**Jasmine Villa**  
24 October 2016

**Re/Framing the Hispanic/Latino Non-Profit Identity**

The diverse and vast scope of the non-profit sector creates a wealth of interdisciplinary research opportunities. My personal interest in pursuing an alternative-academic career within the non-profit sector that caters to the Hispanic/Latino communities led to combining organizational communication and rhetorical theory as means to further scholarship on community-engaged projects and how rhetorical value within communities is not solely associated to service and civic engagement[[1]](#footnote-1). The purpose of this dissertation is to examine how the Hispanic/Latino identity within an organizational identity is rhetorically constructed by two Hispanic/Latino based non-profit organizations, Hispanics in Philanthropy (HIP) and Latinos in Tech and Social Media (LATISM). This dissertation study will not promote content from HIP and LATISM and will not advocate for one organizational identity to unify Hispanic/Latino based non-profit organizations. Rather, interviews and content from HIP’s and LATISM’s website and social media accounts (Twitter and Facebook) will be interpreted using actor-network theory (ANT) to examine how and why the Hispanic/Latino identity label is used within their organizational identity.

The process towards creating and sustaining an organizational identity is inherently rhetorical because of the stylistic strategies, such as incorporating Hispanic/Latino labels within its organizational identity. Non-profit organizations use rhetoric as a discursive and material practice to communicate an organization’s mission, purpose, values, and goals to multiple audiences. Rhetoric creates “a complex set of meanings that have to do with audience analysis, contextual sensitivity, and message structure” (Hartelius and Browning, 2008, p. 27). This is significant when forming an organizational identity because it is what ties organizational communication scholarship with rhetorical theory. In the field of rhetoric, there is an abundance of community-engaged projects that center on service, civic engagement, and advocates for critical reflexivity in one’s approach to working with/for the community. However, limited research exists on how a non-profit organization, as a singular entity, creates and sustains an identity. Thus, using terminologies and theories borrowed from organizational communication contextualizes the non-profit sector and supplements rhetorical theory and furthers community-engaged scholarship. This is important for the field of rhetoric because it diversifies community-engaged projects while questioning the role of the rhetor as a single speaker.

**Research Questions**

This dissertation study proposes to address “How is an organizational identity constructed rhetorically by a Hispanic/Latino based non-profit organization?” as the overarching question. The following sub-questions will be used to supplement the overarching question:

* What is the process by key internal stakeholders for creating messages to the non-profit organization’s targeted audience?
* How does a non-profit strategically use symbols as discursive and material practice when assembling and re-assembling the Hispanic/Latino identity label in their website and social media accounts (Twitter and Facebook)?
* How does the Hispanic/Latino identity further audience analysis and contextual awareness of the non-profit organization’s mission, purpose, and values?
* What implications does examining the rhetorical process of an organizational identity have on community-based projects within the field of rhetoric?

The April 2016 revised CCCC Statement on Community-Engaged Projects in Rhetoric and Composition states: “Effective community-engaged projects can take many forms, shaped by local resources and needs, and can yield a variety of outcomes, including interactions, events, or artifacts of public and intellectual value.” Examining the process towards assembling and re-assembling an organizational identity within messages created in the HIP’s and LATISM’s website and social media accounts (Twitter and Facebook) is significant to the field of rhetoric because it addresses the research gap in community-based work. As Hoffman and Ford (2009), Hartelius and Browning (2008) and others have shown, rhetoric thrives within the non-profit sector. Viewing community-engaged projects as only service based limits scholarship on how the non-profit sector and rhetorical theory intersect because it diminishes the “artifacts of public and intellectual value” of working with communities outside of academia.

In order for those in the field of rhetoric to effectively work and collaborate with the community, it is imperative for rhetoric scholars to understand the organizational structure, communication, and rhetorical processes that sustain a non-profit organization. Understanding the organizational structure, communication, and varying processes that lead to audience analysis and contextual awareness furthers scholarship on community-based work. While this dissertation study does not focus on service, examining the rhetorical processes contributes to scholarship that can strengthen the relationship between academia and non-profit sector due to a more in-depth understanding of how a non-profit organization operates. Thus, the overarching question and sub questions aim “to make visible and measurable the intellectual richness and value community-engaged work brings to academe” (CCCC, 2016).

