaii, Guam, Samoa, and other Pacific Islanders,” (Wagner, 2016, pg. 74). The Alumni Association should find out what ethnic groups they have on campus and who makes up the Asian and Pacific Island alumni base and focus on learning more about the causes and social interactions that are valuable to them.

Interviewing the president of the university’s Asian American Student Union, she shared, “honestly, my vice president and I find it hard to mobilize members to get involved in issues that are bigger than us, like social justice and things along those lines. There are a few that are learning along the way though, and showing interest in working toward bettering the community as a whole and advocating for the Asian American community, too. I feel like that approach works better for us, working with members one-on-one so they become more aware and can use that knowledge for empowerment. But overall, the group is welcoming and open to literally anyone who is curious about Asian culture and issues. We always tell people you don’t actually have to be Asian to join the organization.”

### **Membership**

In 2016, recorded in the Alumni Association database they have over 6500 graduates who have self-identified as Asian American. Out of 6500 graduates 7 percent are members of the Alumni Association. For Pacific Islanders, it was recorded that a little over 42 graduates self-identified as Pacific Islander and 16 percent are members of the Alumni Association. Much work needs to be done in learning about the interest and values of the various Asian and Pacific Islander populations. Reviewing the membership benefits, it does not address Asian and Pacific Islander specific interests which may explain the lack of membership participation. With the Asian American population being the largest ethnic identified alumni group the Association should consider how they can address the needs of this group.

### Communication and Marketing

Learning about the various ethnic groups within the Asian American and Pacific Islander population the Association can create communication and marketing pieces that would appeal. In the report, *"Telling the whole story: Voices of ethnic volunteers in america"*, by Noah Silver, Silver shared that in numerous Asian communities they help their family first, then their extended family and then the community. The Association should find ways to highlight how the Asian communities on campus are helping incoming students and current students on campus and share stories in the alumni magazine and other appropriate communication platforms. Silver, also shared that, "Chinese Americans interested in volunteering want to be involved in organizations that do work they care about, that show respect to volunteers by being clear and organized about assignments, and that are well managed and follow through on their commitments..."(2011, pg. 66). Utilizing the Association's website and volunteer messages it should be clear and upfront about what the Association is wanting from their alumni volunteers and provide as much information about the length and type of commitment that is expected.

### Career services

The importance of building meaningful networks is important within various Asian communities. Understanding that a large population of Asian Americans, "are the best educated and highest income population in the United States" (Wagner, 2016, pg. 74). The Association should look for more intentional ways to connect with Asian American alumni. The foundational, review of a resume or practicing interview skills may not be as important to individuals in these groups. Creating opportunities through their place of employment and within their profession that will provide development and leadership may be seen as a reason to join the Alumni Association.

### Data collection

Data analysis is a cornerstone of the Alumni Association's work. The record's department at the Alumni Association makes over 5,000 biographical changes and updates per month. The accuracy of alumni and friends information is key when the Association wants to communicate and program for their members. When learning about the capabilities of the database system and the partnership that the Alumni Association has with the university and foundation, I believe that the data input is even more important when it comes to connecting with multicultural and international alumni. Data that documents the identity based organizations alumni were a part of is important data to collect. A system needs to be created to work with student organizations to share their membership list so that when the students graduate and they get a profile that information can be added. The Association should look at the data they are collecting and identify what information they are missing when it comes to learning more about the multicultural and international students' experiences that would be helpful in the future. If the Alumni Association wants to keep up with these students they must keep record of them and what they are involved in. Another strategy for the Alumni Association is helping student organizations build up their own alumni arm. A lot of these student organizations do not have an alumni arm of their organization and they could step in and share their expertise. Providing this service can be beneficial for all involved. The student organization can connect with their former members and create mentorship opportunities, the alumni can tap into the fond memories of when they were active in the organizations and the university can engage alumni who are connected and not a cold call.

