

**In-Depth Interview Research for Second Wind Coffeehouse**

Claire Costilow, Taylor Glissman, Rachel Orland, Anna Swafford, and Audrey Williams

Gaylord College of Journalism and Mass Communication, University of Oklahoma

JMC 5453: Public Relations Research

Dr. Xiaochen Angela Zhang

October 24, 2021

## Overview

Our group conducted five in-depth interviews to learn information about our key publics. These interviews were with local organization leaders who could have an interest in partnering with Second Wind Coffeehouse (SWC). The in-depth interviews allowed us to find missing information from our secondary research, including specifics about the key public's perceptions and awareness of SWC and information regarding how our key publics communicate and interact with non-profit organizations. The primary research also further illustrates how organizations perceive the importance of nonprofits in the community.

The following questions serve as a guide to find missing information from previous research:

- RQ1. How do groups and organizations perceive and interact with Second Wind Coffeehouse?
- RQ2. How do organizations prefer to communicate with their members and prospective partners?
- RQ3. Why do organizations utilize vendors and what do organizations look for when selecting vendors or charitable partners?
- RQ4. How do organizations perceive nonprofits and their impact on communities?

## Data Collection Method

The purpose of our research was to gain insight into the perceptions and behaviors of potential SWC stakeholders. In-depth interviews provide "insightful information as it is conducted face-to-face so they can also observe their tones and changes in motions which can provide the deeper understanding on the research topic" (Advantages And Disadvantages Of In Depth Interview, n.d.). In-depth interviews provided insights and perceptions from possible stakeholders that supplied valuable information we would not have had access to in a survey.

Our team met to form an interview guide that would strategically answer the research questions we developed based on our secondary research. We used this guide to ensure similar interview experiences for accurate comparisons between answers. The participants were chosen based on their connection to local organizations in Norman. These organizations included OU Athletics, Student Life, OU Leadership and Volunteerism, Alpha Gamma Delta, and the OU Alumni Association. The interviewees were directors or philanthropy leaders with knowledge of their group's vendor and nonprofit interactions. Many were full-time employees ranging in age from 30-50. Each interviewee was contacted via email with a general overview of the interview's purpose and duration before they agreed. Interviews were held in-person in the interviewees' offices, except for one conducted via Zoom. The interviews lasted 30 to 60 minutes.

### **In-Depth Interview Guide**

Our team created a guide that each researcher used to conduct their interviews with questions that focused on understanding the unique perceptions of nonprofits from leaders of on-campus organizations that could potentially partner with and support Secondwind Coffee Shop. We wanted to learn about their previous interactions with nonprofits and their perceptions of SWC. See Appendix for an example of the full-length guide.

### **Findings**

#### *RQ1. How do groups and organizations perceive and interact with Second Wind Coffeehouse?*

In line with previous data and research, the interviewed participants have varying levels of low interaction and engagement with SWC. All interviewees seem to agree that the premise of

the coffee shop was positive and after learning about their goals inspired a closer look into the works of the nonprofit.

### Low Awareness and Low Engagement

In line with previous data and research, the interviewed participants have varying low interaction and engagement levels with SWC. One participant noted that they had heard about the student volunteer barista positions and almost signed up before “life got in the way and [they] never emailed them. Sad face.” Other participants said they had gotten “coffee there a few times” but were “not familiar with the mission or background.”

Overall, there seems to be a lack of awareness of the mission and background of Second Wind among all of the participants. Of the interviewed participants, many were not aware of SWC’s philanthropic focus or nonprofit status. All interviewees seem to agree that the premise of the coffee shop was positive and, after learning about their goals, inspired a closer look into the works of the nonprofit.

*RQ2. How do organizations prefer to communicate with their members and prospective partners?*

The interviewees’ organizations encompassed several different publics. Since their publics greatly range in age and location, each organization’s method for communication depended on the group’s needs and tendency to contact its members.

### Organizations Tend to Communicate Virtually

The majority of interviewees use virtual methods to communicate with their publics like social media accounts, emails, online newsletters and websites. Many participants spoke about the importance of utilizing all potential channels to reach out to internal and external publics. One participant explained that “if there’s something super important, [they] will make sure to

communicate it repeatedly through different channels of communication.” It often comes down to individual communication preferences, as explained by another participant:

“I think for us, it’s really important that we are trying every method because everyone’s gonna respond differently. Some people read OUMMs (OU mass mail) and some people just delete them and that’s okay. Some people don’t have Instagram, but some people live by Instagram. So it’s really important for us to kind of get all of our different channels going.”

A few organizations also use online forms for partnership or volunteering inquiries. These online systems organize requests and streamline the communication processes. It is helpful for non-profit organizations to seek these online contact forms when collaborating with businesses and other potential donors. One participant said their online form is “faster” and “more efficient” while “letting the input person control the message” they want the organization to hear.

### Organizations are more Receptive to Personable Outreach

Many of the interview participants said they receive lots of inquiries for nonprofit collaborations, usually via emails or online forms on their websites. One participant said their organization is more open to responding to nonprofits when there is a personal connection:

“Well, I love email, but also some people don’t and they will just delete it. The way that I feel the most obligated to respond is if they have a connection and if that connection introduces me.”

The participant explained that personal connections and personable outreach helps the nonprofit stand out and appear more attractive to work with. It is important for the non-profit organization to pay attention to small details to make a greater connection with potential donors. One interviewee said:

“I also think about how personable they are. Are they making an effort to spell my name right? Are they making an effort to really show how they’re different or how they stand out?”

*RQ3. Why do organizations utilize vendors and what do organizations look for when selecting vendors or charitable partners?*

Each participant claimed their organization hosts at least one event throughout the year. Additionally, each organization partners with at least one vendor. However, the reason for partnerships appeared to vary between organizations.

### Organizations Utilize Vendors for Events

Organizations and donors often partner with organizations for their events, especially with food vendors. Some of the participants utilized vendors that brought the food to them via food trucks or catering. Additionally, some organizations work with vendors who coordinate benefit nights at the vendor's location. Although some organizations have long-standing and exclusive partnerships with vendors, others are open to collaborating with new vendors and nonprofits.

### Ease of Use and Pricing

A common theme for organizations' vendor selections was how easy it is for the group to partner with particular vendors. Organizations look for vendors who are "the easiest to work with" and willing to "follow through with promises" and "keep up with communication." This ease of use is often associated with the vendor's connections to campus. One participant said:

"One of the advantages of being on campus is that we have great facilities. We have great university catering. We have great partners in facilities when it comes to lighting and systems. All of those things are already here."

Many organizations expressed similar sentiments, claiming they tend to work with university vendors because it is easiest to coordinate payments. It is more desirable for organizations to work with vendors who are willing to follow university requirements. These considerations include: "Are they in the OU system? Are they willing to work with OU? Is it easy for them to get in contact with the vendor? Is it easy to coordinate tax-exempt status?"

Organizations also tend to consider price and budget when determining potential vendor options. University organizations often have limited budgets and partner with vendors who will

have the best monetary benefit. As one participant said, “a lot of it is price. Our groups get a student activity fee and it’s not a lot. They have to make the dollar stretch.”

*RQ4. How do organizations perceive nonprofits and their impact on communities?*

Participants interviewed all support the notion that nonprofits are important to building the community within Norman. Many agreed with the idea that volunteering and donating to nonprofits contribute to building the values of their organizations and building internal self-growth. Interviewed leaders of organizations seemed to want to grow their organizations’ work with local nonprofits and increase their member’s involvement. One participant noted that nonprofits were especially important for the role it has in the university community by fostering support for students and the surrounding Norman community:

“So I appreciate that as OU we really say, ‘Hey, let’s rally to give back because a lot of those people are our OU family, whether they’re students or faculty or staff. There’s a lot of people that don’t make a lot of money and those services. So it’s really important.’”

**Nonprofits Contribute to Community Growth**

Interviewed participants agreed that supporting local nonprofits helped cultivate spirit in the community and within the campus organizations. One participant noted how they loved hearing about “how the work that nonprofits do really do make Norman a better place to live for all its community members.” Another interviewee said nonprofits in Norman create a “homey feel” which compels them to continue living in the area. Several participants spoke about the importance of sending members out into the surrounding areas to work with nonprofits to help foster a grander sense of community. One participant believed that “it is just in the nature of Norman to give back and contribute.”

An interviewee mentioned the strong impact that even the smallest acts can have on the world, believing that they are just as important as the big moves.

“I think that there is a...paralyzing fear that nothing I do makes any difference whatsoever. So why am I going to do anything? And I think in a small, but really profound way, [nonprofits] show us that everything you do makes a difference. And if you do it in a kind way, you do it in a way that pays it forward.”

### Volunteering With Nonprofits to Create Stronger Self-development and Growth

Many participants spoke on the importance of encouraging members to contribute to charities associated with their organizations. One participant commented on hands-on experiences with volunteering, saying “it’s just very special” and how “it makes such a huge difference for the recipients too, it really brightens their day.” Another interviewee spoke on their organization valuing allowing individuals to choose their service projects based on personal values.

“That student leader may be like, ‘from my identity, and what I believe, this isn’t in line with what I want.’ Or, ‘they don’t support these types of marginalized identities...’ But, if it’s a good cause, and it’s helping the community, I think most people would say... ‘let’s help out.’”

Other participants agreed that they are not picky when it comes to supporting nonprofits, that it matters more that members are volunteering within the community than where exactly they are dedicating their time: “we want to support civic engagement...regardless of destination.”

### **Unexpected Information Found**

Although we interviewed a wide variety of student organizations on campus, we found many similarities between them all. Our respondents all shared the prioritization of community and giving back. They also offered insight into how their varied organizations operate with outside-of-campus groups and what particular rules have to be followed. For example, the representative from OU Athletics shared that their organization cannot simply give away any products because they are affiliated with a state institution.

The interview with Student Life also revealed a preference about how the organization prefers to give. They said that involvement highlighting tangible changes within the nonprofit is more impactful and increases their buy-in to the cause, as opposed to a monetary donation.

### **What the Findings Imply**

The findings from our survey show that on-campus organizations are, in general, highly interested in giving back to the community and value the nonprofit presence in Norman. Although not all of the organization representatives were aware of SWC, they all expressed admiration for its mission and saw a potential for partnerships. The information shared with each researcher seems to point to the idea that on-campus partnerships are often reliant on reaching out to the right person, through the correct communication channel. Many of our interviewees also expressed that an important part of a partnership for them is seeing the mutual benefit – whether through seeing the impact they've made, or providing clear growth opportunities for the members of their organization through organized volunteering.

A common theme within the interview was the importance of verifying an organization's 501-C3 nonprofit status. To an outsider, SWC appears to be more of a standard business than a nonprofit. Ensuring that the brand reflects SWC's charitable values and that documents like the Form 990 are easily accessible is essential for building on-campus relationships.

### **Topics Explored and General Questions Asked**

This first round of primary research focused on gauging on-campus organizations' current perception and awareness of SWC. We also sought to learn about how they currently engage with charitable organizations, and what factors are used to form these collaborative efforts. Finally, we asked questions surrounding their preferred channels of communication, both with their own publics and with partnering organizations.

### **What Questions Emerged After the Interviews**

Some of our emerging questions ask whether SWC's religious affiliation will impact their donor relationships. We also want to collect more data on how often students and members of campus organizations consume coffee and what type of environment they seek out.

We will also likely have more questions for SWC, as we examine what type of campus partnerships they are open to and what their own standards are for developing these relationships. With a clearer picture of this information, we will be better able to gauge the compatibility of SWC and our interviewed organizations.

**References**

*Advantages And Disadvantages Of In Depth Interview.* Advantages and disadvantages of in depth interview. (n.d.). Retrieved October 21, 2021, from <https://www.ipl.org/essay/Advantages-And-Disadvantages-Of-In-Depth-Interview-F3KC-L7HESCF6>.

## Appendix

### Transcriptions:

#### Anna Swafford Interview Transcription

Time	Dialogue
0:00	<b>Interviewer:</b> Okay, it's recording. I'm going to read the consent form.
0:05	<b>Participant:</b> Sounds good.
0:07	<b>Interviewer:</b> Good afternoon. We're conducting this research interview because we're interested in learning more about stakeholder behaviors, perceptions of Second Wind Coffeeshop, and communication preferences. About 36 people will participate. If you agree to participate, I will ask you questions relating to those topics. This should take about thirty to sixty minutes.
0:38	<b>Participant:</b> Sounds good.
0:39	<b>Interviewer:</b> Participation in this research does not involve any direct risks or benefits to you, however, the findings of this study will be used to guide and inform the coffeeshop's future fundraising, and communication efforts within the Norman community so that the coffee shop will be able to better serve the community. All of the information I'm collecting will be kept secure and confidential and only researchers will be able to look at it. Your name will not appear in any research report. After removing all identifiers we will share the research report with the directors of Secondwind Coffeeshop, without obtaining any additional consent from you. If you have any questions about your rights as a participant, or any concerns or complaints regarding your participation you can contact me at 832-294-8476 or <a href="mailto:Interviewer.swafford@ou.edu">Interviewer.swafford@ou.edu</a> . Which I've already emailed you.
1:37	<b>Participant:</b> Sounds good.
1:38	<b>Interviewer:</b> Or my professor at 405-325-2726 or <a href="mailto:angelazhang@ou.edu">angelazhang@ou.edu</a> . Also already emailed, so if you need that it's there. In order to preserve your responses, there will be an audio recording, on my laptop. Then I have three questions that are about consent things. So you agree to have your interview audio recorded?
2:02	<b>Participant:</b> Yes.
2:03	<b>Interviewer:</b> Great. Do you agree to be quoted directly?
2:07	<b>Participant:</b> Yes.

2:08	<b>Interviewer:</b> Great. And then may I contact you again to recruit you into this research and gather additional information?
2:15	<b>Participant:</b> Yes.
2:16	<b>Interviewer:</b> The data will be collected by an online platform not owned by OU, that has its own privacy and security policies for keeping your information confidential. Please note, no assurance can be made as to the use of the data you provide for purposes other than this research.
2:32	<b>Participant:</b> Gotcha.
2:33	<b>Interviewer:</b> Before you agree to participate, remember that your participation is completely voluntary. You don't have to answer any question and you can stop at any time.
2:40	<b>Participant:</b> Sounds good.
2:41	<b>Interviewer:</b> If you do choose to participate and then change your mind, you won't be penalized in any way. And finally, if you would like a printed copy of anything I just read to you, you are welcome to ask at any point.
2:51	<b>Participant:</b> Sounds good.
2:52	<b>Interviewer:</b> Okay, now on to questions. These should be really easy. First, how's your week been?
3:03	<b>Participant:</b> It's been good. It's been busy.
3:07	<b>Interviewer:</b> Ya? How's school?
3:08	<b>Participant:</b> It's been good. Got an interview for rug-making exec.
3:10	<b>Interviewer:</b> Is that a club on campus?
3:11	<b>Participant:</b> Oh ya. It's brand new.
3:13	<b>Interviewer:</b> Nice, are you trying to be president?
3:14	<b>Participant:</b> I'm trying to be like the creativity director or the art director. Gotta design some rugs. And it's like don't worry guys, I've already been on exec.
3:27	<b>Interviewer:</b> I've got this handled.
3:28	<b>Participant:</b> Ya, ya, ya.