**Theoretical Framework**

Rhetoric as a discursive and material practice leads to a broader examination outside of academia. In “On Being Useful: rhetoric and the Work of Engagement,” Jeff Grabill (2010) notes the process towards assembling a public and supporting performances are two key factors towards examining how the work of rhetoric enables the work of others outside of academia (p. 193). This dissertation study defines and applies rhetoric as a discursive and material practice, and aligns with Jeff Grabill’s (2010) definition of rhetoric: “the rhetorical is and created particular kinds of connections… to be useful as a public rhetorician or engaged researcher is to become one who understands associations and, in understanding them, becomes a creator of associations” (p. 195). The terminology used to locate and describe a public serve as a starting point towards examining how associations are made and for what purpose.   
 There are various terminologies used to locate and describe a public; thus, implicating the definition and view of the rhetorical situation and rhetoric itself (p. 194). The assembling of a public is a rhetorical practice because it requires invention and distribution, or re-assembling, of a “thing”(p. 199). Using Latour, Grabill (2010) notes how a “thing” can be a public group, activity, or “the issue – the matter of concern – that brings people together and also the assembly itself” (p. 199). The assembling of a public as a rhetorical practices shares similarities with Burke’s view of identification. The use of language and symbols, as addressed by Burke, “persuade a man only insofar as you can talk his language by speech, gesture, tonality, order, image, attitude, idea, *identifying* your ways with his” (p. 55). The creation and understanding of symbols is innate within language, because humans intuitively respond to symbols. The use of language and symbols then establishes identification because a commonality is reached between the audience and speaker. Symbols, for example, can be used to achieve commonality between a speaker and the audience (p. 33). Burke (1950) uses Aristotle’s concepts of common places and topics in order to emphasize how there is an appeal to universal claims that can create commonality within discourse and groups; however, the speaker must be aware of the stylistic identifications used to create meaning (p. 55). The speaker-audience relationship influences the perception of language from a rhetorical perspective. Thus, Burke’s (1950) postmodernist concept of identification defines, contextualizes and creates the ideological, social, and physical construct(s) that are used to bridge the division and nurture a commonality between a speaker and his/her audience. The assembling of a public and process of identification contribute to organizational literature. Scholarship from the field of rhetoric regarding the assembling of a public and rhetoric as a material practice will be further developed in Chapter 2 of the dissertation study.  
 Hartelius’ and Browning’s (2008) review of organizational literature and the rhetorical tradition supplement Burke’s connection between rhetoric and the use of symbols by emphasizing the constructive nature of rhetoric within an organizational context. From an organizational context, rhetoric is a key factor that develops and sustains an organization’s process in creating a distinctive identity (p. 23). In analyzing scholarship by organizational scholars, Hartelius and Browning (2008) found five themes about rhetoric from the literature: rhetoric is theoretical and practical; rhetoric creates, sustains, and challenges organizational orders; rhetoric is constructive and constitutive of identity; managers are rhetors; and rhetoric is inextricably linked to both rationality and narrative form. The focus on management and leadership is significant because it situates rhetoric as a “practical art and faculty of theorizing” that is strategically used to persuade. Thus, “rhetoric is a strategy of the powerful, a form of control” (p. 33). However, despite this form of control, leaders and managers of non-profit organizations are aware that they are held accountable by the public (Tschirhart and Bielefeld, 2012, p. 9). This accountability creates a demand for the non-profit organization to meet, as well as an awareness of audience analysis. Rhetoric within an organizational context is used by organizations to further the organization’s mission, value, and goals as means to meet the demands from key stakeholders.   
 Stakeholder outreach is equally as important as the relationship between managers and stakeholders. Nonprofits have multiple objectives, multiple constituencies, provide services and are under public scrutiny (Tschirhart and Bielefeld, 2012, p. 171). Challenges arise to remain consistent with the organization’s mission, the driving force of the organization, and the expectations and demands of stakeholders. The presence of multiple stakeholders posits implications for how values and goals are developed and achieve, but, ultimately, an organization must align with its mission (Tschirhart and Bielefeld, 2012, p. 9). Furthermore, managers and stakeholders influence the construction of an organizational identity because managers are consistently interpreting and “give meaning to the organization by seeing organizational practices, actions, and policies reflected in the implicit and explicit behaviors of stakeholders” (Scott and Lane, 2000, p. 53). This leads to rhetorically constructing an organizational identity (Silliance and Brown, 2008). In order to contextualize organizational identity within the field of rhetoric, the relationship with between rhetoric and stakeholder outreach will be further developed in Chapter 2 of the dissertation study.

