

# Organization and Community Context: The FAMU "Rattler" Ecosystem

The proposed system serves **Florida A&M University (FAMU)**, a premier Historically Black University (HBCU) characterized by a deep-rooted culture of "Excellence with Caring." The university's [2022-2027 Strategic Plan \("Boldly Striking"\)](#) specifically prioritizes **Student Success** and **Alumni Engagement** as foundational pillars for its growth as a Top 100 public institution.

The system specifically addresses three core segments of this community:

- **The Underclassman :** Students in their first two years who are navigating the capital and cultural nuances of the university. of the university. This includes high-stakes transitions like choosing a major within the School of Journalism and Graphic Communications or the College of Engineering, where early decisions impact long-term career readiness.
- **The Upperclassman & Recent Graduates :** Students like those in the **Computer Information Systems** program who have gained "localized expertise"—knowing how to navigate specific academic structures, campus organizations like **BDPA** or **U-Design**, and competitive events like Hackathons. **The Alumni Network :** A vast professional network that represents the university's primary brand ambassadors. Current institutional goals aim to increase alumni participation rates, yet many graduates remain untapped due to a lack of structured, low-friction engagement channels.

## The Domain: Social Capital and Intentional Connectivity

The domain of this system is Social Capital Development within a high-stakes academic environment. At FAMU, success is often determined by a student's ability to access informal knowledge that isn't found in a syllabus—such as how to prepare for the SBI Employer Showcase or the Spring Intern and Career Expo.

Currently, this knowledge transfer is "hopeful," happening only for students who are already part of established social circles or specific clubs. The community suffers from a "mentorship vacuum" where students without an existing family network at the university are at a disadvantage. By serving this community, the system aims to move FAMU from a place of individual navigation to a Collaborative Learning Network, ensuring that every student has a "roadmap" and every alumnus has a direct, low-friction way to provide guidance.

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### Problem Statement: The Mentorship Gap and Knowledge Silos

While Florida A&M University (FAMU) boasts a powerful and loyal network, the current method of connecting students with mentors is highly inefficient, relying almost entirely on "hopeful networking." This creates a significant problem where valuable lived experience and professional "playbooks" are trapped within silos, inaccessible to the majority of the student body.

### The Inefficiency of "Hopeful Networking"

Currently, mentorship at FAMU happens primarily through three informal channels:

**Student Organizations:** Groups like the Collegiate 100 or JEWELS provide excellent peer support, but only to those who are already "in the know" and have the time to attend meetings and events.

**Physical Career Fairs:** Events like the SBI Employer Showcase are high-pressure environments. Underclassmen often feel too intimidated to approach recruiters or alumni, and these interactions are usually too brief to form a lasting mentorship bond.

**Manual Outreach:** Students often attempt to reach out to alumni via LinkedIn or email. However, without a shared, trusted platform specifically for FAMU, these "cold calls" have a low success rate. Alumni are often overwhelmed with generic requests and have no low-friction way to filter for students who truly need their specific expertise.

### The "Institutional knowledge" Barrier

The core problem is the unequal distribution of "Institutional knowledge." This refers to the unwritten rules of academic and professional success—knowing how to secure a spot in the Mastercard Data Challenge, which certifications are most valued in the CIS department, or how to pivot from a freshman internship into a full-time role.

Underclassmen, particularly first-generation students, often lack the social network to access this information. This lack of guidance leads to "decision fatigue" and missed opportunities. When a sophomore doesn't have a senior to tell them that a specific elective is a prerequisite for a top-tier internship, they fall behind. This is not a failure of student effort, but a failure of information accessibility.

### Alumni Disconnection and Underutilized Social Capital

From the organizational perspective, FAMU's alumni are an underutilized asset. Many graduates, such as those from the Doctor of Pharmacy Class of 2025, are eager to give back but are deterred by the high activation energy required. There is currently no official university system that allows an alum to offer a "micro-mentorship" session (e.g., a 15-minute resume review or a quick Q&A). Without a dedicated bridge, the vast wealth of alumni experience remains untapped, and the bond between the university and its graduates slowly weakens over time.

The lack of a structured mentorship bridge creates a culture of "hopeful networking," where students are left to hope that a chance encounter results in a life-changing connection.

Underclassmen: Freshmen and sophomores are at the highest risk. Without a "Rattler Roadmap," they often miss critical windows for internships or specialized programs. This matters because it creates an uneven playing field for first-generation students who don't have an existing family network at FAMU.

Upperclassmen: Juniors and seniors face a "professional cliff." They have the GPA but lack the "insider playbook" for their specific industry. They may spend hours at the SBI Employer Showcase hoping to catch the eye of a mentor, which is an inefficient use of their professional development time.

Alumni: Many alumni, such as the Doctor of Pharmacy Class of 2025, want to give back but are deterred by the friction of current tools. Without a dedicated system, their desire to help remains a "hopeful intention" rather than a realized action, weakening the university's long-term alumni bond.

LinkedIn is oversaturated: It is a global tool that lacks the "FAMU-only" trust factor. A student reaching out to a high-level alum feels like a "cold call," which is intimidating and often results in zero response.

GroupMe doesn't work with alums : While student clubs use GroupMe, valuable advice is lost in the scroll. "When a senior leaves the chat, their knowledge leaves with them, forcing the next class to start from scratch.

Physical Events are Limited: Events like the Spring Intern and Career Expo are great but only help students who are socially confident and available during those exact hours. It excludes commuters or students working jobs during the day.

The goal of this system is to transform the FAMU experience from a journey of "hopeful networking" to one of "intentional growth." We are building a Value-Driven System that ensures no Rattler's success is left to chance. By formalizing this institutional knowledge," we ensure that the collective wisdom of our alumni stays within the university ecosystem to fuel the success of every generation that follows.