3:30	<b>Interviewer:</b> Okay, so first like 'big question.' What do you know about Secondwind Coffeeshop?
3:38	<b>Participant:</b> I know it's a non-profit coffee shop on Campus Corner that is run by student baristas.
3:48	<b>Interviewer:</b> Are you aware of their mission and their charitable work?
3:52	<b>Participant:</b> I don't know exactly what their philanthropic focus is, but I do know there is going to be a plant swap there. A plant-cutting swap thing. Don't know when it is, but I know it's happening.
4:08	<b>Interviewer:</b> Okay. I also don't know when it is, but that's exciting. Have you had any experience with Second Wind?
4:13	<b>Participant:</b> No, but me and one of my friends were going to be volunteer baristas but then life got in the way and we never emailed them. Sad face.
4:25	<b>Interviewer:</b> Have you gone to Second Wind to get coffee and stuff?
4:28	<b>Participant:</b> I have not, but I've been wanting to.
4:36	<b>Interviewer:</b> Have you ever personally volunteered or donated to a non-profit?
4:43	<b>Participant:</b> Yes.
4:45	<b>Interviewer:</b> So, tell me about your experience. How'd it go? Where'd you do it?
4:50	<b>Participant:</b> I had volunteered a lot with a non-profit called Rise Against Hunger, which was, at my church. It's like a national organization, but they have, like, meal packing events at churches. And so the way it would work at my church is everyone would raise money, and the way that we did it was kinda funny. You know like those mini m&ms? The little tiny tubes? At the end of church, whenever they were fundraising, they would give you the m&ms and you would fill it with quarters. So it was really fun and creative. And so they'd raise the money, and then that money was used to fund however many meals it would be, and then we'd all package them on Sunday. And my church packaged over like a million meals. Cause they'd been doing it for ever. So that's really cool.
5:46	<b>Interviewer:</b> Was that back in your hometown?
5:47	<b>Participant:</b> Ya, it's um Church of the Servant in Edmond.
5:53	<b>Interviewer:</b> How did you feel about the organization?
5:56	<b>Participant:</b> It was good. I really liked its mission and seeing like the direct

	impact of the meals. And I also think they do a really good job with like branding. Um, like making people familiar with what their mission is. They're really good at making sure people are informed with the numbers and how it all shakes out. And it's been kinda like a fun tradition at my church. Like everyone gets excited for it. Everyone buys merch. People from all around would help. Like I know Matthis Brothers would have a team.
6:40	<b>Interviewer:</b> It was big.
6:42	<b>Participant:</b> It was huge. People would split up into different parts of the church and build and meal pack.
6:50	<b>Interviewer:</b> That's cool actually. How long were you doing that?
6:52	<b>Participant:</b> I'm trying to think. Probably since at least 2014.
6:59	<b>Interviewer:</b> That's cool, so you did it like junior high through high school?
7: 04	<b>Participant:</b> Ya. It's like a once-a-year thing. And then they'll fundraise, I wanna say, for a month or two-ish. And I wanted to try and bring it to the chapter, but it wouldn't work out with funding and stuff, because there's not a philanthropy budget. It's very sad.
7:25	<b>Interviewer:</b> So what volunteering have you done in Norman?
7:28	<b>Participant:</b> I'm trying to think.
7:30	<b>Interviewer:</b> And it's perfectly fine if you haven't done any.
7:33	<b>Participant:</b> A lot of my stuff's been related to food, obviously. I donated a ton of leftovers to Jesus House, normally. And then, I'm trying to think. That's about it, I haven't had a ton of time. All my other time's been dedicated to getting the rest of the chapter to volunteer, but I've done that, and I'm hoping to get more involved with the Regional Food Bank.
8:04	<b>Interviewer:</b> Very cool. Okay, so kinda branching off of that, how does Alpha Gam interact with other non-profits in the community?
8:12	<b>Participant:</b> So we have a program, well it's not really a program, but Chef Colby will freeze leftovers and whenever they're full, myself or someone else, but it's usually me, will end up donating them to shelters like Jesus House, which is a non-profit in OKC or Food & Shelter in Norman. And then, the chapter is involved a lot with Meals on Wheels. During recruitment, we were able to package 900 meals, like shelf-stable meals, and we donated those. And then girls were making cards to go out to recipients, and then our chapter has had two volunteering events at the Regional Food Bank.

9:03	<b>Interviewer:</b> Have you been, I know you said you've been driving the food and stuff, but have you gone to volunteer with the food banks, or have you just been organizing?
9:15	<b>Participant:</b> I have not been to volunteer at the food bank. I was involved with the Meals on Wheels thing more directly, because I helped purchase all the food and organize all of it. I helped package meals and delivered all of it, but I was not able to go to the volunteering sessions at the food bank. I was making sure that people were doing their cards. Not trying to be sneaky.
9:40	<b>Interviewer:</b> Okay, so then, more organizational question. How does Alpha Gam choose which non-profits to work with? Do you know?
9:47	<b>Participant:</b> A lot of it's already been established on connections we already had. When I was transitioned into the role, the previous VP Philanthropy, Nancy, was just like hey we donate food to Jesus House or Food and Shelter in Norman. And so I haven't really been choosing the places. I know my Director of Community Service, Emily Mercx, has been getting us involved with Pantry Partners, which is, they have a location on Main Street and Flood. And they help with fighting teen homelessness. And for Week of Service in February, we had a product drive for them. And so we gathered something like 300 items for them. And then right now, we're doing a food and product drive for the Women's Resource Center. And the way we got connected with that organization is one of our members, Logan Longacre, I don't know if I pronounced her last name right, but she's involved in the organization, she might be their Philanthropy Chair and she reached out to me about it. So that's why we have these nifty little boxes.
11:05	<b>Interviewer:</b> I saw that when I walked in, they're very cute.
11:08	<b>Participant:</b> Yes, I love the decorations. So we're very excited. And I like the idea of supporting like a women's shelter, especially as a women's organization. So I really love that.
11:29	<b>Interviewer:</b> Right. So, back more personal, what experiences have you had volunteering with Alpha Gam and through that?
11:34	<b>Participant:</b> A lot of it's been planning. I put a lot of time and effort into finding places and trying to get members excited about it, and especially with philanthropy events, but that's not really volunteering. There's a lot that goes into it behind the scene. Like a lot of paperwork, like not the fun stuff, but it's all worth it in the end.
12:07	<b>Interviewer:</b> So, going back out big. Are there any restrictions that Alpha Gam, its purpose and mission, that restrict you from working with any non-profits?

12:23	<p><b>Participant:</b> I know they prefer that money gets donated to the Alpha Gam Foundation, instead of like, if we had a philanthropy event benefiting say Secondwind or something, they prefer that event money goes to the foundation. But I know other chapters have used the Alpha Gam fundraising platforms like Crowd Change and they'll have that money go to the local shelter. So, it's not against the rules, but they'd prefer they'd get the money in the foundation.</p>
13:03	<p><b>Interviewer:</b> It's like a suggestion.</p>
13:04	<p><b>Participant:</b> Ya, which like it kinda makes sense since we are using their brand name and their mission as a platform. So it makes sense to send them the money, but. Ya, that's kinda how it shakes out. And then, I mean, the biggest restriction are the advisors are picky about t-shirt colors. So, there's that I can go onto my little spiel if you're interested.</p>
13:29	<p><b>Interviewer:</b> I mean, I am here to hear what you have to tell me, so if you want to go into the spiel, go ahead.</p>
13:35	<p><b>Participant:</b> So my life dream was to have light blue shirts in the spring. I really wanted light blue for the spring shirts, but the advisors really value branding, and they didn't want us to be confused with another sorority on campus, so t-shirt options for philanthropy events are limited to red, buff, and green. Which is kinda a fun fact I didn't know, but I'm very happy with how the Sweet Life shirts turned out.</p>
14:07	<p><b>Interviewer:</b> Yes, I have seen them, they're very cute.</p>
14:09	<p><b>Participant:</b> Yes, fav shirt for sure.</p>
14:17	<p><b>Interviewer:</b> Okay, sorry, I lost where I was. Okay, so back to Alpha Gam, what sort of values does Alpha Gam have, prioritize?</p>
14:29	<p><b>Participant:</b> Definitely fighting hunger, obviously, it's a recurring theme. I really appreciate the efforts to reduce food waste, you know I've mentioned the thing with leftovers. And when we had family weekend, there was like extra catering, and even though that wasn't like a homecooked meal, we still donated it. And with Cheese and Mac, when we had leftovers from that event we were able to donate like 100 servings to Jesus House, which was really cool. And the folks there are always very appreciative, very kind. Trying to think of what other values. I'd say like community, ya know? They really encourage getting involved with other Greek philanthropies. Like, we're going to try and enter a pot of chili for G-Phi's chili cookoff. Which is the longest-running OU philanthropy event, which is cool. And I know their philanthropy chair, she's really cool. My homie, we're in physics together. But, definitely community. They want us to raise money internationally but also get connected with things in Norman, like the Women's Resource Center, Pantry Partners. And also the advisors, not advisors,</p>

	the alumni club has been very helpful in this process, as well. I have my advisor, who's an alum, she's been very helpful and supportive, whenever I need to bounce ideas off of her. And then in the spring, the alumni club donated drinks to Cheese and Mac so we didn't have to purchase those, and we were able to donate more.
16:27	<b>Interviewer:</b> So, you talked about like community and like fighting hunger and that sort of thing, so how do you and other sisters work to achieve these values?
16:35	<b>Participant:</b> Definitely something that was important to me was trying to combine sisterhood and philanthropy more and so trying to treat service like sisterhood events. I remember before I joined the sorority I was volunteering at the regional food bank with my church and they're like having a karaoke night while we were packaging the food and I just thought that was really fun. So trying to make philanthropy more fun. And I've gotten a lot of positive feedback from when we went to the regional food bank in August. Which was exciting, and I loved during recruitment packaging all those meal bags. Like while connecting with PNMs, and having a very hands-on approach to fighting hunger, ya know?
17:26	<b>Interviewer:</b> Would you say that Alpha Gam prioritizes doing things and being active?
17:32	<b>Participant:</b> Ya, exactly. Cause I, you know, some other chapters might talk about it, but like, and I mean that's important too, I'm not like roasting them, but I just, I love being able to see all the meals we've packaged throughout the day with the help of PNMs and then taking it to Meals on Wheels like it took like five cars. And just, how excited they were and the handwritten cards from PNMs and actives. It's just very special and I know it makes a huge differences for the recipients too, it really brightens their day.
18:08	<b>Interviewer:</b> Would you agree with saying that Alpha Gam achieves the values they strive for?
18:15	<b>Participant:</b> Yes.
18:21	<b>Interviewer:</b> Broadening the scope again. How important do you think non-profits are to the Norman community?
18:23	<b>Participant:</b> I think they're relatively important. I think an issue with non-profits is maybe not as many people are aware of them. Cause I had not heard of Pantry Partners before, but what I think what's great about OU and the mass media options are, like I hadn't heard of Second Wind, but then it was put on my radar because of the emails. And I was like oh, volunteer baristas that's so cool. I think they're important and people really appreciate them when they know about them, it's just kinda hard educating them.

19:09	<b>Interviewer:</b> Would you say without non-profits in Norman it wouldn't be the same experience and it wouldn't be the same community?
19:18	<b>Participant:</b> Yep, I'd agree cause when I start thinking about my home area, it is, it's a lot more, I don't want to say commercialized, but there's less like local businesses and small charities. Versus here, Second Wind's on Campus Corner, Pantry Partner's right there, Food and Shelter's really close. Like all these unique small, not businesses, all these unique local businesses helping directly impact the community. And that's something I don't really get in my hometown.
20:06	<b>Interviewer:</b> And having these local places fosters a different style of community, and would you say that that's one of the things that drew you to Norman? The homey feel?
20:14	<b>Participant:</b> Ya, I don't think I truly realized it when I was deciding to go to OU, but I definitely think it's something that has kept me here like if I was considering transferring, ya know? It wasn't on my radar when I was making my decision, but I think it's a huge factor in staying here and maybe telling younger family members and friends. When you're spreading the word.
20:49	<b>Interviewer:</b> Alright, back to Alpha Gam, as like a Vice President in the chapter, how do you communicate most with the members?
21:02	<b>Participant:</b> So we have weekly chapter emails that go out, I don't know how many people read them. So it's kinda hit or miss if people read those baddies, but it's fine. And so, if there's something super important I make sure to communicate it repeatedly like through different channels of communication. So I try to put it in at least two chapter emails, if it's really really important, I'll send an omega text, so all the members will receive a text message, and I'll also utilize the group mes.
21:43	<b>Interviewer:</b> And then, how do you communicate with people outside the chapter?
21:50	<b>Participant:</b> With people outside of the chapter, social media is a big part. I work with the marketing team to put like graphics on social media stories. I also distribute graphics to our own members so they can spread it in their own social circles. And then we also have a Panhellenic Philanthropy group chat, with all the philanthropy chairs, and so I'll send info in that. And so, last year with Cheese and Mac, not last year, last semester, when I sent that info, the philanthropy chair, er no, someone from Theta, I don't know if it was their philanthropy or their campus relations person, but she reached out and bought, I believe 25 tickets for their chapter, so that was really exciting to get to have our little neighbors come over and support. And I also have our campus relations VP, Liz, announce it at Pan meetings to help get the word out.

