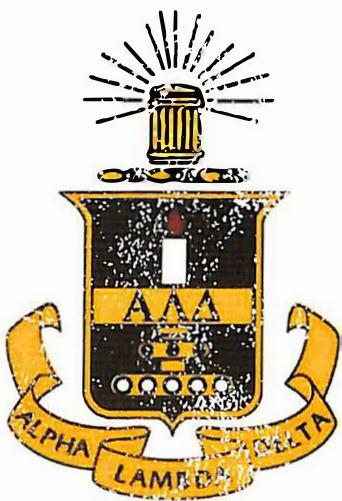


# National Alpha Lambda Delta Honor Society



Manuals & Materials Internship

Nakita K. James

Supervisor: Lee Greenway

May – August 2013

September 6, 2013

Dr. Helen Grady, TCO Chair  
Mercer University School of Engineering  
1400 Coleman Ave.  
Macon, GA 31207

Dear Dr. Grady:

Attached is the portfolio that documents my summer internship with Alpha Lambda Delta Honor Society for First-Year Students. This is the final requirement, along with an oral presentation, for the Technical Communication degree at Mercer University, and it is my great pleasure to present this document to you.

It has been a wonderful experience working for Alpha Lambda Delta; there is not another company or organization that could have replaced ALD. My position at Alpha Lambda Delta was the Manual & Materials Intern.

While working, I created a heuristic evaluation, an online users' manual, brochure, postcard, and a series of fundraising letters. The heuristic evaluation and users' manual were created based on the My Honor Society induction management system, and the brochure, postcard, and letters were created for the 90<sup>th</sup> anniversary, which is in 2014. The Alpha Lambda Delta office is located in Macon, Georgia. The internship lasted for 12 weeks, but what I gained from the experience will last a lifetime.

In this portfolio you will find a brief report discussing the internship in more detail, along with my personal reaction to the internship and recommendations to the Technical Communication department. There are also samples of my work included in the portfolio, as well as a journal I kept during the internship.

This portfolio has been designed according to the provided rubric, which was approved by the Technical Communication department at Mercer University.

Yours sincerely,

  
Nakita K. James  
Attachments (1)

# National Alpha Lambda Delta Honor Society



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## Executive Summary

The following report describes the internship I recently completed at the National Alpha Lambda Delta Honor Society, as the Manuals and Materials Intern. This program lasted for 12 weeks. This report describes the internship in further detail, discussing the organization of Alpha Lambda Delta and my job position, including my learning objectives and responsibilities.

Alpha Lambda Delta is an honor society that awards undergraduate students for achieving at least a 3.5 GPA during their first academic year. If this society sounds similar to the Phi Eta Sigma honor society at Mercer, it is because Alpha Lambda Delta is the sister organization of Phi Eta Sigma.

Also included in the report is the narrative of how I landed the internship, my working environment, and a brief description of the deliverables created during my time at ALD. Landing an internship proved to be a struggle for me; I did not have a secured internship by the time I participated in the spring graduation. Once I received the opportunity to work for Alpha Lambda Delta, I was extremely grateful. I started on May 28, 2013.

While working for Alpha Lambda Delta, I composed a heuristic evaluation, converted the paper user manual for the My Honor Society system into an online version, designed a brochure and postcard, and wrote various fundraising letters for future scholarships.

After the narrative section of the report, there is an analysis and evaluation of my time at Alpha Lambda Delta. It describes pros and cons of the internship, as well as some reflections about working. Overall, enjoyed working for ALD. I gained valuable experience from working at the organization. I believe it was the internship that put me at an advantage for the position I was recently hired for. I am now working at Heatcraft (Kysor-Warren) as a customer service specialist, and work on transferring data to a new system for the company.

Finally in this report are recommendations to the TCO department. These recommendations are to help the program to benefit the future Technical Communication students.

# Report

## Overview

I worked for Alpha Lambda Delta (ALD) National Honor Society for first-year students. The national headquarters for the society is in beautiful Macon, Georgia, located on Orange Street, behind Mercer's Law School. My position at ALD was the Manual and Materials Intern. As the intern, my 12-week term was divided in two parts, with different responsibilities. During the first half, I worked on converting the paper users' manual for the My Honor Society system into an online version. The responsibilities of the first part were as follows:

- Work with the ALD staff to determine the necessary scope and direction of the My Honor Society (MHS) documentation. If necessary, an abbreviated usability (heuristic) study may be undertaken at the start of the project.
- Write, edit, and publish the MHS documentation on the National ALD website ([www.nationalald.org](http://www.nationalald.org)).
- Work with the ALD staff to create additional resources (training videos, webinar syllabi, and other training plans) as needed for the MHS system.

The second part of the internship dealt with working with the 90<sup>th</sup> anniversary campaign. While working with the anniversary campaign, I had the following responsibilities:

- Provide design concepts and copy for marketing materials associated with the 90<sup>th</sup> anniversary campaign.
- Assist the ALD staff with the finalization and utilization of the 90<sup>th</sup> anniversary campaign.

Working for this organization was an experience that I will surely not forget. I am thankful for having the opportunity of working for Alpha Lambda Delta. I performed all tasks incorporated in my responsibilities as time allowed. My start date for this internship was May 28, 2013, and the last day of work was August 16, 2013.

## Landing the Internship

The road to securing an acceptable internship was an interesting one. During my junior undergraduate year I enrolled in the internship TCO course. From that course, I learned that one cannot wait until the last minute and try to get an internship. I applied to several internships, but I did not receive any offers that year. I wasn't too sad, I just knew that I HAD to

get an internship summer 2013. With this being said, one would think that I would improve my internship searching skills. But as most people know, history does repeat itself. Senior year was a time full of finishing off all on-campus requirements for my degree. In this rush, I fell behind in searching for an internship. I searched, searched, and searched some more, and applied to various organizations. With all negative responses in late April, I was sad, but I knew that I would land an internship. Graduation day had arrived, and I still did not have an internship, but I did not lose faith. The week after graduation Dr. Grady sent out a list of acceptable internships, and I believe I applied to every location on the list. From the list two organizations were interested in interviewing me, National Alpha Lambda Delta and Blue Bird. I had the ALD interview, and I enjoyed spending those few minutes in the office. A few days later, I received a call from Glenda congratulating me on receiving the position. I did not interview with Blue Bird due to scheduling conflicts and receiving the great news from ALD. Something told me that ALD was definitely the right fit for me.

## My Working Environment

As previously stated, the location of the National ALD Office is Orange Street, in Macon, Georgia. To those who are unfamiliar with the location, the office is in a house. The house provided an intimate and relaxed environment to complete work. The office has three permanent employees, and up to four student workers. The permanent workers in the office include the secretary, Elaine; the director of communication, Lee, who was also my supervisor; and the executive director, Glenda. We all seemed to get along at work, which was a major relief to me. In the beginning I was not really sure how my personality would be accepted at the office. During my time at ALD there were two student workers, Catherine and Christie. In addition to the human workers, the ALD office has a special employee, Junior, Glenda's dachshund. During the academic school year, there are other students who work in the office. While at ALD, my work area consisted of a shared room with Glenda and Junior. For my work, a new laptop was purchased, with Adobe Creative Cloud. I have to admit I was excited to have the cloud versions of Adobe, since we talked about the system in one of my TCO courses. I didn't mind this at all; in fact I was happy to work nearby another person. Another aspect of

the working environment that I enjoyed was our daily walks. Early in the afternoon the five of us (six including Junior,) would take a brief walk to clear our heads and to get ready to finish out the work day. It was from these walks that I learned a very important lesson: it is not required to dress up for the office. Since we did not work directly with the public, there was no major need to dress beyond the casual requirements. Although I do like to dress up, it was good to know that I did not have to take my daily walk in high heels.

## Narrative

I began my internship at the Alpha Lambda Delta office on May 28, 2013. I was eager and excited to begin this journey. In addition to the two-part list of responsibilities, I had several learning objectives included in this internship. These objectives were sorted by the two parts of the internship; working with the My Honor Society (MHS) and the 90<sup>th</sup> anniversary campaign. For the first part of the internship, the following list includes my learning objectives:

- Develop and implement an online user's manual for the My Honor Society induction management system.
- Learn the intricacies of writing technical documentations for a widely diverse audience. In this case, the audience is composed of Alpha Lambda Delta advisors, who are staff and faculty members at over 250 institutions of higher education, and who have vastly different levels of experience and comfort with computing technologies.
- Develop and implement other resources to assist the Alpha Lambda Delta advisor base in their use of the MHS system, utilizing video techniques, print materials, online training, and other technologies as necessary.

The My Honor Society system is an online database used by ALD chapter advisors. With this system, advisors can invite eligible students (invitees) to the society, collect membership dues, and send mass messages to students. When I began on this phase of the internship, I was told that some of the advisors were having trouble with either the system or the manuals. This was supported by the number of emails Elaine and Catherine received regarding the MHS system. Elaine was very kind to forward me some of the emails that had advisors' problems detailed in them. I read over these email to gain some insight on what type of tasks did advisors need

more assistance. Next, I played with the MHS system, from the chapter advisor perspective. I went through the system and looked for potential problem areas for the advisors. My research resulted in a short heuristic report that I presented during the first week of my employment. After reviewing the MHS system, I looked through the paper users' manual for the system. I saw various places for improvement, and I made it my personal goal to correct these places in the new manual. One of the biggest areas of improvement I saw was the need for illustrations to complement the instruction. I figured if users were confused, it was because they did not know where to look for symbols on the screen. Once I had my text and illustrations as I wanted them, it was time to place the information on the website. I used the Mura content management system to create the manual pages. At first, I was a little nervous about Mura, however the software was simple to use and I believe that I did a good job on the manual. Because of time constraints, I did not get a chance to work on the second part of the learning objectives for this phase.

For the second part of the internship, regarding the 90<sup>th</sup> anniversary campaign, I had two major learning objectives:

- Develop effective marketing strategies for a multiple-approach fundraising campaign.
- Implement marketing strategies and create tools to assist in campaign implementation.

This first assignment I completed in this phase was a brochure. The purpose of the brochure was to encourage people to donate to the Perpetual Fellowship Fund, the fund that is used for the 20-plus scholarships and fellowships ALD awards to members annually. I included quotations from past winners so that readers could see that the scholarships go to deserving students. I also made one section of the brochure a donation card if the reader wanted to mail in a donation, as opposed to making an online donation. I created the brochure using Adobe InDesign. This was not a problem, considering I have used InDesign in the past.

The second assignment in this phase was to create a postcard. When Glenda "inspired" me to do this postcard, she kept bringing up a celebratory theme. I used a balloon theme for the postcard. From that inspiration, I wanted to make the postcard somewhat lighthearted and not as if we were begging for money, which is exactly what we were doing. The purpose of the postcard was to announce the coming of the 90<sup>th</sup> Anniversary. It is basically to announce to

“get your pockets ready.” I also used InDesign to create the design for the postcard. I really enjoyed making the brochure and the postcard.

The third and the last assignment I completed for the internship was the composition of fundraising letters. I had to write one letter, but tailor it for about 13 different audiences. The purpose of the letters was to highlight a specific advisor, and encourage alums under that advisor to donate \$20,000 to start a scholarship in that advisor’s name. I was not excited for the writing these letters. It also did not help that I was confused on how much of the letter I was to compose. At first, when Glenda asked me to do the letters, she explained that I was just making the skeleton of the letters, and the people who “wrote” the letter would add other personal information about the advisor. As time went on, I ended up writing all of the letter. This was quite a challenge for me, I really did not think that letter writing would be a part of my position at ALD, but I learned an important lesson: more jobs have more responsibility to them than what we think.

### Description of Deliverables

The following paragraphs briefly describe the purpose of the deliverables created during my internship at Alpha Lambda Delta. Samples of these works can be found in the Portfolio section of this document.

Heuristic Evaluation – I created a short heuristic report during the first week of the internship after reviewing the My Honor Society system. I looked at things at the system that could potentially confuse advisors, such as erroneous dialogue boxes, or simple errors in the text. I performed this evaluation just to gain a sense of what I should change to make a better document.

My Honor Society Manual – This assignment took a good amount of time to complete. The purpose of this assignment was to convert the paper user manual for the My Honor Society system into an online version. I tried to include many pictures, all edited in Adobe Photoshop. I

also made corrections and revisions to the text as I saw fit. I had internal links in the pages to make finding related content easy. I used Mura CMS to create the pages.

90<sup>th</sup> Anniversary Brochure – The 90<sup>th</sup> Anniversary brochure's purpose is to encourage Alpha Lambda Delta members to donate to the scholarship fund. The brochure will be sent out to alums sometime late this fall or early next year. I thoroughly enjoyed creating this brochure. I created the brochure using Adobe InDesign.

