# Columbia Alumni Association
# Task Force on Belonging

# Cited Appendices

**REPORT AND RECOMMENDATIONS**
**OF THE CAA TASK FORCE ON BELONGING**
**CITED APPENDICES**

**CONTENTS**

# Diversity, Equity, and Inclusion Feedback

As the Columbia Alumni Association works to launch our Task Force on Belonging we appreciate any insight you may be able to share regarding work your institutions have done to address the diversity, inclusivity, and equity of your organizations.

Name

Your answer

Institution

Your answer

What initiatives and/or task forces have your organization launched to access and address questions of diversity, equity, and inclusion?

Your answer

How did you engage alumni and volunteers in this process?

Your answer

What data analysis and/or surveys were completed as part of this process?

Your answer

What was the outcome of this work?

Your answer
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Is this anything you wish you had done differently throughout this process?

Your answer
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# APPENDIX B- Peer Institutions Survey Responses

| | A | B | C | D | E |
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| 1 | What initiatives and/or task forces have your organization launched to access and address questions of diversity, equity, and inclusion? | How did you engage alumni and volunteers in this process? | What data analysis and/or surveys were completed as part of this process? | What was the outcome of this work? | Is this anything you wish you had done differently throughout this process? |
| 2 | Currently have a university committee that meets monthly on this topic. Name is University Committee on Diversity, Equity & Inclusion. This committee has been around since 2006 and is made up of representatives from around campus. All of our school/colleges have representatives, as well as athletics, alumni, student life, career services, admission, etc. Over the years we have had community volunteers on the committee, but not consistently. They have an annual award (Champion of Diversity and Inclusion...name is probably going to change to include Equity) that they present, and they work on general programming for campus, but of course this programming has ramped up in the past 2 months. | We have engaged our Black Alumni Club, Pride Alumni Club and Latinx in programming conversations. In addition, we have hosted four virtual alumni events all dealing with the conversation of DEI. Our first one was in April 2020, prior to the protests. The second part of our April event just happened to be schedule 2 weeks into the protests. Topics: Cultural Humility During Covid-19; part 1 (April), Racial Injustice: Continuing the Conversation; part 2 (June), LGBTQ+ Legal Rights in the Post-Kennedy Era (June), and Fostering Belonging in the Workplace (July). All of these programs were led by alumni and/or current faculty. We are continuing to work with alumni to figure out next steps. | None.... we should have in hindsight!! | A great connection with our alumni speakers who we may not have had other engagement opportunities with. Timely topics, that have engaged alumni that have not participated in the past with our office. | Surveyed our alumni after each event! |
| 3 | The Alumni Task Force on DEI was formed in 2015 and delivered a report to the board chair, who then delivered it to the president. We convened the 2018-2019 and 2019-2020 DEI working groups, held a conference, organized events of interest to alumni from diverse backgrounds and events that showed the value of diversity (a workshop with the Medici group, for example). | | There were 2 surveys of our top alumni leaders -- a little more than 1,000, I recall. This cohort is described in the 2017 report of the Alumni Task Force on DEI, which is on the website previously cited. | Identified young alumni and alumni from diverse backgrounds as potential alumni leaders, developed a communications toolkit and a DEI-specific toolkit, developed programs that focus on self-reflection and sharing stories, organized programs. | I would have liked to have: (i) worked closely with University president to respond to the 2017 report of the Alumni Task Force on DEI, (ii) communicated more often with alumni about the Alumni Association's DEI work and amplified the university's DEI work, especially to alumni interested in DEI work. The best advice I received about advancing DEI was to start first with the alumni association staff, before working with the Alumni Association board. I wished I had started earlier with the staff. With regard to working to advance DEI with the Alumni Association board, I should have involved board members in planning the session on working across differences. The content was good but the trainer was not well-received, in part because board members had not been involved in the planning. I also learned that if you organize committees, you will get reports and recommendations but no action. You need to make sure that the committee's charge includes execution. |
| 4 | The university has formed a Diversity Council with representatives from each School, the College of Arts and Sciences, and several other units; the chancellor appointed a Commission on History, Race, and a Way Forward; the university's new strategic plan has 8 strategic initiatives and purposely, the #1 is "Build our Community Together." | Our association has had a very successful Black Alumni Reunion for the past 40 years - our largest affinity reunion. BAR meets over several days with a wide range of programs (e.g. awards, scholarships, mentoring, social, homecoming football game, etc.). BAR also created a society which takes advantage of the General Alumni Association's self-governance to raise funds scholarships for Black students | Our association staff responded to an association staff created a questionnaire to assess how we think we're doing in exactly the spaces you are examining. We also have compiled data on under represented minority alumni among all university alumni. | Outcomes to be determined over time. Our success has assured diverse representation on the association's board and among association award recipients. | The university is xxxx years old and there is much that could/should have been different over those years. |
| 5 | Diversity and Inclusion is one of our core values. We have a full time Associate Directory for Diversity and Inclusion. Her work focuses on Diversity and Inclusion and international programming for students and alumni. This position has been in place since 1994. We also dedicated an entire issue of our members only magazine to diversity and inclusion last fall. | We have a Multicultural Alumni Council that meets several times a year to assist with our programmatic efforts and serves as an advisory council. | Not applicable as this position has been in existence since 1994. | N/A | N/A |
| 6 | We have had a long-standing Diversity, Equity, Inclusion and Justice staff committee and a Diversity Committee of our Board of Directors. Most of our focus has been on "diversity," though now we're beginning to explore more about the true meaning of and how to be "inclusive." | Our Board regularly discusses this as part of their meetings and are considering work they can do together to learn more about social justice. Already 12 or our 23 elected Board members are minority. I've been meeting with leaders of our minority (Black, Latinx, Asian Pacific Islander, International and LGBTQ) alumni groups to get their input on future planning and programming. | Nothing yet | | |
| 7 | The Alumni Association Board of Governors has a permanent sub-committee called the Multicultural Activities Committee that focuses on Diversity, Equity and Inclusion strategy for alumni volunteers. Over the years this committee has worked with staff members on developing and implementing programs and initiatives that promote collaborations between Affinity groups and regional club communities. This year the Multicultural Activities Committee has developed a survey for Historically Underrepresented Group alumni community members. This survey will provide the insight needed to develop a long term DE&I strategy for the Alumni Association.<br><br>We also have an Alumni Class Leaders Board that has developed DE&I guidelines for our class communities.<br><br>This past year our department established a DE&I taskforce to address how we incorporate diversity, equity, and inclusion in our business practices for our internal (staff) and external (alumni) communities. | The Alumni Association Board of Governors Multicultural Affairs committee and the Alumni Class Leaders Board are comprised of alumni volunteers. | We are working on a survey that will go out to Historically Underrepresented Group alumni which will go out this fall | We have incentivized cross-community collaboration on Diversity themed events and initiatives that engage alumni of all backgrounds by providing a financial subsidy. This initiative has resulted in our Affinity Groups and Regional Club communities collaborating on a number of events over the years focused on social justice issues and race relations in the U.S. | I only started at 10 months ago. I will say that upon my arrival I wish there had been an Alumni Relations survey done in the past of the Historically Underrepresented Group alumni. We had surveyed these communities in the past but these surveys were done in conjunction with our last campaign effort and focused on philanthropy and Affinity Group affiliation (not all Historically Underrepresented Group alumni have a strong affiliation with their affinity/shared interest groups). |
| 8 | The university has a President's Council on Diversity and Inclusion, which includes an alumni cluster. We also have a divisional committee who works in alignment. The Alumni Board has begun their own journey of self-education with a series of conversations about systemic racism and our role as a board. | See above. | The university utilized some original data collections as well as climate surveys to inform their work. | Plan for Inclusive Excellence, which can be found on our website. | There is consensus that we may have prioritized differently with regards to certain areas. |
| 9 | Our Advancement group has its own Diversity Committee, which is a volunteer group that helps to advise senior staff and produces professional development events throughout the year: speakers, a book club, an internal newsletter. | Not at all. It's entirely an internal group. We've been debating what we should do externally for some time, but to no conclusions so far. | None. | We've set aside our monthly Advancement staff meeting for August to do a two-hour workshop with staff on DEI. It's next week. | I wish we'd jumped earlier to do the simple stuff: issue a simple statement in support of BLM and/or create a statement that staff members could voluntarily sign on to. I liked that staffers created a social media graphic that staff members could choose to post on their personal feeds, saying that they worked at the Alumni Association and were supportive of Black Lives. |

