



2011 NEAT Grant Project Tip Sheet

Following the completion of NEAT Grant supported research projects, Grant project leaders are asked to provide a few tips or lessons learned from conducting their project to be shared with our members. Oftentimes planning and navigating the process of such a project is just as important as the project itself and the results of its implementation.

The advice below has been compiled in an effort to provide additional support and resources to those considering similar research projects in the future.

Organization: Alpha Gamma Rho Fraternity

Project Leader: Josh Wackler

Topic: Re-branding

- Involve as many people from as many different demographics as possible during your research. You don't want to launch your new brand and have a significant portion of the population complaining because they weren't included. We went to great lengths to make sure our research included people from each chapter, every age group, every geographical part of the country...even some non-members were included. We felt that gave us the best perspective
- If you end up changing a mark or a logo (which we did...it's the one you see below in my signature), be prepared for some backlash. Especially from older generations. We exhausted ourselves trying to explain to all of our members that this was more about how we act and how we represent ourselves (and hence more about the Promise Statement and Values which came directly from the extensive research we did) and had very little to do with the actual change in insignia. It remains an ongoing battle.
- Be prepared with concrete plans on how you will continue education and awareness of the brand and your values. This isn't something that allows you to unveil a fancy new logo, call it a success and move on to the next thing. Our re-branding process is an ever-lasting effort to live up to our Promise Statement and our Values. Each organization should be prepared for that before actually unveiling your new brand.

Organization: Kansas State University Alumni Association

Project Leader: Morgan Roesler

Topic: Electronic Communications

- My first tip would be applicable to many different projects. Be sure you can allot staff time to the project in addition to what an intern might be executing. This project required quite a bit of guidance and review of work completed by the intern throughout the process. It was a challenge to make time for the project throughout the year in order for it to keep moving.



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- We used the AXIO Survey Tool to survey our constituents. It worked well because it allowed conditional branching of survey questions, making the survey more manageable for users. The AXIO Survey Tool was created at K-State, so it was free for us, but I know the tool is used across the nation. Here is a link for more information: http://ome.ksu.edu/applications/axio_survey/
- Give brief updates on the progress of the research to key staff. In our case, we concluded more staff will need to be involved with social media. By giving updates and letting staff know what was coming down the pipe, it let them know who would be getting involved and how they would be contributing to the social media program in the near future.