



**Geomapping of Alumni Database and Assessment of Current Clubs**

Sophia Dongilli | NEAT Intern 2012

K-State Alumni Association, Programs Suite

## **Table of Contents**

Program Description, Purpose, and Objectives .....	1
Visual Alumni Mapping .....	2
Watch Party/Event Spreadsheets and Data Collection .....	11
Updated Club and Catbacker Volunteer Lists .....	12
Alumni Association Website/Programs Manual Consolidation .....	13
Out-of-State Club Leader Survey .....	17
Event Form Revision .....	20
Assessment/Conclusions .....	23

## Program Description

As a 2012 NEAT Grant Intern, I worked with the online BatchGeo program to create geographical maps of our out-of-state alumni clubs. As a part of this process, I incurred other responsibilities that included data collection of all out-of-state watch party and event location information, the restructuring of event forms, creation of an out-of-state club leader satisfaction survey, the updating of club lists both on the K-State Alumni Association website and within our Programs manual/binder, and revision of all current and past club and catbacker volunteer lists.

## Purpose

The purpose of the NEAT Intern role is ultimately to ensure that the K-State Alumni Association offers unsurpassed levels of strategic outreach and program development to its members and friends. Intern research, event planning, and design are necessary in order to connect with alumni in the most meaningful and efficient ways possible and to better retain and engage members.

**Objectives:** as NEAT Intern, I will be able to present the K-State Alumni Association with...

1. Visual out-of-state alumni maps that include all club contacts, registered 2010-2011 football watch party locations, and registered event locations from March 24, 2010-January 6, 2012
2. Analytical assessments of the previously stated watch party and event locations, including plotted map recommendations and brief written explanations
3. Organized excel spreadsheets containing the above watch party/event titles and addresses along with other available supplementary data, such as event cost, invitations, attendees, total number of watch party events held each year, and total number of watch party attendees each year
4. Organized and accurate excel spreadsheets of current and past club volunteers along with ID information
5. Organized and accurate excel spreadsheets of current and past catbacker volunteers along with ID information
6. Updated U.S. club listings and “main contact” information both on the Alumni Association’s website and within the Programs manual/binder
7. A brief and effective out-of-state club leader survey measuring levels of satisfaction in regards to attendance, watch party/event locations, volunteer involvement, and overall contentment with our organization
8. A reformatted event form that will facilitate more accuracy, less reader confusion, and better record-keeping for future research endeavors

## Visual Alumni Mapping

Through the free BatchGeo program online, I created visual out-of-state alumni maps that include all club contacts, registered 2010-2011 football watch party locations, and registered event locations from March 24, 2010-January 6, 2012. As implied, these maps were only of clubs for which we had formal watch party or event paperwork, as well as those with fewer than 2,000 contacts (the program's cap). With this program, users can zoom as far in or out as they please, locate specific members, and analyze visual contact "bubbles" of any area's population density. BatchGeo mapping made possible my internship's study of relational convenience of club majorities to Association-sponsored events. All K-State Alumni Association maps are private, accessed only via the creator's web account or if given the specific links. I have compiled a saved document containing these links within the Program Suite's "Student" file, also provided in Table 1 below. I have also saved my initial analyses of the previously stated watch parties and events, providing plotted map recommendations and brief written explanations as to whether I classified the locations as beneficial or not. My written assessments are contained in Table 2, whereas each club's physical mapping and analysis can be viewed in chronological order of creation via a PowerPoint presentation also saved within the "Student" file. Two BatchGeo examples illustrating this process of visual mapping, watch party assessment, and recommendation for change are contained in Tables 3-6.

**Table 1 – BatchGeo URL Links**

<p><b>Texas</b>  Dallas/Ft Worth: (Foundation Mapping – over 2,000 contacts)  Houston: (Foundation Mapping)  Lubbock: <a href="http://batchgeo.com/map/aedb66b0f32ffb31a3d01c8254877ceb">http://batchgeo.com/map/aedb66b0f32ffb31a3d01c8254877ceb</a>  Amarillo: <a href="http://batchgeo.com/map/2c3b76720f4ea2b35d280a6c8d9c9b9b">http://batchgeo.com/map/2c3b76720f4ea2b35d280a6c8d9c9b9b</a>  Austin: <a href="http://batchgeo.com/map/2aec673a1292d705cd61420d4af1088e">http://batchgeo.com/map/2aec673a1292d705cd61420d4af1088e</a>  Midland/Odessa: <a href="http://batchgeo.com/map/5ecd58ae35afae99ed672b4bd2da2d20">http://batchgeo.com/map/5ecd58ae35afae99ed672b4bd2da2d20</a>  San Antonio: <a href="http://batchgeo.com/map/1ea2ff8e0b570e056c9031848f486994">http://batchgeo.com/map/1ea2ff8e0b570e056c9031848f486994</a></p> <p><b>Colorado</b>  Denver/Ft Collins/Colorado Springs: (Foundation Mapping)</p> <p><b>Arizona</b>  Tucson: <a href="http://batchgeo.com/map/1a8169bcb815cfe0d28acfe3f476655c">http://batchgeo.com/map/1a8169bcb815cfe0d28acfe3f476655c</a></p> <p><b>California</b>  Los Angeles: <a href="http://batchgeo.com/map/32cf163b0caf76c58ec75a2021170fa2">http://batchgeo.com/map/32cf163b0caf76c58ec75a2021170fa2</a>  Orange County: <a href="http://batchgeo.com/map/342c947ec93be3feb10034addc26559c">http://batchgeo.com/map/342c947ec93be3feb10034addc26559c</a>  San Diego: <a href="http://batchgeo.com/map/fd1a5e3b9bb4b8e29dcdf7c7bd6655eb">http://batchgeo.com/map/fd1a5e3b9bb4b8e29dcdf7c7bd6655eb</a>  San Francisco: (Foundation Mapping)</p> <p><b>Florida</b>  Ft Myers/Naples: <a href="http://batchgeo.com/map/8aeab64b41548c2d306f2acad22b167e">http://batchgeo.com/map/8aeab64b41548c2d306f2acad22b167e</a>  Ft Walton Beach: <a href="http://batchgeo.com/map/b800a9c5b0547c6f32bd63788f4f5539">http://batchgeo.com/map/b800a9c5b0547c6f32bd63788f4f5539</a>  Orlando: <a href="http://batchgeo.com/map/1a5260a170af4f421d7f48d67703e613">http://batchgeo.com/map/1a5260a170af4f421d7f48d67703e613</a>  Tampa: <a href="http://batchgeo.com/map/8b9146259d725a2d7c2acaa8058a0f0e">http://batchgeo.com/map/8b9146259d725a2d7c2acaa8058a0f0e</a>  Miami: (Foundation Mapping)</p>
---