Organizational identity was introduced in 1985 by Albert and Whetten and updated in 2006. An organizational identity is “specified as the central and enduring attributes of an organization that distinguish it from other organizations” (Whetten, 2006, p. 219). Organizational identity theory is a self-reflective practice that centralizes, makes a distinction, and establishes multiple identities based on audience, context, and needs of the organization (Whetten, 2006, p. 219). Silliance and Brown (2008) describe organizational identities as being “… phenomenological, socially constructed, rhetorical constructs, concerned with what organizations stand for and what senior managers want them to become.” For an organization to distinguish itself from other organizations, Hoffman and Ford (2010) note that messages created by the organization influences organizational identity (p. 127). The message structure, then, is significant because of the persuasive discourse used to influence multiple audiences since it is the relationship between the organization and their audience(s) that contributes to sustaining an organizational identity or organizational image, as well as furthers the organization’s mission, values, and goals.. There are contrasting views of the terminology used within organizational communication research to describe message structure, but the message structure is commonly associated with organizational identity.

Organizational identity and organizational image are often interchangeably used within organizational communication literature. Mcmillan (1987) notes that organizations, whether they are for-profit or non-profit, embodies a persona, or an organizational image, that is “created from the accumulated symbols by which the organization represents itself” (McMillan, 1987 as cited by Hoffman, 2010, p. 37). Therefore, an organizational image also influences the representation of an organization. The use of language and symbols as a rhetorical act and its connection with organizational identity and organizational image will be further developed in Chapter 2 of the dissertation study.

**Methodology**

An ethnographic study is the preferred method to answer the proposed research questions because insider knowledge obtained from interviews supplements and triangulates content collected from the HIP and LATISM websites and social media accounts (Twitter and Facebook). To further this point, I align my position as a researcher with Cushman’s (1996) stance on how failing to incorporate the voice of the community hinders theory building (p. 23). I argue that an organizational identity resembles the network proposed by ANT.  
 Using Latour’s (2005) Actor-Network Theory (ANT), the interviews, websites, and social media accounts (Twitter and Facebook) serve as individual actors that actively engage with one another, thus, are consistently performing to create an organizational identity. This situates rhetoric as a discursive and material practice that leads to examining the “performances of group formation” (Grabill, 2010, p. 205). Thereby, the actions from the interviews, the websites, and social media accounts (Twitter and Facebook) assemble and re-assemble a network to sustain an organizational identity. For a network to exist, multiple actors must actively engage within each other in order to sustain the “social” within a network. Latour (2005) defines “… social not as a special domain, a specific realm, or a particular sort of thing, but only as a very peculiar movement of re-association and reassembling” (p. 7). This re-association and reassembling of content by HIP and LATISM align with Feldner’s and Fyke’s (2016) connection between rhetorical process and organizational identity. Feldner and Fyke (2016) state:

…. organizations make arguments for a particular organizational identity, these arguments become a part of a broader social discourse. These larger discourses are significant because they become a measure against which publics determine the legitimacy of an organization’ s efforts. As such, an organization has an interest in not only shaping its specific identity but also in participating in the creation of an identity of the industry or sector in which it operates. (p. 103)

The purpose of using ANT for this study is to twofold: 1. To identify and examine the relationship between multiple actors (human and non-human, like the #LATISM hashtag) and 2. To examine how each non-profit actively rhetorically constructs, or assembles and re-assembles, the Hispanic/Latino identity label within their website and social media accounts (Twitter and Facebook). The website, which can be described as static, has limited interaction with the audience. However, “social networks and social media such as Facebook, Twitter, LinkedIn, and Youtube, have enabled users to create their own content and engage in dialogue” (Worth, 2017, p. 276). It is through the “static” and “interactive” characteristics that differentiate the website from the social media accounts, as well as separates them as actors that actively engage to assemble and re-assemble the Hispanic/Latino identity. Additionally, the impact of ANT and its relation to the field of rhetoric will be further developed in Chapter 3 of the dissertation study.