22:53 23:08 24:19 24:27 24:32 24:40 24:54 24:55 25:35 25:42	<p><b>Interviewer:</b> You mentioned earlier that Alpha Gam tries to work with other Greek organizations, do you, how often do you guys have philanthropic events or things that work with other Greek life?</p> <p><b>Participant:</b> It's been kinda wack cause of COVID, not gonna lie. I know in the spring, one of the frats wanted to invite some of our members to come make cards for their philanthropy, but I don't think it ended up actually happening, I think it got changed, but it was a good idea. It's been really hard with COVID restrictions obviously it's still been kinda hard to have events, although it's been a lot easier, so I don't think we've had a ton of direct interaction, not like a joint philanthropy event, like some people do. But I do think our chapter has been very good about going to other chapters' events. Like when we had Sweet Life of Alpha Gam, Delta Gamma was having their Anchor Splash event and a lot of my friends went to our event for their shift and then went to go support DG. Stuff like that, and like I mentioned entering the G Phi Chili Cookoff and hopefully, a lot of girls will show up to support.</p> <p><b>Interviewer:</b> Would you say that Alpha Gam really values supporting other Greek life organizations and their philanthropies?</p> <p><b>Participant:</b> Yes, I would.</p> <p><b>Interviewer:</b> How would you say they do that? Like as an organization? Beyond just like members supporting by going out individually?</p> <p><b>Participant:</b> Like one way is us entering the Chili Cookoff event you know? Entering competitions as an organization, that's really the main one.</p> <p><b>Interviewer:</b> It's okay if there aren't any other ways.</p> <p><b>Participant:</b> Ya, I don't know how else. I'd love to be able to do joint philanthropy events. It just gets really challenging with the logistics of stuff, cause then it's like you involve event planning teams and you also involve the campus relation people, and then you have to figure out who the philanthropy chair and the CR people are in the other chapters and then you have to work with their schedule. It's a lot. Unfortunately, I don't think I'll be able to get that done in my term, but I will encourage whoever takes my position after me to try and do that.</p> <p><b>Interviewer:</b> So you would say it's something you guys look to try and do but it's harder to accomplish?</p> <p><b>Participant:</b> Ya, it's very challenging logically, but it'd be really cool if it could work out.</p>
--	--

25:46	<b>Interviewer:</b> Do you have any dream collaborations that you would love to do?
25:52	<b>Participant:</b> I hadn't really thought of that.
25:56	<b>Interviewer:</b> You can take a second.
25:59	<b>Participant:</b> Ya. I'd be happy with about anything. It'd be cool if we had a neighbor like right next to us, ya know? And we could combine our lawns and have a huge shin-dig. There's a bit of room between us and Theta. We could have a block party. Close off Chautauqua. Us, Theta, Chi O, Beta, let's go.
26:27	<b>Interviewer:</b> I think that would draw a lot of people in.
26:29	<b>Participant:</b> Ya, block party, that's my dream scenario.
26:34	<b>Interviewer:</b> So for events like Sweet Life and Cheese and Mac, how do you guys choose vendors, or is it more like members bringing things in, or is it just Colby? And things like that?
26:45	<b>Participant:</b> The events I've planned have just been me texting Colby being like, 'hey, long time no see.' No, I'm just kidding. I'll let him know my idea and see if he's down, and Chef Colby is the greatest. He's so helpful, I love him. He gets very excited about it which I think is really sweet. Like I had meetings with him for Cheese and Mac and he was listing off all of these ingredients that he wanted and like the toppings bar. And I was like, 'dude, you're going X games mode.' So that was really good, and I was really, I really wanted to do the pizookie idea since like spring, and I texted him first and I was like 'hey, would you be willing to do this, if it would be too hard on your end, no biggie,' and he was really excited about it. I also think he does a great job of being mindful of dietary restrictions cause I know he made it important to have vegan options and gluten-free options and then he even had non-dairy ice cream for those. He's so nice. They like hid it in the back, so you had to know. But it was good.
28:10	<b>Interviewer:</b> Do you know anything about how other chairs choose vendors or is that our of your
28:18	<b>Participant:</b> I don't know a ton, I think, I know A O Pi had a drive-thru philanthropy event last fall. I think, they had food trucks was their vendor, I think it was mini donuts, I'm pretty sure. I don't know for sure how they did it, my guess is they had a vision, contacted the vendor, and went from there. And I know my friend who's the G Phi chair the way their event works is teams enter, so like not everyone is gonna have chili, so like, it's, I don't even know if members or guests get to eat chili or if it's just like a 'yay, Alpha Gam won,' or whatever team wins. But the way it's gonna work with theirs is each team will submit a crockpot and pay a registration fee. So that's how they raise a lot of their money, is the registration fee and then tickets, and then the winning team, as like

	an incentive, gets a donation to their philanthropy of 100 dollars or whatever.
29:36	<b>Interviewer:</b> Okay, we already kinda talked about it a lot, but do you hold organization events?
29:42	<b>Participant:</b> Yes, we do. In the spring, there is Alpha Gam Gives Back with Cheese and Mac, which is like our signature event. And then in the fall, it is kinda free for all for whatever the philanthropy chair is feeling. I know last year Nancy wanted to do some kind of carnival, but it wasn't able to work out cause of COVID, unfortunately. And so, in 2019, they had Sweet Life of Alpha Gam which to my understanding was just sort of a big bake sale. They did have cotton candy, which is cool. And so, I wanted to have a fun name, like Alpha Gam Pizookie Palooza, but I feel that was maybe a little too wild, and I thought Sweet Life was a cute name, so that's why I stuck with that. But it can really be whatever, but the vibes I'm getting is people want Sweet Life of Alpha Gam to be our other signature event. So, I don't know, we'll see. I don't know if people will want to recreate the pizookie event or if people will want to do a bake sale again, or if it will be a different sweet each year. I don't know. It'll all be good, no matter what.
31:01	<b>Interviewer:</b> So, what do, in the time of COVID, what do events typically look like, especially since you're dealing so much with food?
31:12	<b>Participant:</b> So with COVID last year in the fall, not a lot of chapters, well actually last year period, not a lot of chapters had philanthropy events. And so the way I adapted Cheese and Mac. Okay, rewind, Cheese and Mac normally is just an all you can eat Mac and Cheese buffet with unlimited toppings. And really fun, but not with COVID. So the way I adapted it was, closed the house to guests, and we cleared out the parking lot, so members acted like carhops and they'd go to the car, get the order, bring it to Chef Colby, so only the chefs were in charge of contacting with the food, having contact with the food. And then, it was individually packaged and brought back out, and then we also had individually packaged drinks to minimize all that, contact. And then the tickets were also contactless.
32:23	<b>Interviewer:</b> Alright, that was my last question. So do you have any questions for me?
32:26	<b>Participant:</b> Nope.
32:27	<b>Interviewer:</b> Great, then I'm going to stop recording.

**Taylor Glissman Interview Transcription**

**Taylor:** [00:00:00] My name is Taylor. I've run into you a few times. Cause I'm like, I'm a vice chair of a college bowl. So we haven't like officially met.

**Participant:** The mask really throws me off so I can only see this part

**Taylor:** Yeah, completely understandable. So yes, we kind of met not exactly. ,

**Participant:** Well now we can officially meet and in a very formal setting.

**Taylor:** Yes. Very true.

**Participant:** I wore a bow tie for you

**Taylor:** Well, thank you. I appreciate it. I dressed up for you too

**Participant:** Okay, perfect!

**Taylor:** I half wanted to wear sweatpants. I'm like, no, I'm gonna look nice. I better look good.

**Participant:** I wouldn't have judged you. You're a college student.

**Taylor:** I feel like sometimes you have to dress up. Like it gets boring just wearing that all the time.

**Participant:** Sometimes it feels good to dress up. Like today when I wore a bow tie, like, oh, cause I usually don't dress up like this.

**Taylor:** It's a little confidence boost.

**Participant:** Yeah, and like people are complimenting me, and I'm like alright then I should dress up more.

**Taylor:** Exactly. Okay. I can go over a little bit, like what the research is going to be used for. [00:01:00] So this is really just going over the oral consent. We're conducting this research project because we're hoping to learn more about stakeholder donation behaviors, perceptions of second wind coffee shop, communication habits and preferences. About 36 people will participate. If you agree to participate, it will be about 30 to 60 minutes.

It just has to be at least 30. Just kind of depends on the questions. Your participation in this research doesn't involve any direct risks or benefits to you. However, the findings will be used to guide and inform second when coffee shops, future fundraising and communication efforts with the Norman community.

All information I'm collecting will be secure and confidential. Only the researchers will look at. So pretty much just the students and my professor. Your name will not appear in the research reports after removing all identifiers, we will share the results report with the directors of second wind coffee shop.

And if you have any additional questions you can contact me. And then in order to preserve your responses, there's the recording. and you already agreed.

**Participant:** Yeah

**Taylor:** And then do you get quoted directly?

**Participant:** Yeah absolutely.

**Taylor:** Okay. And then may we also contact you again to further get information?

**Participant:** Yes.

**Taylor:** Okay. And participation is completely voluntary.

You don't have to answer any [00:02:00] question and you can stop at any time. If you choose to participate and change your mind, you will not be penalized in any way and that's it.

**Participant:** Let's do it!

**Taylor:** So, yeah, we're just kind of going over a few things about Second Wind and also how student life interacts with other vendors and non-profits in the Norman area.

**Participant:** Great.

**Taylor:** Has it been a crazy week for you guys, with homecoming and everything going on?

**Participant:** Uh huh. But it's been good too. Like we have really great staff like London Moore. She's incredible.

**Taylor:** That's great.

**Participant:** So, um, we're really lucky to have great staff.

**Taylor:** Yeah. I've only had the one doing trivia night and that was enough for me.

**Participant:** I know but you helped burden, uh, shoulder that load.

**Taylor:** Exactly.

**Participant:** If you do that one. It's like one less thing they have to worry about.

**Taylor:** Yeah. It's definitely a busy week.

Okay. Do you do you know anything about second wind coffee house?

**Participant:** Yeah. It's a non-profit. It's a coffee shop. It's affiliated with a church, but I know that it's not like really denominational. And that they use a lot of like student volunteers to run like the, like the business model.

**Taylor:** Yeah. That's pretty much exactly what it is.

Are you aware of like their mission and what [00:03:00] charitable work they do?

**Participant:** I don't know that.

**Taylor:** Okay. So, their mission like on their website "Since 2008, they created an open and welcoming space for students at the University of Oklahoma, where they get to really express themselves in any way.

They are a non-profit, so all of the money that they collect, they pretty much use it to operate throughout the year and then they'd donate it to a different charity at the end of the year.

**Participant:** That's cool.

**Taylor:** I think this year they're doing it for displaced peoples who live on the streets. Anything like that. I think that's what they're focusing on last year.

**Participant:** That's awesome

**Taylor:** Yeah. Have you, or like student life had any experiences working with Second Wind?

**Participant:** Yeah. So one of the programs that I advise, OU cousins, like prior to COVID, a couple of times we did like a, um, like a hangout night, at Second Wind. And so we did like, were like our students would get coffee or a drink, like we had like a tab and then we just play like board games and like, let them kind of get to know each other and stuff.

Then we've had a lot of students that were involved with our programs that like volunteered there. Yeah. So that's kind of how I have seen [00:04:00] it. I don't know if a lot of other offices, like, especially in the past. Well, definitely COVID they haven't done it. And I, prior to COVID, I don't know if anyone in our office actually did stuff like .

**Taylor:** Yeah. Or at least like, have you had any experiences, like I know they're a vendor for the university, so have you worked with them as a vendor at all, beyond just going to the coffee shop?

**Participant:** No.

**Taylor:** Okay. This more kind of about student life itself. I know that you guys hold events. What do student life events generally look like?

**Participant:** I think it varies. I mean, I think, you know, obviously in our office we have three kind of functional units. So we have fraternities and sororities. So anything that you can think of fraternities, sororities, and not just like Panhellenic and IEC, but like our multicultural groups, our traditional. African-American like black Greek organizations, like our kind of special interest groups. So. You know, we have stuff that range from like, you know, five people have an event to, you know, like thousands of people. So there's that, um, and you know, it's social, it's [00:05:00] philanthropic, it's educational and it's, so it could kind of vary.

We have our multicultural programs and services that area kind of oversees our program and services for Asian American African-American American-Indian and Latino ethnics populations. Um, and then we have campus programs, which is like CAC and UPB board. So, um, and like, like I said, all of our events are very different. Some are open to the community, some are closed to just students, some are closed to just memberships of those groups. And so it can really vary on the type of events that we do.

**Taylor:** Yeah, absolutely. For those events, do you occasionally have vendors and how does your organization go about selecting those vendors?

**Participant:** Yeah, for sure. We definitely do have vendors. Uh, I think for us, it just depends on like a lot of different factors. So are we, are we talking strictly about like food vendors?

**Taylor:** Yeah, more specifically food vendors.

**Participant:** So I think for us, one is just ease. Are they in the OU system? [00:06:00] You know, um, or how willing are they to work with OU? Is it easy for them to like, get contact with, like, our vendor? Is easy to like coordinate, like tax exempt status? You know, for our multicultural groups, they're going to look at like businesses that may be like, uh, based off of identity. So like our black student association, may be like I want a black owned business to support.

So, um, I think there is something like that. Um, a lot of it is price, you know, what's going to be at the best price because we know a lot of our groups gets a student activity fees and it's not like a lot, so they have to make the dollar stretch. And then for us, it's, you know, like when I think about like, non-profit like, uh, benefit nights it's which ones are the easiest to work with? Who's

going to be like the friendliest? Who's going to like keep up with the communication and following through with like the promises? We've had like some vendors on campus corner who like have short-changed us money or haven't like, given us any money from like our stuff.

A lot of times, it's [00:07:00] up to the student. If they find a place that they like, um, we'll try to see if we can like advocate for that space. If it's worth that price, we'll help them out sometimes if it's over like, you know, a certain dollar amount, we have lay that out like, why are we going with that vendor?

**Taylor:** Yeah, absolutely. Is there certain vendors that you usually work with that you think were really successful for your group?

**Participant:** Yep. One is obviously OU catering because they're internal, it's, you know, a phone call.

We know the people that work there. It's easy to get supplies. Um, uh, I think a lot of times we'll like, we'll use like a pizza vendor, like Papa John's. Cause like it's easy to order. It's really cost effective. The union is possible. Like it's more expensive for them, but it's easier to order. Um, but like, you know, Papa John's we can just make a phone call.

Um, now that OU changed financing, how we do financing. So in the past, we'd have to fill out paperwork and they get like a purchase order to use a vendor. And so getting them in the [00:08:00] system was a lot. Now everyone at OU has like a travel card, like a credit card that they can use to like pay for stuff. So it's a lot easier to go to like different vendors. I'm trying to think of like other vendors that we kind of like used a lot for food. Um, we use Eskimo snow a lot because like, they're just like super easy. Like they just set up shop, like they're really communicated. We've had a great working relation. They don't mind getting paid later or, you know, like waiting on like the university processes. Um, but I, I can't really pinpoint, like here are the other vendors we go to all the time.

**Taylor:** No, no, that, that makes sense completely. Um, some are a lot easier than others and like, I've worked with that before at other places trying to do those vendors and it is such a process..