**Oklahoma**

Oklahoma City: <http://batchgeo.com/map/0add26274294e2df255d5e2add03797>

Tulsa: <http://batchgeo.com/map/d64038ad278f4959bae6a545482d39f9>

Bartlesville: <http://batchgeo.com/map/4fb65ecbc14e2fdabbce31d29f6e58e>

**Arkansas**

Fayetteville: <http://batchgeo.com/map/f4411afbb57227cb1d8bb2fa61146135>

**Missouri**

Columbia: <http://batchgeo.com/map/46903ff40471f72220b5a95639d8abf0>

St Joseph: <http://batchgeo.com/map/417cd914b3c1cdde0e32f7594f306bd9>

Springfield: <http://batchgeo.com/map/0de876b6bcc40b883f2015e760aee6ab>

**New York**

New York City: <http://batchgeo.com/map/1b34211ffc02b5a239cc8d26d3f294d5>

**Virginia**

Lynchburg: <http://batchgeo.com/map/3cc538c28602c6ecc574c7c47746c7c6>

Richmond: <http://batchgeo.com/map/4256b1d85d0005f9cdcc2acd0ec9b179>

**Washington D.C.:** (Foundation Mapping)**Illinois**

Chicago: <http://batchgeo.com/map/2f5c797e1705cfa3baa806dceee29238>

**Minnesota**

Minneapolis/St Paul:

<http://batchgeo.com/map/0b966740ba72901ac06cadadc747ce6d>

**Hawaii**

Honolulu (Oahu): <http://batchgeo.com/map/cf2e9076fe8f5374fd2d1713ff45cda2>

**Washington**

Seattle: <http://batchgeo.com/map/8cb01e9aba0e1c56e7d2ed72eead4617>

Richland: <http://batchgeo.com/map/6da1b721d47fd38384809d17d9a51b0b>

**Georgia**

Atlanta: <http://batchgeo.com/map/794b214d740a90ae8922b45a8ade9a9e>

**Iowa**

Des Moines: <http://batchgeo.com/map/b27913ebb7c25b433e49721b280a7564>

**Nevada**

Las Vegas: <http://batchgeo.com/map/e08f7648b14cd5239232faeef88ef6d0>

Reno: <http://batchgeo.com/map/e4f653fe8f85a202a9876963f0e1022b>

**Nebraska**

Tri-City (Grand Island/Hastings/Kearney):

<http://batchgeo.com/map/e7f0fd6dd8078dca009eaff5df8974bc>

Omaha: (Foundation mapping)

**Kentucky**

Louisville: <http://batchgeo.com/map/bdb5c1b6265ee0fc46107795f2a89335>

**Indiana**

Indianapolis: <http://batchgeo.com/map/7d3f4f219145f5d1419d4cf6243f5dfc>

**Louisiana**

New Orleans: <http://batchgeo.com/map/d31732aa5c5ce1e3bf8a1cd41e806ee9>

**New Mexico**

Albuquerque: <http://batchgeo.com/map/35d4592a4b864b704a65b2795b4244dd>

**Ohio**

Cincinnati: <http://batchgeo.com/map/6f36e7e876fb96309b6461cf34151a1c>

**North Carolina**

Greensboro: <http://batchgeo.com/map/441001247c03ca4b23cb693a4f0cfea0>

**Tennessee**

Nashville: <http://batchgeo.com/map/f73a4cb016b38213afa24a445643c9bf>

**Idaho**

Boise: <http://batchgeo.com/map/0e67e707b0e19b3dfb2c28084a15a0d1>

**Massachusetts**

Boston: <http://batchgeo.com/map/027658e3a7e4a1d5c4b0f139464157a3>

**Table 2 – BatchGeo Initial Analyses**

1. **Lubbock, TX:** both watch party and event locations were not very good (too far northeast); weren't even located within the central 97 contacts (approximately 130 total)
  - My suggestion: move both (or at least just the watch party location) southeast along I-289 in the general vicinity of Leftwich Park
  - Side note: why are the Lubbock and Amarillo contacts (separate clubs) combined into one data set?
2. **Amarillo, TX:** watch party location is good (approximately 240 contacts)
3. **Austin, TX:** watch party location and 2 event locations are good (1127 contacts)
4. **Midland/Odessa, TX:** watch party location is good (106 contacts)
5. **Tucson, AZ:** watch party location and 2 event locations are good (523 contacts)
6. **San Antonio, TX:** watch party location is good (773 contacts)
7. **Orange County, CA:** event location is good (615 contacts)
8. **Los Angeles, CA:** watch party location is good (1115 contacts)
9. **San Diego, CA:** both watch party and event locations were not very good (too far southwest; centrally located in/around the city, but don't take into account the nearly 600 contacts residing outside of that area (853 contacts)
  - My suggestion: move farther northeast along I-15 (near Poway?)
10. **Ft Myers/Naples, FL:** watch party location is good (259 contacts)
11. **Ft Walton Beach, FL:** watch party Location VARIES (268 contacts)
  - Three suggested areas (see slideshow) for a steady location
12. **Orlando, FL:** watch party location is pretty good, but would be more ideal if moved further east into the heart of the city; not even located within the central 300 contacts (710 contacts)
13. **Tampa, FL:** watch party location is good (601 contacts)
14. **Oklahoma City, OK:** watch party location is pretty good, but would be more ideal if it was moved further south into the heart of the city; contacts from the Norman and surrounding areas have a 45-60min drive (1102 contacts)
  - My suggestion: move watch party location south into the heart of Oklahoma City (almost 300 contacts in the area) to split driving time between opposite poles (instead of one side always having to travel)
15. **Tulsa, OK:** watch party and three event locations are good (1599 contacts)
16. **Bartlesville, OK:** event location is good (253 contacts)
17. **Fayetteville, AR:** watch party and two event locations are good (536 contacts)
18. **Columbia, MO:** event location is good (602 contacts)
19. **Springfield, MO:** watch party location is good (782 contacts)
20. **St Joseph, MO:** event location is good (1030 contacts)
21. **New York, NY:** watch party and two event locations are good (1232 contacts)
22. **Lynchburg, VA:** watch party location is good (135 contacts)