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| 10 | We have a staff of 4 and a Board Committee | Through a committee formed by the Board - has representation from network leaders, students, staff, faculty | surveys, data collected over the past 4 years | Multiple types of programs in multiple venues and heavy utilization of technology | |
| 11 | Beginning three years ago with the rehire of our Director of Diverse Alumni Engagement, we undertook a series of focus groups with alumni in metro areas with the highest concentration of diverse (African-American, Latinx, Native American, Asian American) alumni. For us that was Milwaukee, Chicago, Atlanta, Washington, DC.<br><br>Also three years ago, I started a work group as part of my alumni advisory council to address issues of diversity and diverse alumni engagement.<br><br>Just recently, the governing board of our parent organization launched a work group for Diversity and Inclusion.<br><br>In more of a personal development journey, I and my leadership team are reading and discussing White Fragility by Robin DiAngelo. | For the focus groups, we asked a series of questions to gather qualitative feedback from them about their student experience, alumni experience, disappointments in the institution and alumni association and hopes / areas of passion for future engagement.<br><br>6 Council members participate each year in the Diverse Alumni Engagement work group and provide insights and direction to the program strategies for that area of our organizations' engagement work.<br><br>The Board Work Group includes approximately 10 board members who are in two subgroups: Internal goals (recruitment, retention, policies, etc.) and External goals (engagement, philanthropy, values, messaging). Groups have been tasked to have a plan ready by August 30. | To date, only qualitative. I believe that as we undergo staff training we will be taking an inventory. | The focus group responses informed a three-year strategic engagement plan for diverse alumni. We have seen engagement and affinity scores among Black and Latinx alumni increase since new strategies have been put in place (monthly e-newsletter highlighting accomplishments of diverse students, alumni and fac/staff; engagement opportunities specifically for diverse alumni communities; intentional opportunities to network with and mentor current students; collaboration with campus programs on joint programs; increasing diversity of alumni advisory council).<br><br>The outcomes of the Council work group have been participating in networking events with students, participating in engagement activities in their local areas, advising on engagement strategy, and advising me and my team on how to improve in these areas.<br><br>The outcomes of the Board work group are yet to be determined but deliverables include an organizational road map for diversity and inclusion, with goals and milestones to which we will be held accountable; additional training for staff; and a values statement/community principles for volunteers and donors. | I wish we would have started the organizational conversations much earlier. I would find value in a quantitative survey or instrument to guide our work as well. |
| 12 | We have just launched an internal DEI task force at the Foundation. A survey is also being conducted so that the DEI task force has a benchmark for building their programs/initiatives. | We have selected a few key volunteers to participate in the survey and feedback groups | Historical data in our data base, and creating a survey | in process | We should have begun this sooner |
| 13 | We previously had an internal Equity team focused on talent management within the Foundation. We also previously had an Inclusion and Diversity Committee for the alumni board. We have since launched a Foundation/Association-wide task force that will focus on engaging alumni of color and will be very intentional with their work through established metrics. | The alumni board tasked volunteers to populate the Inclusion and Diversity Committee. Our equity committee has a Foundation Board committee that they are working with. Both alumni committees will be involved in the staff-led task force. | We previously conducted a survey through Simpson Scarborough of all alumni, but findings around race/ethnicity were inconclusive. | The work is ongoing, but the early work that we did over the past 5 years has created a culture that is supportive of this work. | I would have been more closely involved with the Board committee to provide greater direction and support. |
| 14 | Affinity Groups/Programs | Steering Committees | Unknown | Current Affinity Community consisting of 8 Affinity Groups/Programs based on identify, industry and interest | I'm newer to the team so that's a bit difficult to answer as this time. |
| 15 | In 2016 we (development and alumni relations) launched a Roadmap for Diversity & Inclusion, which built upon the Univerity's Roadmap. We acknowledged these roadmaps and included diversity, equity and inclusion priorities, goals, and recommendations in the University-Wide Alumni Engagement Strategic Plan which was just launched March 2020.  In addition, we have created a task force within the operating board of the Alumni Association to look at the strategic plan and ensure that the Alumni Association is aligned with it.  This process is going on now with a report from the task force due at the Annual Meeting in October. | Alumni were involved in development of the University-wide Alumni Engagement Strategic Plan, and actively involved in the Alumni Association Task Force | We had a GG&A review of all alumni programs across the university in 2017, and followed it with a Gallup Survey in 2018 | The outcomes were the university-wide strategic plan, as well as the redefinition of the purpose and goal of our affinity program (more of a tweaking than a complete overhaul). | Not at this point. |
| 16 | After months of consultation over the 2019-2020 academic year with 100s of members of the community, our first Strategic EDI Plan (2020-2025) was endorsed in April 2020 by the Senate and Board of Governors (i.e., Trustees). This Plan will ensure that EDI considerations are accounted for in all core University activities, and sets out a range of objectives and measures that we will undertake over the next five years. These measures will seek to enhance the diversity and representativeness of our University community while ensuring equitable opportunities and sense of inclusion and belonging for all. Implications for University Advancement are embedded in several aspects of the Plan, namely in funding opportunities, as well as mentorship for underrepresented populations.<br><br>The Alumni Association disseminated a Statement on Diversity and Inclusion in June 2020 that supported the University's statement on injustice and racism, and outlined the actions the alumni association has or intends to undertake relative to recruitment for governance roles, support of the University's EDI Plan and a financial commitment towards anti-racism initiatives undertaken by student groups and/or branch (regional) associations. | The process was established as a result of the work put into place by the Board on the Association's strategic plan, one pillar of which is EDI. With the assistance and support of the CAO (my role), a subcommittee of the Board undertook research into EDI plans and/or policies at other like-institutions, as well as a scan of EDI policies and processes. Action items and timelines were presented to the Board for approval. The Board is in its first year of carrying out its current strategic plan. (The other pillars are support of current campaign and outreach to alumni leaders from regional and constituent alumni groups.) | See above - research was conducted to gather policies and processes from us and other institutions. | See above - strategic plan pillar related to EDI and later, the statement issued in June. In terms of mentorship opportunities, we are deepening our outreach to alumni from underrepresented groups and investigating new platforms to help with data collection and matching. Underrepresented groups include, but are not restricted to: women, racialized and ethnic persons, Indigenous peoples, persons with disabilities, persons of diverse sexual orientations or gender identities and/or persons with significant care responsibilities. | We are fortunate to have an excellent Equity Office, as well as a vibrant alumni community to turn to for insight and collaboration - we're in the early stages of carrying out plans and creating change - too early to look back, just yet! |
| 17 | Joint planning group from our diversity leadership society and the Black Alumni Society | Using existing diversity groups boards and organizations to create structure and dialogue | Segmented and ongoing survey around issue of racism, policing, etc | Ongoing themed programming in partnership with faculty and other content experts for both all alumni and more targeted diverse alumni audiences | |
| 18 | University-wide task force on Equity, Diversity and Inclusion and anti-black racism is launching this fall | Not yet, but they will be.  Consultations with the Alumni Association, and divisionally based associations will take place | not known yet | In progress | Don't know yet! |
| 19 | The initial task force report was done by the Board of Trustees in 1988 which led to the establishment of the Office of Minority Alumni Program in 1990 which has been in existence since (changing names to Diversity Alumni Programs in 2011).  Many initiatives have followed including the expansion of the identity based alumni associations, and staff led programs, outreach, and engagement. | All of the volunteer organizations are alumni led.  The chair of is always a sitting trustee. | Ongoing data analysis of demographics/representation, alumni census, focus groups, etc. all over the past few decades. | See above - ongoing. | A more inclusive charge from the beginning as the initial efforts were mostly centered around BIPOC alumni and did not take a holistic approach to diversity. |

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| 20 | We have launched a "Forum for Equity" -- a speaker series engaging with issues of systemic racism and other issues of equity across URMs. It may be that we will jointly run a few events aimed at encouraging dialogue in industries that have somewhat notorious reputations for racism and misogyny. We are supporting our affinity groups and Clubs as they develop and offer programming. We are encouraging our leadership volunteers to use their voices effectively on this topic when they sit on our governance committees like the Corporation and its committees. | Email marketing, engaging with senior volunteer leaders in these communities on speaker ideas, connecting with our Institute Community and Equity Officer to ensure alignment. Our most recent past president of the alumni association is African-American and a champion for the effort. | We are tracking metrics on the speaker series and will report out. We are watching and engaging with culture shifting efforts underway at the Corporation level. | Visible commitment by the central Alumni Association to this important dialogue. Stronger community connections as Clubs and affinity groups work together to offer and market programming on these important topics. Otherwise it is too early to say, in my opinion. | so far, no -- but I am sure we have a long path ahead and much to learn. |
| 21 | Developing a resource hub for alumni; plan to do implicit bias training; Alumni Council addressing this in their committee structure. |  | None yet; planning on it. | in progress |  |
| 22 | We have focused for three years in our board on DIB. After the Floyd murder we created a working group on antiracism. In addition we have a staff group focused on DIB in the office. | ALumni led the efforts. They are supported by staff. I personally am involved with the antiracism working group. | We did initial analysis trying to understand the demographics of our volunteer ranks. | The data analysis informed the agendas of the intitiatives. The initiatives themselves resulted in training and awareness building for volunteers. Antiracism Working Group is creating volunteer learning opportunities in program development, difficult conversation and personal narrative to drive belonging and action,. | Not yet. |

Institutions Represented in Survey: American University, Brown University, Cornell University, Dartmouth, Harvard, Kansas State University, Johns Hopkins University, McGill University, Massachusetts Institute of Technology, The University of North Carolina General Alumni Association, University of California - Los Angeles, University of Chicago, University of Connecticut, University of Michigan, University of Oregon Alumni Association, University of the Pacific, University of Pennsylvania, University of Toronto, University of Wisconsin, Yale University

**Proposal for the Columbia Alumni Association's Task Force on Belonging - As of 9.1.2020**

***Task Force Purpose***
The purpose of the CAA's Task Force on Belonging ('Task Force') is to ensure that the Columbia Alumni Association and all of its related entities are accurately representative of, are welcoming to, foster a sense of belonging for, amplify the voices of and create a space for all members of the Columbia alumni community

***Task Force Composition***
The Task Force shall be composed of members of the CAA Board, CAA club/SIG leaders, student leaders and alumni. The task force shall be supported by the Associate Director, Shared Interest Groups.