### **Award Nomination**

The awards programming is a major component of the Alumni Association. When talking with the associate director of alumni programs, it was mentioned that they struggled with getting diverse nominations. While reviewing the awards nomination process, the Alumni Association should consider treating the connectors and potential nominators on campus like donors. Looking at the fundraising cycle we could insert the potential nominator through the various steps. Step one, identification, who are the connectors on campus? Who is in the multicultural and international community who work with students consistently? Then the Association should ask do they have a relationship with those individuals? Step two, cultivation, the Association should find ways to connect and/or support the activities of these potential nominators or the Association can host an event to connect with potential nominators. Step three-the ask, the Association sends out a nominations letters asking for people on campus to nominate an individual. This strategy is good, but the Association should consider making a personal ask from connectors in the multicultural and international community. Shifting to a more active ask than a passive ask, can allow for questions and feedback. Understanding what the Association is asking from their potential nominators and the priorities they are managing can help in organizing the various awards programs. Step four-stewardship, the Association sends a formalized letter thanking nominators for submitting a nomination. The Association could consider additional ways to highlight the nominators, by sending a letter or message to their department head, dean, or supervisor. Utilizing the electronic message boards on campus, the Association could send a thank you message with the list of names of the nominators. The Association could also feature the nominators in the alumni magazine. Showing appreciation could encourage more individuals to nominate in the future.

## **Hispanic**

### **Description of Community**

By 2030 it is estimated that the Hispanic population will be 24 percent of the United States population. Connecting with one of the fastest growing population will require some true understanding about the various cultures that are traditionally placed under the umbrella of Hispanic/Latino. The ancestral Spanish speaking countries are: Argentina, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Equatorial Guinea, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Spain, Uruguay, and Venezuela. Like the Asian population the Alumni Association should dedicate time to learning about which student ethnic groups are on campus and learn more about their acculturation experiences, community norms, and unique cultural aspects. On Kansas State's campus the Hispanic student population is one of the largest and fastest growing populations on campus. Talking with the past president of the Hispanic American Leadership Organizations (H.A.L.O) she shared "I would say you have students that come to college just to get a degree without getting involved, sometimes parents expect their student to get in and get out with a degree. You also have students who become involved within the Hispanic community only. Then you also have the students who are more well-rounded and are actively involved within their Hispanic community and the K-State community. I think as far as leadership positions, outspokenness, and fighting battles the numbers are lower and most of the motivation to speak up often happens after something bad happens. As a former HALO president everyone seems to be fired up at the beginning of the school year and then the voice dies down. I think

there is also much variation between types of Hispanics. You have a variety of nationalities and sometimes it isn't always easy to come together with one purpose because we all face a variety of adversities. I think for the most part Hispanics are open minded about getting involved in organizations but they are very relational so it takes a person to talk to them and take the time to join a certain something. You have to invest in someone before they invest in you."

### **Membership**

In 2016, recorded in the Alumni Association database they have over 3600 graduates who have self-identified as Hispanic. Out of 3600 graduates 16 percent are members of the Alumni Association. Understanding the value of family and personal relationship, the Association should look at how membership is personalized rather than a mass-produced product. Shared in "Telling the Whole Story," by Nora Silver, "It is also important to me that the organization I work with is accountable to the community and allows active participation in the decision making," (pg. 48). For the Association how is membership showcasing that it is accountable to the various pockets of communities that are developed on campus? What type of impact will a member have by becoming a member of the Association?

### **Communication and Marketing**

"...Hispanic online market is growing three times faster than the general online market...they also have above-average use of platforms such as Facebook and Youtube," (Wagner, 2016, pg. 35). A strategy for the Alumni Association is to create communication and marketing materials that will appeal to various communities. Wagner shares that developing messages that speak to individuals personally and emotionally; while also segmenting messages by Hispanic ethnicity is important. The Association must take inventory of the human resources and capacity of knowledge of understanding the various cultural subsets within the Hispanic community. It will be important that the message comes off with the respect of cultural practices and historical knowledge of countries.

### **Career services**

As the Hispanic population continues to rise in the United States, it will be important to recognize the numerous career points an individual may experience. If a person is new to America or third or 4th generation American there are different needs. The Alumni Association could expand their scope about how they assist their alumni by taking inventory of the services they provide and if it is to help one type of situation or multiple. Creating a robust offering will provide a valuable service that the Hispanic community can utilize. Also offering a family discount or special family offerings to alumni would speak to the strong familial connection that Hispanic alumni have.

### **Data collection**

In the Hispanic community self-identifying by country of origin is of importance. This act of loyalty to their country should be documented with the Alumni Association's database. The catchall descriptor of Hispanic or Latino cannot inform members of the Alumni Association on how to connect and engage in an effective way. With this lack of information generalizations are made and the personal connections that are needed to encourage volunteerism and donor giving will be a challenge. Documenting the student organizations a student was a part of is good, but if the practice is to call these

organizations these generic identifiers it will not provide insight except for they may have interest in ancestral Spanish speaking countries and issues.