**Subject Participants** For Hispanic/Latino based non-profit organizations, the diversity of the Hispanic/Latino community is often represented by using either Hispanic or Latino.An established definition of what represents a Hispanic/Latino based non-profit organization has not been academically or formally set. Thus, when referring to Hispanic/Latino based non-profit organizations, the dissertation aligns, and will build on, Cortés’ (1998) definition of a Hispanic/Latino non-profit. As a leading scholar on Hispanic/Latino non-profit organizations, his definition is the most reputable for this dissertation study. Cortés’ (1998) defines Hispanic/Latino non-profits as:

Organizations whose missions focus on Latino community problems or aspirations; they are controlled or led by Latino community members. In addition, Latino nonprofits are either (a) tax-exempt corporations governed by Latino directors or led by Latino chief executives, or (b) voluntary associations dominated by Latino members or constituents. (p. 19)

To reduce bias and preference for an identity label, the “Hispanic/Latino” identity label will be used throughout this study when not being specifically referenced by the author and/or subject participants from HIP and LATISM. Hispanic/Latino as a combined identity label is selected because they are the “most common and least problematic” labels (Rinderle and Montoya, 2008, p. 146). The differing identity labels used for Hispanics/Latinos and how the identity labels influence the non-profit sector will be developed in Chapter 1. To contextualize the selection of the subject participants, the following section describes the criteria for selecting HIP and LATIM and the background information for each non-profit organization.

The IRB office at the University of Texas at El Paso states this dissertation study may be exempt from IRB approval (see appendix A). An IRB exemption form will be submitted in November prior to collecting data. Furthermore, site visit and observations are not required and will not be completed for the dissertation study. To secure an interview and ensure commitment from each subject participant, also referred to as a key stakeholder, a letter of commitment will be e-mailed and signed by each of the subject participants (see appendix B).

**Criteria for selecting HIP and LATISM**

While there is a surplus of Hispanic/Latino based non-profit organizations to choose from, HIP and LATISM were selected based on the following criteria:

* Hispanic/Latino based organization;
* Different use of Hispanic/Latino identity label within the non-profit organization’s name and website;
* Strong presence and extensive networking within the Hispanic/Latino non-profit sector;
* Differing online presence.

To further emphasize the importance of HIP and LATISM, the following section provides background information for each organization.

**Hispanics in Philanthropy (HIP)**

Since 1983, HIP has provided several outreach and research incentives that cater to the Hispanic/Latino non-profit sector and communities. Located in Oakland, CA, with additional locations in the U.S., the mission of HIP is to “to strengthen Latino leadership, voice, and equity.” They are one of the leading non-profits that contributes towards diversifying the non-profit sector while raising millions of dollars for Hispanic/Latino based non-profit organizations. In addition to meeting the criteria, HIP stood out because of their strong philanthropic endeavors and interchangeable use of Hispanic and Latino identity label.

**Latinos in Tech Innovation and Social Media (LATISM)**  
 Since 2009, LATISM has created digital communities that cater to the Hispanic/Latino communities. Located in 22 cities, also referred to as chapters, throughout the United States and Latin America, LATISM “actively engages in digital communities to ensure that online discourse more accurately reflects the rich diversity of thought, heritage and culture in our changing society.” This is reflected in being self-described as a “pioneering social media organization with over 190,000+ LATISM members. The LATISM website does not list a Board or Staff, thereby, a chapter will be selected based on availability and commitment to the study. In addition to meeting the criteria, LATISM stood out because of their strong online presence with #LATISM – a hashtag frequently used on Twitter. #LATISM generates millions of impressions daily and is interchangeably used as an online movement, to connect with Hispanic/Latino communities (news, events, host discussions, etc.), and also serves as the non-profit organization’s name.