90<sup>th</sup> Anniversary Postcard – The 90<sup>th</sup> Anniversary postcard was designed to be sent out early this fall to announce the event. The theme of the postcard is "Join the Celebration," which I thought sounded better than "Get ready to send us money!" The postcard was created with Adobe InDesign.

90<sup>th</sup> Anniversary Letters – These letters were created to encourage specific alum to donate in honor of the advisor of their college or university. These 13-one page letters will be sent out early 2014. The letters were created in Microsoft Word.

## Analysis and Evaluation

In general, I enjoyed working for Alpha Lambda Delta. I was thankful for the challenges presented to me, and I feel as if I attempted to conquer them all. I believed I produced quality work. Whenever suggestions were made about my work, I tried my best to adhere to the suggestions and make my work better than the previous version. It was just sad to me that I ended the internship with an assignment that I did not enjoy at all. It was a great relief to have completed the internship, especially since I didn't know where I would be working at the end of the spring semester.

There were many things that I enjoyed about working at Alpha Lambda Delta. I loved the people I worked with; there was never a dull moment in the office. The staff seemed appreciative of my work, and I grew close to them in a short amount of time. I always felt welcomed by the rest of the staff, and my last day of working was a bittersweet moment. I also

enjoyed the relaxed atmosphere of the office. The cons of the internship were very few; the only major issue I had was with the letters. I honestly felt as if I should not perform the task. But as I have stated earlier and in my journal, writing the letters taught me an important lesson; you will always have to do work that you do not want to do.

I don't believe that I would have had as good of an experience at another place as I did at the Alpha Lambda Delta office. There could not have been a more perfect fit for an internship. I think I benefited from the close environment of the office. I was very concerned that I would land an internship where the people were cold and mechanical. Enjoying most of the internship allowed me to work with a positive attitude. If I did not like where I was working, I believe my quality of work would have suffered. If ALD decides to allow another TCO student intern at the office next summer, I wonder what assignments that intern will have to do.

Having this experience is something that I feel everybody should have to do. I can say now that employers are impressed with having an internship on my resume. After the internship, I moved back to Columbus, GA, and I have been hired as a Customer Service Representative at Heatcraft - Kysor Warren, a commercial refrigeration company. My first day of work is Tuesday, September 3, 2013. I am so thankful for the opportunity to have had to work in an internship.

## Recommendations to the Department

After completing most of my requirements for the Technical Communication program at Mercer University, there are a few recommendations that I would like to make to the department for future students.

The first recommendation I make is to encourage TCO students to look for internships earlier than the junior year. This earlier this is done, the better it will be! I figure if I would have taken the Introduction to Internship course during my sophomore year I would have been more prepared to search for internships during the junior year. It is also possible that I could have landed the internship the summer between junior and senior year, and I wouldn't be doing this the summer after senior year. After I complete this presentation and portfolio, I plan

to apply for a government career in a TCO-related field. I cannot do it until I have my diploma in the mail, since I don't want to apply based on a technicality.

Another recommendation I have is to incorporate some type of field trip to a TCO-related career. I recently interviewed at Panasonic, and the interviewer asked me if the program I graduated from took us to any sites. After replying no, I thought about how effective that would have been. If students can see firsthand the type(s) of work that a TCO degree will get you, I believe they will gain a deeper understanding of what the major can do. Thankfully I have been inside a plant before, due to my father's previous occupation, however everyone is not granted this opportunity.

The third and final recommendation is more of a career service suggestion rather than the department. I believe career services should try to collaborate more with the TCO department to bring more companies to the college fairs. I have found in my years at Mercer for the career fairs to be weak for TCO majors. The main reason why I went to them was because there was usually an incentive for attending, such as extra credit.

# Heuristic Evaluation

# Heuristic Evaluation Report

## My Honor Society Induction Management System

Prepared for:

Date: 28 May 2013

Prepared by: Nakita James, Technical Communications Intern

# Heuristic Evaluation Overview

## Introduction

This heuristic evaluation was completed as an introductory assignment for the graduation-required internship at the national headquarters of Alpha Lambda Delta honor society. Some of the functions current chapter advisors use My Honor Society are to send out invitations to qualifying students, sell organization merchandise, and keep track of students' acceptances or rejections. From the information provided by supervisor Lee Greenway, the users of the My Honor Society system are very diverse in age, lifestyle, and technical background. No matter how much the users of My Honor Society vary, each one of them can benefit from using the system, making sending out emails and reminders to multiple recipients without having to input individual email addresses.

## Purpose

The purpose of this heuristic evaluation is to identify key problem areas in the My Honor System database to make user experience more enjoyable. This report can be used as a building block for a future revisions to the current version of instruction.

## Methodology

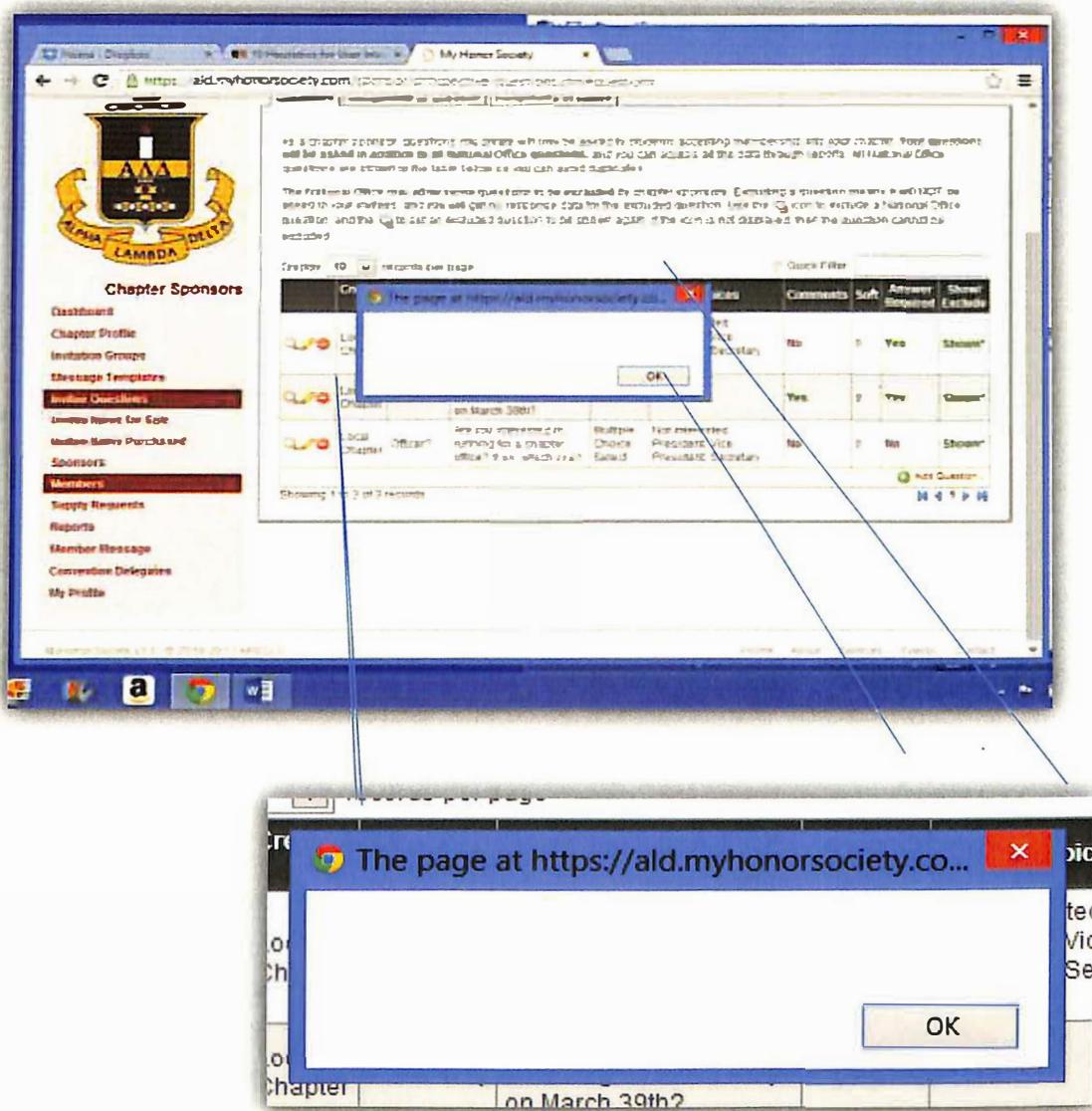
In order to effectively simulate the varying types of users, several attributes of users were considered. The attributes included age, technical background, and lifestyle, and they were used to evaluate the ease of logging in to My Honor Society, setting chapter dues, updating chapter information, invitation tracking, sending messages, and using the late acceptance feature.

## Heuristic Evaluation Findings

### High Priority Issues

- Error Prevention & Help Users Recognize, Diagnose, and Recover from Errors - When a user is in the Invitee Questions, and decides to go to any other option in the left side menu, a blank dialogue box appears. This box can cause great confusion and it should not happen. Once the user clicks on the "OK" button, the Invitee Items for Sale page appears. This should be fixed as soon as possible. (This is an issue using Google Chrome)

Figure 1: Blank Dialogue Box



- Editing and Creating Templates (This is an issue using Internet Explorer)– When a user uses Internet Explorer to work in My Honor Society, he or she will not be able to edit or create a message template.

Figure 2: Using Internet Explorer to work in MHS will not allow any text to be entered in the Message (HTML) section.

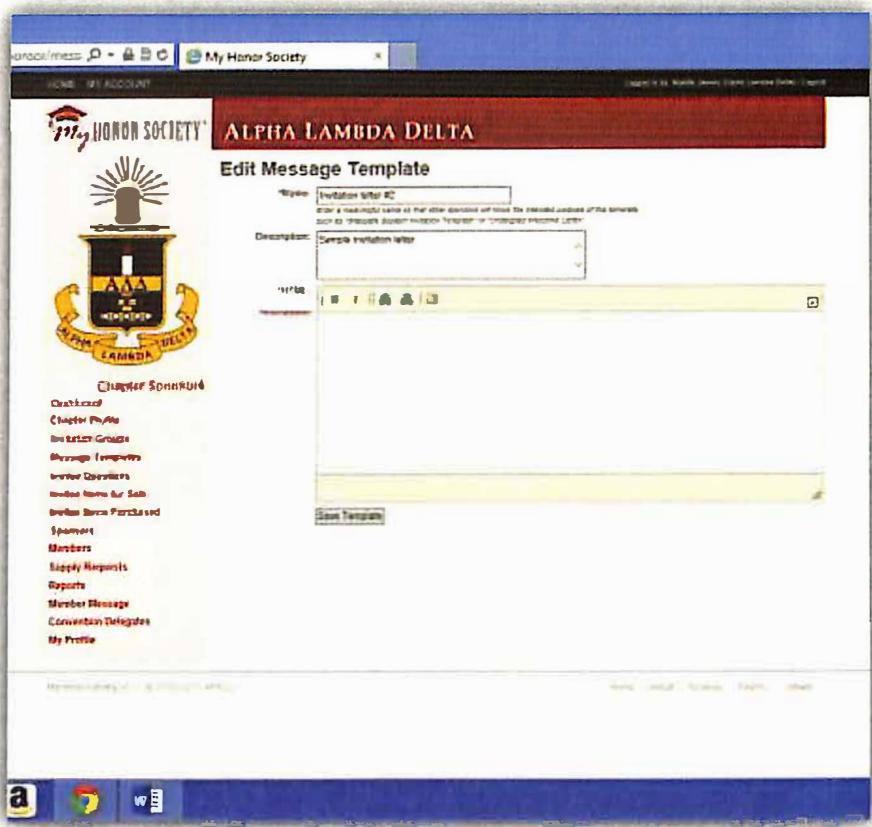
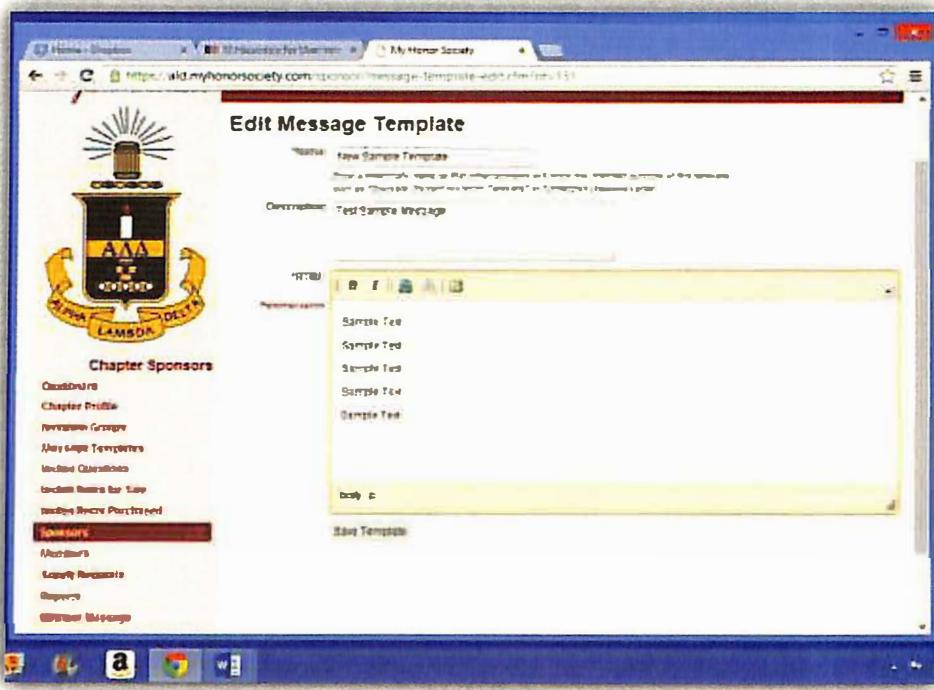


Figure 3: Using Chrome to work in MHS will allow for changes in the HTML box



### Medium Priority Issues

- Explain why users should not create new invitation groups. They should only update groups, and only create new groups for individual recruiting periods, or not at all – it is up to the advisor.
- Understanding how to use the filter operators.