### **Award Nomination**

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## **Multiracial**

### **Description of Community**

In 2013 the U.S. Census Bureau reported that about 9 million Americans chose two or more racial categories. It was only in 2000 that the Census Bureau allowed individuals to select more than one racial category and ever since then the multiracial population has grown. The K-State community has followed the Census Bureau's lead in providing an opportunity for multiracial individuals to identify, but currently it is only a box that says, "multiracial". The generic label of multiracial does not provide any information about which racial/ethnic categories an individual identifies with and it too can cause for generalization. According to a Pew Research Center report, "while multiracial adults share some things in common, they cannot be easily categorized. Their experiences and attitudes differ significantly depending on the races that make up their background and how the world sees them." (Pew Report, 2015, pg. 5). As K-State's multiracial population grows, understanding the individuals in this community will inform avenues to connect as alumni.

### **Membership**

In 2016, recorded in the Alumni Association database they have approximately 720 graduates who have self-identified as multiracial. Out of 720 graduates 24 percent are members of the Alumni Association. The Association should figure out ways to decode the generic term of multiracial and find out how its membership identifies the value they can bring.

### **Communication and Marketing**

With a population that is growing rapidly and single race parents who are alumni and who are possible parents or guardians of a multiracial child/children, the Association must see this population more than the 720 self-identified alumni. With the current structure targeted or segmented marketing materials do not fit this category and alumni are subject to all the marketing pieces, because there is no indication of how they identify. For example if the K-State Alumni Association is hosting a Black Alumni Reunion, the organizer would have to include all alumni who self-identified as African-American and all who self-identified as multiracial, even if one of their racial identity is not African American. It is important for the Association to take time to research and gather data on how to communicate with their growing multiracial communities.

### **Career services**

With the limited amount of research on multiracial populations and alumni career services, no current strategies are suggested.

### **Data collection**

It is imperative that the data challenges of the multiracial populations be solved or the Association will repeat the same challenge; that they have to deal with today. In 1980s race/ethnic codes were included for the alumni database system and in 2018 there is still ethnic code data that is missing for alumni who graduated before the 1980s. The data categories must be more transparent if the goal is to help the Association to connect and engage their alumni on what is important to them. Also the data should capture those individuals who are transracial adoptees, who are of another race/ethnic background, but raised by a different race/ethnic family. This key information is more than a biographical collection of information.

### **Award Nomination**

The awards programming is a major component of the Alumni Association. When talking with the associate director of alumni programs, it was mentioned that they struggled with getting diverse nominations. While reviewing the awards nomination process, the Alumni Association should consider treating the connectors and potential nominators on campus like donors. Looking at the fundraising cycle we could insert the potential nominator through the various steps. Step one, identification, who are the connectors on campus? Who is in the multicultural and international community who work with students consistently? Then the Association should ask do they have relationships with those individuals? Step two, cultivation, the Association should find ways to connect and/or support the activities of these potential nominators or the Association can host an event to connect with potential nominators. Step three-the ask, the Association sends out a nominations letters asking for people on campus to nominate an individual. This strategy is good, but the Association should consider making a personal ask from connectors in the multicultural and international community. Shifting to a more active ask than a passive

ask, can allow for questions and feedback. Understanding what the Association is asking from their potential nominators and the priorities they are managing can help in organizing the various awards programs. Step four-stewardship, the Association sends a formalized letter thanking nominators for submitting a nomination. The Association could consider additional ways to highlight the nominators, by sending a letter or message to their department head, dean, or supervisor. Utilizing the electronic message boards on campus, the Association could send a thank you message with the list of names of the nominators. The Association could also feature the nominators in the alumni magazine. Showing appreciation could encourage more individuals to nominate in the future.

## **Native Peoples**

### **Description of Community**

Native peoples in North America are a diverse set 566 tribal nations that have self-determination, sharing and reciprocity at its core (Wagner, 2016). Just like all groups the Association must be careful with generalizing diverse groups. Native peoples have a challenging and storied history that is important for organizations, like the Alumni Association, to recognize and learn about if they want Native people alumni to engage. As an identified ethnic community native youth development and addressing challenges and opportunities are of importance.