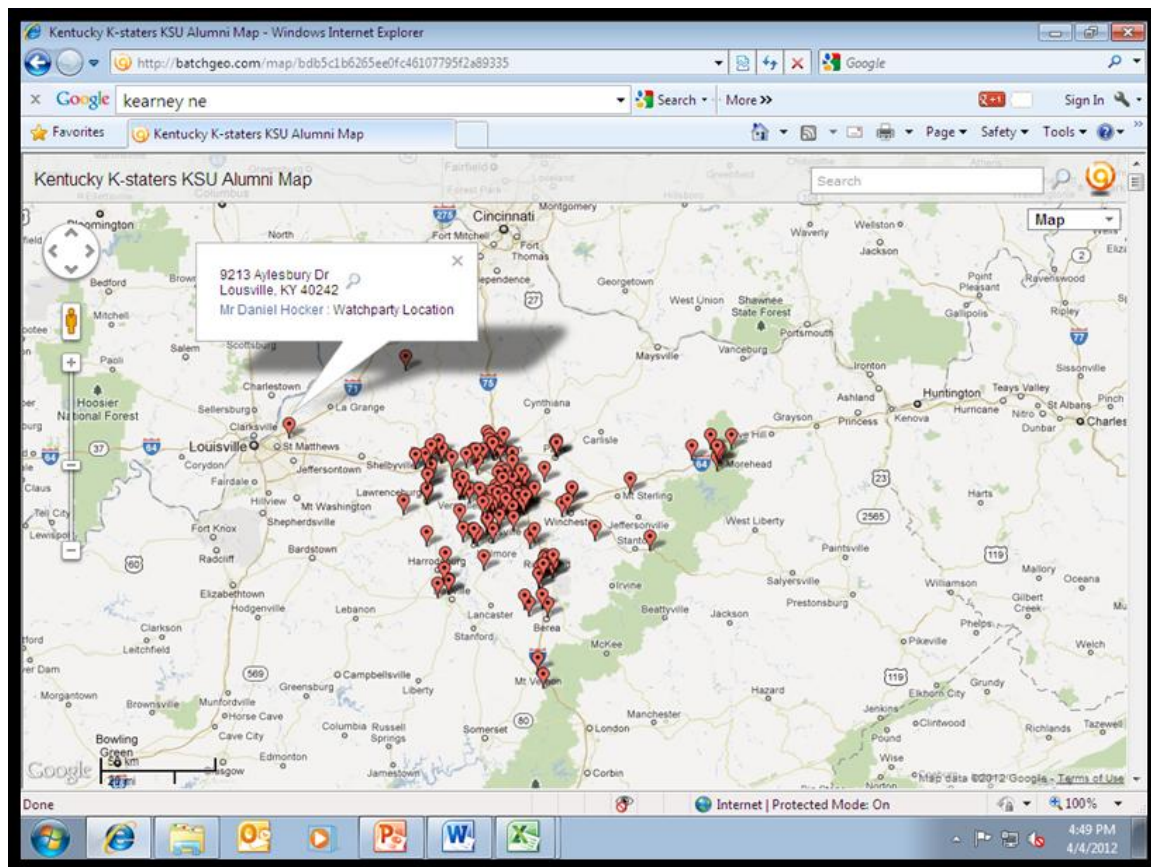
23. **Richmond, VA:** watch party location is not very good; located too far northwest – even though it’s within the central 180 contacts in Richmond, it’s 1 and ½ hrs away from the Williamsburg and Newport News areas (approximately 150 contacts), nearly 2 and ½ hrs away from the Chesapeake area (another 150 contacts), and an hour and 15 min away from the Fredericksburg area (approximately 80 contacts). The watch party location definitely does not serve a majority. (601 contacts)
- My suggestion: there does not really exist a better solution. This club is incredibly spread out with equally substantial populations residing in each location, primarily as follows: approximately 300 contacts in the Richmond city area and northern Fredericksburg and the other 300 contacts residing in the Newport News and Chesapeake areas (near Virginia Beach). My advice would be drastic in this case: split the club into two separate clubs so that all could equally participate.
24. **Chicago, IL:** watch party and two event locations are good (1897 contacts)
25. **Minneapolis/St Paul, MN:** two watch party locations and even location are good (1349 contacts)
26. **Oahu (Honolulu), HI:** watch party and event locations are good (175 contacts)
27. **Seattle, WA:** watch party location is good (1429 contacts)
28. **Richland (Tri-Cities), WA:** watch party location VARIES (134 contacts)
- One suggested area (see slideshow) for a steady location (small club, though, so their varying locations thus far have been “doable”)
29. **Atlanta, GA:** watch party location is good (1228 contacts)
30. **Des Moines, IA:** watch party location is good (707 contacts)
31. **Las Vegas, NV:** watch party location is pretty good (522 contacts)
32. **Reno, NV:** watch party location is bad; from the watch party event to Santa Rosa (where many of the club’s contacts reside) is 4 hours or more of driving time (238 contacts)
- The club in and of itself is more difficult since about half of the contacts live in Reno and the other half live all along the western coast of California; even a compromise that is more “in the middle” will be a 2hr drive minimum for everyone, which is not ideal
  - My advice: split the club into two so that all could participate with ease
33. **Tri City (Grand Island, Hastings, Kearney), NE:** watch party location is pretty good (the contacts on the Grand Island/Hastings side and the contacts on the Kearney side are approximately equal, so a location favoring one or the other is fine) (482 contacts)
34. **Louisville, KY:** event location is good, but watch party location is not: nearly all contacts are in the Lexington area, yet the watch party location takes place at a member’s home in Louisville nearly an hour and a half away (174 contacts)
- My suggestion: move watch party to Lexington (nearly any centralized location would be good because the area is so densely populated with contacts)
35. **Indianapolis, IN:** watch party location is good (474 contacts)
36. **New Orleans, LA:** watch party location is fine, but if the club remains one (instead of splitting into two), I would recommend moving it to Baton Rouge since more people reside there than in New Orleans (241 contacts)
37. **Albuquerque, NM:** watch party location is good (521 contacts)
38. **Cincinnati, OH:** watch party location is good (466 contacts)
39. **Greensboro, NC:** watch party location is good (241 contacts)



40. **Nashville, TN:** watch party location is good (502 contacts)
41. **Boise, ID:** watch party location VARIES (197 contacts)
- I have suggested a location for a regular location (see slideshow)
42. **Boston, MA:** watch party location is good (608 contacts)