### Low Priority Issues

- Provide the link to the updated version of the MHS manual on the dashboard portal.

Chapter Sponsors

Open Invitations

New Invitation Group

	Group Name	Invites	Accepted to Date	Accepted w/ Dues Waived*	Invitations Close	Induction Date
	New 2013 Group	7	0	0	6/6/2013 11:59 PM	6/1/2013

After the invitation period opens, users will be required to pay the National Dues for the student by either choosing a credit card or clicking the National Dues button to deduct from their Charter Dues. Read more about Charter Dues Requirements.

Invittee Items Pending Fulfillment

This table lists invittee item purchases that require shipping and have not yet been marked fulfilled. Click the to mark the item as fulfilled and hide it from the dashboard. You can always view your complete history on the Invittee Items Purchased page.

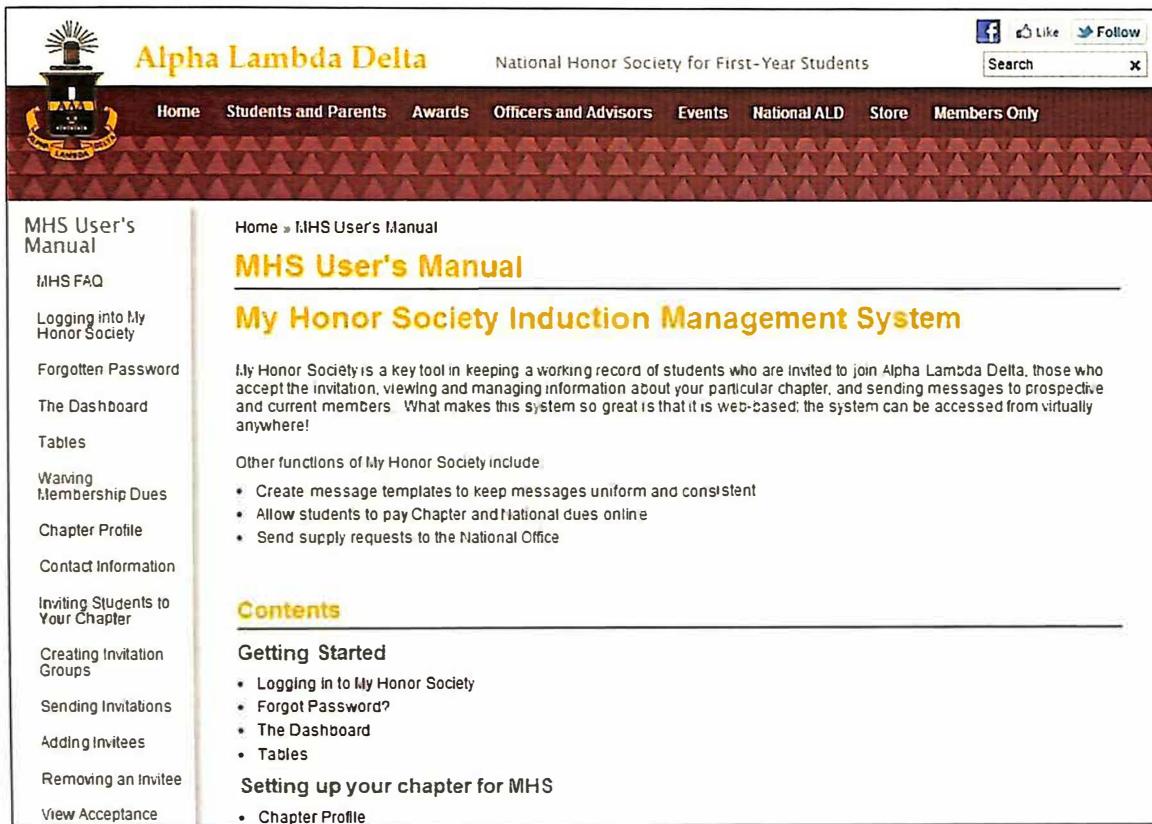
Date	Item	Qty	Ship To
(Nothing to display)			

Induction Management System User Manual (.pdf) rev. Oct. 2010

## Conclusion

My Honor Society appears to be a good system, full of useful features for chapter advisors to use. There are some issues, but nothing comes without issues. Thankfully, the issues in My Honor Society are fixable. It is my goal that the findings will provide a base to start on effective instruction for the My Honor Society system.

# My Honor Society User Manual



The screenshot shows a website for Alpha Lambda Delta, the National Honor Society for First-Year Students. The header features the society's name in yellow, a crest with a torch, and a red navigation bar with links for Home, Students and Parents, Awards, Officers and Advisors, Events, National ALD, Store, and Members Only. The main content area is titled "MHS User's Manual" and "My Honor Society Induction Management System". It includes a sidebar with links for MHS User's Manual, MHS FAQ, Logging into My Honor Society, Forgotten Password, The Dashboard, Tables, Waiving Membership Dues, Chapter Profile, Contact Information, Inviting Students to Your Chapter, Creating Invitation Groups, Sending Invitations, Adding Invitees, Removing an invitee, and View Acceptance. The main content discusses the system's purpose and includes a list of other functions and a "Contents" section.

**Alpha Lambda Delta** National Honor Society for First-Year Students

Home Students and Parents Awards Officers and Advisors Events National ALD Store Members Only

MHS User's Manual

Home » MHS User's Manual

## MHS User's Manual

### My Honor Society Induction Management System

My Honor Society is a key tool in keeping a working record of students who are invited to join Alpha Lambda Delta, those who accept the invitation, viewing and managing information about your particular chapter, and sending messages to prospective and current members. What makes this system so great is that it is web-based: the system can be accessed from virtually anywhere!

Other functions of My Honor Society include:

- Create message templates to keep messages uniform and consistent
- Allow students to pay Chapter and National dues online
- Send supply requests to the National Office

### Contents

#### Getting Started

- Logging in to My Honor Society
- Forgot Password?
- The Dashboard
- Tables

#### Setting up your chapter for MHS

- Chapter Profile

The screenshot shows the Alpha Lambda Delta website with a red and gold color scheme. The top navigation bar includes links for Home, Students and Parents, Awards, Officers and Advisors, Events, National ALD, Store, and Members Only. The Members Only link is underlined, indicating it is the active page. On the far right of the top bar are social media links for Facebook, Twitter, and YouTube, along with a search bar. The main content area has a red header with the text "Logging into My Honor Society" and "MHS Users Manual". Below this, a sub-header reads "Logging into My Honor Society" in yellow. A sub-instruction says "Logging in to My Honor Society is the first step to using the system." A numbered list begins with "1. In your web browser of choice, go to <https://ald.myhonorsociety.com>". The right side of the page features a "Login" form with fields for "Society" (set to "Alpha Lambda Delta"), "Email", "Password", and "Login" and "Forgot Password?" buttons. A note at the bottom of the form area states: "Notice to Alpha Lambda Delta members uninvited prior to 2011: Currently, the MHS system is used only by new ALD members. All the members invited prior to 2011 cannot login to the system, but are welcome to visit the website at [ald.myhonorsociety.com](http://ald.myhonorsociety.com). As far as we know, if you are a member and are invited to a chapter, you are invited to join the chapter and do not receive logging in. If you wish to verify your membership in ALD in order to apply for a scholarship or leadership, you should contact the National Office at [ald@nationalald.org](mailto:ald@nationalald.org) or call 1-800-342-1941."

Logging into My Honor Society

Home » MHS Users Manual » Logging into My Honor Society

**Logging into My Honor Society**

Logging in to My Honor Society is the first step to using the system.

1. In your web browser of choice, go to <https://ald.myhonorsociety.com>

**Login**

Please select your Honor Society and enter your email address and password to continue

Society: Alpha Lambda Delta

Email:

Password:

**Login** [Forgot Password?](#)

Notice to Alpha Lambda Delta members uninvited prior to 2011:  
Currently, the MHS system is used only by new ALD members. All the members invited prior to 2011 cannot login to the system, but are welcome to visit the website at [ald.myhonorsociety.com](http://ald.myhonorsociety.com). As far as we know, if you are a member and are invited to a chapter, you are invited to join the chapter and do not receive logging in. If you wish to verify your membership in ALD in order to apply for a scholarship or leadership, you should contact the National Office at [ald@nationalald.org](mailto:ald@nationalald.org) or call 1-800-342-1941.

2. Type in your log-in information. Log-in information consists of your e-mail address (the address that is on file with the National Office) and a password. Then click the Login button located under the Password field

If you're not sure which e-mail address is on file with National ALD, you can e-mail [ald@nationalald.org](mailto:ald@nationalald.org).

[Forgot your Password? Click here to learn how to reset your password.](#)

The image shows the header of the Alpha Lambda Delta website. It features the organization's name "Alpha Lambda Delta" in yellow text with a red outline, accompanied by a small crest logo. Below the name, it says "National Honor Society for First-Year Students". To the right are social media links for Facebook and Twitter, and a search bar. The navigation menu includes links for Home, Students and Parents, Awards, Officers and Advisors, Events, National ALD, Store, and Members Only.

## Tables

IHS FAQ

Logging into My Honor Society

Forgotten Password

The Dashboard

## Tables

Waiving Membership Dues

Chapter Profile

Contact Information

Inviting Students to Your Chapter

Creating Invitation Groups

Sending Invitations

Adding Invitees

Removing an Invitee

View Acceptance

Home > IHS User's Manual > Tables

## Tables

Most sections of IHS contain a data table which displays pertinent information. All of the tables work in the same basic manner. We'll look at the "Sponsors" table to examine the components:

- The Column Chooser allows you to choose which columns of information appear in the table. Clicking the down arrow will display a list of available columns, from which you can choose the ones you would like to view. Placing a check next to the column name makes that column appear in the table. Removing a check removes the column.

The image shows a screenshot of a data table titled "Sponsors". The table has columns for First, Last, Dept., Pos., and various email and phone fields. Above the table is a "Column Chooser" dropdown menu with checkboxes for "Title", "First", "Last", "Middle", "Suffix", "Institution", "Dept", "Pos", "Email", and "Phone". A red circle highlights this menu. At the bottom of the table, there is a "Create New Sponsor" button.

First	Last	Dept.	Pos.	
km	Asmine		Copponsor	km@nra.org
Glenda	Enwood		Assistant Sponsor	glenda@nra.org
Lee	Greenway		Primary Sponsor	lee@nra.org
Chrissie	Kutchison	Engineering	Copponsor	chrissie@nra.org
Natalie	James	Technical Communications	Primary Sponsor	natalie@nra.org
Jason	MacBain		Assistant Sponsor	trash@nra.org
Mark	Rock	Athletics	Primary Sponsor	mark@nra.org
Elaine	Robinson		Instruction President	elaine2@nra.org
Susie	Sponsor		Primary Sponsor	susie@nra.org
Test	Test		Copponsor	asd@asd.com

Showing 1 to 10 of 12 records

Create New Sponsor

# 90<sup>th</sup> Anniversary Brochure

## Tradition, Honor, & Excellence



"Alpha Lambda Delta has provided me with a sense of place and identity on my college campus."

-Anna M Knestaut,  
2011 Fellowship



"My experiences with ALD are those that make college fulfilling and therefore memorable beyond classrooms."

-Steven Quan, 2010  
Trow

"I have developed into a more motivated individual based on my peers, community, and pride in having Alpha Lambda Delta on my resume."