The Association can identify common causes within the Native peoples communities and work with alumni to bring opportunities and solutions that may be of interest. Although the Native peoples community is small and as of now not as active as they were in the past, that does not mean that resources and time to learn about the tribal communities and land that the institution inhabits is not of importance. As the first land grant institution the Association should acknowledge the people and land who were here before.

### **Membership**

In 2016, recorded in the Alumni Association database they have approximately 554 graduates who have self-identified as Native Americans. Out of 554 graduates 17% percent are members of the Alumni Association. Actively listening and learning about the community and asking for feedback, will help the Association in learning about what benefits would be of value. Learning that collective efforts to support a common cause is of importance, membership should look at the foundational purpose and decide how to effectively connect with the Native peoples community.

### **Communication and Marketing**

“The terms ‘Native’ and ‘American’ are both European perspective. The populations who lived in the Americas prior to Columbus’s first contact had been on these continents for unknown centuries and referred to themselves by distinctive names reflecting their own languages and cultures” (Wagner, 2016, pg. 126). Starting off with how the Communication and Marketing team refers to this population is important because it will set the stage of the care that needs to go into understanding and communicating with this diverse population. It could be helpful to solicit feedback and involvement from the faculty and staff organization, Indigenous Alliance, to identify communicators and/or communication experts in the Native peoples spaces. The Association will have to ensure that diversity of images and themed

messaging showcases not just traditional tribal attire, but a variety of aspects that are of value to the community, like youth development, environment, collectivism, etc.

### **Career services**

Career related services are a valuable benefit that alumni seek from their alma mater. Understanding that career service is important the Alumni Association should ask itself: How is career related services communicated to the Native peoples communities? Why should Native peoples alumni choose to utilize the Alumni Association's services? What expertise or resources does the Association offer that will help individuals? Does the Association have resources that speak to the community as a whole and not just the individual? Does the Association help provide anything that would help Native individual shatter the glass ceilings? Does the Association offer any workshops or master classes that would encourage Native peoples populations to acquire training to move forward? How does the Association bring value? Is the Association aware of the statistics that are challenges in Native peoples communities? Is the Association aware of current career services programming that is occurring within the communities that they can become a partner? Does the Alumni Association provide workshops in Kansas City area (largest area of where our diverse alumni live) that is geared toward alumni who want to help improve employment opportunities within Native communities? Is it possible for the Association to partner with different entities on campus?

### **Data collection**

With the Association following the U.S. Census Bureau standard racial categories, Native Americans will be the designated category. Understanding that this category is of an European perspective it should only be used for the internal data documentation and governmental reporting, but for all other purposes Native peoples and documenting the individuals tribe should become practice. Much learning and understanding of our Native peoples alumni are needed and better data will help.

### **Award Nomination**

Humility and the betterment of the community take precedent to individualism as a generalization in native peoples philanthropy (Wagner, 2016). When promoting and asking for nominations for the various awards programs, the Association must be sensitive to the purpose and meaning of the awards and clearly communicate how nominating and awarding individuals can contribute to the community at large in a humble and celebratory way. In addition, just like the other ethnic groups relationships must be built with the connectors to garner nominations and feedback to make the awards program stronger.

## **International Community**

### **Description of Community**

The international community in this project has been combined because of the limited information and beginning engagement activity that has occurred. To separate the various countries at this stage would not be beneficial. The international community which is defined as alumni who are not citizens of the United States of America and/or do not live in the United States. Although the Association



who have expatriated all over the world, they still have a foundational understanding of alumni relations and American philanthropy, so strategies geared toward expatriates should be seen as different than alumni who are not citizens and do not reside in the United States. Within the international community, the Association should continue to educate various groups about the purpose and value of the Alumni Association. In some countries the concept of an Alumni Association and even philanthropy does not translate into their language and cultural norms. Making the assumption that everyone is starting with the same level of understanding is not correct.

### **Membership**

There is a limited amount of membership benefits that would be of value to international alumni abroad and to expect alumni to join out of pure loyalty or an alumni magazine is not enough. More thought needs to go into benefits that would be of value globally.

### **Communication and Marketing**

Email and social media platforms are the main vehicles in how the Association communicates with international alumni. The communication and marketing staff should do research into which social media platforms are popular in certain countries and find ways to be a part of those spaces and not just the spaces that are popular in the United States.