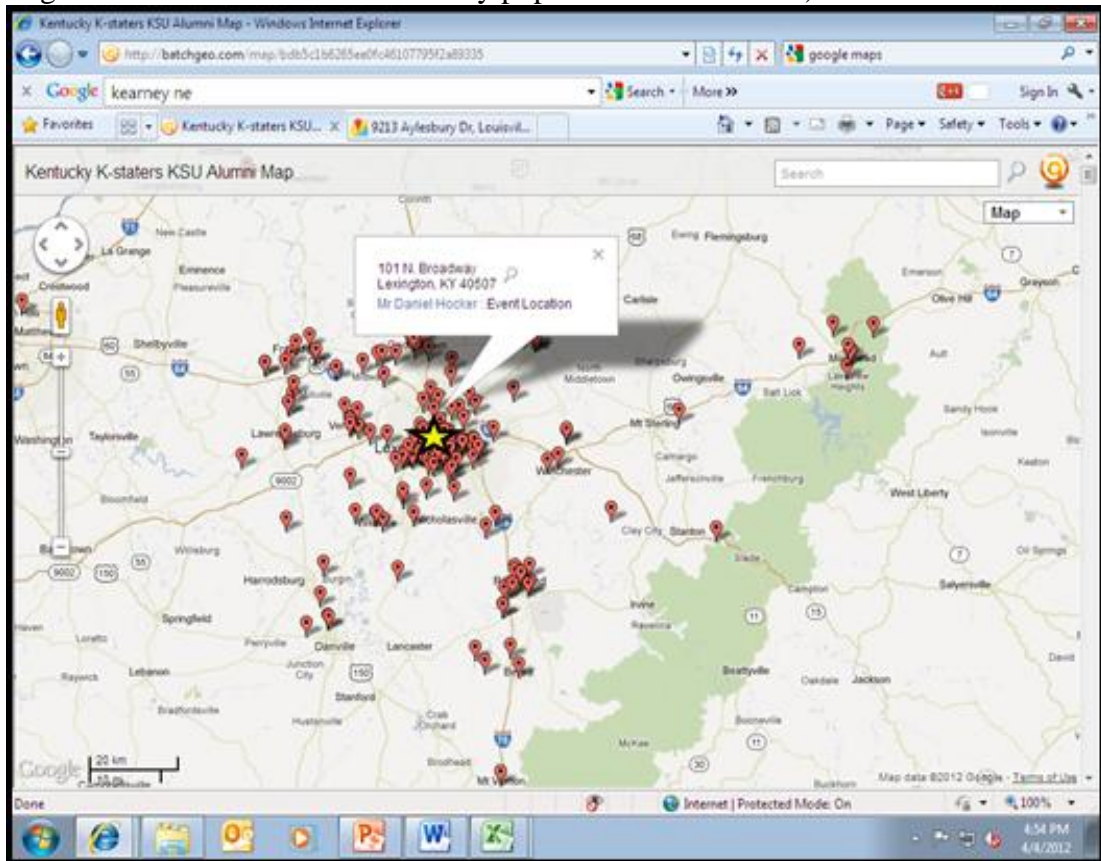
**Table 3 – BatchGeo Map of Original Watch Party Location; Louisville, KY**

Problem: nearly all contacts (174 in total) are in the Lexington area, yet the watch party location takes place at a member's home in Louisville nearly an hour and a half away.



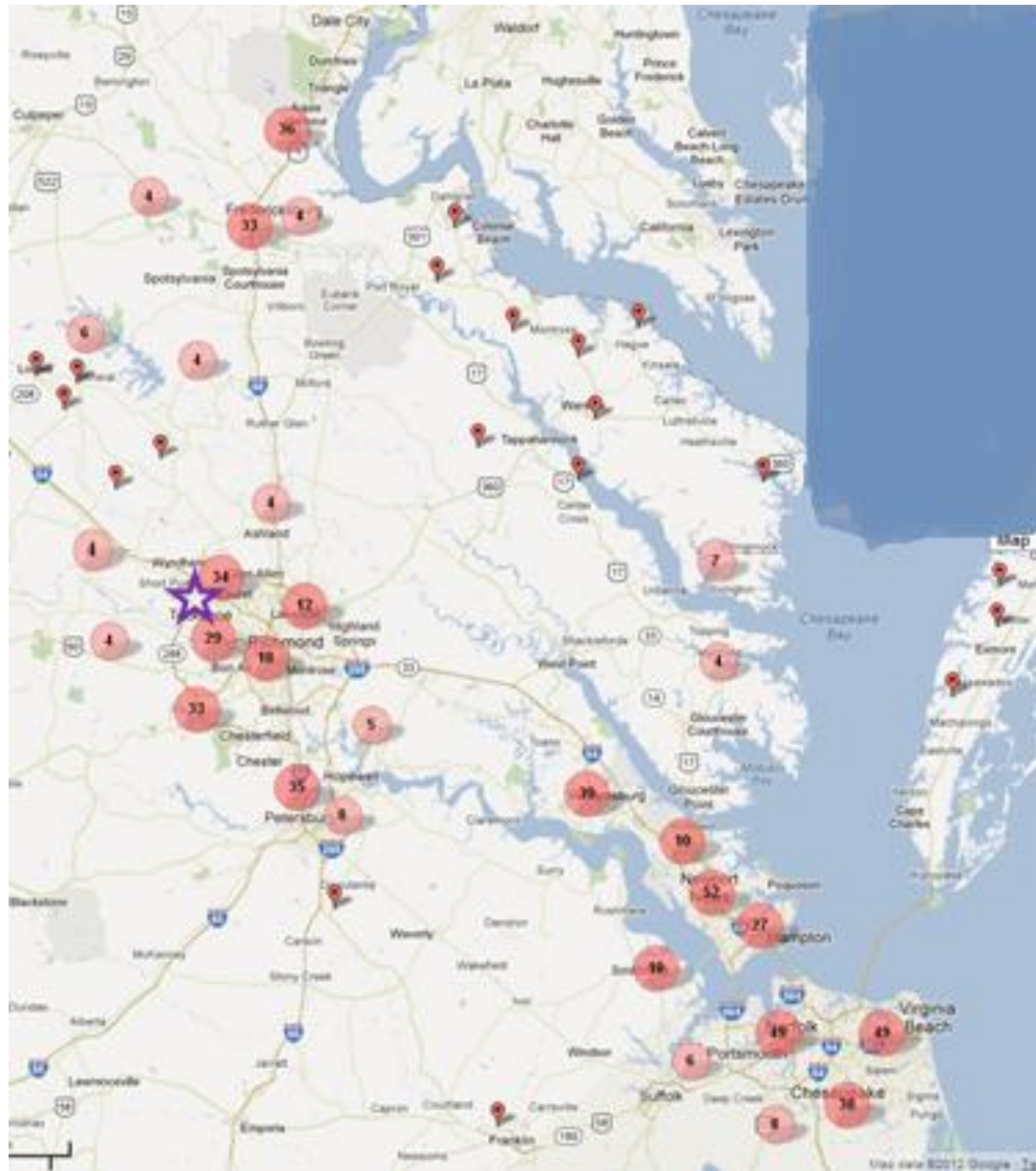
**Table 4 – BatchGeo Map Recommendation of Alternate Watch Party Location;  
Louisville, KY**

