Introduction
The higher education sector is a rapidly growing industry in the United States and throughout the world, with enrolment and graduation rates growing significantly over the past ten years. In addition, the changing economy and reductions in government spending on education are forcing universities to adapt and become more competitive. Better understanding stakeholders (i.e., students/graduates) experiences and the factors that contribute to the relationship between the university and community are important considerations in assessing how well the university is accomplishing its mission. Past research has shown that organizational identity is correlated with a wide range of attitudes, behaviors, and content variables. Mael and Ashforth (1992) found that organizational identification with alma mater was associated with: antecedents of organizational distinctiveness, organizational prestige, and absence of intraorganizational competition. Much research has also reiterated the importance of measuring relationships in public relations. Emotional appeal, social and environmental responsibility, and financial performance have all been found as significant predictors of alumni involvement with the university (Ressler, 2010). In previous research, factors associated with membership of university graduates have commonly been investigated through small samples of students after graduation. The current study aimed to capture a more accurate representation of student experience, attitudes, and opinions before students time at the university that they had attended athletic events, worn university apparel, volunteered, sought out information about alumni, interacted with other alumni, spoke positively about the university, attended events, and read the university magazine, newspaper, and website (α = .90).

Participants and Procedure
Participants (N = 6268, 62.5% women; M̅ = 31.98, SD = 9.79) included Texas A&M University-Commerce students in the last semester before graduation. Participants indicated their racial/ethnic category as European American (58.1%), African American (17.2%), Hispanic (9.9%), Asian/South Pacific Islander (5.6%), Central Asian/Indian/Pakistani (3.2%), Southwestern/Hispanic American (1.6%), other (1.3%), or Indigenous Peoples (1.1%). Participants completed measures regarding reputation, organization-public relationship, predictors of alumni association membership, and intention to join the alumni association.

Results
To examine which variables uniquely predict intention to join the alumni association we entered the assessed variables simultaneously as predictors and intention to join as the dependent variable. The regression equation was R² = .38. As shown in table 1, the strongest positive predictors of intention to join alumni association were frequency of involvement at the university, identification with the university, commitment, willingness to recommend the university to others, and age.

Discussion
The results of the present research suggest that students’ university involvement may be crucial in predicting intention to join a university alumni association. Interestingly, some variables considered important in determining alumni association membership emerged with negative, although weak, associations with intention to join the alumni association. These included satisfaction, perception of athletics, legacy relationships, and semester on campus and as a student. These results may be utilized in planning ongoing attraction endeavors, by connecting them to previous or future data. The goal of the present study was to integrate these factors and examine their association with alumni association membership.