-Amelia Osiecki, 2013 Stemler

Alpha Lambda Delta has encouraged me to maintain a high standard of achievement in my educational career, and to develop goals that will assist me in my future career.

-Kayla Albright, 2012 Trow



"I can positively say that my involvement in Alpha Lambda Delta was the single most influential activity of my undergraduate career."

-Dillon Etter,  
2013 Fellowship

"For me, Alpha Lambda Delta... was an organization that embraced the abilities of first year students and took interest in the further growth of their academic careers."

-Donna Ojetta Tillis,  
2011 Fellowship

## Alpha Lambda Delta

DETACH THIS FORM &  
RETURN IT TO THE  
ADDRESS BELOW:

National Alpha Lambda Delta  
P.O. Box 4403  
Macon, GA 31208-4403

Alpha Lambda Delta is a 501 (c) 3 Non-Profit  
Organization.  
Your gift, therefore, is tax-deductible as allowed  
by law. For more information, contact National  
Alpha Lambda Delta at 800.941.1111.  
Thank you for supporting ALD.

Yes, I would like to support Alpha Lambda Delta's goals of Tradition, Honor, and Excellence by contributing to the Perpetual Fellowship Fund. Enclosed, please find my tax-deductible gift of \$ \_\_\_\_\_.

PLEASE MAKE CHECKS PAYABLE TO "ALPHA LAMBDA DELTA"

DONOR INFORMATION  
(Circle One) Chapter Member, Alumni, Friend, Advisor

Named/College/where included: \_\_\_\_\_

Induction Year: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_



Since 1924,  
Alpha Lambda Delta has...

- Grown to over 260 chapters nationwide
- Initiated over 850,000 students
- Increased the Perpetual Fellowship Fund to over \$3 million
- The Perpetual Fellowship Fund gives the organization the ability to present 35 undergraduate scholarships and 23 graduate fellowships.

Grant future Alpha Lambda Delta members the same opportunity that was given to you.

**Donate Today!**



How to Contribute



**Alpha Lambda Delta**



**Celebrating 90 Years**  
**1924 - 2014**

# 90<sup>th</sup> Anniversary Postcard

Alpha Lambda Delta  
National Honor Society for First-Year Students  
P.O. Box 4403  
Macon, GA 31208-4403

NONPROFIT  
U.S. POSTAGE  
PAID  
MAIL SORT  
MACON 31201



Join the Celebration!





The 90th Anniversary of Alpha Lambda Delta is quickly approaching. We want to make sure you will receive all of our communications about the anniversary, so please go to <http://weblink.donorperfect.com/ALDContact> to update your contact information.

**Join the Celebration - Update your Information Today!**

ALPHA LAMBDA DELTA | Celebrating 90 Years of Academic Excellence

# 90<sup>th</sup> Anniversary Fundraising Letters

February 10, 2014

Dear [Saint Vincent College alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Alice Kaylor has served as advisor for the Saint Vincent ALD chapter since 2001. During her time as advisor, over 3,600 students have been initiated into Alpha Lambda Delta at Saint Vincent College. There have been numerous fellowships, scholarships, and awards received by Saint Vincent students under the encouragement of Dr. Kaylor. Dr. Kaylor also serves as the Dean of Studies at Saint Vincent College.

The Saint Vincent College chapter has won the Order of the Torch award in 1998, 2003, 2009 and most recently, 2013. This chapter has been very active with many service projects, including visiting various nursing homes, collecting stuffed animals for children, and volunteering for the American Cancer Society.

Alpha Lambda Delta wants to recognize Dr. Alice Kaylor for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Kaylor through Alpha Lambda Delta at Saint Vincent College, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Dr. Alice Kaylor. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Alice Kaylor.

Sincerely,

February 10, 2014

Dear [University of Oklahoma alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member in 2014. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Alice Lanning served as advisor for the Oklahoma ALD chapter from 2001 until 2010. During her time as advisor, over 3,600 students were initiated into Alpha Lambda Delta at the University of Oklahoma. A professor of music, Dr. Lanning served as the First Year Experience program director and was instrumental in activating the Oklahoma ALD chapter. Dr. Lanning received the National Outstanding Advisor of the Year award for the 2009-2010 academic year. There have been eight fellowship winners, 12 Trow Scholarship winners, and one Stemler Award winner under the encouragement of Dr. Lanning.

The University of Oklahoma ALD chapter has received the Order of the Torch award in 2006 and 2010. Some of the service projects facilitated by this chapter include nursing home visits, collecting books for children, and community clean-up days after tornadoes struck Oklahoma.

Alpha Lambda Delta wants to acknowledge Dr. Alice Lanning for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Lanning through Alpha Lambda Delta at the University of Oklahoma, you should have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Dr. Alice Lanning. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at [www.weblink.donorperfect.com/ALDGiving](http://www.weblink.donorperfect.com/ALDGiving). If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Alice Lanning.

Sincerely,

Emily Day  
Trow Scholarship winner, 2004-2005  
University of Oklahoma, 2007

February 10, 2014

Dear [Ohio University alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Herman "Butch" Hill has served as advisor for the Ohio ALD chapter from 2001. He plans to retire at the end of 2014. During his time as advisor, over 6,000 students have been initiated into Alpha Lambda Delta at Ohio University. Dr. Hill has been a strong advocate for students in his campus role as Ombudsman and Director of the Cutler Scholarship Program. Dr. Hill received the National Outstanding Advisor of the Year award in 1994. There have been a number of fellowship winners, Trow, and Stemler Award winners under the encouragement of Dr. Hill.

The Ohio University ALD chapter has won the Order of the Torch award four times – 1995, 1998, 2001, and most recently, 2009. The chapter participates in many activities during the academic year, including hosting a charity dinner and volunteering for Habitat for Humanity.

Alpha Lambda Delta wants to recognize Dr. Hill for his service by naming a scholarship in his honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Hill through Alpha Lambda Delta at Ohio University, you should have the opportunity to contribute to the ALD Perpetual Fellowship Fund in his honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Dr. Hill. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Herman "Butch" Hill.

Sincerely,

February 10, 2014

Dear [Louisiana State University alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Ms. Elva Bourgeois has served as advisor for the Louisiana State University ALD chapter since 1984. During the past 30 years, over 9,100 students were initiated into Alpha Lambda Delta at LSU. Ms. Bourgeois received the Outstanding Advisor of the Year award in 1990 for her dedicated work for Alpha Lambda Delta. There have been also been a number of fellowship and Trow scholarship recipients under the encouragement of Ms. Bourgeois. When not serving as advisor for ALD, Ms. Bourgeois serves as Undergraduate Coordinator and Instructor.

Alpha Lambda Delta wants to recognize Ms. Elva Bourgeois for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Lanning through Alpha Lambda Delta at the Louisiana State University, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Ms. Elva Bourgeois. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Ms. Elva Bourgeois.

Sincerely,

Stephen Moret  
Louisiana State University  
Student Member-at-Large, 1992-1994  
Fellowship Winner  
Harvard University, MBA

February 10, 2014

Dear [University of South Carolina alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Since 1988 until 2013, Harrison Greenlaw served as the chapter advisor for Alpha Lambda Delta and as the Director of Orientation for the University of South Carolina. During those 25 years, over 12,500 students were inducted into Alpha Lambda Delta at USC. Harrison was an active chapter advisor; he worked with the chapter officers, encouraged students to apply for fellowships and scholarships, attended numerous workshops, often bringing gifts to share and wear at the Nashville Wildhorse Saloon. In the 1996-1997 academic year, Greenlaw received the National Outstanding Advisor of the Year award. Under the encouragement of Greenlaw, 15 USC students received ALD fellowships, and 23 from USC students received Trow scholarships.

The USC Alpha Lambda Delta chapter is a five-time recipient of the Order of the Torch award, winning more times than any other chapter in the nation. The ALD chapter is very active, from facilitating numerous service projects, to participating in "Move-In Crew," to running the annual USC Challenge, an academic team competition among South Carolina high schools.

Alpha Lambda Delta wants to acknowledge Harrison Greenlaw for his service by naming a scholarship in his honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Mr. Greenlaw through Alpha Lambda Delta at the University of South Carolina, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in his honor.

Please join us in making a donation to Alpha Lambda Delta in honor of Mr. Harrison Greenlaw. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at [www.weblink.donorperfect.com/ALDgiving](http://www.weblink.donorperfect.com/ALDgiving). If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Mr. Harrison Greenlaw.

Sincerely,

Brittany Sheppe Wells  
University of South Carolina, 2005  
ALD National Council 2003-2006

Dan Burk  
University of South Carolina, 2005  
ALD National Council 2005-2008

February 10, 2014

Dear [University of Maryland alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Kathy Beardsley served as advisor for the Maryland ALD chapter from 1989 to 2013. During her tenure as chapter advisor, over 12,500 students were initiated into Alpha Lambda Delta at the University of Maryland. In 1991, Dr. Beardsley was named National Outstanding Advisor of the Year. She also served on the Alpha Lambda Delta National Council from 2002 to 2006.

The ALD chapter at Maryland won the Order of the Torch in 1998, 2004 and 2012. Since 1989, 28 University of Maryland students have won Alpha Lambda Delta fellowships totaling over \$90,000. Eighteen undergraduates have won Trow Scholarships since 1999, and just last year, three Maryland students won Stemler Study Abroad Scholarships to assist in their world-broadening education.

Alpha Lambda Delta wants to recognize Dr. Kathy Beardsley for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Beardsley through Alpha Lambda Delta at the University of Maryland, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join us in making a donation to Alpha Lambda Delta in honor of Dr. Kathy Beardsley. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at [www.weblink.donorperfect.com/ALDGiving](http://www.weblink.donorperfect.com/ALDGiving). If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Kathy Beardsley.

Sincerely,

Kyle Beardsley  
Fellowship winner  
Duke University

Eric Young  
Student Member-at-Large  
City Manager

February 10, 2014

Dear [Indiana University-Purdue University Indianapolis alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Ms. Lisa Ruch served as advisor for the IUPUI ALD chapter since 1998. During her time as advisor, over 2,900 students have been initiated into Alpha Lambda Delta at IUPUI. Ruch is also the Director of Academic Affairs for the Honors College at IUPUI. There have been five fellowship, 10 Trow scholarship winners, and three Stemler scholarship winners under the encouragement of Ms. Ruch.

The IUPUI Alpha Lambda Delta chapter has won the Order of the Torch award in 2003, 2007, and most recently 2011. This award is given to chapters who demonstrate their hard work effectively through a scrapbook. This chapter has been very active, facilitating a coat drive, participating in Relay for Life, and creating valentines for ill children.

Alpha Lambda Delta wants to acknowledge Ms. Lisa Ruch for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Lisa through Alpha Lambda Delta at IUPUI, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Ms. Lisa Ruch. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Ms. Lisa Ruch.

Sincerely,

Dillon Etter  
Indiana University – Purdue University Indianapolis  
Fellowship, Trow & Stemler Winner  
Student Council Member 2009-2013

February 10, 2014

Dear [Otterbein University alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Lois Szudy has served as advisor for the Otterbein University ALD chapter since 1998. During her time as advisor, over 1,400 students have been initiated into Alpha Lambda Delta at Otterbein. In addition to advisor, Szudy serves as Otterbein's head librarian, and served a term on the Alpha Lambda Delta National Council. While the Otterbein chapter is relatively small, there have been five fellowship winners, and 10 Trow Scholarship winners under the encouragement of Lois.

The Otterbein chapter is a three-time recipient of the Order of the Torch award, winning the award in 2002, 2006, and 2010. The chapter participates in various activities during the academic year, including organizing picnics for the homeless, volunteering for the Columbus Zoo, and collecting food for needy families on Thanksgiving.

Alpha Lambda Delta wants to recognize Ms. Lois Szudy for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Ms. Szudy through Alpha Lambda Delta at Otterbein, you should have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Ms. Lois Szudy. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at [www.weblink.donorperfect.com/ALDGiving](http://www.weblink.donorperfect.com/ALDGiving). If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Ms. Lois Szudy.

Sincerely,

Angie Congrove Wilyerd  
Otterbein University  
Chapter President  
Student Member-at-Large

February 10, 2014

Dear [Morningside College alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Marty Knepper has been advisor for the Morningside College ALD chapter since 1991. Dr. Knepper is the English department Chair at Morningside College as well. During 23 years as advisor, over 700 students have been initiated into Alpha Lambda Delta at the Morningside. There have been one fellowship winner, 13 Trow Scholarship winners, and two Stemler Award winners under the encouragement of Dr. Knepper. Dr. Knepper received the National Outstanding Advisor of the Year from Alpha Lambda Delta for the 2010 academic year.