**Subject Participation**   
 The following plans of action will take place if subject participants from HIP and LATISM decline and/or withdraw participation from the dissertation study:

* If all subject participants from HIP and/or LATISM decline and/or withdraw participation, a Hispanic/Latino non-profit organization(s) that meet(s) the aforementioned criteria will replace HIP and/or LATISM in the dissertation study. Preference will be given to non-profit organizations in El Paso, TX because of the proximity and ability to interview in person.
* A case study on 4 non-profit organizations that meet the aforementioned criteria will be completed if interviews cannot be secured by March 2017.

The following section provides an overview of the content that will be collected between October 2016 – May, 30 2017 from HIP and LATISM.**Data Collection**

Content collected from the website and social media accounts (Twitter and Facebook) will be screenshot and noted within the data collection notes – this includes modifications made to the website and social media accounts (Twitter and Facebook). Additional content may be collected, requested, and included in the dissertation study if it enhances and/or contributes to the study.

*Website* -The non-profit organization’s website is the main method of communication with multiple audiences and promotion of an organizational identity. Prior to requesting interviews with subject participants from HIP and LATISM, I will examine the non-profit organization’s website and identify patterns and/or themes based on the Hispanic/Latino identity label. Patterns and/or themes include, but are not limited to, statements to describe the Hispanic/Latino community, symbols and images associated with the Hispanic/Latino community, etc. Thus, content from the website will be used to strengthen and modify the interview questions.

*Twitter and Facebook Social Media Accounts–* I will look at HIP’s and LATISM’s Twitter and Facebook bios and shared content. Twitter and Facebook were selected in order to be consistent due to being the only social media platforms that both HIP and LATISM share.

For the sake of time and financial reasons, a history of tweets and posts will not be collected, but individual posts will be recorded and included if they contribute to the dissertation study. Only publicly accessible content from social media will be recorded in order to meet IRB exemption criteria. A Twitter Archiving Google Sheet (TAGS) from <https://tags.hawksey.info/> will also be used to track #LATISM on Twitter. TAGS is a free Google Sheet template which lets users stup and run automated collection of search results from Twitter. The process of using TAGS will be further developed in Chapter 3 of the dissertation study.

*Semi-structured Interviews* ***–***Semi-structured interviews with a minimum of three subject participants, also referred to as key stakeholders, from each organization. An attempt will be made to complete additional interviews, but additional interviews are not required. A subject participant from HIP and LATISM is identified as a key stakeholder due to having managerial access and for being responsible for approving and disseminating content that contributes to the the organization’s mission, purpose, and values. This includes, but is not limited to, being a member from the Board of Directors, Public Relations Director, and Program and Marketing Director.   
**The following interview process will be completed:**

* Once the key stakeholders have been identified, each subject participant will receive and submit a letter of commitment to participate in an individual 30 minute to an hour interview.
* An interview will be scheduled based on the subject participants’ availability schedule and may be held via e-mail, phone conference, and/or Skype.
* During the interviews, I will take notes, record, and screenshot (if applicable) content. Each subject participant will receive the same interview questions, but may receive additional questions and/or questions will be modified based on patterns, themes, job title, etc. Modifications to the interview questions will be noted in Chapter 3 of the dissertation study.
* While a follow-up interview is not required, an attempt will be made if it new findings emerge, clarification is needed, and/or it contributes to the dissertation study.

**The following interview questions will be provided and are subject to revision:**

1. What is X’s mission, purpose, and values?
2. What is the process, including your role, for creating online content to represent and develop the x’s mission, purpose, and values?
3. Do ethnic, racial, and cultural traits play a role in the development of the x’ mission, purpose, and values online? If so, how? If not, why not?
4. I noticed that you used Y frequently in your website and social media accounts (Twitter and Facebook). Why do you use Y to engage with the public?
5. How do you use Twitter and Facebook to engage with the Hispanic/Latino community and X’s audience?
6. Do you have restrictions and/or guidelines with creating and promoting content that shapes how X is viewed by your audience? If not, do you think it would help and who should be responsible for coming up with the guidelines?
7. How do you differentiate, or stand out, from other Hispanic/Latino based non-profit organizations? Why is this method important for X?
8. Please share any additional comments.

