
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**?

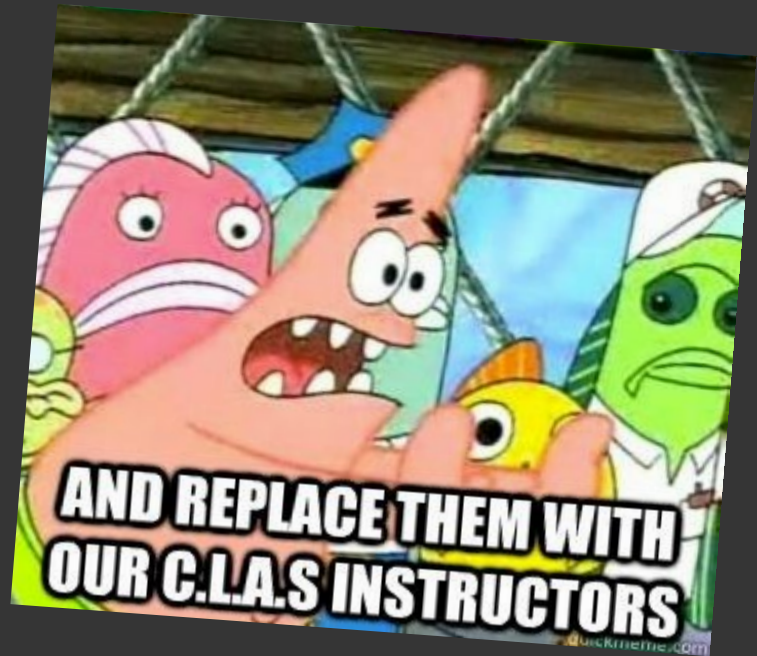
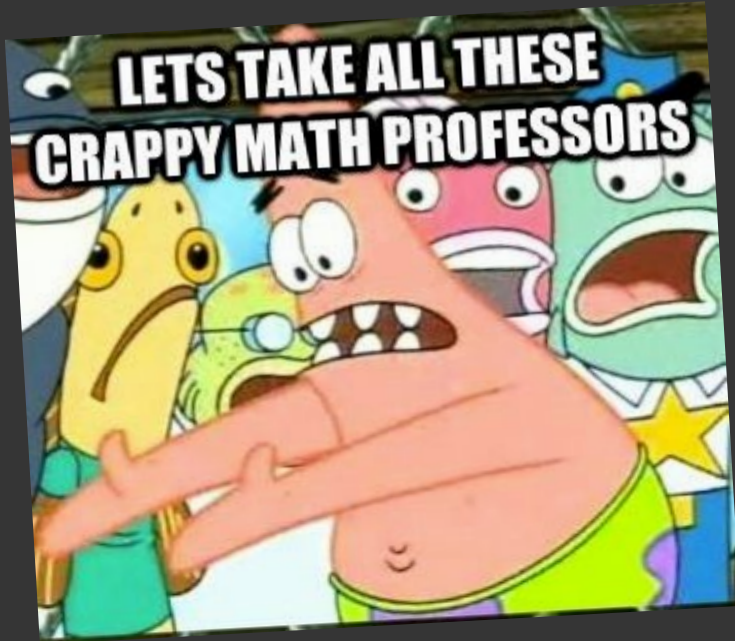
What **opinions** have they **already formed**?

Good reading

PublicSource.org's
"Technology is
changing the Millennial
brain"

<http://publicsource.org/investigations/technology-changing-millennial-brain>

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As seen on UCSB Memes ...





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**.

F

FUNNY

**THE FOLLOWING IMAGES CONTAIN NSFW
LANGUAGE BUT ARE PRETTY CUTE/FUNNY**

www.whythef*ckshouldichooseoberlin.com

WHY THE FUCK SHOULD I CHOOSE OBERLIN? 23 ❤️ 🔗

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 OBIES EXTRAORDINAIRE MA'AYAN PLAUT '10 AND HARRIS LAPIROFF '11.
NOT OFFICIALLY AFFILIATED WITH OBERLIN COLLEGE. ♥ ♥
WHY THE FUCK WE MADE THIS WEBSITE.

SHARE <http://whythefuckshouldich> [tumblr.](#) [Tweet](#)

WHY THE FUCK SHOULD I CHOOSE OBERLIN? 31 ❤️

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

Submitted by MV '01

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

TELL US WHY THE FUCK YOU LOVE OBERLIN

WHY THE FUCK SHOULD I CHOOSE OBERLIN? 5 ❤️ 🔗

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?

Full. Circle. Marketing.

Lulz and more ...

Buzzfeed's College Week channel:

<https://www.buzzfeed.com/collegeweek>

Beloit's Mindset List:

<https://www.beloit.edu/mindset/2020>

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"

<https://www.fastcompany.com/3055149/what-i-learned-in-12-weeks-of-therapy-for-social-media-addiction/13>

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

<https://www.americanexpress.com/us/small-business/openforum/articles/11-powerful-ways-to-tell-your-story/>

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



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Thank you!

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