**Participant:** Yeah. And like, it just, you know, some vendors don't respond, you know, our staff is like, oh yeah, we've tried to contact them three times and, you know, um, Yeah, and I get people are busy, but it's also like, uh, we just need to get those things kind of like exactly moving forward.

**Taylor:** Absolutely. I agree. All right. Does student life interact with the non-profits [00:09:00] in the Norman community and why or why not?

**Participant:** Yeah, for sure. Um, well, A lot of our groups will work with nonprofits to do community service projects. And so that's one of the big ways. And so, um, our office personally,

we'll do some non-profit work like, so we'll work with like the food pantry to like do a food drive or we'll work with our leadership and volunteerism. If they're like, Hey, we're going to do like every month, I feel like for the fall they've had like a different kind of philanthropy. So September was like United way. October was like the food drive. November. It might've been like a holiday drive. And so we'll work through them to kind of work with local nonprofits to do stuff.

**Taylor:** Oh okay. How does your organization generally choose which nonprofits you want to work with?

**Participant:** Um, I think if we have like a cause that we care about or if we know about it, so like, I'm on like the, CCFI like the center for children and families incorporated board. And so sometimes they'll be like, oh yeah, we need to a diaper drive. So I'll come back to our office and [00:10:00] be like, would y'all want to participate in a diaper drive. And they may be like, yeah, let's do it. Or actually we're doing a food drive this month. And so let's just choose one or the other. And so I kind of let our office choose like who they want to do because a lot of our staff are like kind of young professionals. And so their income isn't like the highest. So it's a lot to be like, all right, we're going to do a food drive and also do like a toy drive and like, you know, And there's like four or five different toy drives. And so that's like, that could be like a lot of money that adds up. So we try to be kind of mindful of that and stuff, but our students, a lot of them will do things that are maybe like more, um, pertinent to the heart.

So like this Saturday, our NPHC, our national Panhellenic council. which is our traditionally black Greek letter organization, they're going to do like a trunk or treat festival. And like they just reached out because that's something that they want to do. And so they thought a place that did that.

Um, whereas like CAC, you know, their philanthropy is a dance marathon and [00:11:00] so that's where they're going to kind of focus their hours.

**Taylor:** Absolutely. Okay. Are there any restrictions in student life and like the overall mission that restricts you from working with certain non-profits?

**Participant:** Um, not necessarily. I mean, I think it's all like a case-by-case, you know, of like, kind of, what is a nonprofit do and like, who are they helping?

You know, like there may be some groups, you know, where, as they're talking to students, like maybe we have a student that's not like Christian, but there's like a Christian. That student leader may be like, Hey, from my identity, and like what I believe, like this isn't in line with what I want, or if there's a non-profit that has had questionable like practices in the past where our students are like, oh, well they don't support these types of marginalized identities.

I think that's where they would like, have like an issue, but, you know, if it's like a good cause and it's helping the community, I think most people would be like, oh yeah, like let's help out. But we also want to make sure that we're being like above [00:12:00] reproach when it comes to like, what are we allowed to do at not allowed to do.

**Taylor:** Yeah, absolutely. So what values does student life emphasize and how do you work to achieve those values?

**Participant:** Well, our kind of overall motto is. you belong here. It's, for us, it's all about belonging, creating spaces for people to belong and creating a place like placemaking on campus and in their communities. And so for us, that's everything that we're gonna that's everything that we do kind of revolves around that idea.

And so, we do a lot of events that focus on like students going to connect you with other students, whether they're staff members or other faculty members. Um, we also do a lot of leadership development. We want students to feel like they're growing as well, like in like, you know, involvement. So for you, your college bowl, we want you to not just to be like, oh, this is fun, but it's also like, oh yeah, because of college bowl, here's how I grew as a leader.

And like, here's how I'm going to be able to take those things into. my next, whatever it is that you decide to do, whether it's [00:13:00] professionally like a work role or even academically in your next year or whatever. So, um, those are some, some of the, kind of like the main things is like kind of that student development but also creating that sense of community for students.

**Taylor:** Yeah, absolutely. And do you personally believe that student life is like actively achieving those?

**Participant:** Yeah. I mean, we can always do better. Right. Um, and I, I don't think, I don't think we like hit every one and like, you know, but I, I do think that in a lot of ways we do try to create the spaces, especially for our, um, our students that are marginalized.

Um, know sometimes they don't feel like they have any other space on campus. And so we want to try to be that. And we can't be everything to everyone, but hopefully for the students that are looking for places of connection and communities that understands them, I hope that our office can do that. And, you know, for leaders, our students, I hope that they feel like they're getting developed.

And, you know, we have surveys that showed that they are learning from this experience, but, uh, but you know, we can always be [00:14:00] better.

**Taylor:** Yeah, absolutely. I think you guys do a great job. Like just from my time working with student life, I think it's just a great opportunity to connect and have those roles. Cause like being

an exec person versus a vice chair is completely different. And I can tell like the leadership roles that go into managing those committees. So I completely agree.

**Participant:** That's going to be, it's going to be stuff that you're going to be able to take it to like your work. And your personal life, you know, it's, it's a lot of communication and like understanding people, like also being like, self-aware of like, oh, this is where I need to grow and kind of go on from there and stuff too.

**Taylor:** Yeah, definitely. Really a learning experience for sure. Yep. Okay. How important do you think nonprofits are to the Norman community?

**Participant:** Oh, 100%. I mean, being on a board myself of a local nonprofit, you see the impact that like the work that the community does has on like those that really need the services. And so for me, it's so important, for for us, for Norman, to focus on the nonprofit. And that's why I really [00:15:00] appreciate things like United Way. OU partners with United Way to raise money. And then with United Way, you know, they have all these agencies under them that they can kind of be a part of and that you can donate to.

So for me, when I donate, I can go through a list of things that would speak to me. So if I'm really interested in like hunger issues or food insecurity, I can get to that. Or if I am really interested in like women's issues I can get to that. Or if I'm interested in children, I can get to that or whatever it is, there's a lot of different services.

So I appreciate that as, OU, we really say, hey, let's rally to give back because a lot of those people are our OU family, whether they're students or faculty or staff. There's a lot of people that don't make a lot of money and those services. So it's super important.

**Taylor:** Do you think that our campus should interact more with non-profits or do you think it's good at the level it's at now?

**Participant:** No, I think we should interact. You know, campus is kind of very broad. I wish that people [00:16:00] knew just how many great nonprofits we have on campus. And I wish that our students were more aware of nonprofits.

I met this lady today who is like a house director for a number of sororities. And she started a nonprofit that connects college students with like senior citizens. And it's just, you know, talking to her, I'm like, man, this is like a cool opportunity. And in my head, I was thinking, oh, my gosh. Okay. She's coming to us. Like these other groups are coming to us. It feels like we just have like so many people that are like, hey, will you help us? And then I head, I'm like, okay, this is too much. But then I'm also, when I was talking to the lady in my head, I was like, man, we've got like 4,000 new students here that are probably looking for a place to connect and looking for a way to get back. 4,000 is a lot. When you think about that, you're like, oh, if these 4,000 people

just give an hour a week, which is nothing, think about the impact that you could have on, you know, a [00:17:00] senior citizen who has no one that visits them in the nursing home. It could be like a mentor to a little kid who doesn't have that. Or they can like do like manual labor to pack food boxes or to do yard work for someone.

You just think about that and you're like, man, we have such a opportunity to engage our students. I just don't know if our students want that kind of engagement or if they even know about that kind of engagement. So to be able to educate them like, hey, an hour a week may seem like a lot, but it's really not when you think about it.

**Taylor:** That's very true. Do you have any ideas for how organizations can kind of reach out to those students who are looking for something like that?

**Participant:** Yeah, it's hard, you know? OU's always like, oh, we'll just go to the Greek system, which I appreciate that people are like, oh, the Greek system like gives back a lot, but we always just hit up the Greek students.

A lot of them are like so busy and a lot of them have their own philanthropies and their own things that they're working on. But, um, I think for me, I would start with Camp Crimson. Where are the opportunities to get your name in [00:18:00] front of the people? Like, can we do like a nonprofit? Like I know they do like a nonprofit fair, but is there a way to do it to where people actually get to see like here's all the things that we do. Or can we build that like expectation to students of like, when we talk about go study abroad, can we talk about like, hey, when you get here, our expectation as OU student is that you do like an hour of community service. Period. Like you can do whatever it is that you want, whether you want to work at like a, like a hospital or a food pantry or, you know, or you want a mentor someone. I know there's sometimes limitations for people that don't have cars and we can find the stuff on it. Even through COVID there were all these new ways to give back virtually. But I wish that we would tell people "do this."

I think at the end of the day, I believe that if you volunteer and you give back, it's going to make you much better human being. You know, and it just puts things into perspective.

It's a privilege to be in college. I mean, it's sucks sometimes, cause it's expensive and it's hard, always realize how fortunate we are.

**Taylor:** Not really appreciating. It is expensive, but if you're able to be here, there's other people who don't have that same ability

**Participant:** Yeah and to be able to help people put that in perspective. When your day is bad, I always think about five things I am thankful for, because even on the crappiest days, if you can find five things that you're thankful for you start to realize like, oh, I actually have a lot of things

to be thankful for. Whatever bad happened, it could be bad and it can be valid. But man, I have all these other things to be thankful for too.

**Taylor:** I like that way of thinking. It's a good way of looking at it. So you talked a little bit about how you were on a board for a nonprofit. Can you explain a little bit more about that and what the experience is like?

**Participant:** Yeah. I serve as a board member for the center for children and families incorporated, which is a local nonprofit that does a lot of wraparound services for children and family. So if you've heard of the boys and girls club, they have that. But they also do parenting sessions, counseling sessions, mental health.

They do like a [00:20:00] baby pantry that provides diapers and food. So it's a really great program. I think for me, my experience has been really good. It's been really eye-opening to see like the work that goes into nonprofit work, and how much you have to have a great team behind the non-profits that like keep advancing it.

You know, we only do stuff. We meet once a month and then we have like a committee meeting once a month, but then you have some stuff outside of that. When you're not living it every day, it's easy to kind of forget about it because life happens. I've been really appreciative to kind of hear like how that has impacted community members and how the work that the nonprofit does, really does kind of make Norman like a better place to live for all community members.

**Taylor:** Yeah, absolutely. It's great that you take the time to do that for sure. Do you think that's pretty attainable thing? For other full-time working people to be on boards or work with nonprofits like that?

**Participant:** I think so. I mean, I think it's about if it's important to you, [00:21:00] you make time for it. You know, they always talk about that. It's like, yeah. You know, it's when people are like, oh, I don't date anyone. Well, is it you don't date? Or you just don't make time for it? Because yeah. It's like, if it's important enough, you will make time for it. And so for me, I think it's totally attainable for people. I think everyone brings a different gift to the world. And it's about understanding like, "hey, what is your gift?" And how do you use it to help make the world a better place? Like, right. Like what's your superpower? And like, how do you do that? So, yeah, I think for me, it's, you know, I think sometimes working for a nonprofit, like not working, but being on a board, it's like, sometimes we talk about money and we gotta fundraise, fundraise, fundraise.

I think it's important to fundraise, but it's also important to be like, well, maybe my gift is like to make people feel really comfortable in a space. Okay, well maybe you get to like help bring people in, or maybe your gift is, you know, like managing like funds and like looking at like how

you can help with the budget, you know, or event planning or marketing or [00:22:00] strategic initiatives.

Like there's just so many things that everyone brings to the table. It it's super important. And I think for me, it's important that we're not just choosing like the same type of person to send it on boards. It's like people that are from different circles. Cause it's easy. Like think about college bowl. You can be like, oh, I know people that would be on exec and if they're from your friend group, you're all gonna kind of thinking like the same. But if you're like, no, let's reach out to random people and let them serve on our exec. These different ideas that may not be your ideas that maybe you don't even agree with them, but at least it's bringing a different voice to the table.

**Taylor:** Yeah, it's bringing completely different perspectives into it.

Okay. Kind of going back to more of student life communication, how does student life communicate information with your publics?

**Participant:** Uh, well, one we do a lot of emails. We are a very email, heavy office. And so, if I have something I'll email it to our advisors and advisors will get it to the students.

And hopefully the student leaders get it to like their committee members. Yeah. And we'll also use social media. [00:23:00] So Instagram is really popular or Twitter to get the message out. But right now Instagram is like more popular because I think that's where more students like live. Definitely not Facebook, I don't think. Yeah. I don't think students use Facebook, but those are some of the ways that we do it. I know sometimes if it's a big thing, we'll do like, OU mass mail. And so that's another way to kind of get things out too.

**Taylor:** Is there a certain method that you think is more helpful or if it's worked best you guys?

**Participant:** Uh, honestly I think as I look more and more, I think it's using every method. I went to a conference and they're like, Coca Cola like their branding isn't just like Coca-Cola bottle. But like when it's like the holiday season, they've got a CocaCola Santa Claus, right. Or like the polar bears, you know? And so for them, it's like, they have like different marketing message cause it's all going to hit differently. So I think for us, it's really important that like, we are trying every method because you know, everyone's gonna respond differently. Some people read OUMMs and some people just delete them and [00:24:00] that's okay. Some people don't have Instagram, but some people like live by Instagram. So it's really important for us to kind of get all of our different channels going.

**Taylor:** Yeah. I completely agree. Cause like being a public relations student, I know that you have to target certain audiences in that certain way. Like you have to do a mass mail to reach this group and then do Instagram for this group. And it's all about finding those different routes. I know last year for college bowl we would do like the survey and it's like, how did you hear about

us? And some people will be like, we saw a flyer in the elevator or like a yard sign. It's crazy just to think about the different routes that people find information

**Participant:** like chalking, you're like, oh, that works? Me,

**Taylor:** At least it helps in some way, not like just people out there for hours chalking. At least it has a benefit. Do organizations, especially nonprofits, ever try to reach out to student life to do partnerships?

**Participant:** All the time.

**Taylor:** So how do you go about, um, like kind of filtering through those and who you decided you want to work with?

**Participant:** I think one is, uh, you know sometimes I'll forward it on to like the right person or right program. If it's like a business, like a [00:25:00] sales person, like we're not interested, but for nonprofits, I at least try to be like, all right, what do y'all to do? And then like, what is your program and who do you want to try to get to? Because a lot of them will just reach out and be like, oh, we want Greek students.