Questions with X will be modified to reflect the non-profit organization’s name and questions with y will be modified to reflect patterns and/or themes from content that is collected. The purpose of focusing on the mission, purpose, and values, which are key components to an organizational identity, is to reduce academic jargon when interacting with subject participants. Reducing academic jargon also lowers miscommunication and/or misinterpretation of findings.

**Data Analysis**

Content that is collected from the HIP and LATISM websites, social media accounts (Twitter and Facebook), and interviews will be analyzed by how and why each organization associates with the Hispanic/Latino identity label. Examining the associations emphasizes the rhetorical process within an organizational identity. To further this point, Grabill (2010) notes: “the study of the rhetorical, therefore, is the study of particular kinds of associations that are actively created and re-created. The rhetorical is and creates particular kinds of connections.” The connections are made by identifying patterns and/or themes that explore the usage of the Hispanic/Latino identity label. The following section provides an overview of how the website, social media accounts (Twitter and Facebook), and interviews from each of the organizations will be analyzed. Data analysis may change based on findings and will be further developed in Chapter 4 of the dissertation study.

*Individual analysis:* *Websites, Social Media Accounts (Twitter and Facebook), and Interviews for each organization-* First, patterns and/or themes will be identified from the website and social media accounts to modify and strengthen the interview questions. The patterns and/or themes include, but are not limited to, statements to describe the Hispanic/Latino community, symbols and images associated with the Hispanic/Latino community.   
 *Cumulative Analysis:* *Websites, Social Media Accounts (Twitter and Facebook), and Interviews*  
After the content is collected from each of the organization, a cumulative analysis of the patterns and/or themes will be made by comparing and contrasting the findings of each organization. ANT will be used as a method to identify and examine the relationship between multiple actors that influence how and why the Hispanic/Latino identity label is rhetorically constructed within the HIP’s and LATISM’s organizational identity. Analyzing the similarities and differences in how and why content, or messages, are created in online spaces, as well as their perceived impact/outcome for the organizations, answers the dissertation study’s overarching question of how an organizational identity rhetorically constructed by a Hispanic/Latino based non-profit organization. The audiences for both non-profit organizations, although both cater to the Hispanic/Latino community, differ. Thus, the comparison and contrast of the two organizations leads to examining how the Hispanic/Latino identity label is contextualized within an organizational identity. The purpose of the dissertation study is not to categorize and provide a formulaic response that represents the Hispanic/Latino identity label for each non-profit organization or the non-profit sector.

**Limitations of Study**

When dealing with ethnic, racial, and cultural traits, typification may occur, thus leading to researcher bias. Typification is one of the main limitations of this study because Typification also referred to as categorization, implies that culture can be “positively located” and categorized (Hunsinger, 2006, p. 35). To typify or to categorize is controversial due to situating culture/cultural as being formulaic (Hunsinger, 2006). Typification is then seen as being linear and formulaic because it categorizes “cultural” traits to a group, which devalues the heterogonous traits of a group. While patterns may be present within groups, culture is not formulaic.

**Outline of Chapters**

Titles, number of chapters, and content within each chapter are subject to revision.   
*Chapter 1 – Introduction*  
This chapter will introduce the scope of the dissertation study, research questions, terminology used within the study, HIP and LATISM, and how the different identity labels within the Hispanic/Latino community influences Hispanic/Latino based non-profit organizations. Additionally, Chapter 1 will address the research gap, importance of rhetorical theory within the non-profit sector, how the study fills the research gap, and the benefits of the study.

*Chapter 2 – Literature Review*   
This chapter will address the gap in research and expand on the theoretical framework by examining how borrowing theories and terminologies, such as organizational identity, organizational image, etc., from organizational communication supplements rhetorical theory.

