



Altruism at HBCUs: Cultivating Institutional Relationships to Positively Impact Alumni Giving

Derek C. Henson Ph.D.

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'Altruism at HBCUs' examines to what extent historically black colleges and universities are cultivating alumni relationships by promoting altruistic behavior in student involvement, institutional relations, socialization, customer relations, and fundraising principles. Furthermore, this essential book discusses how these salient themes impact alumni giving at HBCUs. Primarily, studies on alumni giving are monolithic and one-sided focusing on factors that influence or deter alumni giving. Some of those factors include socio-economic status, race, gender, time since graduation or comparison studies of predominately white institutions and historically black institutions. Few empirical studies have focused on the dichotomous relationship building efforts between institutions and alumni donors until Dr. Henson's study, 'Altruism at HBCUs: Cultivating Institutional Relationships to Positively Impact Alumni Giving.' -Ubiquitous Press

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