Creating Data-Driven Success Stories

Presented by:
Helene Mancuso
Alexandra Shinert
Nicolette van der Lee

OLC Innovate
Nashville, TN | April 2018
“Before I got into the program I felt a little bit hopeless because I wasn’t able to do my job anymore. But now I feel like... I can apply what I know... into a new field. So I’m glad I found the program.”

“I never thought I’d finish my program...

But I had a career coach that believed in me…”

“Connecting with other Veterans on campus was a huge support system... I always had a place to go to... I made it, graduated!”
Session Goals

- Identify a well told story
- Practice telling your story
- Offer peer story review
What comes to mind when we say STORyTELLING?
Hello! My name is...
“Stories have been told throughout the ages for very specific purposes. There are main character(s) who have a problem and, with resilience, face and eventually overcome the challenges - not unlike the path taken by many major initiatives in higher education today.

[Stories] can help problem solve, provide guidance, build confidence, or share the wisdom of those who have walked these steps previously. Stories can be used to help others overcome challenges and invite them to embark upon the next steps in their own journeys.”

-Storytelling IMPACTcommunity
## Using the Storytelling Rubric

<table>
<thead>
<tr>
<th>RUBRIC STORY COMPONENT (What)</th>
<th>IDEAS (Why)</th>
<th>SOLUTIONS (How)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective Character</td>
<td>Identify compelling story to share</td>
<td>Interviews /stories of real people</td>
</tr>
<tr>
<td>Plot</td>
<td>Identify the Problem within the story</td>
<td>Create a story board with transitions</td>
</tr>
<tr>
<td>Authenticity</td>
<td>Let real people tell the story</td>
<td>Individual voices</td>
</tr>
<tr>
<td>Action-Oriented Emotions</td>
<td>“So what?”</td>
<td>Elicit an emotional response</td>
</tr>
<tr>
<td>A “Hook”</td>
<td>What was the underlying problem?</td>
<td>How does it relate to student success?</td>
</tr>
<tr>
<td>Resonates with the Audience</td>
<td>Pull out your “why” statement</td>
<td>Tell their story in your own words</td>
</tr>
</tbody>
</table>
Functions of Story

- Educate
- Inform
- Culture
- Common ground
- Inspire
- Encourage
Components of Story

- An Effective Character
- Authenticity (voice)
- A “Hook”
- Plot Moves the Story Forward
- Action-oriented Emotions
- Resonates with the Audience
Modes for Telling Stories

- Written/case notes
- Spoken/performed
- Audio (podcast/song)
- Visual (video/illustration)
- Embedded in presentation or report
Data That Leads To Story...

- **Career Coaching in PA:** 62% more students completed their program with career coaching than those who did not.
- **Resiliency in NJ:** 78% were retained in their resiliency enhanced course or program.
- **Intensive Hybrid Model in OH:** 53% increase in graduation rate for students in manufacturing.
- **PLA in RI:** Graduation rate for students who take advantage of PLA is four times higher than those who do not.
Activity Time! To begin, think about an item from our list of story prompts:

- Data/impressive numbers
- Person? Group of people?
- Event/ Celebration
- New Development
- New or Strengthened Partnership (Employer? Stakeholders?)
- Curriculum
- Program/certificate/degree
- Building renovation
- New Technology
Deconstructing a Story

- **What is the topic?**
  - Prior Learning Assessment (PLA)

- **What is the story?**
  - The process for building processes around PLA for more students to accelerate

- **Who is the audience?**
  - Others in the college who don’t know about PLA
Story
Activity Time!

- Identify the (six) components of the story
- What was the function of the story?
Let’s Build a Story!

Activity Time!

- What is the topic?
- Who is the audience?
- What is the story?

- An Effective Character
- Authenticity (voice)
- A “Hook”
- Plot Moves the Story Forward
- Action-oriented Emotions
- Resonates with the Audience
Want to Know More?

Visit the SkillsCommons IMPACT communities at http://support.skillscommons.org/connect/impact-communities

Connect with Tech Partners and More at connect.skillscommons.org

"Creating Data-Driven Success Stories" by Community Members, CSU-MERLOT's SkillsCommons is licensed under CC BY 4.0
Resources & Future Reading

- SkillsCommons Storytelling Network IMPACTcommunity
- National Storytelling Network
- Learning through Storytelling, Higher Education Academy
- Maxine Alterio, Using Storytelling to Enhance Student Learning.
- Peck, E., Dickinson, H. (2009), Performing Leadership
- Fifteen Ways to Harness the Power of Nonprofit Storytelling for Advocacy
- Storytelling for Nonprofits - How to Present Stories That Attract Don Support, and Raise Money
- Stories Worth Telling – A Guide to Strategic and Sustainable Nonprofit Storytelling (Developed by Georgetown University with support of the Meyer Foundation)
Follow Us!

Stay current! Follow SkillsCommons on social media!

www.skillscommons.org/Facebook

www.twitter.com/SkillsCommons

www.linkedin.com/company/6650163
Session Evaluations Contest

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Click “Evaluate Session” at the bottom of session details screen
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

Five (5) $25 gift cards will be awarded to five (5) individuals
Must submit evals using the OLC Conferences mobile app or website