The Morningside College ALD chapter has won the Order of the Torch award in 2001, 2007, and most recently, 2011. This award is given to chapters to recognize their hard work in the past academic year. One of the many activities sponsored by Morningside included a kids' poetry event held during National Poetry Month.

Alpha Lambda Delta wants to acknowledge Dr. Marty Knepper for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Knepper through Alpha Lambda Delta at the Morningside College, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Dr. Marty Knepper. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Marty Knepper.

Sincerely,

Kelci Teut  
Morningside College  
Chapter President  
Student Member-at-Large, 2010-2013  
Fellowship Winner

February 10, 2014

Dear [Transylvania, Eastern Kentucky, and Kentucky alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Mike Nichols has served as advisor for the University of Kentucky (1983-1992,) Eastern Kentucky (2005-2009,) and Transylvania University ALD chapters (2009-present). At Kentucky, over 850 students were inducted into ALD during Nichols' time. While at Eastern Kentucky, not only did more than 300 students join Alpha Lambda Delta, but Mike is responsible for founding the chapter. Over the past five years, over 300 students have been initiated into Alpha Lambda Delta at Transylvania University. The Transylvania chapter was also founded by Nichols. When you combine all three induction totals, over 14,000 students have joined ALD with Dr. Nichols as their advisor. There have been a number of fellowship and scholarship recipients at the three universities under the encouragement of Dr. Nichols. Dr. Nichols was named Outstanding Advisor of the Year for the 2011 academic year. Mike Nichols has been the editor of Alpha Lambda Delta's yearly magazine, "The Flame," since 1994. At Transylvania University, Dr. Nichols is a visiting professor of Psychology.

Alpha Lambda Delta wants to recognize Dr. Mike Nichols for his service by naming a scholarship in his honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Nichols through Alpha Lambda Delta at Kentucky, Eastern Kentucky, or Transylvania University, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in his honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Mr. Mike Nichols. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Mike Nichols.

Sincerely,

Lee Greenway

February 10, 2014

Dear [University of Texas – San Antonio alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Pat Graham has served as advisor for the University of Texas-San Antonio ALD chapter since 1981. Since then, over 1,700 students were initiated into Alpha Lambda Delta at UTSA. There have been eight fellowship winners, 12 Trow Scholarship winners, and one Stemler Award winner from UTSA under the encouragement of Dr. Graham. Dr. Graham was also the National President for Alpha Lambda Delta from 1997 to 2003. Upon the end of her six-year term as National President, the National Council of Alpha Lambda Delta honored Dr. Graham by establishing a fellowship in her name. When she is not working on Alpha Lambda Delta business, Dr. Graham serves as the Executive Director for Special Events at UTSA.

The University of Texas-San Antonio chapter has received the Order of the Torch award in 1990, 1999, and 2012. This chapter has been busy participating in various service projects, including working with Habitat for Humanity, holding a food drive, and volunteering for the American Heart Association.

Alpha Lambda Delta wants to acknowledge Dr. Pat Graham for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Graham through Alpha Lambda Delta at the University of Texas-San Antonio, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Dr. Pat Graham. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Pat Graham.

Sincerely,

Jacqueline Carver  
University of Texas – San Antonio, 1987

February 10, 2014

Dear [North Carolina A&T alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Sandrea Williamson has served as advisor for the North Carolina A&T University chapter since 2001. During her time as advisor, over 1,600 students were initiated into Alpha Lambda Delta at North Carolina A&T. Sandrea currently serves as the Assistant Director of the University Honors Program at North Carolina A&T, and received the National Outstanding Advisor of Year in 2007 - 2008. There has been one fellowship and five Trow scholarship recipients from NC A&T under the encouragement of Mrs. Williamson.

The ALD chapter at North Carolina A&T has received the Order of the Torch two times – in 2005 and 2009. This chapter is active, facilitating many great service projects. Some of these projects include voter registration drives, a Christmas party for ill children in the hospital, and the collection and delivery of books to children in Ghana.

Alpha Lambda Delta wants to recognize Mrs. Williamson for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Sandrea through Alpha Lambda Delta at North Carolina A&T, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Mrs. Sandrea Williamson. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Mrs. Sandrea Williamson.

Sincerely,

February 10, 2014

Dear [Purdue University alum],

Ninety years. 32,872 days. Almost 800,000 hours. That's how long Alpha Lambda Delta has been recognizing exceptional students throughout the United States. Since its founding in 1924, Alpha Lambda Delta has promoted academic excellence. During this 90th anniversary year, Alpha Lambda Delta will induct its 1,000,000<sup>th</sup> member. This accomplishment alone calls for celebration! In addition, every year nearly \$200,000 in financial assistance is awarded to more than 75 outstanding undergrad and graduate students to further their collegiate careers. These scholarships and fellowships are only possible because of the contributions from people who believe in the true value of education. Alpha Lambda Delta is now inviting you to participate in the celebration of the 90<sup>th</sup> anniversary!

Dr. Susan Huffman served as advisor for the Purdue ALD chapter since 1984. During her time as advisor, over 10,300 students have been initiated into Alpha Lambda Delta at Purdue University. Dr. Huffman is currently serving as National President of Alpha Lambda Delta. There have been 17 fellowship winners, and 17 Trow Scholarship winners under the encouragement of Dr. Huffman. When Dr. Huffman isn't advising ALD members, she is the Assistant Director of On-Campus Housing at Purdue.

The Purdue University ALD chapter has won the Order of the Torch award in 2000, 2004, 2008, and most recently 2012. The chapter proves to be very active, participating in many service projects. These projects include facilitating a toy drive, making blankets for the local children's hospital, and volunteering for Salvation Army.

Alpha Lambda Delta wants to recognize Dr. Susan Huffman for her service by naming a scholarship in her honor. At the July 2013 National Council meeting, National Alpha Lambda Delta adopted a gifting policy that allows a \$1000 scholarship to be named after a person if \$20,000 is raised for the Perpetual Fellowship Fund. Because of your relationship with Dr. Huffman through Alpha Lambda Delta at the Purdue University, you now have the opportunity to contribute to the ALD Perpetual Fellowship Fund in her honor.

Please join me in making a donation to Alpha Lambda Delta in honor of Dr. Susan Huffman. You can make a contribution by writing a check and sending it to National Alpha Lambda Delta, P.O. Box 4403, Macon, GA 31208, or by making an online donation at <http://weblink.donorperfect.com/ALDGiving>. If you would like to make a pledge for the 90<sup>th</sup> Anniversary, please fill out the enclosed pledge card. To keep up with the latest information regarding Alpha Lambda Delta, please visit [www.nationalald.org](http://www.nationalald.org). I'm positive you will be pleased with the progress the organization is making.

Thank you for your support of future Alpha Lambda Delta members who will benefit from these scholarship funds, and for your recognition of Dr. Susan Huffman.

Sincerely,

Julia Eddleman  
Purdue University  
Marketing Director, Proctor & Gamble

# Journal

## Internship Journal

### 15-Aug-2013

Posted by Nakita James at Wednesday, August 21, 2013 11:22:18 AM EDT

Today was the last day of the internship. It has been a great experience, with the good and the bad times. Today was an easy day, I just did more gathering of the materials that I need for the presentation. I was happy to finish those letters yesterday, it was like getting out of a long, dark tunnel. For lunch, I chose to go to Texas Roadhouse. I figured that that was a good place to go, since they have a diverse menu (sort of.) I really enjoyed myself. After lunch, we went back to the office, and since I didn't have too much to do, I helped Catherine, the office assistant with some of her assignments.

### 14-Aug-2013

Posted by Nakita James at Wednesday, August 21, 2013 11:07:51 AM EDT

Today I finished the letters!!!!!! It was a long hard road, partially because I didn't see why I was writing the complete letters. I am so glad to be done with the assignment, it is such a weight lifted off my shoulders. I have learned an important lesson with these letters: Always expect to do more than what you are aware of. I was not ready to do this, and I believe that feeling messed up my productivity. My attitude is another thing that I have to control; I still have to do the work, so I might as well get over myself. I should have been done with the letters, but my attitude made the assignment longer than what was necessary. Glenda seemed pleased with the final products, and really that is all that matters. Tomorrow is my last day of the internship, and Glenda has given me the great honor of choosing of the location of lunch. After lunch, I started to work on gathering all the materials I need for the presentation. I also went up to Mercer to the TCO department to review old intern portfolios and posters.

### 12-Aug-2013

Posted by Nakita James at Monday, August 12, 2013 2:21:10 PM EDT

The battle with these letters appears to be never-ending. At first, I just thought I was writing the skeleton of the fund-raising letters, but everyday it appears that I am writing all of the letters. I know this is common practice in many job settings, I just was not ready I guess.

One sentence of ranting is enough. The letters are coming along, I didn't think I would have to do so much research to complete these letters. It's pretty frustrating because I have no idea what I am talking about, but with all things, I have to keep going.

I am going to attempt to get into the TCO student study room sometime this week to see old presentations. I tried to do this last week, but when I got up to the Science & Engineering building, I was very unsuccessful because the keypad codes had changed and someone was not willing to give me the code. I got an email from Dr. Grady after I left the SEB, but I will try that code very soon.

With this being that last week of the internship, my main focus is on what's going to happen to me after this week. Right now all I can think of is going home for a little bit. I definitely do not want to stay home for a while. A game plan will soon be constructed.

**7-Aug-2013**

Posted by Nakita James at Thursday, August 8, 2013 10:04:51 AM EDT

So most of the letters for the specific advisors and schools are complete. As I have said earlier, I plan on going through each one on Wednesday and Thursday and making sure that they are correct. Today Lee and I worked on the donation and contact update webpage through DonorPerfect. Since these were templates through DonorPerfect, there was not much to do except select the layout we wanted. The purpose of the postcard I created a few weeks ago was to inform Alpha Lambda Delta alum about the upcoming 90th Anniversary, and to encourage them to go to a website to update contact information. The updated contact information would ensure that the alum would receive the information.

The purpose of the brochure I created before the postcard was to encourage alums to donate to the Perpetual Fellowship Fund, which is the place scholarship and fellowship money comes from. On the brochure I mention a website that people could go to if they wanted to make a contribution online, instead of mailing it in. There is another space, which will be a QR code, that people can scan with their smartphone or tablet to watch a video from a student who has won three scholarships from Alpha Lambda Delta. In his video, he is supposed to appeal to the viewers the importance to donating.

I am excited for the 90th Anniversary of ALD although I will not be here by the time things really kick off. I feel that it will be a successful campaign.

**5-Aug-2013**

Posted by Nakita James at Tuesday, August 6, 2013 10:03:57 AM EDT

It's the last two weeks of this internship, and so far I can truly say that I have enjoyed my time working for Alpha Lambda Delta. But I absolutely abhor writing these letters. As much as I know that I do not want to write them, I know that I have to. My biggest issue with writing them is that I don't believe I have enough background knowledge to actually write this effectively. It pretty much took all day to get the skeleton letter to be what it needed to be, but I was glad that the task was pretty much done. I did not want to take working on the major parts of the letter into the next day.

Tomorrow (06 Aug) I am going to attend the "Career Women Networking" (I think) luncheon. Glenda thought it would be a good idea to bring the other student workers and me to this event. I do look forward to this, there could be some potential employers there. It does feel good that Glenda cares about us enough to bring us to the event. I know she didn't have to.

Since the "meat" of my letter is done, I will tailor each letter to each set of alumni I am sending it to. I should be finished with this by the end of the week. Next week shouldn't be too bad. I also want to visit the TCO study room and look at some old internship posters and portfolios.

**29-Jul-2013**

Posted by Nakita James at Monday, July 29, 2013 3:12:49 PM EDT

Today is the start of the last three weeks of my internship. It just kind of hit me today.

Anyway, today I completed the fact finding work I had to do before starting some of the fundraising letters. I am so tired from looking at the computer screen and sitting in the same place for hours. I know now I need a job where I am constantly moving. If I sit for too long it has been proven that I will get sleepy (in my classes, not while I am at work.) Now that I am finished, I still am not excited to write these letters. But there comes a time in everyone's life where they get assigned a task they do not want to do. I might as well experience it now. I'm pretty sure I have said something similiar to this before, oh well.

It was a quiet day in the office, with there only being me, Glenda and Lee. I felt pretty productive although it was boring work for the day. Tomorrow I should actually start working on the letters. I know this is pretty much my last assignment for my duration at the office. I have to end on a good note!

