

Telling Your Story: Sharing Your Technology Wins in a Meaningful Way

Meet Your Presenters



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Inspiration from Lynn University



Navigate360 Partner



- ✓ Succinct
- ✓ Balanced
(screenshots,
people, data)
- ✓ Energetic and
Fun
- ✓ Shareable



1

Why Storytelling Matters

2

What Makes a Good Story?

3

Storytelling Best Practices

4

Activity

Storytelling Ensures Continued Investment

Driving Key Buy-In Across Campus and Beyond

Finite resources mean we need to prove the impact of our people, processes, and technology

There is a lot of great work happening across your campus. Effective storytelling can help you ensure the right people receive the right message about your work.

Sample Technology Storytelling Needs:

- Demonstrating the impact that outreach through Navigate360 is having on students
- Proving that Starfish tools are saving advisors time during peak advising
- Using APS data to advocate to fill or add a faculty line
- Showing how Edify is improving data reporting compliance
- Convincing users that Rapid Insight data tools have automated a previously arduous process

Storytelling can generate...

- ✓ Awareness
- ✓ Recognition
- ✓ Buy-In
- ✓ Support
- ✓ New ideas for even better results

Storytelling Works for Moments Big and Small

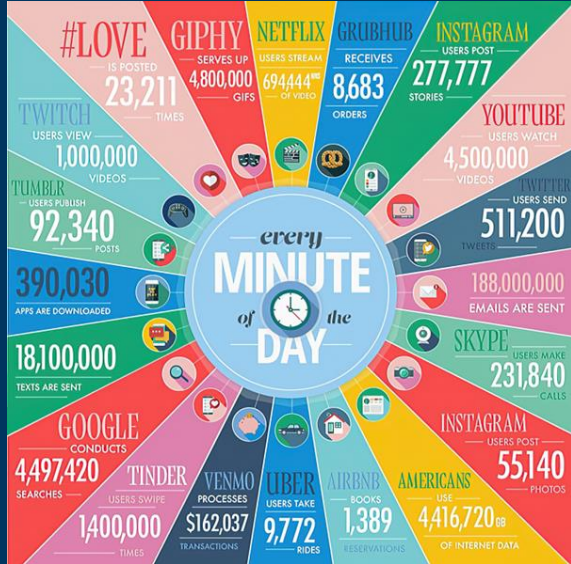


You likely think of storytelling for the “big” moments such as **annual reviews, presentations to executives**, or required **reporting**.



But it is also crucial to story-tell on a more day-to-day basis, whether crafting an “**elevator pitch**” to promote your work on campus, showcasing **smaller wins to build buy-in**, or explaining the power of resources to **engage with students**.

Storytelling Helps Cut Through the Noise



The Average Attention Span of a **Human** in **2000**



The Average Attention Span of a **Human** **NOW**



The Average Attention Span of a **GOLDFISH**

Sources: Data Never Sleeps 7.0 – Image credit: <https://www.domo.com/learn/data-never-sleeps-7/> and Statistic Brain

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Tell us in 1-2 words: What makes a good story?

Nobody has responded yet.

Hang tight! Responses are coming in.

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

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Storytelling Best Practices

What to Focus On When Sharing Higher Ed Technology Wins



Focus on the why



Choose formats carefully



Use data effectively



Tailor to fit your audience



Get personal



Why does this story need to be told?



What are the **key, top-line takeaways** or the **message** of the story that needs to shine through?



What do you need or want to have happen as a result of telling this story? What do you want your audience to do, feel, or react with? What is the **Call to Action**?

2. Use Data Effectively

Help Your Audience Focus on What Is Most Relevant

You don't need to include ALL the data to be effective

10-20%

Emphasize the most crucial data



80-90%

Integrate the rest of the data into your story or put it in an appendix

Ask Yourself...

What visual is right for this specific information?

Consider different graphs, progression charts, or other visuals.

What key metrics do I want to clearly call out?