*Chapter 3 – Methodology*

This chapter will expand on the methodology by addressing the criteria for selecting subject participants, data collection, interview process, interview questions, process for analyzing content, and identify the scope of study limitations.

*Chapter 4 – Data Analysis*  
This chapter will provide the findings from the dissertation study and how they were interpreted.  
  
*Chapter 5– Conclusion*This chapter will summarize the dissertation study and provide recommendations how to improve and replicate the dissertation study because such studies contribute to the field of rhetoric. While this study focuses on Hispanic/Latino, it can be reproduced with other minority groups and/or identity labels.

**Dissertation Timeline (subject to revision)**

**FALL 2014 (Completed)**

* PhD Student course work
* Ask Dr. Isabel Baca to be dissertation chair

**SPRING 2015 (Completed)**

* PhD Student course work

**SUMMER 2015 (Completed)**

* Create syllabus and reading list for independent study with Dr. Baca

**FALL 2015 (Completed)**

* PhD Student course work
* Independent study with Dr. Baca

**SPRING 2016 (Completed)**

* February – Contact and finalize committee for dissertation; receive feedback on

work submitted from previous semester

* February 10 – Meeting with Dr. Baca at 2:15PM
* February 26 – Submit draft of research questions and rationale; submit working reference list
* March 2 – Meeting with Dr. Baca at 3PM
* March 28 – Submit draft of Literature Review
* April 25 – Submit draft of prospectus (includes overview of chapters and revised timeline/plan of work)
* May 3 - Meet with Dr. Baca and receive feedback
* May 3 – Set up summer meeting schedule with Dr. Bacaand confirm a potential meeting with Dr. Dura during the summer
* Dr. Dura is confirmed as the reader on the committee

**SUMMER 2016 (Completed)**

* June – August – Study for comprehensive exam
* June 29 - Submit second draft of prospectus for review to Dr. Baca and set up potential meeting.
* July 1– Contact third reader
* June – July – Revise and continue working on draft for the prospectus.
* July 30– Meeting with Dr. Baca

**FALL 2016**

* August 5 – 8- Comprehensive exam is due by 8AM on Aug. 5 (passed the exam)
* September 12 – Third reader, Dr. Eric Boyer, is confirmed
* August – November – Work on prospects and set up meetings as needed; contact HIP and LATISM to confirm participation; set up interview appointments for Spring 2017.
* September – October – Send prospectus to dissertation committee members; revise prospectus based on feedback
* November – Defend prospectus prior to November 30; submit IRB exemption paperwork
* November – December - Submit bi-weekly research reports to Dr. Baca and begin collecting publicly accessible data
* Complete and submit candidacy paperwork no later than November 30
* December 30th- Submit Chapter 1 to Dr. Baca; revision and submission dates for committee members will be discussed via e-mail.

**SPRING 2017**

* February 1 - Submit Chapter 2 to Dr. Baca; revision and submission dates for committee members will be discussed via e-mail
* April 3 - Submit Chapter 3 to Dr. Baca; revision and submission dates for committee members will be discussed via e-mail
* Research should be completed no later than May 30, 2017

**SUMMER 2017**

* June – July - Submit bi-weekly research reports to Dr. Baca, collect data, interpret data, and work on Chapter 4.

**FALL 2017**

* August 31 - Submit Chapter 4 to Dr. Baca; revision and submission dates for committee members will be discussed via e-mail
* December 8- Submit Chapter 5 to Dr. Baca; revision and submission dates for committee members will be discussed via e-mail

**SPRING 2018**

* January - March- Revise and finalize the dissertation
* March 12- Submit dissertation to committee no later than March 12
* April 14– Defend dissertation no later than April 14 (graduate school deadline to defend is last week of April)
* Complete and submit graduation paperwork to graduate school no later than April 20