And when you have that, it's like, wow, like they just always want Greek students If there's like a personal connection, I think that's important too, like leveraging. CCFI, prior to me being on the board, we did like a holiday drive with them and w. I also think about like, how personable they are. Are they making an effort to like, you know, spell my name right? Or are they making an effort to really show like how they're different or how they stand out?

e did the holiday drive because the former director, her husband was on the board. And so he was like, oh yeah, we need volunteers. So his wife was like, oh yeah, let's have a student life day where we go volunteer. And so now we do it every year. And so then it feels like, oh, this is what we do for our CCFI every year, you know? So, um, that makes it kind of fun too, but if there's that personal connection it really helps.

**Taylor:** Yeah, I think that definitely, that really does make a difference.

[00:26:00] And when those organizations reach out to you for collaboration, is there a certain method that you prefer they try to communicate in?

**Participant:** Well, I love email, but I'm also some people don't and they will just delete it. The way that I feel the most obligated to respond is if they have a connection and it's like, either that connection introduces me. So if it's like Taylor, if you came in here and said, oh my gosh Quy, I have a friend at Second Wind that I want to connect you to, because like they have this really great idea. And if you, that middle person, can also like help bridge the gap of like, oh yeah.

Second Wind is wanting a more diverse community visiting their coffee shop and I thought that you guys could do a partnership with OU cousins. Like, you know, I was thinking about OU cousins and like maybe doing some programming with them. Perfect. You know, or, hey, Quy like I knew that in our last conversation you talked about doing a open mic night and this place would do it for you and they have like a great opportunity. Or you could do it for free and it won't cost the students and it supports like a local nonprofit then all of a sudden, because I know you, it doesn't feel like I'm not just going to shut you down, I'm [00:27:00] going to be like tell me more. Um, and so I think that really helps.

**Taylor:** Yeah, absolutely. Um, I think that's really all the questions that I had. Um, we just kind of, you know, went over the different nonprofit works and other vendors for student life. And just a little bit what your own personal and nonprofit beliefs are. Um, is there any other experiences or thoughts that you want to share?

Anything that you feel like you've missed?

**Participant:** I'm trying to think,

Honestly, if there's a way for us to come learn, like to either be in the space or to do something like tangible, that really helps us buy into the nonprofit. I think about like this past year with the ice storms or like the storms last fall or spring, I forget, but we had one of the local non-profits like, hey come help like a neighbor and like clean up their yard.

And so for us, it could have easily been like, oh, we'll just donate money. But [00:28:00] then we were able to go out as a practice and actually do it it's so all of a sudden we are building a team, but then also giving back to the community. So I thought that was pretty special too.

**Taylor:** Yeah! Definitely having that actual thing you could do versus just like saying yes, we donated or their partner. Having a true partnership is a lot bigger of a connection.

**Participant:** You feel like that you're actually impacting.

**Taylor:** Yeah. It's not just about knowing. It's seeing and viewing your actual impact. It's really special for sure.

Well, I appreciate your time and help with this.

**Participant:** Yeah Taylor I appreciate you coming in.

**Taylor:** Thank you so much.

**Participant:** I hope that this was helpful for you.

**Taylor:** Yes, it very much is!

**Rachel Orland Interview Transcription**

[00:02:00] **Participant:** Oh, my husband gives me such a hard time.

[00:02:03] **Rachel:** Hahaha. Yeah. I understand that. Okay. So we have a, like an oral consent form that I can go ahead and run through and then we'll get started with the questions. All right. So like I said, we're going to be conducting a study for a second wind coffee, and we were interested in interviewing you as a potential stakeholder for the company.

[00:02:23] **Participant:** Okay.

[00:02:24] **Rachel:** We are conducting the research project because we're hoping to learn more about the stakeholder donation behaviors, perceptions of second wind coffee shops and communication habits and preferences about 36, people are going to participate. And if you agree, I'll be asking a few questions related to the topic it'll take anywhere from 30 to 60 minutes.

[00:02:42] **Participant:** Okay.

[00:02:44] **Participant:** I've got a lunch date at 11. Is that going to work? Can we be quick?

[00:02:48] **Rachel:** We can make it work. I do have to get to at least 30, but we'll get it. Your participation doesn't involve any direct risks or benefits to you. However, the findings will be used to guide [00:03:00] informed second wind coffee shops, feature fundraising and communication efforts with the Norman community so that the organization can better serve the community.

[00:03:07] All of the information I'm collecting will be kept secure and confidential, and only the researchers will be able to look at it. Your name will not appear in any research report and after removing all identifiers, we will share the research report with the directors of second wind coffee shop without obtaining any additional consent.

[00:03:23] If you have any questions regarding your rights as a participant or concerns, you can reach me at the email that we've been communicating through. Or my professor, Doctor Angela Zhang at, um, her email@ou.edu, which I can provide to you as well. If you're interested in order to preserve your responses, they will be recorded on an audio recording.

[00:03:41] Do you agree for this to be recorded?

[00:03:43] **Participant:** [00:03:43] Yes.

[00:03:43] **Rachel:** Do you agree to being quoted.

[00:03:44] **Participant:** Sure.

[00:03:44] **Rachel:** May I contact you again to recruit you into this research or to gather additional information?

[00:03:45] **Participant:** Okay.

[00:03:45] **Rachel:** Data are collected via an online platform, not hosted by OU that has its own privacy and security policies for keeping your information confidential.

[00:04:00] **Participant:** Are you a lawyer, Rachel?

[00:04:04] **Rachel:** No assurances can be made to the use of the data you provide for purposes, other than our research. Before you begin, remember that your participation, your participation is completely voluntary. You don't have to answer any questions and you can stop at any time. If you do choose to participate and then change your mind, you won't be penalized in any way.

[00:04:21] Finally, if you would like a printed copy of the information, you're welcome to have.

[00:04:25] **Participant:** Okay. Good. Perfect.

[00:04:28] **Rachel:** Um, so first off, um, how has your week been just around? Like I know, like we said, October is getting crazy.

[00:04:33] **Participant:** Yeah. It's been crazy, but it's all good. Yeah. We're in the swing of our fall programming.

[00:04:38] **Rachel:** So, um, so what do you know about second wind coffee house?

[00:04:43] **Participant:** I really don't know much. I have heard of it and that's kind of all I know. So I don't know how helpful I will be. No that's okay. Okay. Are you aware at all of their mission or the charitable work that they do? Um, I think it's [00:05:00] linked to a church.

[00:05:02] I don't know if that's correct or not. Um,

[00:05:05] **Rachel:** No correct or incorrect answers, just whatever.

[00:05:07] **Participant:** And when I, I think that it's linked to, and I don't know how much of a ministry it is, but I think that it's linked to a, um, church. Maybe it's a Presbyterian. And the proximity. I think that's the only thing that I really know.

[00:05:25] **Rachel:** And I know you said that you don't drink coffee, so have you had any experiences with them at all?

[00:05:29] **Participant:** No, I don't.

[00:05:31] **Rachel:** No? That's totally fine. Have you personally ever volunteered or donated to a non-profit?

[00:05:37] **Participant:** Yes.

[00:05:37] **Rachel:** Can you tell me a little bit about one of those experiences?

[00:05:40] **Participant:** Um sure it's happened a lot. Yeah. Um, primarily, um, like United way I donate I'm a monthly donor to United way.

[00:05:50] They disperse the funds to nonprofits across Norman. And then, um, oh, I volunteer with, [00:06:00] you know, uh, volunteered with some groups in the past, you know, it just varies. Or I go out and do some leadership stuff and I don't charge. And so it's just kind of varies. Yeah.

[00:06:12] **Rachel:** How do you feel about the organizations that you do get to volunteer with or donate?

[00:06:18] **Participant:** Um, oh, I think that the community, especially Norman feels like it's an integral part of the, of the community and people respond and serve as leaders, um, at a pretty high level compared to local communities. I mean, a lot of smaller communities, you know, I don't know. I just feel like it's kind of the spirit of Norman to give back and contribute.

[00:06:56] And, and I think a lot of our nonprofits are very [00:07:00] successful, so with their boards and things like that, so, yeah.

[00:07:06] **Rachel:** Um, let's see. Does your organization interact with any nonprofits in the community?

[00:07:13] **Participant:** Um, This organization? Yes. Primarily through Vicky Bumgarner. She's our volunteer coordinator. She serves on a couple of boards and then she communicates.

[00:07:26] Um, most of the agencies here in town on a pretty regular basis.

[00:07:31] **Rachel:** Do you guys, um, or how do you choose which organizations that you guys work with.

[00:07:35] **Participant:** We really don't choose. They, um, often it's a reciprocal thing where different agencies either local or beyond, you know, like Oklahoma city or more rural may reach out to us and say, Hey, we have a volunteer opportunity for your students.

[00:07:51] **Rachel:** Would you all be willing to partner that kind of thing?

[00:07:55] **Participant:** We have. Have, um, oh, agency [00:08:00] presence on our websites so that they can submit information. Then we provide that for students. And then, um, some faculty that do, um, kind of, um, what's it called? Service learning would, um, be able to access our resources.

[00:08:22] **Rachel:** Okay. So it's a lot more of those organizations coming to you.

[00:08:25] **Participant:** Yeah. So it's pretty fluid, you know, it's funny.

[00:08:28] **Rachel:** Are there any restrictions that go into organizations that you work with?

[00:08:33] **Participant:** Not that I'm aware of. No.

[00:08:36] **Rachel:** Um, what values does your organization emphasize?

[00:08:40] **Participant:** Um, when I w I would say, well, we're not going to work with an organization that's not you know, um, that may be sketchy or whatever, you know, um, United way tends to vet. And I would say the majority of our groups that we work with are United way [00:09:00] linked, and we have a strong relationship with United way. So I feel like the groups that we do work with, um, we're able to kind of endorse in a way, um, or encourage students to connect with them.

[00:09:14] But, but if we were to hear of a bad experience, then that's probably, we would probably, you know, pull back from referring students to that organization. But, you know, we really don't have like criteria. Yeah.

[00:09:32] **Rachel:** So, um, as far as the values that office of leadership and volunteerism, um, try to enforce are those, can you tell me just a little bit about.

[00:09:43] **Participant:** Um, while it's a good question, I would, um, I don't know if it's really values based other than, you know, organizations that help others, you know, because that looks [00:10:00] so many different ways and all the different kinds of agencies who they serve and the needs that they serve. So, um, it's not really, you know, If I, if I was linked to a particular group, I might have my personal values that would drive that.

[00:10:15] But from a institutional standpoint, we really don't. We would leave that up to the student to decide.

[00:10:23] **Rachel:** Okay. So do you guys feel like you act more as a mediator between the students and kind of visitations to the source?

[00:10:30] **Participant:** Yeah.

[00:10:32] **Rachel:** Um, how important do you think non-profits are to the Norman community?

[00:10:36] **Participant:** They're- they're huge. It's, like I said, they're a huge part of the Norman culture. Um, I think a lot of people would go unserved if non-profits didn't exist or if churches didn't exist in Norman, we would have a lot of, lot of underserved people from mental health to just basic [00:11:00] human.

[00:11:03] **Rachel:** Do you think Norman does a good job at promoting these resources for these people that need to be served?

[00:11:10] **Participant:** Um, I think that's tricky depending on the population. I think some, um, you know, like if, if a parent has a child who has a need, I think that those services are very easy to find. Um, if you, in your, if you're in the homeless, It's a little bit harder to reach that population just because it's word of mouth. Um, you know, you don't have access to technology. Um, but there's, I think there's a pretty good network among people that are, are served by the agencies. But I, you know, that's, that's a, that's a hard one and so very. So, I don't know.

[00:11:57] **Rachel:** Okay. Yeah. And then as far as, um, [00:12:00] non-profits go for serving the students of OU in particular, do you think that, um, the nonprofits that do this are made available to them students?

[00:12:10] **Participant:** Oh, a hundred percent. Yeah. I think that there's, um, there, there are opportunities for any student that wants to volunteer, can volunteer, especially in a, in an area that's of interest. Whether that's, you know, working with elderly children, animals, um, you name it. There's, there's an opportunity for students to plug in.

[00:12:36] **Rachel:** What are the main non-profits that come to mind when you think of the ones in this area?

[00:12:41] **Participant:** A lot of students are drawn toward children, um, like CCFI center for children and families, big brothers, big sisters, uh, um, I would say, [00:13:00] um, those are probably the two most, if you want to say popular, but, but they're very organized and, uh, suited for college students to connect when they're available and flexible with students' schedules. So I would say those are the two primary.

[00:13:22] **Rachel:** Okay regarding COVID. Have you seen any kind of change in students' desires to volunteer a hundred percent?

[00:13:28] **Participant:** Yeah, I would think we're more down probably. Um, but I know some organizations kind of that a little creative and created opportunities for students to do things, um, you know, at a distance. I don't know how many of those were Norman ones, but I do know, you know, things kind of shut down all the way around and, um, and some agencies continued to serve and some did not just, just depended on [00:14:00] their culture and availability and people that were willing to be in person and those kinds of things.

[00:14:08] **Rachel:** Yeah. As a mediator, has that had any effect or like what have you guys done to continue.

[00:14:13] **Participant:** And Vicky would be the one Vicky you might want to talk to Vicky. Um, she, you know, I, I think that things have kind of come back to life over the last few months, but, um, but yeah, it was, I think for the most part things, people kind of retreated and, um, I think that she had some opportunities, but you know, there just wasn't much going on.

[00:14:44] **Rachel:** Okay, this is kind of shifting feels a little bit. How do you guys communicate most with your public's, internal and external?

[00:14:51] **Participant:** Yeah. Um, we, other than we, I think our website is pretty good. We're working with a new system [00:15:00] of, um, you know, program, whatever you want to call it, that, um, links students to volunteer opportunities and it allows more of the nonprofit to directly input their information and their needs versus an email coming in. And then as having to take that information and input it and then put it out on site where it's just a little more robust and letting the input person control the message. And so it's faster. I think it's more efficient. Um, So we communicate like through that, we also communicate through engage and also, um, OU MMs. And we have a newsletter that Vicky does about every other week that gives, um, kind of one and [00:16:00] does opportunities, um, ongoing opportunities, upcoming things to look for. And, and there's things that kind of pop up like this week just very quickly planned was, um, uh, a campus cleanup for tomorrow morning that students could come out and help clean up some of the tree limbs and stuff like that to kind of get help our grounds, keepers, get campus ready for homecoming and things like that.

[00:16:30] **Rachel:** That's great.

[00:16:30] **Participant:** So we can, you know, um, with the help of big events, We can kind of mobilize pretty quick. Yeah.

[00:16:39] **Rachel:** Now with the new platform that you mentioned, how do you feel that has impacted, um, the amount of organizations that you work with?

[00:16:47] **Participant:** Don't know, um, Vicky could tell you that. Yeah, she works all the time where I have dabbled, so I really couldn't speak to that. I'm assuming more, I'm assuming it would be more [00:17:00] friendly, um, for agencies to have access. So I'm assuming it would be more. And I think we're still in kind of a wonky time with COVID that things may improve, you know, as we progress through this year and that more people are familiar with the platform.

