

NAKLand: Celebrating Culture, Community and College on Common Ground

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What is NAKLand?

NAKLand is a free annual children's carnival that celebrates *El Día de los Niños*, (Children's Day) and promotes literacy for international book day. NAKLand builds shared understanding and reciprocal benefits for campus and community.



Each year the brothers of Nu Alpha Kappa fundraise, cultivate sponsors and host the on campus carnival that offers...

- Bouncy castles and inflatable obstacle courses
- Traditional carnival games and prizes
- Quality free bilingual children's books to take-home
- Live entertainment, with traditional Aztec Dancers
- Welcoming bilingual experience and free lunch to families

NAKLand History

In November 1999, Nu Alpha Kappa Fraternity Inc.'s Beta Chapter at San Diego State University organized a free children's carnival that combined culture and community service. NAK brothers helped with the first ever *NAKLand Children's Carnival* where there were several small booths, one astro-jump, toys, prizes, gifts, and food.

In April 2008, Nu Alpha Kappa Fraternity Inc.'s Sigma Chapter hosted its first annual NAKLand Children's Carnival at the university's Garden Theatre, a stretch of common ground between campus and community.

It was the Sigma Chapter's intention to do this event justice by surpassing previous NAKLand Children's Carnivals and to guarantee its success in the community.

Our purpose is to celebrate culture and promote literacy through engaged learning and service.

Authenticity and Purpose

NAKLand Carnival promotes a positive and authentic Northern Colorado and University Greek community.

"Overall, an 'engaged campus' is characterised by the *authenticity* and *genuineness* with which community engagement is integrated into the research, teaching and service mission of HEIs. Authenticity is reflected in the purposes that surround the development and implementation of a campus's community engagement efforts. (...) Genuineness is reflected in the values and norms that undergird the practices within a campus/community partnership." (Furco, 2010)

NAKLand develops relationships across campus and within community by providing engagement opportunities for education, growth, and success.

NAK fosters genuinely cultural and educationally relevant support for Latinos in the university, while connecting with socio cultural and community values and practices.



Genuinely Promoting Culture

Culture is a defining feature of our identity, contributing to how we see ourselves and the groups with which we identify. NAK brothers believe the best way to celebrate culture is by giving back and engaging with the community.

NAK celebrates Latino culture through an on campus event that promotes mutual understanding, shared experiences and values cultural diversity; these can counter racism and instead build common ground.



Democratic Engagement & Education

Nu Alpha Kappa seeks, and believes in, knowledge as the power to democratically engage with and learn from others. NAKLand enables Latino families to interact with college students and learn about higher education, and engages our brothers and campus to learn with and about the community.



"The measure of the democratic processes and purpose of engagement is demonstrated by a (our) capacity to learn in the company of others and not to rely solely on the expertise of the academy." (Saltmarsh, Hartley and Clayton, 2009)

The collaborative nature of NAKLand strengthens links and our commitment to increase diversity engagement initiatives between our institution and the local schools and district.

NAKLand also provides an excellent informal service learning opportunity for UNC pre-service teachers and other majors.



"We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly." M.L.King, 1963

References

Furco, A. (2010). The Engaged Campus: Toward a comprehensive approach to public engagement. *British Journal of Educational Studies* 58(4), 375-390.
Saltmarsh, J., et al. (2009). Democratic engagement white paper.

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