***Proposed Responsibilities***
*Prep Work - Summer 2020*
- Draft a census of the CAA board to ensure the leadership is representative of the alumni population.
- Gather feedback regarding similar task forces at peer institutions via phone calls and survey.
- Work internally to gather samples of CAA marketing and communications pieces, descriptions of CAA programs and engagement opportunities, and roles and responsibilities for the CAA board, clubs and groups.
- Consult with partners from the Office of Multicultural Affairs and University Life at the University.
- Invite potential task force members to participate.

*Meeting #1- September 23, 2020*
- Review purpose and scope of work of the task force.
- Share overview of programs, volunteer engagement, and marketing streams.
- Review what works well and what should be improved (from the task force's perspective).
- Brainstorm questions and goals of an all-alumni survey.

*In between meetings*
- Draft survey to be sent to all alumni.
- Schedule one on one or small group meetings with task force members to learn their own experiences and perceptions of belonging at Columbia.

*Meeting #2 - November 4, 2020*
- Review survey and communications plan for rollout through *Alumni Voices* and other channels.
- Recap and follow up on items from meeting #1.

*In between meetings*
- Release survey and compile results.

*Meeting #3 - January 14, 2021*
- Review survey findings.
- Determine main themes to convene focus groups around.

*In between meetings*
- Invitations to focus groups sent.

*Meeting #4- February 23, 2021*
- Training for focus groups facilitation.

- Review focus groups composition.

<u>*In between meetings*</u>
- Hold focus groups

<u>*Meeting #5- April 8, 2021*</u>
- Review themes that emerge from focus groups.
- Outline themes, items to be included in an action plan.

<u>*In between meetings*</u>
- Draft action plan with recommendations in line with the goals of CAA 2023 Strategic Plan, especially segmentation and personalization.

<u>*Meeting #6- May 20, 2021*</u>
- Finalize action plan to be presented to the CAA Board by the end of the academic year.

<u>*Long Term Considerations*</u>
- Ensure awareness of identity-based activities and groups both within the CAA and share with the School-based alumni relations programs.
- Help facilitate the creation of opportunities for leaders rolling off of the boards of SIGs or School-based identity alumni groups.
- Create connections between CAA SIGs and School-based identity groups.
- Consider the creation of programming specifically designed to highlight the diversity of the CAA.
- Provide an alumni perspective in campus-wide discussions around diversity and inclusion.
- Help facilitate connections between SIGs and student identity-based groups as a means of transitioning students to alumni as referenced in the CAA 2023 Strategic Plan.

## Appendix D - Task Force Membership

### Members
Rolando Acosta '79CC, '82LAW
Prisca Bae '00CC
A'Lelia Bundles '76JRN
Kenneth Catandella (Staff)
Elisa Charters '01SIPA
Carlos Cuevas '05CC, '12MPH, '12SIPA
Genna Farley Fleming (Staff)
Keith Goggin '91JRN
Ted Gregory '74CC
Alicia Guevara '95CC, '14BUS
Wanda Holland Greene '89CC, '91TC
Sitara Herur '19GS
Marvellous Iheukwumere '14CC
Riley Jones '17CC
Elizabeth Kipp Giusti '12CC
Gibson Knott (Staff)
Peter Liang '08BUS
Katherine Liu '21SEAS
Donna MacPhee '89CC (Staff)
Nick Mannino (Staff)
Tania Martin-Mercado '16SPS
Alece Oxendine '11SOA
Will Plews-Ogan '22GSAS, '23LAW
Zoe Rumashu '20JRN
Kiara Reed '11GS, '16BUS, '16SIPA
Brandon Shi '22CC
Laura Thornton '20SIPA
Jena Tumbleson '19SIPA (Staff)
Ying Yen '95CC

### Schools/Units Represented
Columbia Business School
Columbia College
Columbia Law School
Columbia School of the Arts
Fu Foundation School of Engineering and
Applied Science
Graduate School of Arts and Sciences
Graduate School of Journalism
Mailman School of Public Health
School of General Studies
School of International and Public Affairs
School of Professional Studies
Teacher's College

### Shared Interest Groups Represented
Asian Columbia Alumni Association (ACAA)
Black Alumni Council (BAC)
Columbia Pride
Latino Alumni Association of Columbia
University (LAACU)

### Membership Breakdown
Columbia University Trustees - 3
CAA Board Members - 7
Recent Graduates/Students - 5
School Volunteers - 4
SIG/Global Club Leaders - 5
Staff - 6

# Opportunities for Engagement

# CAA Task Force on Belonging Meeting #1

# Programmatic Offerings

- CAA Signature Programs
  - Columbia at Home
  - Columbia Connects (volunteer-led component)
  - CAA at Sundance
  - CAA at Tribeca Film Festival
  - CAA at Art Basel
  - Stem Day
- CAA Volunteer-Led Initiatives
  - Columbia Alumni Leaders Experience/Weekend
  - She Opened the Door

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# Programmatic Offerings

- CAA Arts Access
- CAA Partnership Programs (School-based Events and Meetings with School-based Alumni Associations)
- Columbia Alumni Center
  - Events and Reception Space
  - Informal Internal and External Meetings
  - Work/Meeting Space for Alumni
  - Services
    - Lounge, Library, Courtesy Office, Refreshments
    - Assistance Exploring Alumni Benefits

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# Student-Alumni Programming

- The Columbia Way - Graduating Student Program
- SLAC Initiatives
- CU there!
- Free Lunch Fridays and Study Breaks
- Student-sponsored Events
- Alumni Club and SIG hosted Experiences for Students (holiday meals, send-offs, welcome events)

# Regional Clubs and SIGs

- Global Programs
  - Domestic Clubs
  - International Clubs
  - All-Ivy Programs (in conjunction with Ivy regional/SIGs)
- Shared Interest Groups
  - Identity-Based
  - Industry-Based
  - Interest-Based

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# Active Regional Clubs - 89 Domestic and International Clubs

- Argentina
- Atlanta
- Austria
- Beijing
- Belgium
- Boston
- Brazil, Porto Alegre Chapter
- Brazil, Rio de Janeiro Chapter
- Brazil, Sao Paulo Chapter
- Brooklyn – (FY18)
- Central Texas, Austin
- Chicago
- Chile, Santiago
- Cleveland
- Club
- Colombia
- Colombo, Sri Lanka
- Colorado
- Cyprus
- Denmark
- Egypt
- Ethiopia
- Fairfield County
- France
- Lima

- London
- Luxembourg
- Mexico
- Michigan
- Minnesota
- Morocco
- Moscow
- Nairobi
- Nashville
- New Jersey
- New Mexico
- New Orleans
- Nigeria
- North Texas, Dallas
- Northern California
  - San Francisco
  - Sacramento
- Pakistan
- Philadelphia
- Phoenix
- Pittsburgh
- Poland
- Portland
- Qatar
- Qingdao, China

- Germany
  - Berlin,
  - Dusseldorf/Cologne
  - Frankfurt
  - Munich
- Greece
- Guangzhou
- Hangzhou
- Hawaii
- Hong Kong Limited
- Hungary
- India
  - Bangalore
  - Delhi
  - Calcutta
  - Mumbai
  - Chennai
  - Hyderabad
- Indonesia
- Israel
- Italy, Rome
- Japan
- Kazakhstan
- Korea
- Kuwait – (FY19)
- Lebanon

- Rhode Island
- Rochester
- San Antonio
- San Diego
- Sarasota
- Spain
- Sweden
- Switzerland
  - Basel
  - Geneva
- Zurich
- Taipei
- Thailand
- The Carolinas, Charlotte
- The Netherlands
- The Pacific Northwest, Seattle
- The Philippines – (FY18)
- Tunisia
- Turkey
- U.A.E. – (FY19)
- Vietnam
  - Ha Noi
  - Ho Chi Minh
- Washington, D.C.