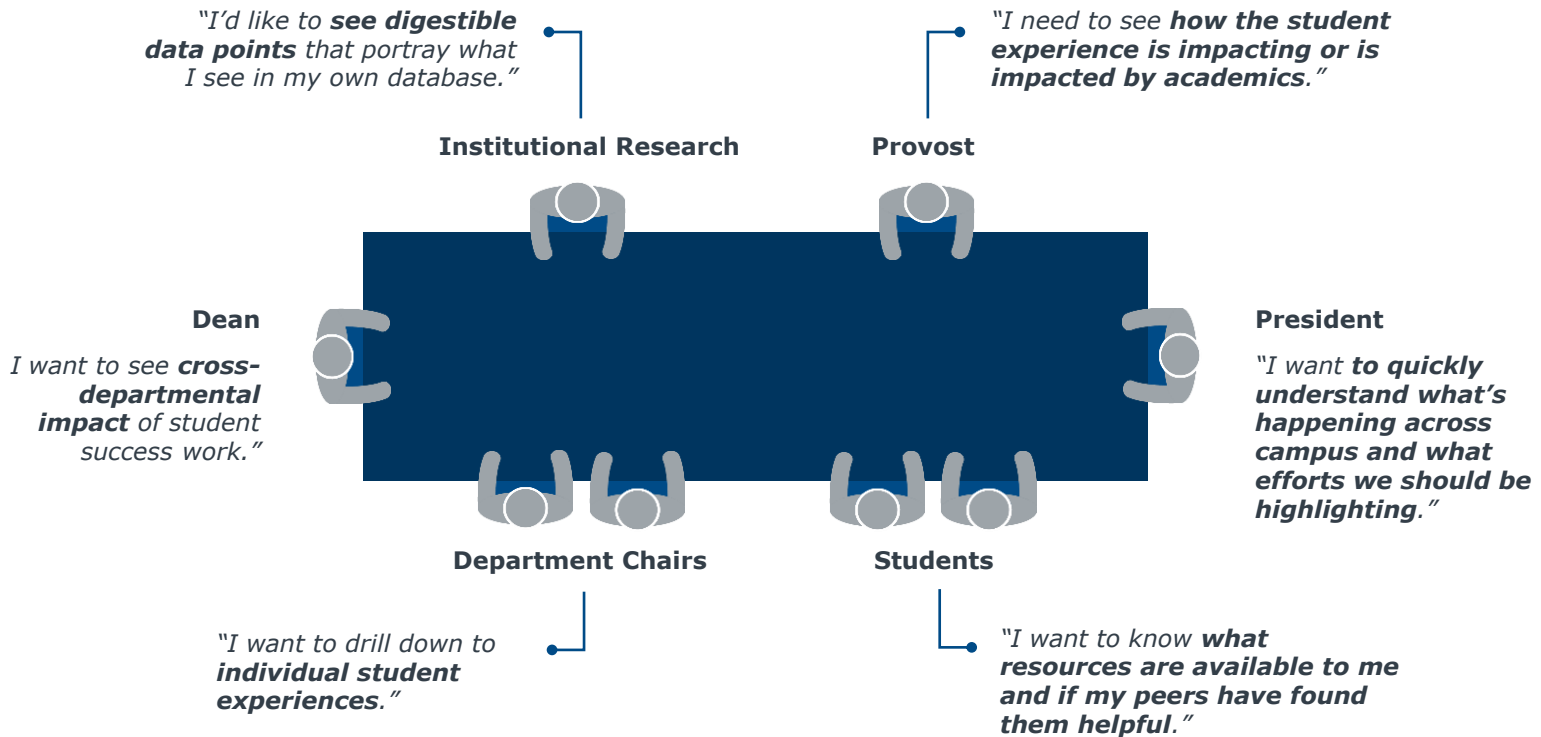
Senior leaders should be able to glance and see important stats right away.

Will this visual be easily understood by someone unfamiliar with this work/this data?

Keeping things clear and concise and providing additional context where needed will make your story most effective.