**24-Jul-2013**

Posted by Nakita James at Wednesday, July 24, 2013 3:59:50 PM EDT

After the field trip to Mail Sort yesterday, I learned that my design draft for the postcard follows all regulations. I am thankful, since I did spend some time in researching that. Now that I have finished the postcard, I am preparing to write some fundraiser letters. I am not excited about this, it takes me a while to write non-technical pieces. But it's all good, I will get the task done. Today I have been researching specific information about a dozen National Board Members. This information includes how long they have been an advisor, how many people have won scholarships or fellowships under their advisement, and how many students were inducted since they have been advisor. I don't mind data mining, but some of these numbers are going to be big. Hopefully I will be done with all the counting by the end of next week.

**23-Jul-2013**

Posted by Nakita James at Tuesday, July 23, 2013 10:59:01 AM EDT

Whew!!!! I have fell off a little bit with these journal entries. Well, since the last entry (15 Jul,) I have completed the brochure to my limitations, and I have also created a postcard. All that is left to do on the brochure is place a QR code. The brochure is designed to share the views of ALD members to older members, and to ask for money for the expansion of the scholarships and fellowships. When recipients scan the code on their smartphones or tablets, a donation screen should appear, as well as a link to a youtube video created by a two-time fellowship recipient. His video is to describe all the good things that Alpha Lambda Delta has done for him. The donation page will be made by DonorPerfect. I am pleased with the way the brochure turned out; I was a little nervous about it at first.

Now about this postcard. The purpose of the postcard is to encourage ALD members to log in to a website to confirm or edit their contact information. We plan to communicate with these people very soon about the 90th Anniversary next year. I am not sure the exact name of the site, but I hope this postcard "save the date" plan works. We are to take a small field trip soon to a mailing place (not the post office) that will go over the guidelines for postcards.

Besides these two tasks, there has not been much going on. For these last four weeks I plan to get back to my regular journal entries. My next task is to start working on some letters, I don't know if I described them earlier. If not, here it goes: There are several letters that will be sent out during this 90th Anniversary campaign. There will be a general letter to alumni, letters to specific members from certain chapters, and letters to alum that are expected to have the ability to make big donations. These letters are to move the alum to donate.

### **15-Jul-2013**

Posted by Nakita James at Monday, July 15, 2013 10:49:12 AM EDT

So I have received a little more clarification since the last blog. I am to create a brochure for the 90th Anniversary, create letter templates for asking for donations, and set up the donation webpage. These tasks will not be difficult to complete. I was just overwhelmed last week because I really did not know what to expect for this section of the internship. I started on the brochure last week, and my goal is to be finished with my draft by Wednesday. I think I can fulfill that deadline.

I am appreciative of the frustration I had last week because it shows that I do care about what I do. At the end of the day, I think it was a mix up in communication. I had a different idea of something than what Glenda had. This weekend was right on time because it gave me time to get away from work stress.

### **9-Jul-2013**

Posted by Nakita James at Tuesday, July 9, 2013 11:19:33 AM EDT

So yesterday I talked to Glenda about the marketing phase of this internship. I now feel overwhelmed. From the short discussion I had with her, I learned that I would be creating or editing (I really do not know) letters to be sent to past winners of scholarships and fellowships, helping to create a donation page for online giving, creating guidelines for the organization's twitter account, and create a 90th Anniversary brochure. Before this talk, I was only aware of the brochure and the website. The letters that I write have to be persuasive and encourage the reader to give money.

I am not quite sure how I can be held responsible for writing letters that sound personal, when I do not know much about the people. But I guess that could be used for an excuse for all of the tasks except the donation page. I don't mind not being led step by step on this work, but I feel so lost. Oh well, I gotta work, so no need to complain. I decided at the end of the day that I would have to talk to Lee when he got back into the office on Tuesday. Until then, I did what any other person who is confused about something should do: I went to Mercer's library to check out some books on writing fundraising letters. There is one book that I am quite pleased with; it has examples of different scenarios.

I talked to Lee as soon as I got in the office this morning. He basically told me that the letters and the brochure are my main priorities, and did not mention any of the other tasks Glenda told me. That's a slight relief, but I will be happy when I get into actually working on everything. Right now I'm just collecting research.

### **3-Jul-2013**

Posted by Nakita James at Monday, July 8, 2013 10:13:35 AM EDT

Today Dr. Grady visited my work site. Before the visit, I have to admit I was a little nervous, I really did not know what to expect. I figured it would not be too bad, but that didn't stop me from feeling the way I did. Dr. Grady arrived here around 11 am, and the meeting was not bad at all! I showed her the paper version of the manual that was created before I started working. I then pulled up the online version of what I have been working on from June. She seemed pleased with what I have done so far. There are only a few things I need to work on with the site until I am completely pleased with the outcome, and Lee has mentioned that I may have to create a few tutorial videos to go with the instruction. That's not an issue, I'm just waiting on the green light to start. I failed to mention that to Dr. Grady in the meeting, probably because of my nerves (haha).

The next phase of my internship is to work with the 90th Anniversary campaign for Alpha Lambda Delta. I do not know much about what exactly I will be doing. At one point I thought I was just going to create a brochure for the campaign, but I have a feeling that there will be much more involved. After the 4th of July holiday I will talk to Dr. Earwood to gain more insight into what I am doing. For this weekend, I will read a few articles on fund raising Dr. Earwood sent to my email. Even with the amount of uncertainty, I am ready to start work on the campaign.

### **24-Jun-2013**

Posted by Nakita James at Wednesday, June 26, 2013 1:46:14 PM EDT

It's now time to get back to work. As "productive" as I was last week, I have more work to do with Mura and Photoshop. I think I am starting to see the light at the end of the tunnel with this instructional. I look forward to ending this project, and starting the new one soon. From my understanding, I am going to be working on some promotional material for the organization's 90th anniversary campaign. I am excited to do this! I am a detailed person so I look forward to turning my ideas into reality.

Today was full of surprises. While at work last week, we noticed the next door house was having a "porch sale," with a portion of the items on sale for free. Elaine and I noticed a University of Alabama license plate in that portion, and we knew this was the perfect gift for Dr. Earwood, especially since she obtained her Bachelor's and Master's degree from Auburn (hehe). So we brought the plate back, and taped it on the wall near her diplomas. We figured she wouldn't notice it until at least Tuesday. Dr. Earwood noticed the plate within five minutes. She was certainly surprised, I don't know how pleased she was though.

Dr. Earwood came back from the conference bearing gifts for the four of us who remained in the office: San Francisco fleece jackets. I was very thankful; she really did not have to bring anything back.

Now back to work, I plan to be finished with the content of the instruction, including the screenshots, by the end of the week. I hope I reach that goal.

### **20-Jun-2013**

Posted by Nakita James at Wednesday, June 26, 2013 1:35:10 PM EDT

This has been a truly relaxing week since the "bosses" were out. The pages are coming along nicely, and I used this week to work along Elaine and Catherine. I like how everyone is easy to work with. Since nothing much is going on in the office, I plan to have a longer entry for next week.

### **17-Jun-2013**

Posted by Nakita James at Tuesday, June 18, 2013 3:38:18 PM EDT

So since this was Father's Day weekend, I decided to drive back home to be with my dad. What did this small 1.25 hour trip mean? No work was going to be done. It never fails. Every time I go home my days get so busy that it's almost impossible to work. I thought I was going to have some time on Saturday, however as soon as I got in the house I was greeted by the lovely aroma of barbecue ribs. My dad was grilling for my cousin's high school graduation party for later that day. I had no idea this was going on, and of course I have to go and support my cousin. So this Monday morning was filled with playing catch up... I got about 80 images edited and uploaded to the server, and I am uploading more and placing them tomorrow. Photoshop has not been that big of an issue, although it's been a while since I have used it. I've had some Photoshop knowledge prior to college, and I think that that's why it's not so hard for me to return to using the product. And what I don't know how to do, someone on the Internet is available to teach me, thanks to YouTube.

It's been a hectic day in the office, Lee and Dr. Earwood are going to San Francisco tomorrow, so they have been getting everything together for the conference. Whatever will I do without my daily walks?!?!? (just a joke) Some kind of way, we will manage. This week is dedicated to placing images in the proper places.

### **13-Jun-2013**

Posted by Nakita James at Friday, June 14, 2013 8:59:51 AM EDT

So last night at home I worked on a working list of all the screenshots and images I will need for the manual. I completed the first thing this morning at work. My list ended at number 126! I know that may or may not be a lot of images to use for a manual, but I definitely know that number is a lot to have to be edited for Photoshop. I am almost positive that this number will grow. I do want a lot of images in this manual, I feel like one of the reasons the past manual was not helpful was because users could not check their progress with pictures. It was much easier to call the National Office and just ask them to complete, or guide them through, a process. The editing I am working on is not difficult for the most part, I am simply adding a drop shadow to the images so that they will stand out a little bit. I also want the background to be transparent, but that isn't hard either. I also want to cut icons out and use them to identify the functions of the images.

Today, I only got through about 15 images, and that includes cropping what I needed, and then applying the drop shadow. I plan to do a lot of work at home this weekend, aiming to have about 50 images complete by Monday. That way I can complete at least one section of the manual in time before my supervisor, Lee, and the Executive Director, Dr. Earwood, go to San Francisco on Tuesday. If they want to show off the working section, they can.

Besides the time it takes to edit an image, another set back I have was a brief power outage. Apparently, something happened on the block of College Street between Forsyth Road and the Washington Library, and affected the areas north of that area. The power even went out at my apartment (a few blocks away from Orange Street). Since the power was out, the office made the executive decision to go to lunch. By the time we all got back the power was back on, but it surely had a damper on my work speed.

### **12-Jun-2013**

Posted by Nakita James at Wednesday, June 12, 2013 4:37:37 PM EDT

So today was a relatively productive day. I went through almost all of the pages I have created in Mura, and started a list of the specific images I need to edit and make ready for the site. So far, I think I will mainly use drop shadow and highlighting for emphasis. I played in Photoshop a little bit to get comfortable with the effects I want to use. I realized today that I need to write things down more to be productive, so I wrote down all the pages and marked them as I went through them for more corrections. Typing things was simply not enough for my brain, and when I rely on solely computers to get things done I get easily distracted. I'm really buckling down on this work and I feel very accomplished. Today will be another "work from home" day, I'm bringing my work computer with me to get some of this photo stuff done. At first Windows 8 was a little hard to get used to, but it's not that bad... I just wish that Microsoft would have created two versions; one for tablets and touch-screen devices, and one for non-touch screen devices. It's so hard not to want to touch the screen when the start screen appears.

I think it's important to note that today has been good even with the great amount of busy-ness (i realized dropping the "y" and making it an "i" was business) about the meeting in San Francisco next week. We even had time to squeeze in an afternoon walk, lol

Anyway, today was also like a bonding day for the staff, I didn't work in my usual area next to the Executive Director, but I spent most of my time around the other Student Assistant and the Executive Assistant. Today was definitely a good day. I look forward to coming to work tomorrow!

### **11-Jun-2013**

Posted by Nakita James at Tuesday, June 11, 2013 4:29:31 PM EDT

So I did actually start on pictures. Today I just cropped my screenshots to the points they need to show. For a guide, I am using the draft crops I did in Microsoft Word while looking over the instruction. I want the images to be as uniform as they can be, and I want them to stand out a little bit. So I plan on placing a small drop shadow on them using Photoshop. My goal is to get through at least half of the pictures. It's hard to exactly say how many pictures that will be, so far I have about 90 pictures, but I know with more edits that number will increase. I want users to be able to take this instruction and use it right along with the system. I know the first rule about creating instruction is to not make any assumptions about your audience. It could be easy to say that most people would know how to log in to the system by simply reading, but I cannot say that and be 100 percent certain that it will go like that.

I still have the other personal goal of having something from this instruction available for show to the other board members of Alpha Lambda Delta. I have one week to do that... So I figure I

will start to work hard on one section, probably the beginning. Once I get the introductory matters out the way the rest of the documentation will pretty much fall into place.

I just wish I could preview what I have done so far in Mura to see if I need to make any immediate changes. Mura just upgraded to their latest edition and it has been confusing for Lee and me. I like challenges like this because there is no book or manual to depend on; the older edition does not work exactly like this one. Mura and I shall be best of friends by the end of this internship.

### **10-Jun-2013**

Posted by Nakita James at Tuesday, June 11, 2013 10:17:13 AM EDT

It was definitely a rainy Monday. Everything was pretty slow here, I worked on placing more pages on Mura. There were some permission issues on the site that Lee got resolved. At first I could not create a folder for my images in the site manager, and I knew that that would be an issue. I didn't want to upload all my pictures to some random folder. I think I will be ready to start on my image edits tomorrow. I say this because I know that I will always find a problem with something, and that nit-picking was hinder me from getting the job done. I think that if I just go ahead and place my images and text, I will see where issues lie. I enjoy working on this project. Will I want to do something like this everyday.... I don't know about all that. But I guess that is the purpose of this internship and the journal. We need to know what we want to do, and what we are good at before we get in a career that is surely not for us.