### **Career services**

Receiving a college degree from an institution in the United States is considered a highly marketable asset in many countries. Understanding the career advantages that a U.S degree can have, career services should be knowledgeable about the placement of international alumni, the process of obtaining a job internationally. More time and resources should be dedicated to understanding this area of alumni relations because of the rising international population and major goal of international students obtaining a degree from a U.S college is for job opportunity.

### **Data collection**

For data collection the categories should be renamed. Currently the Association has ethnic coding titles that say African American, Asian American, etc. but all the individuals in these categories are not Americans. International alumni are collected under these categories. The Association should reach out to their partners on campus and create a system to gather more data on international students who graduate.

### **Award Nomination**

Looking at how to gain nominations from the international community, the Association should look into understanding how awards and recognition is given in other countries. Learning about awards programs or lack thereof in other countries can help identify if there are any gaps. It is important to know if self-nomination is appropriate, or how the cultural aspect of humility may play a role. The Association has quite a few international nominations that center around research only, they should look into why and be able to learn more about how to connect and communicate about their award programs.

### **Summary of Conclusions**

Throughout the NEAT grant opportunity I have interviewed, listened to and observed ways the K-State Alumni Association interacts with their alumni and students. I believe that continuing to invest time into going to organizations or even using student workers to explain to students what the Association is all about and what they have to offer can be the building blocks to stronger relationships. The K-State Alumni Association is meant to be the link between university and student after they leave and start a new life. The only issue with this image is that the Alumni Association has not had the influence and reach on a grand spectrum needed to keep the two entities connected years down the line. When the Association is trying to reach multicultural and international students they have to look at the makeup and activities of the groups. Understanding the group dynamics is important because they may be reaching out to groups where multicultural and international students are not heavily involved. The international and multicultural students that I sat down and spoke with are not really knowledgeable about who the K-State Alumni association is, as well as, what they do besides paying to be apart after graduation. The Alumni Association must find ways to be involved with multicultural and international students. The Association should make sure that they are presenting themselves in a way that gets students to start actually thinking about staying connected and investing time or money later in life.

### **Summary of Impact**

- Learn about the cultural aspects and norms for each community
- Disaggregate generalized data to identify the communities and prioritize how to build meaningful and valuable relationships
- Update the labeling of the ethnic groups
- Seek out individuals who are actively a part of the communities the Association is wanting to connect with and find valuable ways to partner
- Recognize the U.S ideology that is in the systems of engaging groups
- Treat the connectors in the multicultural and international communities like donor relationships
- Explicitly explain what is in it for the communities the Association wants to involve

What's your name?

University Status

- Undergraduate Student
- Graduate Student

Please specify your race/origin (Select all that apply)

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Hispanic/Latino Origin
- Not Hispanic/Latino Origin
- Other

Which country are you from?

What sex do you identify?

- Male
- Female
- Prefer not to identify

What social causes, if any, are of interest to you?

How do you stay up-to-date and informed on social causes of interest to you?

- Television/Podcast/Radio
- Subscribed Emails
- Social Media
- Other

In your home country, what are the most popular social media platforms?

Which social media platform do you receive your news and information? (select all that apply)

- Facebook
- Twitter
- LinkedIn
- Instagram
- I don't use social media
- Other

When you are in search of something you need, how do you go about retrieving the information?

- Searching online
- Asking School Resources
- Speak with friends

Do you plan to give to causes you support in the future?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

If yes, how do you plan to give?

- Time
- Non-financial resources
- Financially
- Other

In what capacity would you be interested in contributing to Kansas State after graduation?

- Attend alumni association events
- Contribute an article to the alumni newsletter
- Contribute non-financial resources
- Financial contribution
- Give a talk/lecture
- Participate in student mentoring

Plan a reunion

Volunteering

Other

How important is it to you to be affiliated with an organization?

1      2      3      4      5      6      6      7      8      9      10

1 - Not very important, 10 - Extremely Important

---

How important is it to you and your professional career to be recognized and receive awards?

1      2      3      4      5      6      6      7      8      9      10

1 - Not very important, 10 Extremely important

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Would you ever self nominate yourself for an award?

Yes

If No, Why?

Are you currently a dues paid member of any organizations, subscriptions, etc?

Yes

No

If yes, to the previous question, what organizations and subscriptions are you involved in?

If there are any ideas or suggestions you would like to share with the Alumni Association, we welcome your feedback.

To be entered into a drawing for a visa gift card, please enter your name, number and email.