3. Tailor to Fit Your Audience

Consider What Is Important to Them



4. Get Personal



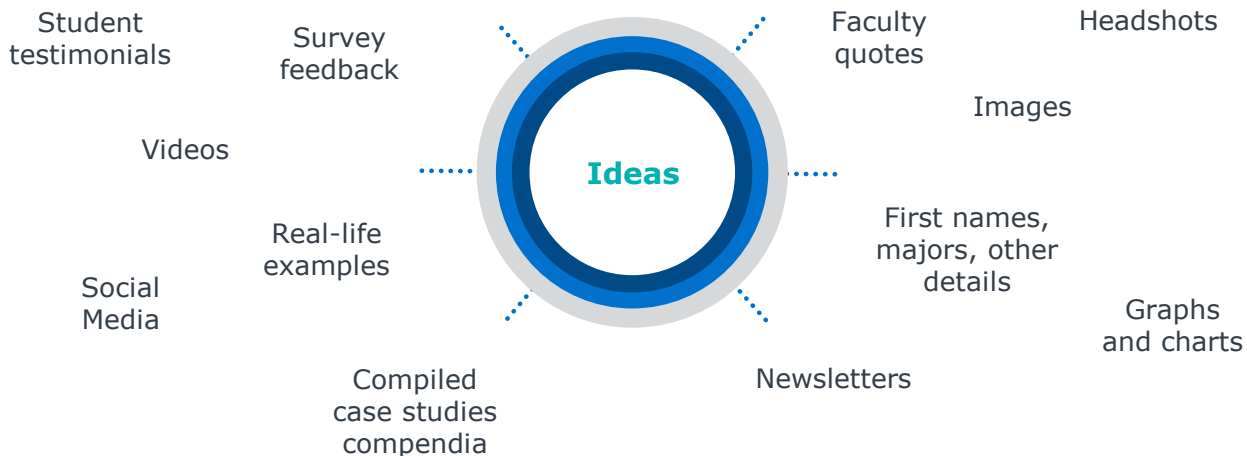
Higher ed is about people, so our stories are strongest when they include personal impacts and anecdotes (with permission of course).

Students

Faculty

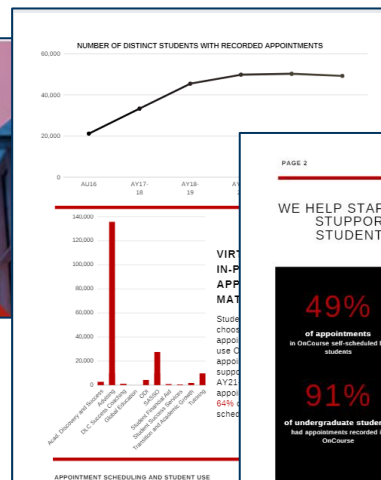
Staff

Community



Inspiration from The Ohio State University

Navigate360 Partner



PAGE 2 STUDENT APPOINTMENTS AND MESSAGING

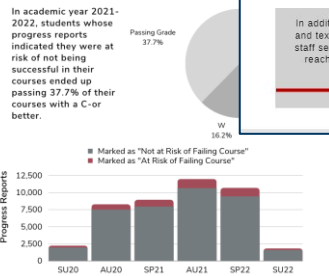
WE HELP STAFF SUPPORT STUDENTS

48,293 students had 187,955 appointments with over 875 faculty, advisors, success coaches, tutors, peer mentors, and other staff across all campuses.

49% of appointments in OnCourse self-scheduled by students

91% of undergraduate students had appointments recorded in OnCourse

In addition to appointments, Ohio State leveraged email and text messaging to reach students. Using OnCourse, staff sent 762,049 emails and 43,469 text messages to reach students at home, on campus, and across the university.