While I am working, I reflect on the past four years and I wish that I would have found a TCO-related job, either on campus or off. I got so used to my office assistant job on campus that I sometimes feel like I'm only really good at that. This internship is placing me outside my comfort zone. I know that at the end of the internship, I will walk out with some great skills. I have to constantly look at the positive to not think about the negative. I know that I want to do a great job with this instruction... the worst thing for me would be to hear that the manual was not effective in assisting users on using the system.

### **7-Jun-2013**

Posted by Nakita James at Monday, June 10, 2013 10:30:22 AM EDT

So about all that Photoshop business...

I became more concerned about my Mura issues. I know I recently stated that Mura wasn't that bad, however I am confused. I have created pages for most of the instruction, however I feel like it's not placed correctly in the site. I know this is a WYSIWYG content manager, however I don't "get" what I see. I feel like I can't preview the content on the site until it is published, but I do not want to publish the content yet and do something to the honor society's website. This manual is to be included on the main menu of the site, and since it will be so close to the main site, I definitely don't want to mess something up. Handling websites is one of my weak spots, but I plan to be a success story after this internship.

Another reason I put the Photoshop on hold...

Mura has just released a new version that does not have a user manual yet. I am a little confused as to why they would release a product and not the manual to go along with it at the same time,

especially when the newer product functions differently from the older version. The menus are different between the two, so that means working with certain settings are harder to find. Lee and I will have to work on some different things in Mura so that I can take off with doing this work.

### **6-Jun-2013**

Posted by Nakita James at Monday, June 10, 2013 10:03:26 AM EDT

Mura is not that bad of a program. I say that now, but I'm sure it will change as I get deeper into the product. I spent most of the time today placing the content of the manual on "pages," I plan on finishing that up tomorrow, and this weekend I want to crop and add a shadow to the screenshots using Photoshop. I pray I do well, I'm sure I will.

I watched the webinar today. It was long. But it had some interesting features in it. I remember it talking about how millennials (people born between 1980 and 2000) are moving away from Facebook because there are too many "old" people on there now. People my age are moving to Twitter and other forms of social networking. It also talked about how it takes about seven attempts to get someone to make a donation to a cause on average. These are important things to know for this organization, because it is based on college-aged students. We must appeal to them to get involvement. This involvement has the potential to last until adulthood, when they will have more money to donate.

Donation is another point made in the webinar. Some groups are concerned about getting support from the millennial generation because they feel that group does not have money to donate. The speaker explained that as a whole, millennials believe they are supporting a cause when they retweet on Twitter, "like" something on Facebook, or use word of mouth to give attention to a cause. The speaker also noted the importance of smartphone apps for the company or a good mobile site that allows users and supporters to work from virtually anywhere.

### **5-Jun-2013**

Posted by Nakita James at Thursday, June 6, 2013 9:38:15 AM EDT

I think I am pretty much done with the text and for the instruction! It was really been a bigger headache than what I could have imagined. Every time I feel that the text is good, I find more problems. I know why I do not like website work, but I am thankful for being out of my comfort zone. I know that in the "real world," everything does not go as we plan. Ok, now back to the site business. I plan to still start working tomorrow, I think once I see the text transform into the final product everything will work out. I have been familiarizing myself with Mura, and I look forward to putting the instruction online. I am sure that the chapter advisors will be pleased with my final product.

In addition to starting on the website tomorrow, I have a webinar to "attend" at 2pm. It's about attracting the "smartphone" generation. I know that that title describes people my age, however I think that it's much larger than that. The smartphone generation to me is the time that we live in. I saw an article from the other day that stated over 50% of Americans own smartphones. Fifty percent of Americans are not people my age. Therefore, people from all ages are purchasing smartphones. These phones are becoming so powerful that we can perform hundreds of tasks from just one device, from controlling televisions, to depositing checks. I hope that this webinar gives me some insight into this current project, and the marketing project that I will start sometime in July.

#### **4-Jun-2013**

Posted by Nakita James at Tuesday, June 4, 2013 4:55:15 PM EDT

So I now have access to the Mura CMS and Adobe Creative Cloud on my work laptop!!! While I am excited, I am a tad bit nervous - I know website building is not my strongest point. But this is only from my experience with Dreamweaver, which I will NOT be using! Hopefully Mura will be nice to me. Today I pretty much wrapped up reviewing the content for the manual. I found that a lot of the previous content was organized in a very confusing manner, and I understand why the office received many calls for help. I would not have bothered with the manual either. I plan to definitely change all of that.

So tonight's homework is to look over all that instruction content and make sure that what I have makes sense and is usable. Tomorrow I will speak to Elaine, the Executive Assistant, to make sure that I covered the critical areas in using the My Honor Society system. Since there is a good chance of rain in Macon, I have no excuses to not go home and work.

Slightly unrealated: I love this laptop the office purchased for me to use! It has Windows 8, which I thought would be hard for me to grasp, but then if that were the case, I wouldn't be the great TCO student that I am. :D

I know I have said it before, but it is so good to see how I can use the tools I learned in school out in the real world. One of my biggest concerns since I was in high school was that I would get a job that probably had nothing to do with what I studied in college. This internship gives me hope that concern will not be the case.

#### **3-Jun-2013**

Posted by Nakita James at Tuesday, June 4, 2013 11:22:25 AM EDT

Great news! I am getting the Adobe Creative Suite tomorrow! I'm not quite sure how much of this I will need for the actual site, especially since I am not using dreamweaver for the site. I am using Mura CMS, which is what the Alpha Lambda Delta site is managed with. This online manual will be a part of the honor society's site. I plan to really start working on the site itself around Thursday or Friday of this week.

Editing the content of the current instruction has proved to be more time-consuming than I originally planned. Adding these screenshots is another process that is taking more than I thought. Anyway, I am going to try to buckle down even more and use my time more efficiently. My goal is to have at least some of the site working in the next couple of weeks for my supervisor Lee to show at a conference in California. I am excited about this, I want to make sure that everything is done correctly. Who knows who will see my work there? My work reflects this office because they made the choice to hire me - I recognize that I was not the only choice, and I want to make sure I show them that they made the right decision.

**31-May-2013**

Posted by Nakita James at Monday, June 3, 2013 11:16:03 AM EDT  
It's Friday!!!!

Today, rather than this weekend, I went through and edited the current manual for the online version. There were not many mistakes, but there were enough pages to make my eyes hurt from this task. My personal goal for next week is to begin on creating screenshots that I can use for the site. I know that this is going to take a lot of time to do, so I will probably work on this at home as well. Another goal for this week is to get those papers turned in to Dr. Grady soon. I now understand what all I should be giving her, so this shouldn't be a problem at all.

I'm pretty sure I will get the Mura software soon (to use to put the site online) and some Adobe programs to possibly make videos of some features of My Honor Society. I am excited, that is when I will begin real, real work! Lee says one day next week he is going to talk to me about Mura. I have looked at some tutorial videos and a link he sent me when I got hired, so I am slightly aware of the program but there is nothing like actually working with something to get a true feel of it.

So far, I have no major complaints. I remember attending the internship exhibit of other TCO students and feeling sad after some of them said that they hated the place where they worked, and would not like to return to the company. I don't have any feelings that this at all. In fact, I find myself being one of the first people here in the morning, ready to work. The only thing that might make me a little sad is the fact that I don't know if I will get hired by another small organization - I love how close everyone is at Alpha Lambda Delta.

**30-May-2013**

Posted by Nakita James at Thursday, May 30, 2013 4:20:24 PM EDT

So today was a pretty boring day for me. My main focus for the day was the content of the manual. I created an outline for the sections for the future online manual. I then went through the current manual to find information that I can use for the online version. Elaine, the Executive Assistant, mentioned that it would probably be helpful to include lots of screenshots to help the chapter advisors work through the My Honor Society system. That little bit of information helped me to focus on how I want the online manual to work. I want it to be interactive, so that an advisor can just go to the manual and click or search for what he or she needs help with, instead of "suffering" through the paper manual.

Now back to the outline I created: I used the outline to give me an idea of the structure of the manual. The outline helped a lot because I was able to gauge where different topics should be located. I can see now that I placed some things in a different position than where they were in the paper manual. Once I was pleased with the order of my outline, I took the current content of the paper manual and placed each piece in the corresponding section of the outline. Now I have about 16 pages worth of text only content. It is my goal for over the weekend to edit at least half of the text. I think it is important for me to set weekend goals sometimes because I want to accept the fact that there are times when I need to work more than just inside the office. I think this will put me in a good position for next week.

Although it has been a short week, I have really enjoyed working at the Alpha Lambda Delta office. I like the comfortable, family atmosphere of the office. I appreciate it very much, it helps to be relaxed while working on such a large project. But do not be deceived, I am aware of the deadlines I have. Lee and I created a GANTT chart today to stay on track with the activities of the internship. Right now three months seem far away, but I know the 12 weeks will be over before I know it!

Hopefully I will get the software I need to actually create the site sometime next week. I don't mind not having it now, it forces me to focus on the content of the manual, which is way more important than the design at this time. It's now time for me to use all those skills I learned from Dr. Hayhoe in Technical Editing :)

**29-May-2013**

Posted by Nakita James at Thursday, May 30, 2013 9:47:05 AM EDT

On the second day of work, I worked on some more of the heuristic evaluation, paying attention to areas that have the potential to be problematic for users. Lee told me earlier in the week that this evaluation should not be extremely long, since he knows that people in the office will not want to read a long, drawn out report. My goal was to keep it under 10 pages, including pictures. To ensure that I was finding trouble areas, I tested the website in Google Chrome as well as Internet Explorer. I finished the heuristic after my lunch break. It came out to be about seven pages. Honestly, I am pleased with the evaluation, it makes me happy that I am actually using the skills and tasks that I learned from my classes.

To gauge what areas in the My Honor Society (the induction management system) that chapter advisors have the most difficulty in, I talked to the Executive Assistant and the Student Assistant. From what they told me, there are two major areas of concern: late acceptance into chapters, and the chapter information portal. Late acceptance is a big issue because once a chapter advisor creates an invitation group for the semester's inductees an expiration date is set. Once that date is over, no new names can be added to the list. Chapter Information needs to be constantly updated so that the office knows where to send out certificates and other materials. Since the major project for this portion of the internship is to turn the current paper manual into an online manual, I want to make sure that the biggest issues are the easiest to find. Improving on the manual reduces the time workers at the headquarters have to dedicate to solving problems related to My Honor Society. Reducing that time gives the employees more time to handle the tasks that they are responsible for, making everyone more productive. I believe that I am all about efficiency, so this is an exciting task! I should be receiving the software to actually work on the site sometime before the end of next week, but for now, I am just creating an online, or draft of the outline on PowerPoint. I basically created a linear design, with five major topics. Under the main topics, I have subtopics which contain individual tasks I chose to do the outline on PowerPoint because I can make internal hyperlinks that function similar to links on a website using HTML. I showed Lee my draft, and he seemed very pleased. My goals for this project is to become stronger in my design skills, and to make sure that the instructions I create for the manual are usable and actually help users achieve their goal, without having to call the headquarter office for tech support.

A bit of "comedy:" The biggest challenge for me so far has been using Windows 8. I find myself constantly looking up how to close programs (or apps,) how to take screenshots, and how to shut

down the computer. I promise by the time this internship is over I could easily be tech support for Microsoft.

### **First Day!!!**

Posted by Nakita James at Tuesday, May 28, 2013 7:28:07 PM EDT

So today was my first day at the Alpha Lambda Delta office. I pretty much got right into work, since I had an "assignment" given to me the day I was hired. The day started off pretty relaxed, my supervisor, Lee, told me some information about the induction management system the organization uses, called My Honor Society. Chapter advisors use this system to email potential members, sell merchandise, and track responses from students, as well as other functions. He explained some of the issues chapter advisors face using the site. The main issue is managing "Invitation Groups."

Once his briefing of the system was over, I went through the whole system, from a chapter advisor's perspective. I looked for other potential issues for the users. Today I basically worked on a rough draft for a heuristic evaluation for the system. I am oh so very thankful for the Usability course at this time!

I am sure I may never work at another organization that functions like this one. Because the staff is so small, everyone is like a family. We went all went out to lunch together, and it was nice to seem accepted into the organization so quickly. About 1.5 hours after lunch, we all took a small break consisting of a quick stroll around the Law School (the headquarters is located on Orange Street). It was refreshing to get out of the office for a little bit.

I am proud of the heuristic draft I created today, and I plan to have it finished by Thursday. For the duration of the internship, I will create some online instruction on using the site. The heuristic evaluation will help me to focus on "problem areas" to make the user experience more enjoyable. I may even have to create some tutorial videos with the instruction!