[00:17:21] **Rachel:** Yeah. Just on a personal standpoint, would you prefer, do you think a platform that maybe makes it easier to get involved with that? As opposed to like talking to someone?

[00:17:31] **Participant:** A hundred percent. Used to old school, students would come in and talk to Vicky or, you know, and we would be like, Hey, you know, what are your interests? And Hey, here's an idea of an organization you might want to get involved in. So it was much more in this kind of conversation where I'm not saying students don't want that, but most students were like, you know, it's just, it's just the way. And so if you put the information out there, I think most [00:18:00] students will find it and then decide if they want to connect or not. Um, so it just seems to be more independently driven now with technology.

[00:18:11] **Rachel:** And do you guys ever have vendors for any events that you do like with the cleanup or any volunteering?

[00:18:19] **Participant:** Like big event does, um, like they'll get maybe, um, uh, Not all the time, but though they might have like someone come out and serve free food or, um, have coffee available or, you know, something like that, but not, not large scale.

[00:18:40] **Rachel:** Um, I guess this should have been asked first, do you guys hold events often?

[00:18:45] **Participant:** Um, big event would probably be the biggest one. We're really more of the, the linked. So, um, our- it would be, um, [00:19:00] ones that are offered through big event, maybe like a little event, or they do community service every month. And, uh, but we're kind of the broker more than we are a, you know, office that coordinates volunteer opportunities and, and our events would be more like a volunteer.

[00:19:25] **Rachel:** So the different agencies and organizations could come and collectively gather and students come through and find out ways they can get involved. Have you guys had one of those recently or in the past at all? They, um, usually do one with, um, orientation, like cam or whatever. The it's all changing new sooner orientation kind of that usually kind of the beginning of the semester. And then [00:20:00] sometimes in the past, they've partnered with non-profit, um, academic program and community engagement from the provost office. They'll often partner to do a fair so that students in the nonprofit group or have access and, um, professors interested in doing service learning have. More where we can kind of hit more audiences at one time.

[00:20:28] **Rachel:** Okay. Okay. So that was really great. Thank you. Are there any other experiences or thoughts you want to share? Anything important you feel?

[00:20:35] **Participant:** Um, I don't know. You know, it's kind of weird. I'm pretty familiar with most areas on campus corner. Um, I'm going to go over there for lunch and stuff like that. And I'm thinking that's where this is located. It is unusual, but I'm not a huge, I'm not a coffee drinker, so I'm not in the know. Um, [00:21:00] but most, it seems like most new places tend to do some outreach on the side of the street, you know, um, to students. And I don't know if they've done

any, um, I know students are always looking for a place to study kind of chill. Um, I'm probably more familiar with having never been there, but there's a coffee place. Um, Not Your Average Joe, that, um, has come with a mission linked to it. And I've heard more about that than I have second wind. So it's just kind of been really under the radar, at least to me. Uh, but if it's on campus corner, then it's great real estate, great access [00:22:00] rate, um, opportunity for students to connect. It's just out of stone. I don't know what the current traffic is over there.

[00:22:11] Yeah. Well, and I will say too, you know, like the BCM, um, is very popular and. Geographically really located in a prime spot. But I do know a lot of students that utilize that space. I know some professionals that are not linked to OU, but they go there and work and spend kind of their day there. Um, and I see that kind of as having the same mission, probably the second one would, but it's very very popular and they have space there that's multifunctional space that can be used, but it just kind of has a cool vibe, lots of space, um, an access. [00:23:00] So I don't know if those are things in that second wind or not.

[00:23:04] **Rachel:** Yeah, that's perfect. Thank you. I really appreciate your time. Like I said, thanks.

### **Audrey Williams Interview Transcription**

**Audrey:** [00:00:00] Good. Thank you so much for meeting with me. I know this was kind of impromptu, but you came highly recommended from Matt.

**Participant:** Well, thank you. I appreciate it.

**Audrey:** No problem. How's your week going?

**Participant:** It's busy. Um, I don't know. I don't even know how much Matt knows, but everyone in our department, um, has left for other jobs, the turn over is crazy right now. So I'm doing the work of five people plus by myself.

**Audrey:** Oh my gosh.

**Participant:** No, it's been, yeah, I've been at the office like 8:00 PM every night, but we're doing it. We're making it. Everything's good.

**Audrey:** That's crazy. Well, thank you for making time for me. Hopefully it won't take too long. That's yeah, that sounds insane. Uh, well, basically to just kind of to summarize what I'm doing here. I'm in a PR research class and this semester we're working with second wind coffee house on campus corner to just [00:01:00] kind of do some internal reviews for them. Figure out how they can improve their community relations with Norman.

So right now we're reaching out to a lot of like the large groups on campus between like clubs and athletics and organizations, and just kind of hearing from a representative about like your current perception of the coffee house and also just what your organization does in terms of community outreach.

Um, so I just have some questions for you. Um, so what do you currently know about second wind coffee house? If anything?

**Participant:** I actually never heard of it before. Um, I go to campus corner. I mean, I'm not like a student who like goes to Logie's, but, um, for lunch and stuff, I'm down there pretty often. And I couldn't tell you where it is. So, um, but I'm also not from here. So I don't know if that's back there. I don't know if they've been around. Um, yeah, I've never been.

**Audrey:** Definitely fair. I'm from [00:02:00] Wisconsin. And I honestly hadn't heard of it either until this class. Um, but basically they're just a local coffee shop and most of their mission is like charitably driven.

So, um, their entire like menu is like pay what you can system. And they work a lot with the local homeless population to just. Provide free drinks if that's what they need, or like highly discounted drinks and give them a place where they can sit and relax and like be a paying customer without the pressures of a normal like upscale coffee house.

So it's like entirely student run. Um, and obviously students can go as well and also pay with. Can, so that's kind of the background there. Um, no worries that you don't know about them. Um, so have you ever personally volunteered with like another nonprofit or do you have an experience with certain organizations?

**Participant:** Um, yes. Part of why? Um, [00:03:00] the role that I'm in now attracted me is that I've always been very big on community service and volunteering in my personal life. Um, my, both my parents were in the military. So a lot of what I tried to do, um, is typically somewhere related to veterans and military service personnel and things like that.

Um, or like children's hospital type things. Um, I've done a lot with children's miracle network. Um, my whole life. And then I actually started a nonprofit when I was in elementary school surrounding literacy as a book drive. Um, so a couple of different branches that I'm personally passionate about, um, which kind of led me into the athletics realm in general, and being able to use, um, sports and organization or team or whoever you're working for as a platform to be, be able to give back to the community.

Um, so that's kinda how I found myself into this role. Um, I've worked in community relationships. Since 2014. So a while, um, with different [00:04:00] teams, um, professional baseball teams, NFL teams, college teams, whatever. Um, and so like, that's kind of always been like my niche. Um, so here, uh, obviously being the community relations department before the athletics department, um, it was kind of a two, two way thing where, you know, our.

Teams and programs and coaches and student athletes are looking for ways to get involved in the community, but also the community is looking for ways to get involved with athletics. Um, so I kind of bridge that gap back the best that I can, um, for anything that is considered a business, they roll through our field team.

Um, our sponsorships. And so that's like a whole different entity and then a force with NCA compliance. We can only reach elementary school aged kids, um, as the target audience, just because of recruiting and all the details that come with that. So a lot of our work, um, [00:05:00] comes with elementary schools and, um, kids under 12.

Um, so that's kind of the gist of how I ended up here and like the high level. Synopsis of like what I do, I guess.

**Audrey:** That's awesome. Yeah. So you kind of almost got into some of my next questions, just about how athletics chooses, what organizations they work with. Um, I know you talked about like sending players to work with elementary school students.

Um, do you do like monetary donations at all? Or do they ever just like volunteer at work sites or is it mostly like appearance?

**Participant:** Um, I guess this has multiple answers. So...

the, the teams and student athletes and whatever, they cannot be compensated in any way for their service. Um, so that's part of the vetting [00:06:00] process with that. They have to provide a 501C three form and prove that they're a nonprofit, um, or an educational agency. You know, for schools or whatever. Um, we have a form that they fill out and it kicks out to our compliance office.

They approve or deny it and it comes back to me and then I can reach out to them as far as like, Hey, um, I was notified of this event, you know, we might be able to see about getting some people there. Can you tell me more about it? Whatever. Um, and so we don't want it to be something. This sounds really bad, but it's like a waste of their time.

Like if there's like maybe like five people there and it's like an hour away, like not really worth it to them. Um, but you know, we do try and help as many people as possible in a way that makes sense for both parties. Um, we usually take care of environment, people pretty well meals on wheels, mission Norman, all those, um, habitat for humanity.

Um, the Quantis club, like all these random, um, things that you know, are parts of our. [00:07:00] Um, we try and we try and help out of course. But, um, if there's ever like an individual that they're requesting, then we get into the NIL stuff. And so then it goes straight to, we can't have any act like help with that.

Like per the state of Oklahoma legislation, we can't facilitate those, um, appearances for them. So like if someone reaches out to me and they want, um, Jocelyn ALO for some sort of. Appearance to be a judge for some nonprofit like that still has to go through her and not through me if it's like specific like that.

Um, so that's probably like the biggest change in the past year, as far as donating monetarily. Um, no. Is the easy answer. Anything that we give away has to be paid for in some capacity, because we are a state entity. Um, so like some schools who aren't state schools are able to give away tickets and [00:08:00] give away whatever for fundraisers, for raffles, whatever. We can't do that - someone has to pay for them.

So whether it comes out of my budget, um, or whatever, or they pay for it and then they can use it for whatever they want. You know, you could buy two tickets for a game and then raffle them off. Um, that's fine. But like, we can't give those wipes, but we do have a, um, calm promotional item requests. If you look on the website, there's like a thing that says like promotional items and appearances requests, all like on the same page, um, Where you can request like a signed basketball by Coach Moser or a signed football by Coach Riley.

And it's \$20 flat fee because you're paying for the ball. You're not paying for the autographs. So then they can turn around. And obviously this all goes to compliance and they still have to prove their 501C-3 and whatever. But they can turn around and raffle it off for way more than that. Um, so that's kind of where [00:09:00] the, the monetary one is a tricky question because it's \$20, which isn't really a huge deal.

Um, but they still have to pay like that \$20 and then it goes, they can do whatever from there.

**Audrey:** Thank you. Um, so in terms of just your organization as a whole, and even outside of nonprofit and community engagement work. What values would you say are most emphasized within athletics and how does your community work kind of play into that and help meet those goals?

**Participant:** Yeah, so the athletics department, and you've probably heard it before is like the sooner magic thing. It's actually an acronym. Um, so masterful, accountable, gracious, inclusive, and competitive. Those are the. Values of the athletics department. Um, so obviously we kind of fall in more with the gracious, inclusive, um, realm of things just in the community side of things.

Um, there's not really a competitive advantage [00:10:00] to it. Um, obviously we try and reach diverse populations and sometimes, um, with some parts of the year, there's more emphasis towards one than the other. We do a lot with like black history month and. Native American history month and this fair Hispanic heritage month and things like that.

So we'll kind of transition and do, um, special events like for each of those things and try and, um, make sure our athletes get involved in our athletics department, you know, has the opportunity to serve, um, various communities. Um, so we're not just pigeonholing ourselves into one. Um, cause it's a growth thing to the student athletes as well.

It's part of their student athlete experience to have, um, those volunteer opportunities and be exposed to different things. And we have so many different, um, just in Oklahoma city, Metro, um, neighborhoods and, um, school districts that are all different, um, ethnicities and income levels and things like that.

So, um, it's really easy for us to touch a lot of different things pretty [00:11:00] quick. Um, so there is a pretty good. I'm being inclusive, which we never really have a problem with. Um, you know, we don't really ever say no, as long as we have time and people who are able to go, we'll say yes. Um, as long as, like I said, as long as compliance, approves it, but, um, we try and help everybody that we can.

And however, they're asking, a lot of people don't know that we are able to do those things. And with COVID it's a little, I say we try not to say no with COVID. It gets a little tricky, um, because some. Like basketball was able to do appearances all the way up until like last week. And now that they're getting closer to their season, they can't really do a whole lot.

Um, so then it kind of shifts into, okay, like who's in their off season and can, can do those things, um, without the risk being as severe. But, um, those are kind of like the two, um, of the five biggest values, the athletics department. We have our branch, um, with D&I called Sooners for humanity, where working.

Um, they have their [00:12:00] own pillars. Um, and that's more of a student athlete driven thing, but we also try and, um, provide opportunities cause you know, civic, accountability, and

education and things like that. We try and, um, provide those opportunities for them as well. Um, in that space.

**Audrey:** That's awesome. When you think about like reaching out with nonprofits or nonprofits reaching out to you, how is that normally done?

Is it usually just through those forms on your website or people. Emailing you directly or reaching out on social media. How do you most see that happening?

**Participant:** Not as much social media. Um, usually if people know about the form on the website, if they find it, then it's there. If you go to like student sports.com and then there's a tab that says fans, then there's one that says autographs and promotional items, requests or whatever.

Um, so that's where that is. People who have done it before typically know. Um, a lot of times, if you go on the staff directory and you type in community [00:13:00] relations by name pops up, so then it comes to my email or it'll come to one of my bosses or someone random, and then they'll forward it to me. Um, or someone will call the athletics department enough for the voicemail to me.

Um, so it just kind of, they find their way in and then they go from there. Um, and then we'll, you know, either call them back and send them the link or, um, So that way it can get to compliance, or if it's not student athlete driven and it's like, they want a mascot or they want our cheer team. Those don't typically fall under athletics as the NCAA sees it.

So like, we don't really have to go through compliance for that. So, um, we oversee all of their appearances as well. Um, they count as the athletics department hours. Um, we typically do, but out 4,000, 4,500 hours of community service every year between the entire athletics department staff. So it's a lot, um, So, I mean, it's just kind of coming in from all places, but we try and like once we get it all together and figure it out.

So like someone could email me and be like, Hey, [00:14:00] we want a coach to come speak. We don't really care when, um, to our organization, like we meet on Wednesdays. It can be any week, just let us know. And I'm like, okay, cool. Um, so I'll send it to the code. And I'm like, Hey, do you have any availability on any wind it Wednesday over like the next like six weeks?

And then they'll pick a day, then I'll go back to them and say, can you complete this form? Like choose this day at this time. So that way it goes to client and all of that. So sometimes we like vet it all out in email and then go back and do the form afterwards. Um, it just depends case by case, but, um, we just want to make sure compliance side of the paper trail.

