

“Research in Action” Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

Dr. Jay Dillon on Alumni Giving and Identity [00:00-31:45]

Research in Action - Episode 166

Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest is Dr. Jay Le Roux Dillon, a social scientist and founder of Alumni Identity Fundraising Consultants. His research and consulting practice help institutions identify ideal alumni donors through the lens of social psychology and data science. Dr. Dillon was previously director of alumni engagement at the University of San Francisco and executive director of alumni strategic initiatives at UCLA. He is dedicated to improving philanthropy in order to bring social justice and equity to education. He holds a doctorate in organization and leadership from USF and a master’s and bachelor’s degree in music from UCLA.

Segment One [00:00-17:23] - In this segment, Jay describes what led him to researching alumni giving and identity.

Segment Two [17:24-31:45] - In this segment, Jay discusses the relationship between alumni giving and equity.

Bonus Clip [00:00-04:50] - Jay's Research Influences

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e166/>

Learning Outcomes

By listening to this episode, students will be able to:

- Describe the purpose of alumni engagement
- Discuss examples of influential factors that can potentially shape alumni identity
- Review suggestions for equitable alumni engagement

Guiding Questions for Listening

- What does Dr. Dillon explain led him to researching alumni engagement?
- According to Dr. Dillon, why is it important to understand motivations behind alumni fundraising?
- According to Dr. Dillon, how is alumni identity created over time?
- What does Dr. Dillon mean by “donor demographics are the enemy of equity”?
- According to Dr. Dillon’s research, what are some of the differences between alumni identities of adult learners and traditional learners?
- What does Dr. Dillon suggest may be some equitable ways to engage with alumni populations?
- How does Dr. Dillon relate an analogy of material recycling to donor dollars? (See also, Bonus Clip)

Possible Activities

- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e166/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e166/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Dr. Jay Dillon if they could?

Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2019, August 12). *Dr. Jay Dillon on alumni giving and identity* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e166/>

Notes

About the Research in Action Podcast

“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

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Contact

Katie Linder, Ph.D.
Director of Research
Oregon State Ecampus
541-737-4629
kathryn.linder@oregonstate.edu

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