# Shared Interest Groups (SIGs): 14 Groups

- Asian Columbia Alumni Association
- Black Alumni Council
- CAA First-Generation/Low-Income Alumni Network
- CAA Wine Industry Network
- Columbia Alumni Singers
- Columbia Arab Alumni Association
- Columbia Fiction Foundry
- Columbia Pride
- Columbia University Band Alumni Association

- Columbia University Muslim Alumni Association
- Columbia Venture Community
- Columbia University Women's Business Society Alumnae
- Latino Alumni Association of Columbia University
- Real Estate Network of Columbia Alumni Association

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## Student Groups That Collaborate With SIGs:

- **Columbia Arab Alumni Association**
  - ✓ Turath
  - ✓ Arab/Middle Eastern Family Tree of the Columbia Mentoring Initiative
- **Asian Columbia Alumni Association (ACAA)**
  - ✓ ACAA Student Council
  - ✓ Columbia University Chinese Students Association (CUCSSA)
  - ✓ SIPA Empowering Asia Women EMPA
  - ✓ Undergrad groups through OMA
  - ✓ Columbia University Lion Dance

- **Black Alumni Council (BAC)**
  - ✓ Black Students Organization
  - ✓ National Society of Black Engineers
  - ✓ African Students Association
  - ✓ CU Black Pre-Professional Society
  - ✓ African Development Group
  - ✓ Black Business Students Association
  - ✓ Black Student Nurses
  - ✓ SIPA Students of Color
  - ✓ Teachers College Black Student Network
  - ✓ Black and Latino Student Organization (BALSO) at P&S
  - ✓ Charles PreMedical Society
  - ✓ Alpha Phi Alpha Fraternity
  - ✓ Delta Sigma Theta Sorority
  - ✓ Alpha Kappa Alpha Sorority
  - ✓ National Association of Black Journalists
  - ✓ Black Law Students Association

- **CAA First-Generation/Low-Income Alumni Network (CFLAN)**
  - ✓ First-Generation Low-Income Partnership (FLIP)

- **CAA Wine Industry Network (WIN)**
  - ✓ CBS Wine Society
- **Columbia University Band Alumni Association**
  - ✓ Columbia Marching Band
- **Columbia Venture Community (CVC)**
  - ✓ Columbia Organization of Rising Entrepreneurs (CORE)
  - ✓ Columbia Venture Partners
- **Columbia Veterans**
  - ✓ Columbia MilVets
- **Columbia Women's Business Society Alumnae (CWBSA)**
  - ✓ Columbia Women's Business Society
- **Latino Alumni Association of Columbia University (LAACU)**
  - ✓ Undergrad groups through OMA
  - ✓ LASA (SIPA Latinx Student Group)
  - ✓ Columbia Business School Hispanic Business Association
- **PRIDE**
  - ✓ Undergrad groups through OMA
  - ✓ Cluster Q (Columbia Business School)
  - ✓ GS Alliance
  - ✓ SPS
  - ✓ Teacher's College
  - ✓ QSAPP
- **Real Estate Network of the Columbia Alumni Association (RENCAA)**
  - ✓ GSAPP MSRED Program

# CAA Volunteer Opportunities

- Board - 45 members
- Committees
  - Alumnae Leadership Group
  - Alumni Trustee Nominating Committee
  - Arts Access
  - Associations & Clubs
  - Honors & Prizes
  - Nominating Committee
  - Programs Committee
    - Student Leadership Advisory Council (SLAC)
    - Strategic Planning Committee
- Alumni Relations Committee (University Senate)
- CAA Global Clubs and Shared Interest Groups

COLUMBIA*alumni* | ASSOCIATION

# CAA Volunteer Opportunities

- **Columbia Alumni Voices** - a feedback panel of alumni from all decades, ages, degrees and parts of the world, sharing their opinions on a regular basis to help shape a range of Columbia offerings

- **She Opened the Door Initiative** - began with a conference in 2018; aims to enlighten, educate, elevate and to empower Columbia Women across the University

# VolunteerColumbia

## Our Community



2020 Campbell Awards
Meet the winners...

## Recent Opportunities

**Is Ongoing**
GSAS Alumni Association: Ambassadorship Committee
Graduate School of Arts and Sciences

**Is Ongoing**
Hosting Virtual Events
School of Professional Studies

**Is Ongoing**
Student Preparatory Workshops (e.g., Resume Reviews, Interview Prep, etc.)
School of Professional Studies

View More Opportunities

# 27 Volunteer Hub Partners FY17-FY20

| | |
|---|---|
| ACAA: Asian Columbia Alumni Association | Formula SAE-Knickerbocker Motorsports - *Student Agency* |
| Barnard College | Fu Foundation School of Engineering and Applied Sciences |
| CAA Arts Access | Graduate School of Architecture, Planning, and Preservation |
| College of Dental Medicine | Graduate School of Arts and Sciences |
| Columbia Alumni Association | Just Societies Volunteer Initiative |
| Columbia Business School | Lamont-Doherty Earth Observatory |
| Columbia College | Mailman School of Public Health |
| Columbia College Alumni Association | School of General Studies |
| Columbia Giving Day | School of International and Public Affairs |
| Columbia Journalism School | School of Nursing |
| Columbia Law School | School of Professional Studies |
| Columbia School of Social Work | School of the Arts |
| Community Impact Formula - *Student Agency* | Vagelos College of Physicians and Surgeons |
| Crowdfunding Impact Giving | |

# Marketing Streams

- Email

# Marketing Streams

- Social Media
  - Instagram
    - @columbiaalumni
  - LinkedIn
    - Columbia Alumni Association Network
  - Facebook
    - @ColumbiaAlumniAssoc
  - Twitter
    - @ColumbiaAlumniA

- Program Distribution Channels
  - YouTube
  - Online Alumni Community
  - Brazen Networking

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ASSOCIATION | CAA

# Engagement Survey Jan 2021

Columbia is conducting this survey to learn more about ways we can better serve our alumni community and understand how included and welcomed you feel when attending Columbia events and receiving Columbia communications. The questions in this survey will touch upon a wide range of topics and we look forward to receiving your candid responses. The survey will take about 10 minutes of your time. We appreciate your participation.

Your responses are confidential and will only be reported in the aggregate. If you are interrupted or lose your connection while taking the survey, you may continue where you left off by clicking on the link in the email you received.

We look forward to learning more about you. Thank you!

How connected do you feel to Columbia?

○ Very connected  (1)

○ Somewhat connected  (2)

○ Not connected  (3)

○ Not at all connected  (4)

> *Display This Question:*
> *If How connected do you feel to Columbia? = Not connected*
> *Or How connected do you feel to Columbia? = Not at all connected*

Why do you feel that way?

_____

How connected do you feel to the following?

| | Very connected (1) | Somewhat connected (2) | Not connected (3) | Not at all connected (4) | Not Applicable (5) |
|---|---|---|---|---|---|
| Columbia University (1) | ○ | ○ | ○ | ○ | ○ |
| Your School (2) | ○ | ○ | ○ | ○ | ○ |
| Your Department / Area of Study (3) | ○ | ○ | ○ | ○ | ○ |
| Your Peers/Classmates (4) | ○ | ○ | ○ | ○ | ○ |
| Faculty (5) | ○ | ○ | ○ | ○ | ○ |
| Athletics (including coaches) (6) | ○ | ○ | ○ | ○ | ○ |
| Columbia Alumni Association (CAA) (7) | ○ | ○ | ○ | ○ | ○ |
| Your School's Alumni Association (8) | ○ | ○ | ○ | ○ | ○ |
| Your Regional Club(s) (9) | ○ | ○ | ○ | ○ | ○ |
| Your Shared Interest Group(s) (10) | ○ | ○ | ○ | ○ | ○ |

I feel more connected with my peers and classmates through:

| | Strongly Agree (1) | Somewhat Agree (2) | Somewhat Disagree (3) | Strongly Disagree (4) |
|---|---|---|---|---|
| Official Columbia events (1) | ○ | ○ | ○ | ○ |
| Informal gatherings not set up by Columbia (2) | ○ | ○ | ○ | ○ |

On a scale of 0 to 10, how much does each of these activities make you feel a part of the Columbia community?

For each activity listed, use the slider to choose the number that best shows how you feel, where **0 = Doesn't make me feel like part of the Columbia community at all and 10 = Makes me feel like part of the Columbia community a great deal.** If you do not participate in the activity, select the "Not Applicable" box.