**Audrey:** Yeah, that makes sense. Um, my kind of final range of questions is kind of centered around your own events. Obviously, you have constant like sporting events going on. Do you focus a lot on just kind of creating general community events that open up the athletes to the public or share more information about your organization? [00:15:00]

**Participant:** Um, we, I mean, our events are our sporting events. Don't really host. A ton. I mean, we do meet the sooner stay typically. Um, and that's usually like our biggest community event. Um, we do some stuff around the spring game. Our fan Fest on football is kind of like our community branch part of game day. Um, but we integrate a lot of our nonprofit stuff into game day.

Like for soccer this weekend, we're doing a donation drive for. Um, CCFI group boys and girls club at the game. Um, and then softball all season long is doing for the fall. I'm doing food drive for the food pantry. So if you bring the game you get, or if you bring some sort of item to the game, you get water burgers.

Um, we have our sponsors jump in on those for some sort of incentive. Um, and so there's always something, um, tied in with a lot of that stuff. We try and get people involved as best as possible. Um, like we did the [00:16:00] children's hospital for a football game and like, we went into the mascot up to the children's hospital, into the oncology ward and like, let them like go and we filmed a bunch of it and use it for.

Football and game stuff and showed that. Um, and then some of those proceeds kicked back. Um, we do a thing called community champion at football, where we recognize a nonprofit for somebody helping the community in some way. Um, that's giving back to a nonprofit. So this week it's the Norman arts council.

Um, so when we give them a thousand dollars, we have four sponsors, their community, cornerstone partners, um, that dump into the. Fund, um, that we're able to use this, the community relations department. So like the school comes to us and they say, Hey, you know, our printer just broke. We don't have the funds to get a new one.

Like, is there any way you can help? Then I go back to my people. Yeah. Let's make something happen for them. Or, um, basketball works with Kennedy Elementary School with their after-school program called Girls on the Run. And so [00:17:00] we sponsored that whole program for them, um, for those students to be able to be there for them.

Um, we have, we had one teacher who was using their car to take students to, and from basketball games, she was their basketball coach at the elementary school. So we got Chevrolet

to donate a car. So like I'm able to do a lot of cool things with them, which is great. Um, from those partners who, who their goal is to get back to the community through athletics.

Um, like Fowler automotive, there's one this year where they donated our car to be able to go to all of these things, which is awesome. Um, and they sponsor our art contests and give each week a thousand dollars to elementary schools around the state to, um, to their art programs. Um, and then Coca-Cola, OG&E...

And they sponsor a lot of the stem stuff that we do. We do a lot of stem competition. And then the last one is OU health. And so they do a lot of the like, um, health and [00:18:00] fitness kind of stuff. So like if somebody needs PE equipment, we typically go through them to be able to get back or water bottles. We got a whole new water fountain system installed in one school.

One time that didn't have like clean water. So we're able to do a lot of cool things, um, just through athletics, um, which is awesome. Uh, I don't know if that really answers your question, but just kind of the, kind of the different realms of like being able to use our sponsors to do community relations and then also like people, um, to do volunteering as well.

**Audrey:** That's amazing.

I think my final question is just about how you communicate the impact that your work does with your publics. Is it all. Like a lot of social media. Do you send out like donor newsletters or sponsor communications? What does that look like?

**Participant:** Um, a little bit of everything. We have a Twitter account.

Um, @one\_with\_you... I didn't come up [00:19:00] with it. Um, so our, one of the few programs, tactically, what they consider community relations. Um, so anything like that. Um, we always posted out what we're doing, where we fed, who went, what's going on. And then our main athletics account we'll obviously repost it.

Um, if it's something with a specific student athlete or a specific team, usually a team will pick it up. Like volleyball did a lot with the special Olympics during COVID over zoom. Um, and so like, they kind of did a little press release, but that, um, separately and additionally to it. Um, and then we. We had some kid who really looked up to one of our golfers because the golfer was deaf.

And so it's this kid. And so we sent the kid to go visit her. We sent the golfer to go visit the kid. Um, and so that became like a big thing. And sometimes it, like, the school was the one who like

reached out to us about it, elementary school. So then like their local news station picked it up too. Um, so sometimes it gets bigger just based off of that.

Um, we did. [00:20:00] Parades for a lot of the medical centers as beginning of COVID last year. And like, obviously the news picks that up, um, with some, with some things like that too. So it touch it, it reaches people in different ways. Um, sometimes it's bigger than others and sometimes if we're a part of someone else's event, they, they initiate all of that and not us.

Um, and so like, We do usually something with the more police department every year around Christmas. And I usually have, you know, they get all the news outlets involved in. We're just kind of there. So like we're a part of it, but we're not the organizers of it. So some of it just depends on what it is.

We very rarely do put things out in the news because it's not about that for us. But, um, a lot of other people it's like a big deal for us to be there. Um, so like the JD McCarty center will do their Halloween party and we're probably gonna go next week. We sent some [00:21:00] spirit members to the Norman veterans center for 103-year-olds, birthday party there.

So, I mean like sometimes think people just show up for stuff like that. So, um, that is... there's a little bit of everything, but we control our social media. So we do post about some stuff on social media.

**Audrey:** Well, awesome. This has been so helpful. Thank you so much for making time for me. I really appreciated talking to you about,

**Participant:** Yeah, it is nice to meet you too.

I was a PR major and had to go through this whole thing. So I struggled. We had a barber shop, I think when we did it. I went to Mississippi State but we had a, like a little barbershop, like a hole in the wall thing who wouldn't take credit cards and only took cash and were located in a very small college town where just like, dude, this is not going to work.

And they only wanted to see men. And wouldn't see women... I had to like go through this whole thing with him. So, I [00:22:00] definitely understand the trouble, but if you have any, um, follow up questions, let me know. As far as like your strategies and tactics, like if you want to get the athletics department involved, it's kind of a weird thing with that.

Um, just because one they're a business, but two they're a nonprofit, so trying to figure out what that looks like. But I mean, we can talk more about that if you want, if you decide that you want

to get into strategies and tactics and what's feasible with that, just let me know. Um, and I'll talk to our leader field people and see like how that works on their end too.

Um, but, and see. The sponsor, if we can go to them without having to go through their field and what that looks like. So I can try and find those things out for you for your, at least for your I'm sure you're having to do like the whole workbook, but it all is. Yeah. Um, put, put together a whole PR plan and whatnot.

So I'll try and find that out for you and send that over. If you don't hear from me by the end of next week, just shoot me another email because my life is crazy right now, but. [00:23:00] Hopefully that'll help at least get you in the right direction of like, how to get athletics involved in and go from there.

**Audrey:** Okay. That's amazing. Thank you so so much. I hope you have a great rest of your day. Thank you. Thank you.

### **Claire Castilow Interview Transcription**

**Claire:** [00:00:00] Are you based in Norman?

**Respondent:** Yeah, my office is in the union on campus.

**Claire:** Awesome. How's your week been?

**Respondent:** It's been good. It's been, um, it's been busy. We've got a lot going on, but it's better than being bored.

**Claire:** I'm sure you've been very busy with Homecoming and OU Texas weekend.

**Respondent:** We've we joked about how much or what will we have to do to convince football, never to put OU Texas and Homecoming back to back weeks.

Um, it, it also, again, it's fun. It's good time, but it's kind of a lot. So we've been playing a little bit of catch up and there's this, there's this running joke. You know, in the fall, we always say things like, well, we'll do that after OU Texas or we'll do that after Homecoming or whatever. So this week is all the things that we said we would do after that are all just kind of popping up at the same time.

Definitely going to take some time for sure. Yeah.

**Claire:** October is always crazy a crazy month. [00:01:00] Um, so my name is Claire, um, and I'm a senior public relations major. And so this is for my PR research class. Our client that we've partnered with is, um, second wind coffee house, um, on campus corner. Um, and understand, I read this and I'm going to be taking notes kind of on the side, so if you see me looking around that's why.

The purpose of this interview is to learn more about stakeholder donation behaviors and perceptions of Second Wind Coffeehouse. The findings will be used to guide and inform Second Wind's future fundraising and communication efforts with the Norman community. Your name will not appear in any research report. This interview will take about 30-50 minutes and will be recorded. Do you have any questions for me before we begin?

**Respondent:** Uh, I don't think off the jump, but the hidden thing comes [00:02:00] to a minority now.

**Claire:** Can you tell me a little bit about the OU alumni association?

**Respondent:** Sure. We as the alumni association are an organization that's essentially charged with engaging alumni and friends of. And we're structurally found organized under the umbrella of the OU foundation. Which is actually a pretty recent change. Um, prior to March of this year the alumni association was always a part of the university.

But, but as a part of the transition of the administration, um, the alumni association along with all of university advancement, the fundraising mechanism at the university all moved under the umbrella of the OU foundation and so that's still a relatively recent change for all of our, by and large, um, that the day-to-day operations [00:03:00]. But, but, our mission and what we do and how we do it, hasn't changed, uh, as a part of that transition.

It's really just how things are structured and how things are, um, organized and governed government, things like that. But, um, that's pretty much it. So we have, um, We have right now we're a little bit, short-staffed compared to where we would normally be. Um, there are, there are about eight of us here in the alumni association that oversee dozens of programs and projects, again, we're kind of all designed to connect alumni and friends with them and find ways for them to be engaged and involved, uh, with the life of the university, regardless of how long ago.

So we have, we have, uh, we have alumni membership. We have, um, game day, field day, we have, um, traveled to bowl games. We have, um, educational, um, um, Presentation. They've

mostly been virtual over the last year and a half or so, but we, um, where we do [00:04:00] lectures and things like that, and we provide a number of services and opportunities for our alumni to be involved with the life of the university.

So that's really our function. We have our kind of internal things that are bringing people to campus. Um, and then we have a number of external things. Like for example, we have about 150 alumni clubs that organize all over the world. Um, largely geography based like, uh, you know, you call them New York, probably Dallas.

Um, and then a number of affinity groups like the ROTC alumni or the black alumni society, or those kinds of things that people identify or that people organize through how they identify or what they identify here during their time on campus. Um, and so that's a quick overview of what we do.

**Claire:** Awesome. Yeah, I'm from Austin and growing up we would always go to the OU alumni of Austin events because my parents both went to OU. [00:05:00] So we would always go to the watch parties and everything.

**Respondent:** Yeah. They're fantastic. They really are. And it's great because they're one of those groups that does lots of things. And again, because if you live there, you have to be really into it to be in. Um, they do great watch parties and then there's events a year and they have a really robust scholarship program.

So they're, they're helping provide some scholarship balances around you. And they're really cool people too. That's great.

**Claire:** Yeah. I remember being heckled by UT fans at watch parties when I was little. I was like, why am I going to this? And then whenever I was in high school and decided I wanted to go to OU, I was like proud to be walking through downtown Austin in my OU gear after a watch party and an OU win.

**Respondent:** That's great, I love to hear it.

**Claire:** How long have you been in your current position?

**Respondent:** Um, I've been with, I've been with the alumni association for, uh, let's see, about 19 years, this is my twentieth year, I've been executive [00:06:00] director for, um, a little over nine years and I'm moving into my tenth year right now. When I started, I had a number of alumni, but I've been in the current division I'm sitting in for about nine years.

**Claire:** What are your roles in your current position?

**Respondent:** I oversee, um, most of the operations, uh, of the alumni association. So, um, day-to-day staff management, uh, budget finance management of the organization and then in general of all strategies and how we do what we do and how it's implemented. Um, and then also the relationship with the university and other partners. Um, and then within, within our structure, we're part of the overall advancement division of the foundation. Uh, and so, um, informing the rest of the advanced that what's going on and alumni association and vice versa is a big part of what I do.

**Claire:** Okay. Awesome. [00:07:00] Um, so you said that there's a lot of different parts of the OU alumni association. The internal part in Norman, and then, um, the different chapters that are around the world and then the different organizations. So you're saying that, um, regarding the organizations on campus now, you all are in charge of the alumni associations for those organizations.? Like the ROTC, for example.

**Respondent:** Some of them, but not most of them. So like for example, you know, I'll, I'll use an example, like the band and the college of fine arts. Um, they have their own alumni organization that that's managed out of the Dean's office in the college. And so we work really closely with them.

We help them with this support and some communications, and that's different for every college and every program on campus. Some colleges have their own kind of integration, [00:08:00] um, um, that we're just in a support capacity, but then there are some that. Like non-academic units that are conceived a great example because they don't have a, you know, they have leadership and administration.

They don't have a dean in a kind of traditional college structure. Um, so they don't have the typical kind of PR departments and things and communications departments, and a lot of colleges do. So they're structured more like a traditional alumni chapter. Um, but, uh, but every, every fellowship program is kind of a little bit different and we, again kind of help support those.

And if they're not all. Necessarily and alumni and the same thing for like civilizations. A lot of students have their own alumni, whether it's Greek letter organizations or, or, uh, maybe engagement activities, or I could account the whole organization, things like that. Um, a lot of them will do their own alumni programming that again, will help support by finding people or getting the current list and contact information.[00:09:00]

But by and large, the program is outside of.

**Claire:** Okay. So, um, based on the kind of alumni group, I guess, um, how do you communicate with the alumni? So like, based on if they're a worldwide or if they're the ROTC or a Norman local or

**Respondent:** Great question. So, so in our, um, we have a really big and robust database. Um, so we have currently 225,000 living OU alumni and another, maybe let's say 30-40,000 people who would not necessarily don't have degrees from OU, but are in some way involved. Whether they're, whether they're donors or whether their lecturers or whether they're just fans or whatever, those things, whatever. And so we have a really robust database of all of those people.

And so, um, depending on the segmentation of that data, [00:10:00] that will help inform how we communicate. So, so for example, today we sent out, we have a monthly electronic newsletter that goes out to every single person in the database. So we've got, you know, let's say 180,000 alumni email addresses. We'll send out one email, everybody, but then when it comes to specific programming or specific outreach or specific, um, um, you know, a press release or, or highlighting a feature or something that's happening on campus.

Um, that's why we read those tend to kind of segment down. So whether it might be by degree, it might be like class year. So for example, last week we had their homecoming. We had, we had our homecoming reunion program, which are all alumni, but we specifically highlight the 50 year graduating class. So this last year, or this last week, we did, uh, the classes of 1970 and 71.

We did them both because we didn't have the event last year. So we can sort of the database mine just to communicate [00:11:00] directly to them. So, um, I would say out of the alumni association, a pretty big chunk of our communication efforts are, are digital, um, largely email. Um, but then we also have a really active Facebook and Twitter presence.