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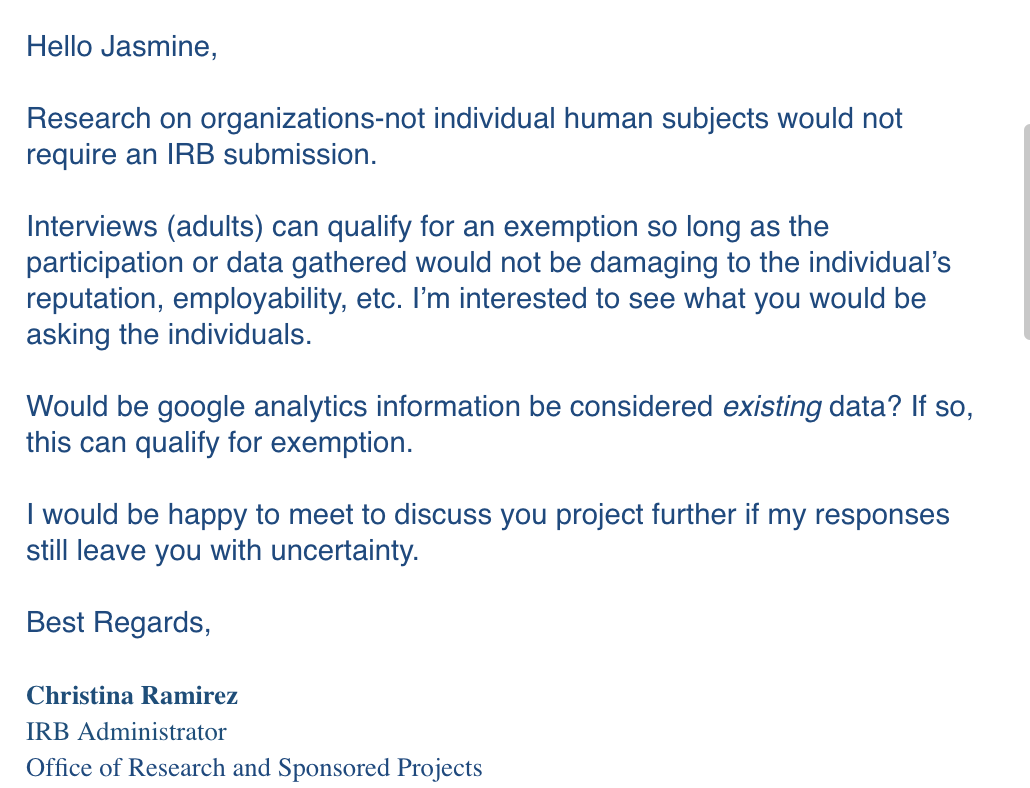
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**Appendix A: IRB Confirmation**

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**Appendix B: Letter of Commitment  
  
Dear Jasmine Villa and Dissertation Committee:**

I agree to cooperate as a subject participant with the principal investigator, Jasmine Villa, during the duration of the dissertation study. I understand that my participation in this dissertation study is completely voluntary. If I am not able to participate, I will notify the principle investigator of my withdrawal.

As a participant in this dissertation study, I agree to be interviewed (30 minutes to an hour) through Skype or Google Hangouts, answer questions and/or provide resources/access to content that do not implicate the organization, reputation, my employability, etc. Skype or Google Hangouts is the preferred interview method, but may change if it poses a problem. Furthermore, I understand that there are no known risks to participating in this dissertation study and have the right to decline access to provide content, or answer questions, that cannot be made publicly available. While the data collection process lasts between December 2016 – May 30, 2017, I understand that I may be asked to complete a follow-up interview(s) until the dissertation is completed and defended.   
  
 The principal investigator agrees to work with the subject participant’s schedule when scheduling interviews, be transparent with the findings when prompted, and not present information that negatively impacts the organization and the subject participant’s reputation, employability, etc. Furthermore, the principal investigator agrees to change the subject participant’s name, but cannot grant full-anonymity because the subject participant’s title and name of organization will be documented within the study.

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 Contact Information (E-Mail or Phone Number)**

1. While a substantial amount of scholarship exists on identity within the field of rhetoric, the scope of this dissertation study is not to examine the identity of the stakeholders and/or how and why the stakeholder identifies as Hispanic/Latino. Thus, identity scholarship from RWS does not align with the scope of the study. [↑](#footnote-ref-1)