Not Applicable

0  1  2  3  4  5  6  7  8  9  10

| | |
|---|---|
| Attending an event () | �In ────────────▐────────────── |
| Making a gift () | ────────────▐────────────── |
| Reading Columbia communications () | ────────────▐────────────── |
| Interviewing prospective students () | ────────────▐────────────── |
| Volunteering with Columbia () | ────────────▐────────────── |
| Mentoring/connecting with a student () | ────────────▐────────────── |
| Mentoring/connecting with alumni () | ────────────▐────────────── |
| Being a fundraising volunteer () | ────────────▐────────────── |
| Attending a Columbia Athletics competition () | ────────────▐────────────── |
| Reading about Columbia's work/impact in the news () | ────────────▐────────────── |

Which of the following <u>Columbia Alumni Association-sponsored</u> programs have you attended in the past two years? (Please select all that apply):

☐ Regional club event(s)  (1)

☐ Shared Interest Group event(s)  (2)

☐ In-person event(s), such as She Opened the Door, Columbia Connects, etc.  (3)

☐ Networking event(s), either in-person or online  (4)

☐ Online/Virtual event(s), such as Columbia at Home, webinars, etc.  (5)

☐ Columbia Alumni Leaders Weekend (in-person)  (6)

☐ Columbia Alumni Leaders Experience (online/virtual)  (7)

☐ None of the above  (8)

☐ Other:  (9) _____

---

Which of the following Columbia programs sponsored by a School, Center, Institute, or Athletics have you attended in the past two years? (Please select all that apply):

☐ In-person event  (1)

☐ Online event  (2)

☐ Reunion  (3)

☐ Homecoming  (4)

☐ Columbia Athletics event or game  (5)

☐ None of the above  (6)

☐ Other:  (7) _____

In the past two years, how welcome and included did you feel when you attended the following?

| | Very welcomed (1) | Somewhat welcomed (2) | Not welcomed (3) | Not at all welcomed (4) |
|---|---|---|---|---|
| Columbia events in-person (1) | ○ | ○ | ○ | ○ |
| Columbia events online (3) | ○ | ○ | ○ | ○ |

What made you feel this way at in-person events?

_____

What made you feel this way at online events?

_____

| Please choose how you feel about each of the following statements: | Strongly agree (1) | Somewhat agree (2) | Somewhat disagree (3) | Strongly disagree (4) | Not Applicable (5) |
|---|---|---|---|---|---|
| After a Columbia event, I feel that I belong and am connected to the greater alumni community (1) | ○ | ○ | ○ | ○ | ○ |
| I have often felt out-of-place at a Columbia event (2) | ○ | ○ | ○ | ○ | ○ |
| Columbia online/virtual events offered since March 2020 have made me feel more connected to the greater alumni community (3) | ○ | ○ | ○ | ○ | ○ |
| Columbia is intentionally engaging all alumni based on a respect for our differences (4) | ○ | ○ | ○ | ○ | ○ |
| I feel uncomfortable sharing my thoughts and opinions with other Columbians (5) | ○ | ○ | ○ | ○ | ○ |
| I feel I can be my authentic self when I participate in Columbia activities (6) | ○ | ○ | ○ | ○ | ○ |
| The tone of communications from the CAA feels inclusive and welcoming (7) | ○ | ○ | ○ | ○ | ○ |

| | | | | | |
|---|---|---|---|---|---|
| Attending CAA events enhances my personal and/or professional network (8) | ○ | ○ | ○ | ○ | ○ |
| I feel CAA programs are welcoming and friendly (9) | ○ | ○ | ○ | ○ | ○ |
| I view the CAA as a University-wide organization that helps to break down silos (10) | ○ | ○ | ○ | ○ | ○ |

In the past two years, did these information outlets or interactions promote feelings of inclusion and belonging with Columbia?

| | Promotes Inclusion & Belonging (1) | Does Not Promote Inclusion & Belonging (2) | Not Used in the Past Two Years (3) |
|---|---|---|---|
| *Columbia Magazine* (1) | ○ | ○ | ○ |
| School Magazine (2) | ○ | ○ | ○ |
| *The Columbia Daily Spectator* (3) | ○ | ○ | ○ |
| National newspapers and magazines (4) | ○ | ○ | ○ |
| Columbia University websites (5) | ○ | ○ | ○ |
| Blogs (6) | ○ | ○ | ○ |
| Facebook (7) | ○ | ○ | ○ |
| Instagram (8) | ○ | ○ | ○ |
| Twitter (9) | ○ | ○ | ○ |
| LinkedIn (10) | ○ | ○ | ○ |
| Email from Columbia (11) | ○ | ○ | ○ |
| Events (12) | ○ | ○ | ○ |
| Talking with alumni or current students (13) | ○ | ○ | ○ |
| Talking with professors or staff (14) | ○ | ○ | ○ |
| Other: (15) | ○ | ○ | ○ |

Please indicate how much you agree or disagree with the following statements about your experience as a Columbia alumna/us.

| | Strongly agree (1) | Somewhat agree (2) | Somewhat disagree (6) | Strongly disagree (7) |
|---|---|---|---|---|
| I feel everyone is accepted regardless of political beliefs (1) | ○ | ○ | ○ | ○ |
| I feel everyone is accepted regardless of religious beliefs (2) | ○ | ○ | ○ | ○ |
| I feel everyone is accepted regardless of economic or social class (3) | ○ | ○ | ○ | ○ |
| I feel everyone is accepted regardless of race and ethnicity (4) | ○ | ○ | ○ | ○ |
| I feel everyone is accepted regardless of sexual orientation (5) | ○ | ○ | ○ | ○ |
| I feel everyone is accepted regardless of gender identity (6) | ○ | ○ | ○ | ○ |

Please select from the list of possible barriers below those that might limit you from being more involved with Columbia. (Select all that apply)

- [ ] Timing of the offerings  (1)

- [ ] My own lack of time  (2)

- [ ] More interested in working with other organizations  (3)

- [ ] I don't know what the opportunities are  (4)

- [ ] Topics of the offerings don't appeal to me  (5)

- [ ] Lack of diversity of thought/viewpoint  (6)

- [ ] Lack of diversity of event attendees  (7)

- [ ] Don't feel part of the community  (8)

- [ ] Geographic location  (9)

- [ ] Cost of participating in the event(s)  (10)

- [ ] Family obligations  (11)

- [ ] Didn't know anyone else attending the event(s)  (12)

- [ ] Afraid I will be put on a list to be asked for money  (13)

- [ ] Getting to campus (travel, parking, etc.)  (14)

- [ ] Other:  (15) _____

- [ ] I haven't felt any barriers  (16)

---

*Display This Question:*

*If Please select from the list of possible barriers below those that might limit you from being more... = More interested in working with other organizations*

Please select which other organizational areas you are currently connected to through volunteering or donating. (Select all that apply)

- ☐ Social justice  (1)
- ☐ Climate/Environment  (2)
- ☐ Religious   (3)
- ☐ Health/Medicine   (4)
- ☐ Higher educational institutions besides Columbia  (5)
- ☐ Arts & Culture  (6)
- ☐ Animal rights  (7)
- ☐ K-12 schools  (8)
- ☐ Poverty mitigation organizations  (9)
- ☐ None of the above  (10)
- ☐ Other:  (11) _____

---

Do you have other comments about ways the CAA can best foster a sense of belonging and inclusion for all alumni **through its programming?**

_____

---

Do you have other comments about ways the CAA can best foster a sense of belonging and inclusion for all alumni **through its communications?**

_____

Just a few more questions for demographic purposes only.

---

What is your gender identity?

○ Female  (1)

○ Male  (2)

○ Agender  (3)

○ Gender non-binary or genderqueer  (4)

○ Gender fluid  (5)

○ Prefer to self-describe (Please specify)  (6)

_____

○ Prefer not to say  (7)

---

*Display This Question:*

    *If What is your gender identity? = Female*

    *Or What is your gender identity? = Male*

    *Or What is your gender identity? = Agender*

    *Or What is your gender identity? = Gender non-binary or genderqueer*

    *Or What is your gender identity? = Gender fluid*

    *Or What is your gender identity? = Prefer to self-describe (Please specify)*

    *Or What is your gender identity? = Prefer not to say*

Do you identify as transgender?

○ Yes  (1)

○ No  (2)

○ Prefer not to say  (3)

---

What is your racial identity? (Please select all that apply)

☐ American Indian, Alaska Native, Aboriginal, Native or Indigenous  (1)

☐ Asian  (2)

☐ Black or African American  (3)

☐ Hispanic or Latinx  (4)

☐ Native Hawaiian or Pacific Islander  (5)

☐ White or Caucasian  (6)

☐ Prefer not to say  (7)

☐ Other:  (8) _____

---

Is your primary residence in the United States?

○ Yes  (1)

○ No  (2)

What is your age range?

○ Under 18  (1)

○ 18-24  (2)

○ 25-34  (3)

○ 35-44  (4)

○ 45-54  (5)

○ 55-64  (6)

○ 65+  (7)

Do you have any children?

○ Yes  (5)

○ No  (6)

How many children do you have in each of the following categories? (Please select all categories which apply)

|  | 0 Children (7) | 1 Child (3) | 2 Children (4) | 3+ Children (5) |
|---|---|---|---|---|
| Under age 5  (1) | ○ | ○ | ○ | ○ |
| 5-12 (2) | ○ | ○ | ○ | ○ |
| 13-18 (3) | ○ | ○ | ○ | ○ |
| Over 18 (4) | ○ | ○ | ○ | ○ |

As we noted at the start of the survey, your responses are confidential and will only be reported in the aggregate. So that we can continue to improve upon things that are important to you, would you be willing to have your individual responses identified back to you?

○ Yes  (1)

○ No  (2)

Thank you very much for your time and participation.