The next major project of the internship is to create some promotional pieces for the organization. I plan to start on that sometime in July, probably early July.

I have a great feeling about working with Alpha Lambda Delta Honor Society. I look forward to work tomorrow.

# Internship Paperwork

May 16, 2013

Dr. Helen M. Grady, Chair  
Department of Technical Communication  
Mercer University  
Suite 201, Engineering  
Macon, GA 31207-0001

Dr. Grady:

As a graduation requirement, I have accepted an internship with Alpha Lambda Delta Honor Society. I am petitioning for approval of my position as Materials and Manuals Intern.

The Alpha Lambda Delta Honor Society's headquarters is located at 328 Orange Street, Macon, GA 31201. My supervisor, Lee Greenway, can be contacted at (478) 744-9595 or at [lee@nationalald.org](mailto:lee@nationalald.org).

At ALD, my responsibilities will include the following:

- **Part One:**
  - Working with the ALD staff to determine the necessary scope and direction of the MHS documentation. If necessary, an abbreviated usability study may be undertaken at the start of the project.
  - Writing, editing, and publishing the MHS documentation on the National ALD website ([www.nationalald.org](http://www.nationalald.org))
  - Working with the ALD staff to create additional resources (training videos, webinar syllabi, other training plans) as needed for the MHS system.
- **Part Two:**
  - Providing design concepts and copy for marketing materials associated with the 2014 capital campaign.
  - Assisting the National Office staff with the finalization and utilization of the 2014 capital campaign marketing materials.

My tentative start date is May 28, 2013 with an end date of August 16, 2013. I will be working 40 hours per week at \$9.00/hr.

My Learning Objectives include:

- **Part One: Documentation development, "My Honor Society"**
  - To develop and implement an online user's manual for the My Honor Society (MHS) induction management system.
  - To learn the intricacies of writing technical documentation for a widely diverse audience. In this case, the audience is composed of Alpha Lambda Delta advisors, who are staff and faculty members at over 250 institutions of higher education, and who have vastly different levels of experience and comfort with computing technologies.
  - To develop and implement other resources to assist the Alpha Lambda Delta advisor base in their use of the MHS system, utilizing video techniques, print materials, online training (webinars, etc.), and other technologies as necessary.

- **Part Two: Alpha Lambda Delta Capital Campaign 2014**
  - To develop effective marketing strategies for a multiple-approach capital fundraising campaign.
  - To implement marketing strategies and create tools to assist in said implementation.

I am extremely excited to work with Alpha Lambda Delta. Instructional design was one of my favorite areas of study, and I am glad have the chance to work in that area for a large portion of the internship. I believe that this opportunity will allow me to gain exposure to a number of various fields that my Technical Communication degree can take me. It is my hope that you will approve my petition to work with the Alpha Lambda Delta Honor Society for summer 2013.

Sincerely,

Nakita K. James

# **Internship Learning Objectives**

## **TCO 496**

**Send to: Dr. Helen Grady**

**Mercer University**

**Department of Technical Communication**

**School of Engineering**

**Macon, GA 31207**

**FAX: 478.301.5434**

**E-Mail: grady\_h@mercer.edu**

**Directions:** Your internship is intended to focus on goals for *learning* as well as *working*. Discuss with your supervisor to develop 3-5 learning objectives (specific things you need to learn and do) for this internship. Your Final Work Report will refer to these objectives as one measure of your accomplishments.

<b><i>Internship Information</i></b>	
<b>Today's Date</b>	June 10, 2013
<b>Intern's Name &amp; Permanent Address</b>	Nakita James 5411 Kingsberry St. Columbus GA 31907
<b>Company Name &amp; Address</b>	Alpha Lambda Delta 328 Orange St. Macon, GA 31201
<b>Job Title of Intern</b>	Instructional Materials and Marketing Specialist
<b>Intern's Permanent Home Phone #</b>	706-565-1962

<b>Intern's Other Contact (Mobile phone, e-mail address)</b>	nakita@nationalald.org 706-580-9145 (cell) 478-744-9595 (office)
<b>Supervisor's Name and Phone #</b>	Lee Greenway 478-744-9595
<b>Dates of Internship (from...to...)</b>	May 28, 2013 - Aug. 16, 2013
<b>Average Hours Worked Per Week</b>	40
<b>Rate of Pay, Fringe Benefits, or Other Compensation</b>	\$9.00/hr.
<b>Expected Graduation Date</b>	Summer 2013
<b>Proposed Week for Site Visit by Faculty (just after midterm)</b>	Week of July 8

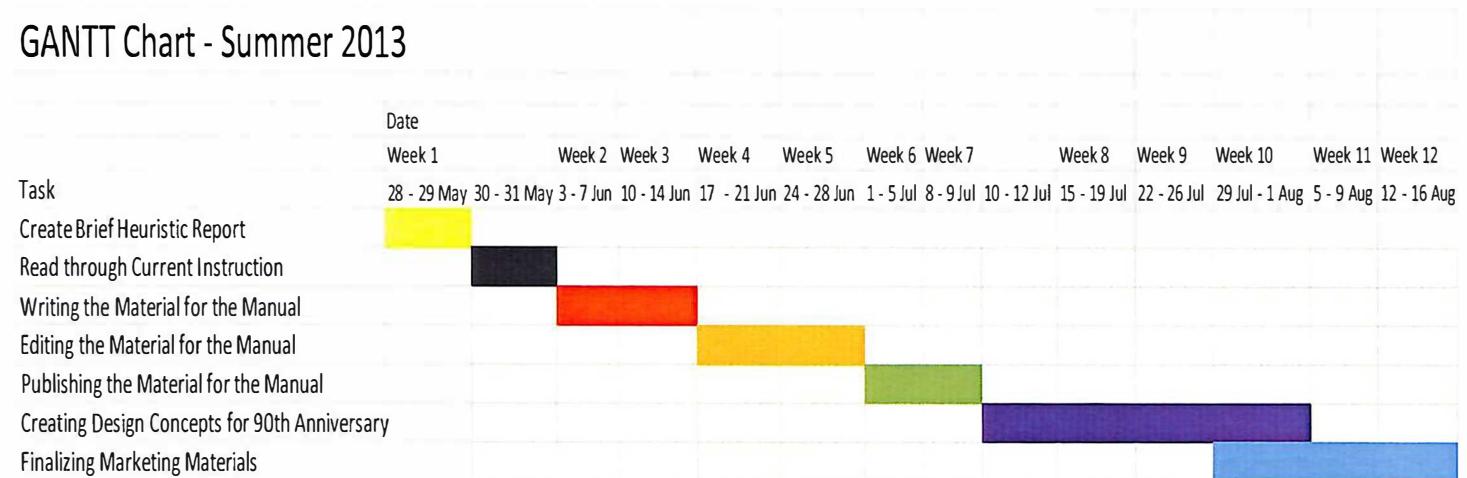
**TCO Internship Learning Objectives:**

1. Documentation development, "My Honor Society"
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  - b. To learn the intricacies of writing technical documentation for a widely diverse audience. In this case, the audience is composed of Alpha Lambda Delta advisors, who are staff and faculty members at over 250 institutions of higher education, and who have vastly different levels of experience and comfort with computing technologies.
  - c. To develop and implement other resources to assist the Alpha Lambda Delta advisor base in their use of the MHS system, utilizing video techniques, print materials, online training (webinars, etc.), and other technologies as necessary.
2. Alpha Lambda Delta Fundraising Campaign 2014
  - a. To develop effective marketing strategies for a multiple-approach fundraising campaign.
  - b. To implement marketing strategies and create tools to assist in said implementation.

***TCO Internship Deliverables:***

1. Heuristics report, My Honor Society Online Management System
2. Online documentation for My Honor Society
3. Online training videos for My Honor Society (time permitting)
4. Marketing materials; ALD Fundraising Campaign 2014 (at least one 8.5x11 brochure design, other materials TBD)

## GANTT Chart - Summer 2013



# Manual & Materials Intern Alpha Lambda Delta Honor Society



Nakita K. James

May – August 2013

## Outline

- Introduction
- My Working Environment
- Learning Objectives & Responsibilities
- At Alpha Lambda Delta
- Deliverables
- Analysis & Evaluation
- Recommendations to TCO Department

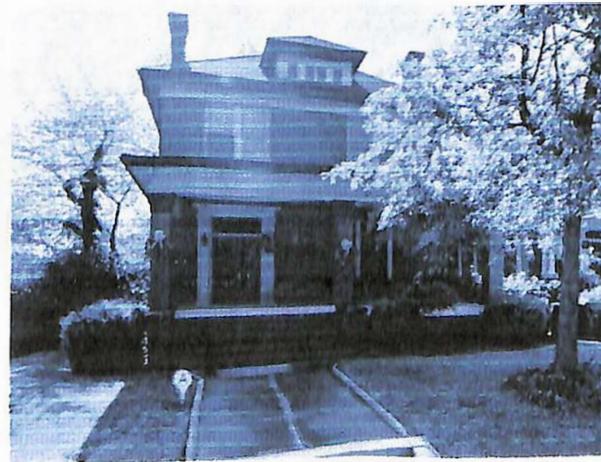


## Introduction

- Alpha Lambda Delta is a honor society for first-year undergraduate students
- Founded in 1924 by Maria Leonard
- Awards over 20 scholarships and fellowships annually



## The Office



## Responsibilities

- Phase 1
  - Work with the ALD staff to determine the necessary scope and direction of the My Honor Society (MHS) documentation
  - Write, edit and publish the MHS documentation on the National ALD website



## Responsibilities

- Phase 2
  - Provide design concepts and copy for marketing materials associated with the 90<sup>th</sup> anniversary campaign
  - Assist the ALD staff with the finalization and utilization of the 90<sup>th</sup> anniversary campaign



## My Working Environment

- Close, intimate atmosphere
- Daily walks around the neighborhood
- Work Hours: 9am – 5pm
- Personal Laptop



## Deliverables

- Heuristic Evaluation
- My Honor Society online manual
- 90<sup>th</sup> Anniversary brochure
- 90<sup>th</sup> Anniversary postcard
- Fundraising Letters



## Programs Used

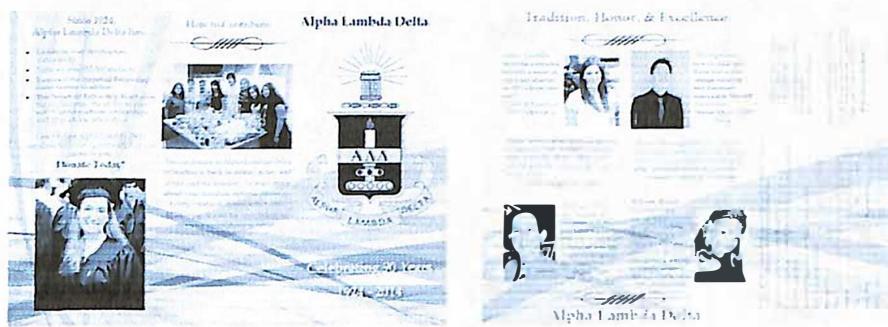


## Deliverables

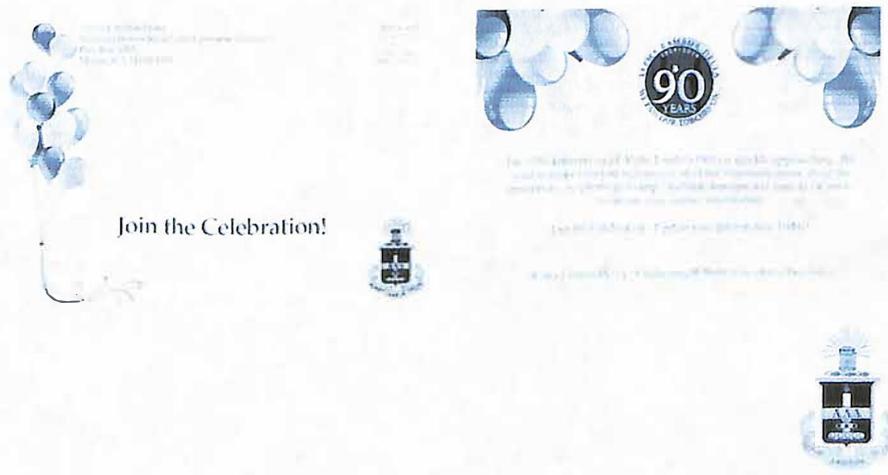
- My Honor Society Online Manual ([Link](#))



## Deliverables



## Deliverables



## Analysis & Evaluation

- Having the ability to use information learned in class to a position was priceless
- Enjoyable experience
- Internship like no other!



## Recommendations to TCO

- Encourage students to look for internships before junior year
- TCO field trips
- Work with Career Services to bring more companies interested in TCO students



Thanks!



Questions

