

NORTH CAROLINA CAMPUS COMPACT CIVIC INSTITUTE 2013

**CIVIC ENGAGEMENT IN THE FOURTH DIMENSION:
THE REAL TIME OF REAL LIVES**

AN INTRODUCTION TO CITIZEN ALUM
“Doers, not (just) donors”

Julie Ellison
University of Michigan

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WORKSHOP PLAN

I. Informative: Intro to Citizen Alum

Origins: Where did CA come from?
Goals: What are CA’s aspirations?
Contexts: Formative challenges
Structure: How is CA organized?
Year One Impacts: CA teams at work
What’s next? Year Two



II. Interactive: Who is on your CA team?

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CITIZEN ALUM: DOERS, NOT (JUST) DONORS

Citizen Alum counters the image of alumni as primarily "donors" with a vision of them as also "doers." Alums are allies in education--crucial partners in building multi-generational communities of active citizenship and active learning.



www.citizenalum.org

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Goals

- Deepen and broaden campus culture of engagement
- Break down generational barriers between undergraduate education and life after graduation
- Benefit alums and the places and regions where alums live and work
- Value the civic agency, diversity, and creativity of alumni

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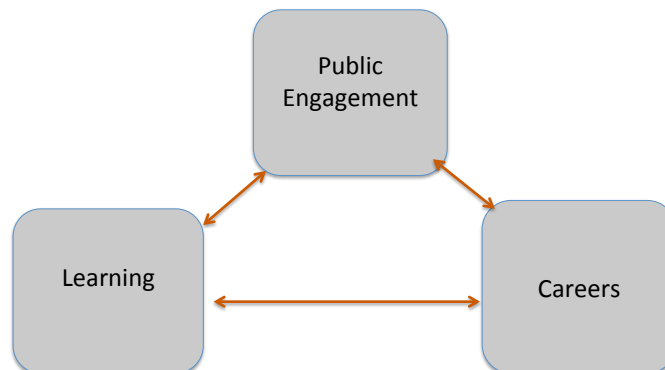
Why Citizen Alum? The Need to Change the Discourse

Key Context #1: The Fraught College-to-Life Transition



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Pressure to Connect Education, Careers, Citizenship



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Education, Careers, Citizenship: Seeing Other Forms of Capital

- Intellectual Capital
- Human Capital
- Social Capital
- Political Capital
- Creative Capital

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Key Context #2: Growing Racialized Inequality

Building the Architecture for Full Participation

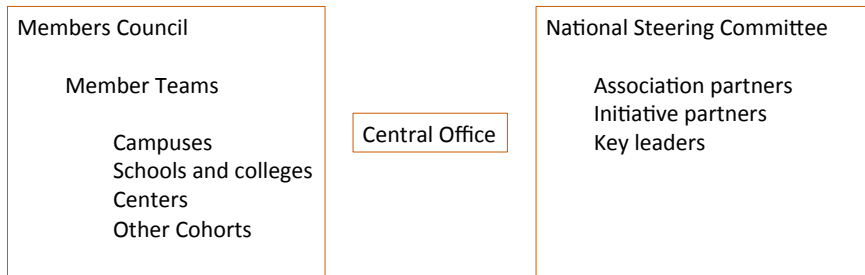
Enabling people from all communities to gain access, participate fully, and succeed

Defining institutional mission and practices to build knowledge and capacity to address tough public problems



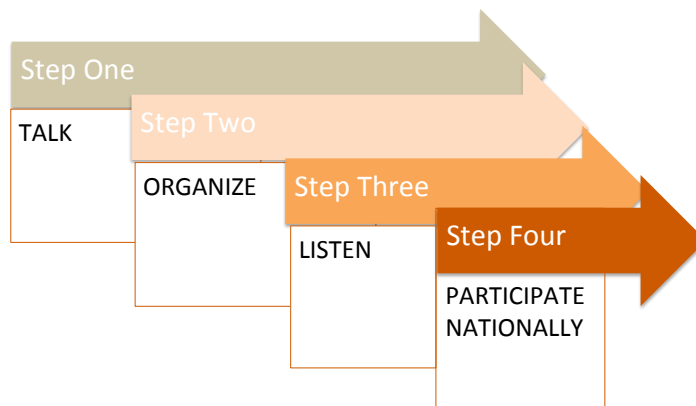
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How Citizen Alum is Structured



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How to Join Citizen Alum



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What CA Teams Are Doing: Listening Projects

Curricular integration (course modules on ethnographic interviewing)

Intergenerational deliberative dialogues

Using digital media to define and communicate Citizen Alum identity

Community-engaged academic units involving recent grads in capstones

Alumni interviews by college development staff

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Year One Impacts: Four Examples

University of La Verne: Listening Project

Metropolitan State: Curricular Integration

Ashe College Unbound: Cohort Reflection

University of Minnesota: Mapping

Featured Citizen Alum

Share your story

These are just a few of our alumni who have shared their civic engagement journey with us. You, too, can be featured here by being part of our [Listening Project](#).



Teri (Luce) Kennan '69

I work with communicatively handicapped kindergarten and first graders. [Read More](#)



Cindy Ronzoni '83

I serve on the University of La Verne's Alumni Advisory Board and volunteer at my church. [Read More](#)



Anita Garcia Ron '88

I am currently President of the West Covina Lions and Past President of YWCA. [Read More](#)



Cecilia Martinez Morris '75

I am currently a Board of Trustee member for the University of La Verne. [Read More](#)



Emmett Terrell '70

I currently serve as a Board of Trustee member for the University of La Verne. [Read More](#)



Franqui Spurlock '05

I am currently a member of the University of La Verne's Alumni Advisory Board. [Read More](#)

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Metropolitan State: Curricular Integration

What Questions Are They Asking?

Metropolitan U Students To Interview Alums

1. How you are involved in your community or in efforts to solve public problems?
2. How do you address community issues through your work? What are the primary social issues related to your field?
3. What motivated you to become involved in community and public problem-solving? How did your path to civic engagement start?
4. Were there any particular classes, instructors or organizations that particularly shaped your ideas or your approach to community work? How?
5. How has your life changed because of your community involvement? What have you gained from being a civic actor?

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University of Minnesota: Beyond Alums
Using the CA Model with Other Groups

- Engaging faculty emeriti
- Engaging staff retirees
- Engaging current staff (*in opportunities outside of their primary staff functions*)

Andrew Furco

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What's Next? Year Two

- Organize on Campus
- Own the Model
- Build Knowledge



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Building Knowledge: Research Questions



Are campuses able to establish relationships with more—and more diverse--former students who exercise robust democratic skills in their post-graduate lives?

What factors encourage alumni to see themselves as co-creators and stewards of the university's public mission?

Are citizen alum teams leverage points for building institutional cultures that embrace civic knowledge and engagement?

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Interaction: Organizing on (Your) Campus

“Talking As”: Introduce yourself and your role
Who would be on your campus team?
Who are your Citizen Alums?

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Examples of Campus Team Members

Faculty and staff directors of publicly-engaged curricular programs
Faculty departmental administrators (directors of undergraduate studies)
Liberal arts deans and associate deans
Associate deans of professional schools (business, engineering)
Graduate school deans' office staff
Directors or staff of centers for community service learning/community partnerships
Alumni relations senior staff
Development senior staff