**APPENDIX G- Focus Group Invitation**

From: Donna MacPhee
Subject: You are invited to participate in a Columbia Alumni Association Focus Group

Dear <Insert First Name>,

I hope you and your family are doing well in these unsettled times. As part of our on-going efforts to provide a positive and inclusive alumni experience, I would like to invite you to **join a select group of Columbia alumni to share your thoughts in a moderated group discussion.** We hope to explore the aspects of your Columbia experience which were most important to you, and learn how we can sustain and strengthen your relationship with the Columbia Alumni Association and the University going forward.

This informal and confidential discussion aims to ensure that alumni voices are heard and that our programs and services for alumni going forward speak to your interests.

**The session will be accessible via telephone or Zoom video conference on Thursday, October 15, from 1:00–2:15 p.m. Eastern Time. Details on how to access the focus group will be provided in your confirmation email.**

Please RSVP to Elizabeth Vera at ev2@columbia.edu by Tuesday, October 13 and please mention the topic, date, and time of the session you are responding for since we are managing several programs simultaneously. **Space is limited. We can only accommodate 12 people, so please RSVP today.**

We greatly appreciate your time and look forward to your contributions to the dialogue. Alumni and friends who have participated in past focus groups always enjoy the lively discussion and meeting each other!

Sincerely,


Donna H. MacPhee  '89CC, P: '17CC
Vice President for Alumni Relations
President, Columbia Alumni Association
Office of Alumni and Development

**APPENDIX H- Focus Group Feedback Presentation**

**Alumni Focus Group Observations**
**Conducted October 19 and 22, 2020 - 20 Participants**

**Top of mind one word or short phrase observations when I said the prompt:**

**Columbia:**
Columbia Lions, Prestigious, Expensive, City of New York, Sports, Intelligence, Knowledge, College Walk, Manhattan, Connection, Global, Core, Opportunity, Connection, Intensity, Excellence

**Columbia Schools:**
Costly, Critical Thinking, Humanities, Many Things to Improve, History of the School, Career, Community, Common Core, Brand Extension, Career Advancement, Intellectual, Oddball, Low Library, Intellectual Growth, Writing, Sisterhood

**Columbia Alumni Association:**
Infancy, Something I'm New to, Connection, Novel, Friendship, Potential to Grow, Still Finding Itself, Diversity of Events, Family, Leadership Weekend, Stranger, Engagement, Collaboration, Leadership Weekend, Mysterious, Opaque, Diversity of Events, Giveaways at Homecoming, Responsive, Open Door to Broader Community

**Key Quotes about Belonging/Inclusion:**

*"Felt very siloed on campus. I didn't know of any events happening outside of things I was exposed to at the College. In the virtual world I am getting access to topics across campus. I've gone to more non-College than College events.* **I wish I had done more of this as a student.***"*
*- '20CC*

*"Been to events in Dusseldorf and Nairobi. Last event in Dusseldorf was a mismatch. Everyone from different schools, not much in common. Got to meet new people. Did wine and cheese tasting in Nairobi. Was more like a mosaic." - '12PH*

*"The messaging is great. Everything is professional.* **However we all transpose any experience we had at our schools onto the engagement requests.** *For some it is about igniting nostalgia for others transforming perception. Diversity and inclusion are paramount and I think the language from Columbia is inclusive. It is about the individual experience." - '15GS*

*"Belonging is about your mindset. Columbia is a place I belong. I stayed in the United States and as an international student do not feel welcomed because of the current administration. Need help to feel involved. Recent international graduates are struggling." - '18SPS*

*"I used to work at the UN. I have joined and belonged to Columbia groups across nations and around the world. There is inconsistency between the groups. DC does a great job making you feel welcome. Been to many events where I felt awkward, there was no leadership to welcome you, and it was mostly a drinking event. I made a friend from the Law School though. Shocked*

*that we met each other, because the scene feels very cliquey. Beijing was great. France was not."* - '01PH

*"I live in Cambridge. I went to an event in Boston and felt I didn't fit in at all. Everyone was young, drinking. Never went back. I go primarily to GSAS events. As a graduate student people are attached to their departments. Hard to expand from department to school to university-wide. Leadership weekend events have always felt comfortable. Depends a lot on your own perspective. I loved Columbia so I show up with an open and positive mindset."* - '87GSAS, '92GSAS

*"I do a lot of work with MIT and I forget that I went to Columbia. Columbia makes it harder to connect. What makes a university have a robust network is alumni who are able to help you connect. I don't know where the systemic disconnect happens."* - '01PH

*"Many events I go to are SIPA events. I'm in touch with that community. Occasionally I branch out. I identify myself with my school more than Columbia at-large."* - '19SIPA

*"I have a cousin who got Masters in Arts at Columbia. He had mixed feelings about his educational experience and would not engage as an alum socially. He had a racial issue and felt he wasn't heard. You have to give margin and create your own experience. I had a completely different experience. I think it is an individual experience."* - '17TC, '19SPS

*"I have heard from other alumni, classmates. It was a formative time. I always feel embraced and welcomed. I do get feedback from other alumni. Some people hold back from attending programming due to feelings they have left over from time as students. From not having felt part of the community as a student, they hold back from attending and becoming involved as alumni."* - '11BC, '19BUS

*"Based on the last in person event. Went with a friend. We felt fine. People were welcoming. I didn't feel like "I went to a different school, I can't talk to them."* - '17TC, '19SPS

# Shared Interest Group Insight Form

Please fill out this form to share a bit about your group with the CAA Task Force on Belonging

Group Name

Your answer

What do you think is your group's greatest strength?

Your answer

What do you believe to be your group's greatest challenge?

Your answer

How do you make members feel like they belong?

Your answer

What about your group makes you the most proud?

Your answer

How much has your group interacted with the CAA?

Request edit access

Your answer

Have members of your group attended CAA events?

Your answer

What has been your/your group's experience at CAA events?

Your answer

How do you think your group can benefit from the CAA Task Force on Belonging?

Your answer

Submit

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Forms

# SIGs Leaders Survey Results

Presented to the CAA
Task Force on Belonging

February 23, 2021

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**COLUMBIA UNIVERSITY**
Office of Alumni and Development

# Objectives of the Research



**Understand how our identity-based SIG leaders feel about CAA efforts to promote and foster diversity.**



**Learn how the CAA and its Task Force on Belonging can better support these groups' efforts.**

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Office of Alumni and Development

# Who Participated

- Arab Alumni Association of Columbia University
- Asian Columbia Alumni Association (ACAA)
- Black Alumni Council (BAC)
- Columbia PRIDE (LGBTQIA+)
- Columbia University Muslim Alumni Association
- Latino Alumni Association of Columbia University (LAACU)

# What do you think is your group's greatest strength?

**Community**: Size of alumni, geographic representation, cultural diversity, generational diversity, all schools both undergrad and grad, 25 years of history, across industries.

Our **collective buy-in** without much effort. The national climate on racial issues has certainly made our existence more relevant and prominent in the Columbia community.

**Dedicated Leadership.**

**Our youth** -- because we are so new, more people want to be involved and engage with us by sharing their ideas.

**Innovation.**

# How do you make members feel like they belong?

"**Community spotlights**" - members submit people from the community to be highlighted on social media for their accomplishments.

Regular communications and events with varied approaches, candid about our positioning, **empowering volunteers to do things**, inclusive to all.

Collect **data, incorporate constituent feedback** and make decisions that are aligned with this approach.

**Personal welcome**, active follow up, **responsiveness**.

Mix of **social and content-driven events** to speak to varied interests. Make an effort to make **individual connections** at every event.

Make members feel they belong by **listening first**. Take stock of the various cultural identities, traditions, and frameworks of members.

# What do you believe to be your group's greatest challenge?

University recognition, catered diverse interests from many subgroups, **not strong brand recognition, lack broad-based communication, outreach to young people and students**.

**Recruiting new members and membership retention**. Making ourselves known to the alumni community--**publicity and outreach**. Help from the individual schools in promoting our events when appropriate. Getting people to feel compelled to be involved.

Convincing others in the Columbia ecosystem - student affairs, professors, CAA, Trustees - that **developing a model that focuses on Black students and alumni yields success for non-Black students and alumni in areas beyond racial equity**. Have a flexible and inclusive approach from the start.

**Vision.**

Openness in developing strategic solutions and partnerships from all Schools and levels of the University, equally. We found when we bring on **support towards a common goal** all members of our constituency benefit.

COLUMBIA UNIVERSITY
Office of Alumni and Development

# What about your group makes you the most proud?

**Adaptability** - switched to the online platform rapidly and partner well with other departments at the University.

Everyone's **appetite for solving for issues** that are long outstanding within the Columbia experience.

**Dedication** of leadership and alumni.

Raise the most dollars amongst SIGs and Clubs on Giving Day; we did that for the community, we get things done, listen to different groups: CAA, student groups, etc.; forward looking, **loyalty to Columbia**.

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Office of Alumni and Development

# How much has your group interacted with the CAA?

Our co-founders have engaged **significantly** with the CAA as well as other CAA events to bring back more information to the board on how we can develop long-lasting tangible impact.