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## Grant Program Reimbursement

In addition to this form, please submit your Final Project Report.  
 These results will be shared and published on the NEAT website.  
 Reimbursement will be sent within 30 days of receipt of the required information.  
 The deadline for submission is **June 30, 2018**.

**Association:** K-State Alumni Association

**Program or Project name:** Multicultural and International Alumni Engagement

Date	Description of Expense	Amount
Oct 7	Payroll of NEAT Intern	\$ 3789.00
May 9	Gift Cards for surveys	\$ 115.80
<b>Total</b>		<b>\$ 3,904.80</b>

*(Please attach documentation-receipts or invoices- for submitted expenses)*

**Submitted By:** Jessica Elmore, Associate Director of Diversity Programs  
 (Name and Title of person completing the project)

**Phone:** 785-532-5060      **Email:** jelmor@k-state.com

**Date Submitted:** June 25, 2018

**Approved By:** Jessica Elmore, Associate Director of Diversity Programs  
 (Name and Title of person overseeing the project)

**Reimbursement Check Made Payable to:** K-State Alumni Association (Attn: Asha Nagaraja)

**Address to send the check:** 1720 Anderson Ave. 100 Alumni Center  
 Manhattan, KS 66506

Please submit to: Patti Mikac, Business Development and NEAT Coordinator  
 Fax: (610) 537-2704 Email patti.mikac@usi.com  
 Mail: 655 Metro Place South, Suite 210; Dublin, OH 43017



Payroll Summary - Laken Horton

Pay Period	Paygroup	Employee Name	Emplid	Total Hrs Paid	Gross Pay
7-Oct-17	KST	Horton,Laken Nifeo	W0000106420	45	405
21-Oct-17	KST	Horton,Laken Nifeo	W0000106420	45	405
4-Nov-17	KST	Horton,Laken Nifeo	W0000106420	25	225
18-Nov-17	KST	Horton,Laken Nifeo	W0000106420	30	270
2-Dec-17	KST	Horton,Laken Nifeo	W0000106420	12.5	112.5
16-Dec-17	KST	Horton,Laken Nifeo	W0000106420	30	270
27-Jan-18	KST	Horton,Laken Nifeo	W0000106420	25	225
10-Feb-18	KST	Horton,Laken Nifeo	W0000106420	25	225
24-Feb-18	KST	Horton,Laken Nifeo	W0000106420	30	270
10-Mar-18	KST	Horton,Laken Nifeo	W0000106420	30	270
24-Mar-18	KST	Horton,Laken Nifeo	W0000106420	10	90
7-Apr-18	KST	Horton,Laken Nifeo	W0000106420	25	225
21-Apr-18	KST	Horton,Laken Nifeo	W0000106420	30	270
5-May-18	KST	Horton,Laken Nifeo	W0000106420	30	270
19-May-18	KST	Horton,Laken Nifeo	W0000106420	28.5	256.5
				421	3789

K-State Campus Store  
 #1336  
 820 K-State Student Union  
 Manhattan, KS 66506  
 785-532-6583  
 kstatecampusstore.com  
 1336mgr@follett.com

ITEM	QTY.	PRICE	TOTAL
\$25 UNIV VISA SPARKLE 016000326	1	\$25.00	\$25.00N
\$3.95 FEE-BHN VISA \$25 CARD 013971024	1	\$3.95	\$3.95N
\$25 UNIV VISA SPARKLE 016000326	1	\$25.00	\$25.00N
\$3.95 FEE-BHN VISA \$25 CARD 013971024	1	\$3.95	\$3.95N
\$25 UNIV VISA SPARKLE 016000326	1	\$25.00	\$25.00N
\$3.95 FEE-BHN VISA \$25 CARD 013971024	1	\$3.95	\$3.95N
\$25 UNIV VISA SPARKLE 016000326	1	\$25.00	\$25.00N
\$3.95 FEE-BHN VISA \$25 CARD 013971024	1	\$3.95	\$3.95N
		Sub Total	115.80
		Tax	0.00
		Total	\$115.80

Credit Card  
 Visa 115.80  
 Acct# \*\*\*\*\*7304  
 Auth# 419012

Items Purchased: 8  
 Items Returned: 0



Associate:Lexi

NO REFUNDS ON TECHNOLOGY ITEMS  
 ALL SALES FINAL ON Textbooks  
 NO RETURNS ON OPEN ITEMS!

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