Abstract

This ethnographic study examines the growth of Ball State University Dance Marathon through interviews, observation, and participation within the organization. This study explores the question: What are the factors contributing to the rapid growth of Ball State University Dance Marathon? The results are articulated in the themes: 1) Why do we do what we do? 2) What keeps our organization growing? and 3) What are the outcomes of our efforts?.

Honors College
Ball State University
Muncie, IN 47306