We have **a lot** of interaction with our SIG staff liaison.

**All the time**.

Members served on the CAA board, its task forces and School Boards; Columbia Connects, CALE and CALW participation; **directly involved in every single major CAA initiative**.

COLUMBIA UNIVERSITY
Office of Alumni and Development

# Have members of your group attended CAA events?

Most of our board and general members have participated in CU there! and other CAA events. **We help CAA publicize these event on our social media platforms.**

**Yes**, many of our members have attended CAA events.

**Yes** and participated in speaking.

# What has been your/your group's experience at CAA events?

**Generally positive** but large CAA all-inclusive **events are not always the best format for our community**.

Our experience has been mostly positive. I think **finding interesting ways to get alumni interested in CAA events is a challenge, but that has more to do with their experience feeling included as a student.**

Our **group should be more involved** in CAA events.

Excellent opportunity to **share experiences**.

**Overall a good experience**. Some events are less relevant for our population than others but mostly enjoyable.

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Office of Alumni and Development

# How do you think your group can benefit from the CAA Task Force on Belonging?

We can benefit from hearing how other people experience the CAA and **getting candid thoughts from people like A'Lelia, Wanda, Rolando and Donna about what their goals are for the CAA**.

**Share best practices and involve us in strategic level decisions.**

**Help us reach more alumni** to feel they have a place in the alumni community and can benefit from it. Make our own group **more diverse and welcoming** to everyone.

Through more thoughtful conversation that **allows us to better consider the identities within our own identity** (race, religion, sexuality, etc.) we can more effectively support our community. This task force will help us to identify better ways of doing that and in turn set up a stronger foundation for the community as a whole.

Not certain. It **depends on the composition of the task force, its stated goals, and approach to solution development and execution**. This point may warrant a longer conversation.

# Questions and Comments?

# Engagement and Belonging at Columbia

## Executive summary of results and recommendations

Presented to the
CAA Task Force on Belonging

February 23, 2021

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**COLUMBIA UNIVERSITY**
Office of Alumni and Development

# Objectives of the Research

**Understand alumni connections to Columbia**

**Learn if alumni feel welcomed when attending Columbia events and receiving Columbia communications**

**Discover alumni perceptions about the CAA in terms of belonging and inclusion**

**Uncover barriers to engagement with Columbia**

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Office of Alumni and Development

# Respondent Summary

**1,706 survey respondents**
January 2021

**462 SIGs survey respondents**
February 2021

**32 focus group participants**
February 2021

COLUMBIA UNIVERSITY
Office of Alumni and Development

# Our Two Samples

- **Similarities:**
  - Connections to Columbia - About 80% Very/Somewhat Connected
  - Age - 30% Under 45, 70% Over 45
  - Geography – About 85% U.S./15% International

- **Differences:**
  - Gender: More females (47%) in SIGs sample vs. 40% in random
  - Children: 63% in random sample, 57% in SIGs
  - Ethnicity:

| Ethnicity/Race | Random | SIGs |
|---|---|---|
| White | 64% | 13% |
| Asian | 14% | 30% |
| Hispanic | 6% | 36% |
| Black | 4% | 21% |
| Other | 12% | 10% |

COLUMBIA UNIVERSITY
Office of Alumni and Development

# What can the CAA do to foster more inclusion and belonging in programming?

Many alumni would want to do more. **Make it easy** for people to do so and commit to just certain programming during the year so it's not overwhelming.

Asian female, 35-44, New Haven, CT

**The CAA should continue its positive direction in DEI/belonging.** Columbia as an institution needs to completely pivot in its internal and external efforts, deliberately putting DEI/belonging as one of its most important objectives via budgeting, marketing, recruiting, awareness and connectivity in actionable allyship.

Hispanic female, 45-54, NYC

**Acknowledge the class of 2020.** No one has made mention of our lack of graduation since May.

Female, 18-24 Sacramento, CA

**Offer both sides of polarizing issues with equally qualified programming** so that we can hear thoughtful perspectives - 360 degrees - around an issue.

Male, 45-54, St. Louis, MO

Zoom events or other online events have been good, but they don't make me feel a part of the community. If there **were long-term projects or programs** I could commit to, that would be very helpful. It seems like these things exist, I just have never heard of them, so **maybe more visible communication.**

Female, 18-24, Anchorage, AK

COLUMBIA UNIVERSITY
Office of Alumni and Development

# What can the CAA do to foster more inclusion and belonging in programming?

No community feeling at Columbia in general. **It is not about ethnicity, it is about interests.** I go to Journalism events and feel welcome.

Black female, 45-54, NYC

**More opportunities for "training,"** esp. to group leaders: How can I be more empathic or inclusive/compassionate and understanding in my work, family, relationships, etc.

White female, 45-54, Athens, Greece

Spend a moment to discuss affinity groups as represented at events. **Talk about who is there at the event.**

Black female, 25-34, Boston, MA

I frequently question whether I am welcome at Columbia events even though I am absolutely devoted to Columbia. Something about the way it is marketed **always feels like it is a closed club and I am intruding.**

White female, 45-54, Bronx, NY

There doesn't seem to be an effort to **engage alumni working in fields relevant to programs.**
I've lived in Toronto for almost 20 years and **I also just learned that there is a Columbia Club here.**

White female, 45-54, Toronto, Canada

The Columbia constituency is an independent, confident, smart group of people who are reluctant to have Columbia come to them. **Appreciate our intellectual independence.**

White male, 65+, Sarasota, FL

COLUMBIA UNIVERSITY
Office of Alumni and Development

# What can the CAA do to foster more inclusion and belonging in communications?

In Columbia emails, there is a lot that seems skewed toward people in business/highly corporate careers. **We need more about the Arts.**

Black female, 25-34, Chicago, IL

Many of the people featured in the *Columbia Magazine* are the superheroes and best and brightest. Maybe the Alumni Association could **highlight alumni who are proud of their situation, but are middle class, everyday people.** There is an elitism that was there when I attended Columbia and frankly that was the reason to attend, but now it is suffocating.

Asian female, 45-54, Long Island, NY

Periodic individual school updates; medical, law, SSW, architecture, business, etc. Try one at a time in the magazine to keep us aware.

Male, 55-64, Chicago, IL

I would appreciate more opportunities where alumnae can do **online webinars that involve directly talking to or collaborating with other alumnae.**

Hispanic female, 35-44, NYC, NY

Very disappointed in Columbia. I'll feel good working with an amazing staff person. The person leaves, it's over. **Staff doesn't respond to my inquiries.**

White female, 45-54, Los Angeles, CA

# Top Takeaways

80% of alumni feel connected to Columbia, with 63% indicating they feel "somewhat" connected

Alumni want Columbia to know their interests, provide intellectual content, and curate accordingly

Online events are much appreciated, especially by those outside of the Tri-state area

Columbia peers remain a big factor in their lives - a source of connection back to the school

SIG members show a higher connection to the CAA, but are less likely to feel a sense of belonging

# Top Takeaways

Email is the best vehicle, but still inbox clutter; perceived lack of presence in other digital channels

*Columbia Magazine* is top vehicle for information. Highest visibility and inclusion promotion rates of all Columbia channels

Alumni are aware of school silos. Most want a "One Columbia" inclusive approach where they help co-create experiences

Overload of solicitations, especially perceived by young alumni, places a premium on being wealthy or working in certain fields

Survey responses for connection and belonging similar across ethnicities – more disparities by age

# Barriers to Inclusion and Engagement

Lack of time

Geography, but online events are helping

Feeling that the University's viewpoints are one-sided

Lack of awareness about Columbia alumni benefits and opportunities

Life stage demands (children, elderly parents)