Recommendation: move watch party to Lexington (nearly any centralized location would be good because the area is so densely populated with contacts)



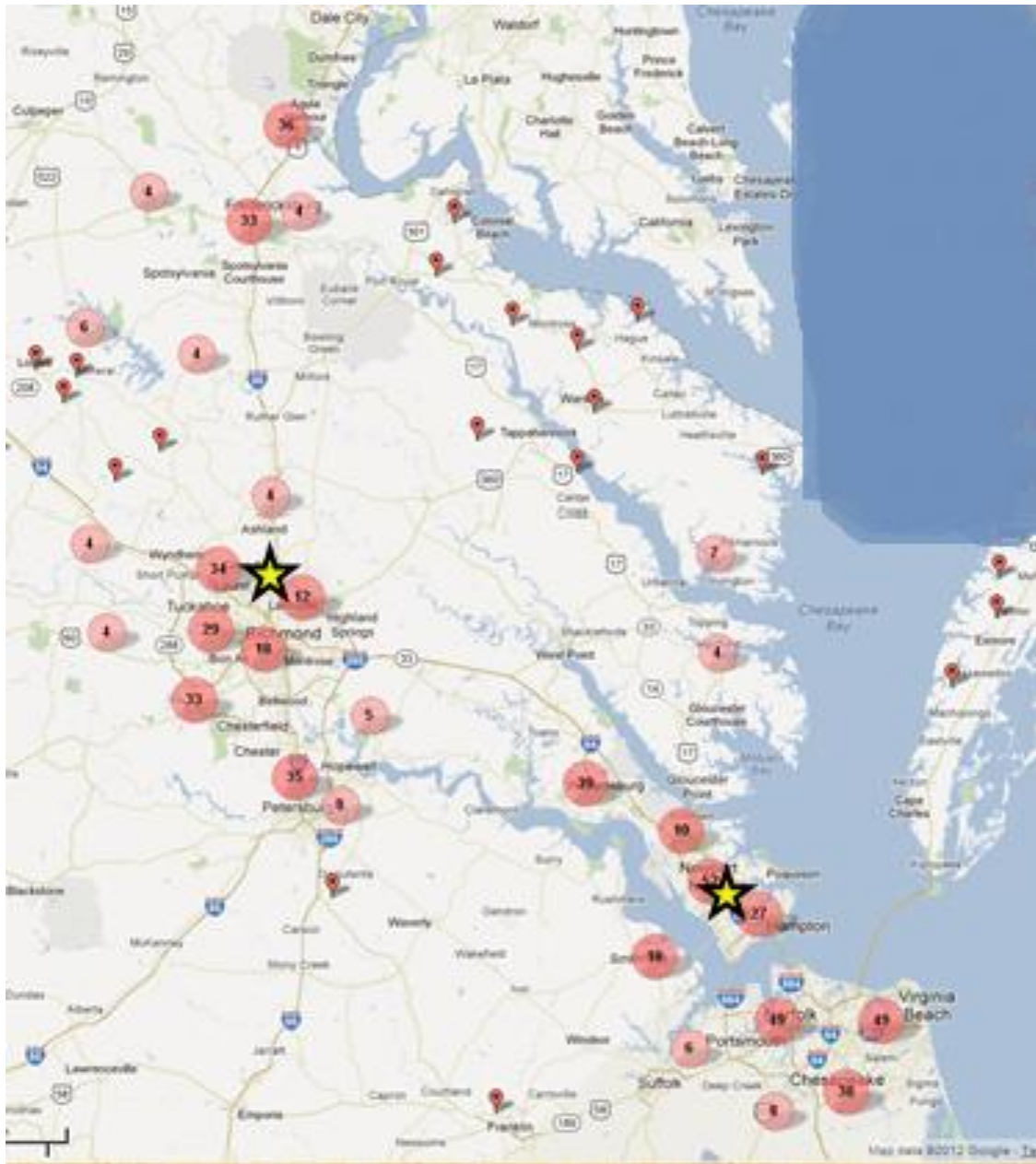
**Table 5 – BatchGeo Map of Original Watch Party Location; Richmond, VA**

Problem: watch party location is too far northwest; even though it's within the central 180 contacts in Richmond, it's 1 ½ hrs away from the Williamsburg and Newport News areas (approximately 150 contacts), nearly 2 ½ hrs away from the Chesapeake area (another 150 contacts), and one hour and 15 min away from the Fredericksburg area (approximately 80 contacts). The watch party location definitely does not serve a majority (601 contacts in total).



**Table 6 – BatchGeo Map Recommendation of Alternate Watch Party Location; Richmond, VA**

Recommendation: there does not really exist a better solution for one watch party location. This club is incredibly spread out with equally substantial populations residing in each location, primarily as follows: approximately 300 contacts in the Richmond city area and northern Fredericksburg and the other 300 contacts residing in the Newport News and Chesapeake areas (near Virginia Beach). My advice would be drastic in this case: split the club into two separate clubs so that all could equally participate.



## Watch party/Event Spreadsheets and Data Collection

Due to the internship program's narrowed timeframe, my focus was curtailed to domestic out-of-state football watch parties, 2010-2011, and registered events, March 24, 2010-January 6, 2012. At the time of my commencement, the Programs Suite did not have a consolidated record of these watch parties and events: some information was stored electronically or merely featured on our website, while other records were kept in large files in the form of paperwork. I collected all of the watch parties and events to which I had access and that also fit our selected time sample, and entered them into their own respective Excel spreadsheets. Columns of data were formulated according to the following categories:

### Watch party Locations

City

Venue

Street

Zipcode

(If applicable: Venue 2, Street 2, Zipcode 2)

State

\*Events '11

\*\*Attendance '11

(If applicable: 2011 Events and Attendance for Venue 2)

\*Events '10

\*\*Attendance '10

(If applicable: 2010 Events and Attendance for Venue 2)

### Event Locations

City

Event Name

Date

Venue

Street

ZIP code

State

Cost

Number Attended

Number Invited

\* Events: total number of watch party events hosted in a given season

\*\* Attendance: total number in attendance via all watch party events in a given season combined

The addresses from both spreadsheets were used in the actual BatchGeo mapping, while the other categories provide context as to which watch parties/events are strongest in proportion to club size. The Alumni Association now has one, unified electronic copy containing this data. However, these records are also problematic and are further detailed below.

Problems Encountered: perceived club activity/strength is misleading because many clubs do not submit event forms or other such paperwork, resulting in event numbers much lower than they should be. Some clubs are not even represented in my pool because they have not submitted a single event, location, or watch party summary in nearly two years, despite the fact that they do indeed host these events. One such example is the Lincoln Alumni Club (Lincoln, NE), a club for whom we have no formal documentation on record in spite of the fact that regular watch party locations and events have been established. Other clubs, such as the one in Austin, TX, have provided a physical watch party location but nothing else, resulting in unknown levels of attendance/event frequency and a row of question marks entered into my spreadsheet.

