10 Tips For Telling Your Story

Assessment Initiative Community of Practice
October 26, 2016
Tip 1: Know your audience

What **devices/tools** are they using?
What are their **habits**?
What are their **expectations**?
Who do they **trust**?
What messages are they **already receiving** and from whom?
What **opinions** have they **already formed**?

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**Good reading**
PublicSource.org’s “Technology is changing the Millennial brain”
http://publicsource.org/investigations/technology-changing-millennial-brain
As seen on UCSB Memes ...

LETS TAKE ALL THESE CRAPPY MATH PROFESSORS

AND REPLACE THEM WITH OUR C.L.A.S INSTRUCTORS
Tip 2: Set your goals

Keep in mind that where you are now may only be the beginning.

➔ **Data**
   How and where are you already collecting it?

➔ **Benchmarks**
   Time to take your pulse.

➔ **Direction**
   Where are you trying to go?

➔ **Timeline**
   How will you know you’re getting closer?
Tip 3: Nail down your message

The University of California, Santa Barbara is a leading research institution that also provides a comprehensive liberal arts learning experience. Because teaching and research go hand in hand at UC Santa Barbara, our students are full participants in an educational journey of discovery that stimulates independent thought, critical reasoning, and creativity. Our academic community of faculty, students and staff is characterized by a culture of interdisciplinary collaboration that is responsive to the needs of our multicultural and global society. All of this takes place within a living and learning environment like no other, as we draw inspiration from the beauty and resources of UC Santa Barbara's extraordinary location at the edge of the Pacific Ocean.
THE FOLLOWING IMAGES CONTAIN NSFW LANGUAGE BUT ARE PRETTY CUTE/FUNNY
BECAUSE NOW I'M ALL WELL-ROUNDED AND SHIT.

THAT'S NOT ENOUGH, GIVE ME ANOTHER FUCKING REASON.

TELL US WHY THE FUCK YOU LOVE OBERLIN.

BY OBÉRÉ EXTRAORDINAIRE MAŞAYAN PLAUT '10 AND HARRIS LAPROFF '11.
NOT OFFICIALLY AFFILIATED WITH OBERLIN COLLEGE. V\v*
WHY THE FUCK WE MADE THIS WEBSITE.

Share: http://whythef unofficial.

BECAUSE OBERLIN TAUGHT ME TO LOVE WHO I AM, EVEN THOUGH I'M KIND OF A FREAKSHOW.

Submitted by MY '01

THAT'S NOT ENOUGH, GIVE ME ANOTHER FUCKING REASON.

TELL US WHY THE FUCK YOU LOVE OBERLIN.

BECAUSE IT FUCKING TESTED MY REALITY.

Submitted by '12

THAT'S NOT ENOUGH, GIVE ME ANOTHER FUCKING REASON.

TELL US WHY THE FUCK YOU LOVE OBERLIN.
Hail,
Stanford Hail: Laser Cat
Tip 4: Engagement
What are you REALLY interested in?

Tip 5: Be response-ready

Continue on your path of engagement by keeping your RESPONSE PROTOCOL handy.

Resources/Tips:
- Distressed Student Protocol
- Match the culture (e.g., email to email or pick up the phone) — get comfortable with all mediums
- Individualize your responses
- Aim for inclusion, not assumptions

Good reading

Fast Company’s “What I Learned in 12 Weeks of Therapy for Social Media Addiction”

Tip 6: Assessment & analytics

Where is the meaning in your data? What story are you going to tell?

Bonus Tip

Data analysis is something that your Assessment Buddy can help you with!

Assessment should be an ongoing process.
Tip 7: Distribution channels

Myth-busters: Marketing edition! What good is your story if no one is hearing/reading/re-telling it?

➔ Myth 1: Marketing is free.
➔ Myth 2: We can be everything to everybody.
➔ Myth 3: Marketing is designing a flyer.

Good reading
American Express' Ways to Tell Your Story""11 Powerful

Bonus tips:

“I don’t want your free stuff … ”
— said no student ever

Show, don't tell.

Practice safe socializing (and data sharing).
Storytelling/Marketing: Pink Ponies, a Case Study
Thank you!

Access these slides anytime by going to: http://bit.ly/sastory