We're getting better on Instagram and we haven't. All the other things that I'm not young enough to know how they work yet. Um, but, but, uh, email and social media, that's, that's our biggest kind of box of outreach. Um, we do some direct mail invitations. We'll do some direct mail for like a membership certification or something like that.

Um, our annual giving office, which is over versus incident, um, does some more direct mail, things like that, but by and large, um, it's mostly digital. Um, and let the segment of a relatively small.

**Claire:** Okay. So, um, like you mentioned, you know, in the past two weekends, there's been a lot of events for, [00:12:00] um, the alumni association, our events. So do you just let the alumni know about events through email and social media?

**Respondent:** Yeah, exactly. Exactly. And again, depending on the event or the circumstance now we'll do some direct mail as well, but mostly it's email and we'll spread the word.

**Claire:** Okay. Um, so speaking of events, do you all host events year round, or is it primarily during the semester or.

**Respondent:** It's year round. Um, I think, um, most of the events we do on campus are during the academic year or over the following spring semester, we do some in the summer as well, but fewer, um, because a lot of the times, one of the great things about being on a college campus is when it feels like our campus. And so a lot of our alumni when identify with that experience again.

And so, so [00:13:00] doing things in volunteering to make a lot more. Um, that makes w we definitely host events in the summer and these things, you know, the things going on. Um, and then we host events regionally. So for example, um, we may have, uh, we may have a, uh, Uh, reception with president has and, um, Anthem and from administration where we felt that and all go to Costa that, um, and kind of events, whether with our alumni friends or with take the area, um, same thing we probably, so there eventually we host regionally as well as in colleges.

The academic units. Um, but most of what we do, especially scale lot, as far as the number of people who are on campus,

**Claire:** What does a typical event look like? Are there any major events that happen annually?

**Respondent:** Yeah. Um, there is no such thing as a typical event, they all with [00:14:00] a little bit different. Um, but there, there are, um, there are.

Several there, the calendar repeats itself pretty regularly. So there are things that people used to on a regular basis. A great example is this weekend. Everybody knows when I'll use that because it's going to happen. And so we have a weaving in the alumni association, have a, a block of hotel rooms at the Omni downtown Dallas.

We have, you know, 582 rooms or something like that on Friday night. You know, 1200 people give or take. And then we host receptions with all of those people. And then all the people that live in Dallas are invited to come to their college specific reception. We have a big pep rally out on the lawn. You know, 17 buses that go from downtown to the state fair where the police next door and a whole thing.

So that doesn't look like anything else, because nothing else in posse, but it's something that we do every year. So, um, we're unions, reunion, [00:15:00] homecoming, kind of the same thing. You're going to do homecoming events and programs that ceremony, and that you typically a graduating class, those things happen.

Um, and then, um, and then there are certain so like that, and again, the coping up a tailgate before every home football game, there are things that just are on the calendar regard. Um, but then there are also a number of things that are, you know, at the university, um, uh, hosting some new initiative, um, or have a certain focus or however, having a special guest speaker coming to town.

Um, I know, you know, you know, the president of the speaker series. Um, for example, it's something that we're, it's really out of the president's office and the university, obviously special events, but because they're inviting included alumni, we're usually included in that conversation about how we're hosting.

So, um, um, there's, they're all, they're all a little bit different. Um, but there's, there's dozens of them a year. Um, that, that, uh, that [00:16:00] again, some of them. Some of them are weeping and they, they look, they might not look like any other event, but they look about the same a year. Um, and then there are a number of things that just happened once, um, or, or, um, or we try something.

So it's just, um, it just depends.

**Claire:** Do you all hire vendors for the events or partner with, um, outside vendors?

**Respondent:** Some some, uh, it just depends again, one of the, one of the advantages of being on campus is that we have great facilities. Um, we have great universities catering. We have great partners in, um, facilities when it comes to lighting and systems and all those kinds of things that are already here.

Um, when we, when we travel then we'll hire that out. Um, and then there's some of those that are hybrids, like are, you know, are all of these are back our tailgate as an example, Um, football game, if it's clearly obvious really on campus, but, um, a company called tailgate guys, that's up to 10. [00:17:00] Um, and um, one of the food trucks is our, is our caterers.

So it's a little bit, it just depends on, on the event, you would have been all over the place. Um, and then there was some events where we have like, you know, it'll be, we had a really good

example by Friday, we had an. At the Boyd house. So we ended up facility and university catering, catering, but we needed specific table farms.

So there's been disabled, but we rented those amendments. So it's, it just kind of depends some of our, um, uh, this last year, a lot of our virtual events were hosted on a platform, um, that would, that the platform is maintained and produced by a private company that we bought a license for. So it allow. W we kind of looked at it like a facility.

If we're going to rent a ballroom somewhere, this case, we were renting the software license to produce our virtual programming. So we do that a little bit too, but then sometimes we just use our , so it's okay. [00:18:00]

**Claire:** Um, do you all ever, um, interact with organizations or nonprofit organizations in the Norman community?

**Respondent:** Um, sometimes, especially when it's, um, uh, you know, um, what, what would be the word like from like a PR standpoint? A lot of our alumni are really civically involved, whether that's here in Norman or the greater from the city, or whether they live in Cleveland or Phoenix or whatever those places might be.

Um, and so a lot of the times from a, from an awareness standpoint or a basic standpoint, you know, one of the things, for example, One of our things that we do with our alumni club is then the big event it's happening here on campus. A lot of our alumni club will have a big event in the city where they live.

So via you call, the Chicago might pick apart to go clean that day. Um, or, you know, Nashville might go paint a hospital or whatever, you know what I'm saying? [00:19:00] Those kinds of things. Um, we don't typically partner with nonprofits and not the fundraising capacity, mainly because that's just one of those. One of our areas of, uh, one of the things we're doing is helping raise private support for the university.

And so we don't ever want to, we don't ever want to call it. Across those wires in terms of pretty patients, because we want to make sure that when people know they're may get to the other foundation, that's going to benefit the university of Oklahoma. And it's never, well, we thought that was that we thought that was then, so we're careful about that, but, but certainly support a lot of the nonprofits in the area.

Um, we've done, you know, as a, as a department, we, we, um, uh, dissipated in the United campaign. Um, and the other things that are happening in woman. Um, and, and again, even like,

uh, you know, directors of non-profits here in Norman , uh, and so we love to showcase, um, alumni who are doing great things. And so that, [00:20:00] that will happen on.

**Claire:** Um, are there any restrictions regarding, like, let's say for the OU big event or, uh, you know, other volunteer, um, opportunities within the OU alumni association? Are there like restrictions or guidelines for picking a non-profit to partner with or no,

**Respondent:** not really. No. Um, there, we usually provide suggestions.

Um, but, but now there are growing any kind of restriction we want to support. We want to support civic engagement and regardless of a destination, um, we can be a little ambivalent as to where, when it comes to support for the university. Um, we had, you know, the opinion, um, but, but, uh, um, when our alumni are looking at.

Uh, philanthropic and charitable giving out by the rootsy w w or that, but without any, [00:21:00] um, designation.

**Claire:** Yes. Um, how do you communicate with, um, organizations or companies that you all are partnering with?

**Respondent:** Um, it depends if it is. Uh, are you speaking specifically to like non-profits in new service organizations or orange?

It is, uh, again, it kind of depends. Um, we have some contractual agreements with, with vendors or with affinity partners or with marketing partners. Um, you know, for example, um, um, I'll give you an example, mid person. Uh, sponsors some of our events. So I remember basket is partially brought to me by mid place.

Um, and so that's, that's a contractual agreement. They, you know, we, we, we put the logo on a thing. They, they provide funding to support the event [00:22:00] and it's a great partner, but then also some kind of one-off thing where it's, it's just, we need this, we need this. And it, and it's a transactional thing more than a long-term.

Um, and I would say most of the, most of the vendor relationships we have are like that. They're kind of, they're transactional. We might use the same one over and over again, but if they're they're really one time transactions.

**Claire:** So do you typically just call the organization or company or,

okay. Um, are you familiar with second wind?

**Respondent:** Just barely. I think I've been there for coffee a few times that I've met colleagues on campus. Uh, no, there's better copies than some other places and that's usually where we end up, but not familiar really with the mission or the background at all.

**Claire:** Um, can you tell me about your experience there?

Um, just a few times.

**Respondent:** Only [00:23:00] to the extent that I remember, um, being pleasant and good again, it was good coffee. That's really the, I really don't remember that that much about,

**Claire:** so their mission is, um, all right. It is in 2008. We, as in second wind coffee house, um, have created an open and welcoming space for students at the university of Oklahoma, where they can truly express themselves in any way.

Um, so are you familiar with their pay as you go or pay or pay what you can system? I always say, I don't know.

Um, what do you like, what are your perceptions or feelings towards that?

**Respondent:** I, I, I love it. I mean, personally for myself, I think it's, um, I think it's, um, uh, I think everything, not everything like more things should be like that. Um, I, I do [00:24:00] think that there are, there are, um, there are lots of opportunities for people to do really good thing when they're, when they're presented.

Uh, and most of the time, um, people like me just don't think about it unless it's split in front of our face. And that's a great opportunity to say, Hey, you can do something for other people. And all it takes is. Uh, and I think that's a really great message and I think it's really aligned with the way I think the world should be.

And so I, um, I'm very supportive of that concept. Um, being able to be able to help, um, being able to help somebody else, even in the most minimal way. Um, I think that's something that's really important to me, but people don't understand it in a very global thing. There is, there is a. Um, well, there's many challenges.

The world is thinking right now. I think that there is a, um, almost a, uh, um, what would be the word there's almost a [00:25:00] paralyzing fear that, that I, nothing I do make any difference

whatsoever. Uh, so, so why am I going to, why am I going to do anything? Uh, and I think that this kind of thing in a small, but really profound.

Um, shows us all that, everything you do makes a difference. Uh, and if you do it in a kind way, you do it in a way where you're paying things forward. Um, you are making regardless, it doesn't matter how many viewers on the tab. It doesn't matter how many times you get to do it. If you're doing small things, one that that makes a difference.

And I think that's through.

**Claire:** Yes for sure. So whenever you're going to a nonprofit organization, like second wind, or, uh, I guess a coffee shop in general, like, what are you looking for? Are you looking to, for a nonprofit organization or are [00:26:00] you looking just, I

**Respondent:** guess, what are you looking for? Yeah, no, and that's, that's kind of, I mean, kind of, kind of what I was thinking about just now was that idea that, that.

Knowing that I can get really good coffee and knowing that I can do it with added benefits, um, without, without extending any, any effort, really, um, such a minimal effort that I don't notice that that's a, that's an incredible draw. Um, it's something that, that to be really candid. I don't think about nearly as much as.

Um, because there's always the convenience factor of the drive-through or, you know, um, ready in the morning. So I'm making not very good coffee at my house and those kinds of things. Um, but, but, uh, um, it's certainly something worth considering.

**Claire:** Um, [00:27:00] so for. Whenever you go to a coffee shop, like, what are you looking for in like the environment?

Like if you were to go and sit down in a coffee shop.

**Respondent:** Yeah. Great question. Um, I think the, I think the environment, environment and setting is really important. Um, I like to be comfortable. Um, some of these really brought to me as being able to sit down. Uh, I know it sounds a little bit silly, but there are times when it's like, like that's not, it's not conducive.

It's not, it's not a welcoming and by. Um, I really liked the idea of, um, it might sound a little bit cheesy, but like that, that feeling of community, um, that's what, that's what a cafe, that's what I

call the coffee app. That's what it feels as much about the gathering place and the interaction and the kind of humanity of it, rather than just the transactional.

I'm going to go in, I'm going to get this thing and then I go out to go somewhere else. Um, it's, it's, uh, it's as much for me about the experience as it is. [00:28:00] Um, the actual, you know, the product. In other words, it's not just about the font, even on this.

**Claire:** How do you hear about or go, or how do you hear about, or where do you go to find out about new local businesses within Norman or, um, in other cities?

**Respondent:** I probably get, um, most of my interactions or most of my awareness, I guess, um, on social media, um, I I'm, I spend too much time on Twitter. Um, and so typically that's how, you know, if I I'm going to a place I've never been before, that's probably the first place I'm going to work.

Um, and, and, you know, Norman, Norman, um, civically has some really sad. Uh, social media, private when it comes to whether it's the, you know, the Norman Jane eCommerce or, you know, downtown Norman or their social media presence for the Facebook, for Twitter [00:29:00] or Instagram or all, we would do it because that's what I'm, that's usually

word of mouth is also really big. Um, for me, um, you know, I've got, I've got hundreds of people that I work with on a regular basis. And so somebody saying, have you tried and whether it's a restaurant or something else, um, that the, if somebody, if somebody is impressed enough to say something out loud that holds a lot of weight with me, because I don't talk about most things I do in a day, but I'm telling you about it.

It must be pretty good.

**Claire:** Okay. Awesome. Are there any other experiences or thoughts that you'd like to share about either second wind or, OU alumni association?

**Respondent:** I don't think so. I don't think so. I'm sure there is, I'm sure as soon as I hang up, I'll think of something I should have said, um, but I don't think I have anything right now. [00:30:00]

**Claire:** No, thank you, I learned so much, you gave me a lot of really great information. Um, I think that pretty much concludes the interview and all the questions that I have. I appreciate your time and your help with this research, if you think of anything else or if there's anything you'd like to add, please just let me know.

**Respondent:** Thanks. It was nice to meet you and actually follow up if there's anything I can do to provide additional information.

**Claire:** Thank you so much. Have a great rest of your day.

### In-depth Interview Guide:

- How has your week been?
- What do you know about Second Wind Coffeehouse?
  - Are you aware of their mission and charitable work?
    - *SINCE 2008, WE HAVE CREATED AN OPEN AND WELCOMING SPACE FOR STUDENTS AT THE UNIVERSITY OF OKLAHOMA WHERE THEY CAN TRULY EXPRESS THEMSELVES IN ANY WAY.*
- Have you had any experiences with them?
- Have you personally ever volunteered or donated with or to a nonprofit? Can you tell me about your experience? How did you feel about the organization?
- How does your organization interact with non-profits in the community? Why or why not?
  - How did the organization choose which nonprofit to work with?
  - Can you tell me about a personal experience volunteering with your organization?
- Are there any restrictions in your organization and its mission that restricts you from working with nonprofits in Norman?
- What values does your organization emphasize? How do you work to achieve those values? Do you think your organization achieves those?
- How important do you think non-profits are to the Norman community?
- How do you communicate most with your publics?
- How do you prefer to communicate with other organizations for potential collaboration?
- Do you have vendors for your events? How does your organization select vendors for your events?
  - What type vendors in the past do you believe were the most successful for your group's needs?
- Do you hold organization events? What do they look like?