Furthermore, misleading event forms (additional elaboration on p. 20) resulted in skewed numbers given by club volunteers or the non-provision of data altogether. All of these things

combined unfortunately lowered the credibility of my work, demonstrating the fact that large-scale research and data collection cannot yield conclusive value if not truly accurate in the first place. In the future, event form revision (again, see below) and more extensive Association persistence, follow-up, aid, and outreach regarding the submission of paperwork should be emphasized if the K-State Alumni Association wants to make accurate data, and sub sequentially accurate research and strategic planning, truly possible.

## Updated Club and Catbacker Volunteer Lists

The Association's Club and Catbacker Volunteer Lists had not been updated in several years, resulting in an overabundance of contacts (many of whom were no longer relevant or were no longer listed as principal contacts) as well as the absence of current pertinent contacts that had never been entered into the database. I went through these lists, removing and adding the necessary volunteers via our Programs Manual. In the Current Club Volunteer list, "main contacts" and those currently holding the offices of President, Vice President, or Treasurer were included. If there were multiple main contacts or none designated at all, the first two volunteers were included on the Current Club Volunteer List and the rest were removed. The final summary of this list can be found in Table 7. In the Current Catbacker Volunteer List, "main contacts" and those currently holding *only* the office of President were included. If there were multiple main contacts or none designated at all, only the first contact listed was included on the Current Catbacker Volunteer List and the rest were removed. The final summary of this list can be found in Table 8.

### Table 7 – Current Club Volunteers

- 320 volunteers originally listed as "current"
  - 216 volunteers were removed
  - 37 volunteers were added that were not in the data set prior
- Final Result: 141 contacts included in the Current Club Volunteer List, last revised April 2012
- Past Club Volunteer List: now contains 761 contacts





### Table 8 – Current Catbacker Volunteers

- 124 volunteers originally listed as "current"
  - 99 volunteers were removed
  - 18 volunteers were added that were not in the data set prior
- Final Result: 43 contacts included in the Current Catbacker Volunteer List, last revised April 2012
- Past Catbacker Volunteer List: now contains 210 contacts

## Alumni Association Website/Programs Manual Consolidation

As of 2011, the out-of-state club list featured on the Alumni Association's website and the one that was actually recorded in our Programs manual were two different things. Striving for accuracy, ease, and overall continuity with our target populations as well as internally, I sifted through the "Find a Club" tab on our Association's website, comparing and contrasting information between it, the Programs manual, and Gavin Hargrave's own personal knowledge of transitions made during this past 2011-2012 academic year. I then composed a document of recommendation for the Programs Suite so that minor updates, as well as larger transitional concerns, could be assessed and amended. This updated, self-explanatory out-of-state club list is illustrated in Table 9.

**Table 9 – Out-of-State Alumni Clubs**

Key:	
	Needs to be added to "Find a Club" online
	Needs to be amended within "Find a Club" online and Programs manual
	Not contained in Programs manual/stated as "inactive," but is listed under "Find a Club"
	Is listed as "inactive" within the Programs manual, but actually is not dead
**	Active club, but excluded from my BatchGeo sampling due to the fact that the Alumni Association has no formal paperwork of the club's watch parties or events
Alabama – no club	
Alaska	
○	** Alaskan Wildcats - Anchorage
○	** North Pole Spirit Club – Fairbanks/North Pole
Arizona	
○	Cactus Cats Alumni Club - Phoenix
○	Southern Arizona Spirit Club – Tucson
Arkansas	
○	Northwest Arkansas Alumni Club – Fayetteville
○	Central Arkansas Alumni Club – Little Rock Area
California	
○	Orange County Spirit Club – Orange County
○	Hollywood Cats Spirit Club – Los Angeles
○	California Cats Alumni Club – San Francisco
○	San Diego Spirit Club – San Diego
○	Northeast California Spirit Club – Susanville
Colorado	
○	Rocky Mountain Alumni Club – Denver, Ft Collins, and Colorado Springs
○	Grand Valley KSU Alumni Spirit Club - Grand Junction
Connecticut – no club	
Delaware – no club	

#### District of Columbia

- Capital Area Alumni Club – Washington D.C.

#### Florida

- Emerald Coast Wildcats – Ft Walton Beach
- South Florida KSU Alumni Club – Miami
- \*\* Wildcat Club of Northeast Florida – Jacksonville
  - Inactive?? (is listed as both “active” and “inactive” in the Programs manual)
- Gulf Shore Wildcats Alumni Club – Naples/Ft Myers
- Orlando Spirit Club – Orlando
- Central Florida Spirit Club – Tampa

#### Georgia

- Atlanta Alumni Club – Atlanta

#### Hawaii

- Paradise Powercats Spirit Club – Oahu (Honolulu)

#### Idaho

- Boise Spirit Club – Boise
- \*\* Idaho Falls Spirit Club – Idaho Falls

#### Illinois

- Chicago Alumni Club – Chicago

#### Indiana

- Indy Wildcats Spirit Club – Indianapolis

#### Iowa

- Central Iowa Spirit Club – Des Moines/Marshalltown
- \*\* Northeast Iowa Powercats Spirit Club – Waterloo/Cedar Falls
  - Inactive?? (is listed as “active” online but as both “active” and “inactive” in the Programs manual)

#### Kentucky

- Kentucky Spirit Club – Louisville Area

#### Louisiana

- Southeast Spirit Club – New Orleans

#### Maine – no club

#### Maryland

- Capital Area Alumni Club – Gaithersburg (D.C. area)

#### Massachusetts

- Boston/North Massachusetts Spirit Club – Boston

#### Michigan

- \*\* Western Michigan Spirit Club – Grand Rapids

#### Minnesota

- Twin Cities (Minneapolis and St Paul) Alumni Club: continuity issue; is listed under two different names within two separate mediums
  - Minnesota/St. Paul K-State Alumni Club – Programs manual
  - K-State Alumni Club of Minnesota – “Find a Club” online



## Missouri

- Central Missouri Spirit Club – Columbia/Jefferson City
- \*\* Southeast Missouri Spirit Club – Poplar Bluff
- Southwest Missouri Spirit Club – Springfield
- St Louis Spirit Club – St Louis
- St Joseph Alumni Club – St Joseph

## Montana

- \*\* Big Sky K-State Spirit Club – Billings
- \*\* Gallatin Valley K-State Spirit Club – Bozeman