Feeling left out due to age

School silos and perceived cliques - issues when attending events alone

Difficulty breaking into new communities after a move

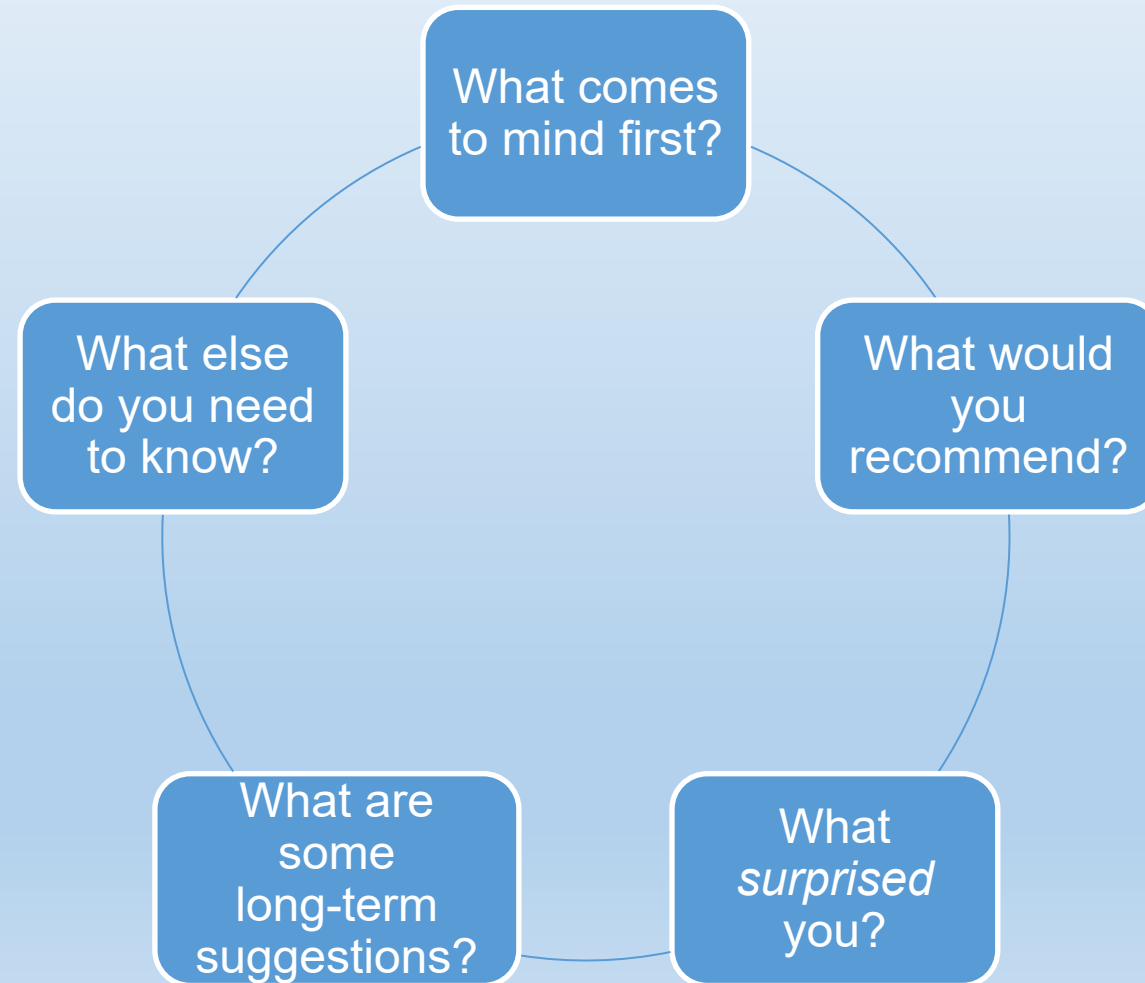Timing of offerings (desire for on-demand programming)

# Recommendations

- Host **"Columbia Alumni 101" events online** – how to get involved, programming, polls, swag, make it fun!

- **Distribute monthly "move" report to regional clubs** - personal welcome for alumni new to their region

- Give alumni **intellectual content AND a breakout room**

- Send **targeted emails when possible about what CAA offers**

- **Target events by decade** so attendees feel a commonality

- International think tank group(s) to **showcase thought leaders**

# Recommendations

- **Co-create experiences with alumni**

- **Offer more done-in-a-day volunteering in person and online**

- **Have a question of the month in the CAA Newsletter**

- **Feature "non-star" alumni to show possible pathways**

- **Identify alumni with interests to create more lists of possible speakers**

- **Expand peer-to-peer outreach in communications**

- **Be mindful of those attending in-person events solo for welcoming**

# Thought-starter Questions

What comes to mind first?

What would you recommend?

What *surprised* you?

What are some long-term suggestions?

What else do you need to know?

# Question One: Demographics

How do we create a Columbia environment that provides a feeling of equal stature for all and all experiences are available to them?

1. **Alumni of Color**
2. **Geography**
3. **Gender**
4. **Socioeconomics**

# Question Two:  Programming

How can we leverage what we already know about our alumni (and learn more) to create a more dynamic, inclusive relationship?

1. Interests
2. Co-Creation of Opportunities (Alumni/Volunteer/Staff)
3. Life Stage Needs

# Question Three:  Communications

**How can we improve the awareness and penetration of our communications?**

1. **Email**
2. **Social Media**
3. **Newsletters**
4. **Messaging and Tone (Imagery, Content, Offerings)**

# Next Steps?

# Small Group Meeting Takeaways

*CAA Task Force on Belonging*

*Meeting #2*

# General

- Sense of belonging correlated to School identity, not only individual identity
- Need more opportunities for alumni from ALL underrepresented communities to come together as a larger group (SIGs coalition)
- Students/alumni need to see themselves in communications, lead volunteer roles and at programs
- CAA seen as a vehicle for breaking down silos

# Volunteerism

- Important for lead volunteers to document the history of student/alumni organizations for ongoing success
- Alumni want to make a day-to-day difference for students (meals, space for programs, etc.)
- Diversity within identity-based groups is crucial

COLUMBIA*alumni* | ASSOCIATION | CAA

# Communications

- Alumni want to see 'everyday' people featured, not just 'superstars'
- Including all forms of diversity and considering positioning and placement of subjects in images is crucial
- Based on target demographic, component elements in a given communication can be perceived very differently (e.g. names in subject line, campus photos, punctuation)

# Programming

- Communication/follow up in between programs helps to foster belonging
- Attending programs if you do not expect to see anyone with a shared identity requires emotional labor pre/during/post event

**CAA TASK FORCE ON BELONGING**
**SMALL GROUP MEETING NOTES**
*Meetings held week of March 15*

**General Questions/Thoughts**
*Suggestions*
- Current students need to be engaged
  - Classes of 2020 and 2021 will continue to need targeted outreach
- A lot of work is done to engage recent graduates, emphasis needs to be placed on alumni in other stages (such as retirees, alumni with families, and mid-career alumni)
- The best way to engage the unengaged is through individual outreach
  - People want to have their voices heard, will share their feedback if there is a stated goal
- Very few alumni only 'check one box', it needs to be easy for alumni to check many boxes
- In the 'COVID era' it is important to balance the information/programs that are COVID-based as well as those that are not

*Questions*
- What is the SIGs' role in making statements about current events?
  - Alumni of Color groups need to work together
    - Programs
    - Condemning violence
- Significant that only 17% of alumni felt very connected
  - How/what are alumni connected to?
  - What was survey respondents' last point of engagement?
  - What does 'somewhat' connected mean?

*Comments*
- Survey results were affirming
- Some alumni are simply not joiners
- Some alumni may engage with organizations outside of Columbia because they don't feel as heard within Columbia spaces or don't feel as connected to the University after they graduate

**Events**
*Suggestions*
- Events could be held by decade to guarantee that alumni will have at least the shared experience of having been at Columbia at the same time
- Alumni can suffer from imposter syndrome and feel like they're intruding at programs if they're not represented as events
  - Small group gatherings prior to events can help solve this
- It is imperative to personally welcome alumni to events, especially if they are attending alone
- CAA/SIG leaders need to attend each other's events.

*Questions*

- What will be the investment in technology/staff resources to continue virtual programming?

*Comments*
- Important to acknowledge that SIG/Club events are CAA events but the question is how to ensure that folks that participate in segmented events feel comfortable at CAA-wide events
- Homecoming, specifically, is impactful because the SIGs have a presence.
- Attention needs to be paid to those that are **not** attending programs.
- Alumni may not attend events alone if they are not confident they will know other attendees
  - Folks are most likely to attend events if personally invited by an organizer/friend that is attending
- Young alumni want career advancement/mentoring based programs from folks who are relatable/graduates of similar years
- A desire for DEI-based events
  - Both events that are focused on DEI issues as well as events that highlight diverse alumni

## Communications
*Suggestions*
- Social media should be used to elicit feedback from young alumni
  - Feedback can be incentivized
- Targeted communications should differ based on the age of recipients
- Interesting initiatives/news should not only be shared with alumni from the school that are spearheading the work
- Alumni want to hear about 'everyday' alumni
- Ambassadors can be used to post Columbia news on various social media outlets
- Grassroots social media efforts can be followed to get 'real' stories
  - An example is Columbia Confessions

*Comments*
- Many alumni do not distinguish the sender of emails, just see Columbia

*Questions*
- Why do alumni not read emails/want to be reached?

## Volunteering
*Suggestions*
- A lot of opportunities are created for new volunteers, not long standing volunteers
  - Increase specialized training for experienced/senior volunteers
  - Social/networking opportunities can be created for alumni leaders (perhaps inviting club/SIG leaders to Alumni Association presidents' get-togethers)

*Comments*
- It is challenging to get really involved as a young alumnus

## Next Steps

*Suggestions*
- Actionable items must be established. Need some small wins
- Task Force report and subsequent updates should be shared widely.
  - Survey respondents should be made aware of findings
- SIG leaders need to work together to create intersectional opportunities
- Initiatives need to be taken to ease silos between schools/Columbia campuses
- Focus on belonging/DEI needs to continue
  - DEI-focused staff
  - Need to train alumni in multicultural affairs, safe spaces, how to make people feel welcome

*Questions*
- Can Task Force members be connected with survey respondents?