## Nebraska

- Tri-City Spirit Club – Grand Island/Hastings/Kearney
- \*\* Lincoln Alumni Club – Lincoln
- Omaha/Council Bluffs Spirit Club – Omaha area

## New York

- New York Area Spirit Club – New York City/New Jersey/Connecticut
- \*\* Rochester Spirit Club – Rochester

## Nevada

- Las Vegas Spirit Club – Las Vegas
- Northeast California Spirit Club – Reno, NV

## New Hampshire – no club

## New Jersey – no club

## New Mexico

- Duke City Spirit Club – Albuquerque

## North Carolina

- \*\* Charlotte Spirit Club – Charlotte
  - Inactive?? (is listed as both “active” and “inactive” in the Programs manual)
- \*\* Raleigh/Durham Spirit Club – Raleigh
- Greensboro Spirit Club – Greensboro

## North Dakota

- \*\* Bismarck Spirit Club – Bismarck
- \*\* Fargo Spirit Club – Fargo

## Ohio

- Cincinnati Spirit Club – Cincinnati
- \*\* Black Swamp Spirit Club – Toledo

## Oklahoma

- Bartlesville Spirit Club – Bartlesville
- Oklahoma City Spirit Club – Oklahoma City
- TulsaCats Alumni Club – Tulsa
- \*\* Ponca City Spirit Club – Ponca City

## Oregon

- Portland – continuity issue; is listed under two different names within two separate mediums
  - Portland Spirit Club – “Find a Club” online
  - Portland/Vancouver Alumni Club – Programs manual

Pennsylvania

- Philadelphia Spirit Club/Philadelphia Area Catbackers – Philadelphia
  - Listed in the back of the Purple Book as “inactive,” but really is not

Rhode Island – no club

South Carolina – no club

South Dakota – no club

Tennessee

- \*\* Chattanooga Area Spirit Club – Chattanooga
- \*\* Smoky Mountain Wildcats Spirit Club – Knoxville
- Music City K-Staters Spirit Club – Nashville

Texas

- Texas Panhandle Spirit Club – Amarillo
- Austin Spirit Club – Austin
- Kansas State Texans Alumni Club – Dallas/Ft Worth
- Houston Alumni Club – Houston
- Northwest Texas Spirit Club – Lubbock
- West Texas Wildcats – Midland/Odessa
  - Listed in the back of the Programs manual as “inactive,” but really is not
- San Antonio Spirit Club – San Antonio

Utah

- \*\* Wasatch Front Spirit Club – Salt Lake City

Vermont – no club

Virginia

- \*\* Capital Area Alumni Club – Arlington (D.C. Area)
- Central Virginia Spirit Club – Lynchburg
- Richmond Spirit Club – Richmond

Washington

- Seattle Spirit Club – Seattle
- \*\* Thurston County K-Staters Spirit Club – Olympia
- Tri-Cities Spirit Club – Richland/Kennewick/Pasco

West Virginia – no club

Wisconsin

- \*\* Madison Spirit Club – Madison

Wyoming

- KSU Spirit Club of Jackson Hole - Jackson

## Out-of-State Club Leader Survey

To accompany the watch party and event evaluations of the BatchGeo visual maps generated above, it was important to also consider club leaders' feedback regarding location, attendance, and effective/ineffective outreach programs on behalf of the K-State Alumni Association. Without this important qualitative data, my research results would be lacking serious insight and perspective. Thus, after careful research, planning, and multiple rough drafts, I crafted a brief out-of-state club leader survey (Table 10) measuring levels of satisfaction in regards to attendance, watch party/event locations, volunteer involvement, and overall contentment with the Association. Due to inherent time constraints the results of this survey, along with their subsequent analysis, implication, and strategic planning, will be available by the fall of 2012. Thus, the research opportunities resulting from the Out-of-State Club Leader Survey will soon be accessible to the Programs Suite or future NEAT Intern for beneficial use of the Alumni Association.

**Table 10 – Out-of-State Club Leader Survey**

<b>Out-of-State Club Leader Survey</b>	
<b>Foci: Event Location and Attendance; Satisfaction Rates</b>	
<b>To be Sent: First Week in March (with Gavin's email regarding athletics)</b>	
1.	Approximately how often does your local alumni club host activities (including watch parties, events, and tournaments) per <b>football</b> season?
	1) 0-3
	2) 4-6
	3) 7-9
	4) 10-15
	5) Over 15
2.	Approximately how often does your local alumni club host activities (including watch parties, events, and tournaments) per <b>basketball season/summer</b> ?
	1) 0-3
	2) 4-6
	3) 7-9
	4) 10-15
	5) Over 15
3.	I wish that my local alumni club would meet more often/host more events.
	1) Strongly Agree
	2) Agree
	3) Impartial
	4) Disagree
	5) Strongly Disagree

4. I am pleased with the numbers in attendance at my local alumni club's events.
- 1) Strongly Agree
  - 2) Agree
  - 3) Impartial
  - 4) Disagree
  - 5) Strongly Disagree
5. I am pleased with the physical location(s) of my alumni club's events, particularly routine watch party locations.
- 1) Strongly Agree
  - 2) Agree
  - 3) Impartial
  - 4) Disagree
  - 5) Strongly Disagree
- PLEASE EXPLAIN: \_\_\_\_\_
6. The Alumni Association does a satisfactory job in aiding my local club with event materials, ideas and planning, financial assistance, and K-State guests/speakers when needed.
- 1) Strongly Agree
  - 2) Agree
  - 3) Impartial
  - 4) Disagree
  - 5) Strongly Disagree
- PLEASE EXPLAIN: \_\_\_\_\_
7. It is easy for me to get in contact with the Alumni Association when needed and to receive the answers/aid that I seek in a prompt fashion.
- 1) Strongly Agree
  - 2) Agree
  - 3) Impartial
  - 4) Disagree
  - 5) Strongly Disagree
- PLEASE EXPLAIN: \_\_\_\_\_

8. The Alumni Association staff members are enthusiastic, helpful, and offer satisfactory service whenever I contact them.

- 1) Strongly Agree
- 2) Agree
- 3) Impartial
- 4) Disagree
- 5) Strongly Disagree

PLEASE EXPLAIN: \_\_\_\_\_

9. Through my membership in the K-State Alumni Association, I feel connected to my alma mater and am able to promote the university on many different levels.

- 1) Strongly Agree
- 2) Agree
- 3) Impartial
- 4) Disagree
- 5) Strongly Disagree

PLEASE EXPLAIN: \_\_\_\_\_

10. Overall, I view the K-State Alumni Association as satisfactory and intend life-long commitment.

- 1) Strongly Agree
- 2) Agree
- 3) Impartial
- 4) Disagree
- 5) Strongly Disagree

PLEASE EXPLAIN: \_\_\_\_\_

## Event Form Revision

While in the process of collecting data for the Alumni Association's watch party/event spreadsheets, I encountered several obvious discrepancies in the information provided by the Association's event forms. The most frequently misunderstood section of these forms was that of "mailing," with some club leaders accounting for every single individual emailed (regardless of whether they were also physically mailed or not), while others listed only those who were sent an email but not a flier. Additionally, some club leaders included only alumni contacts within this category and not students (and vice versa). With all of these varying dimensions of interpretation, numbered totals could all potentially be of different methodologies without any real way of knowing which category was selected by which criterion. It is also possible that some clubs that might have already been inclined to skip our paperwork process chose quickly to opt out of it due to confusion, not wanting to hassle with the forms at all. Indeed, this would not be an unrealistic hypothesis due to the fact that many clubs have gone years without submitting any of the "necessary" paperwork, though they are still active in actuality.

Thus, as a side project of my internship, I have revised the club event form where possible in order to make its application easier and simpler. This will hopefully encourage more participation and completion of important event records. At the very least it will ensure that future data is of higher accuracy and is collected in a standardized, cohesive fashion. Without forms that guarantee accurate knowledge of the "invite list," additional accurate data collection, research, enhancement, and strategic planning are impossible to achieve.

Table 11 below depicts a scanned copy of the old event form, submitted from the Philadelphia Spirit Club for their Presidential Social (held May 3, 2011). It was chronicled that forty-two individuals received mailed invites, while 340 were emailed. This event exemplifies perfectly the kinds of issues this formatting poses: were 382 people then contacted total, or are these categories mutually exclusive? Does the "emailed" tally include or exclude students? Table 12 addresses these concerns and illustrates the new, recommended event form post-restoration. Modifications include: the first line's title was changed to "Event Name," an "Address" line was added, the "Mailing" section was entirely reformatted, and two headings were combined to form one space for "Special Notes/Acknowledgements." This reformatted design should be much clearer and should streamline the paperwork, data collection, and future research processes greatly.

Table 11

EVENT <u>Philadelphia Presidential Social '11</u>	
Date <u>5/3/11</u>	Event Time <u>6:00 start</u>
Location <u>McGillinsolde Ale House, Philadelphia PA</u>	Golf Time <u>—</u>
Local Volunteers <u>Jessica Morton</u>	
<b>COST TO ATTEND</b>	<b>PRINTING &amp; POSTAGE COSTS</b>
Adult <u>\$20</u>	Alumni Printing \$ <u>39.35</u> Student Printing \$ <u>—</u>
Child <u>—</u>	Alumni Postage \$ <u>—</u> Student Postage \$ <u>—</u>
Golf <u>—</u>	
<b>MAILING</b>	
<input type="checkbox"/> Alumni labels	<input type="checkbox"/> Registrar labels
<input type="checkbox"/> Admissions labels	
Total # printed flier <u>92</u>	Total # alumni mailed <u>42</u>
# printed postcard <u>—</u>	# of students mailed <u>—</u>
# Extra fliers <u>50</u>	# Extra Postcards <u>—</u>
County/Zip pulled <u>DE: Kent (001), New Castle (003); MD: Cecil (015)</u> <u>emailed 340</u> <u>Hartford (025); NJ: Burlington</u> <u>(005), Camden (007)</u> <u>Gloucester (015),</u> <u>Salmon (03)</u>	
ATTENDANCE (reservation sheet attached)	Special Invitations:
<u>—</u> # Students	<u>—</u>
<u>17</u> # Alumni	<u>—</u>
<u>3</u> # Campus	<u>—</u>
17500-17699, 18000-18190 18900-18999, 19000-19199 19300-19499	
GUEST SPEAKERS <u>Kirk Schulz</u>	
<u>Fred Chalick</u>	
<u>Chad Weilberg</u>	
TRAVEL <u>—</u>	
ACKNOWLEDGMENTS <u>—</u>	
SPECIAL NOTES: <u>only mailed to PC and AA members</u> <u>w/o email addresses</u>	
CatCode: <u>A1418</u>	

Table 12

<b>EVENT NAME</b> _____	
Date _____	Event Time _____
	Golf Time _____
Location name _____	Address _____
Local Volunteers: _____	_____
_____	_____
_____	_____
<b>COST TO ATTEND</b>	<b>PRINTING &amp; POSTAGE COSTS</b>
Adult _____	Alumni Printing \$ _____ Student Printing \$ _____
Child _____	Alumni Postage \$ _____ Student Postage \$ _____
Golf _____	
<b>MAILING</b>	
Total # printed fliers _____	Total # printed postcards _____
Total # alumni mailed ONLY _____	Total # students mailed ONLY _____
Total # alumni emailed ONLY _____	Total # students emailed ONLY _____
Total # alumni BOTH mailed & emailed _____	Total # students both mailed & emailed _____
<b>ATTENDANCE</b> (reservation sheet attached)	<b>Special Invitations:</b>
_____ # Students	_____
_____ # Alumni	_____
_____ # Campus	
<b>GUEST SPEAKERS</b> _____	
_____	
<b>TRAVEL</b> _____	
<b>SPECIAL NOTES/ACKNOWLEDGMENTS</b> _____	
_____	
CatCode: _____	



## **Assessment/Conclusions**

All 2012 Neat Grant Internship Objectives were achieved, providing the K-State Alumni Association with innovative new data in the form of visual BatchGeo maps, analyses, and locational recommendations, the survey of chief club leaders and its impending feedback, and revision of key paperwork. These advancements increase the Association's understanding of out-of-state populations, thus enabling better service and retention. It can be ascertained that much of my other work, including data collection, updating key contact lists, and consolidating information within written records and on the website, is attributed to the lack of time and resources necessary for routine upkeep, organization, and overall maintenance of the Programs Suite's constantly changing record-set. This work too is imperative, not only to improve accuracy and efficiency but also to facilitate analytical research projects in the future.

As a result of my findings, there have been segments of alumni identified as "out of place" within their current clubs, certain geographic boundaries now deemed to be ineffective, and strategic recommendations of locational change to better connect with the majority populace. Within the role of NEAT Intern, I was able to cultivate critical research and developmental strategies to better not only the K-State Alumni Association and its publics, but also my own professional and relational skills over the course of just one semester. I would emphatically encourage the Alumni Association to secure and retain auxiliary grant funds in order to hire another NEAT Intern, thus utilizing new student perspective to develop my initial research and findings even further. With additional development and implementation of this semester's BatchGeo mapping project, the Programs Suite could enact an elevated level of change far-reaching and strong enough to augment out-of-state club retention and growth like never before.