AMBASSADORS AND TRAINING PAGE 8

Ambassador Testimonials

"The OnCourse Ambassador Program reinvigorated my excitement for working with data and to be specific my ability to analyze and utilize data. The program showed me that I can be creative, future oriented, problem solver and a value creator in my role as an academic advisor."
-Mohamad Saab, Advisor (Fisher College of Business)

"As an Ambassador, I was able to create something useful for my team. Conversation around my project also expanded how our team uses OnCourse. The program also gave me the opportunity to meet more Academic Advisors and other staff from all our campuses. I feel much more connected to the community at large from working with these wonderful people."
-Leslie Eisberg, Academic Mentor (ATI)

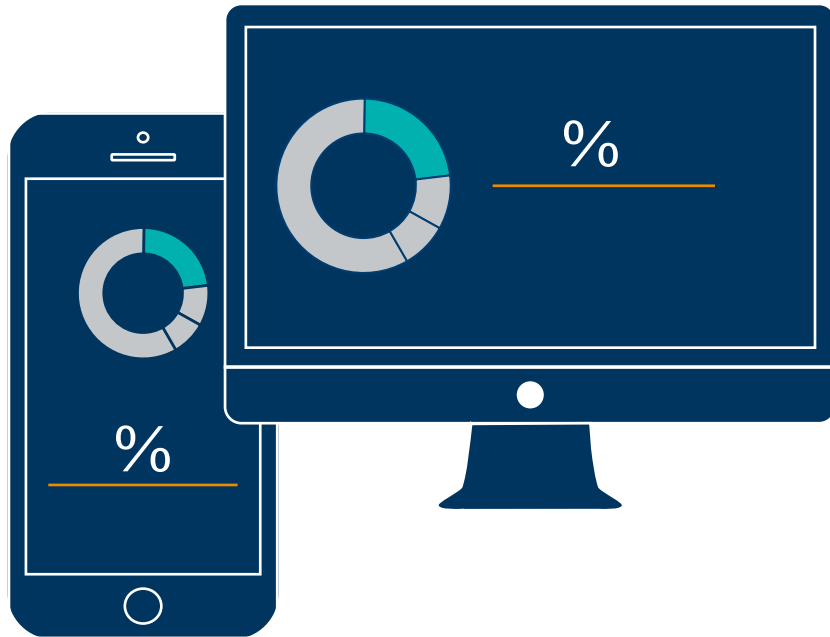
"I joined the ambassador program just 2 short months after I started at Ohio State-Lima. This was a great opportunity as a new employee to learn the ins and outs of a system I would use regularly in my position. Each of the topics I learned along the way allowed me to track various aspects of my daily routine in an effective and efficient manner. Some of the most beneficial topics were creating campaigns to target specific populations during different times of the year."
-William Foster, Advisor (Lima)

5. Choose Format(s) Carefully



What tools or techniques will you use to tell your story?

- Do you need a presentation, report, video, or elevator pitch? Consider:
 - Your audience's characteristics and preferences
 - What story elements you are looking to highlight (data, testimonials, visuals, etc.)
 - How engaging the story format will be
- Do you need more than one story format?
- Who is/are the best person/people to tell this story?
- What is the optimal timing?



Inspiration from Rochester Institute of Technology

Starfish Partner

1

Biannual Newsletter

Electronically delivered to entire faculty and staff during third week of fall and spring semesters

2

Mix of Content

Personal student success impact stories in addition to overall data

3

Engaging Design

Easy to read critical info

User Survey FAQ's ANSWERED

In spring 2022, we surveyed Starfish users about their experiences. Below are questions frequently asked by instructors and advisors. Instructors' questions appear in orange bubbles; advisors' questions appear in blue bubbles.

What happens when I raise an alert or kudos?

When you raise an alert or kudos, an email notification is sent immediately to the student with any comments you include. Additionally, the student's advisor(s) and department leadership are notified via email the following day of the feedback you sent to the student. Advisors review the student folder in Starfish. Based on the number of alerts and comments provided by the instructor, advisors can identify students in most need of support.

Once an Academic Progress Report closes, how can I find my students and notify them if they need an alert?

In Starfish, Academic Progress Reports are open during weeks 4-6 and 8-10. If a report closes or you have already submitted it, you can still send alerts. Directions to send alerts between progress reports can be found here: <https://wiki.rit.edu/starfish/alerts/instructor-n-follower/alerts-or-kudos>

Is there a way to know if an Advisor read and responded to an alert I sent about a specific student?

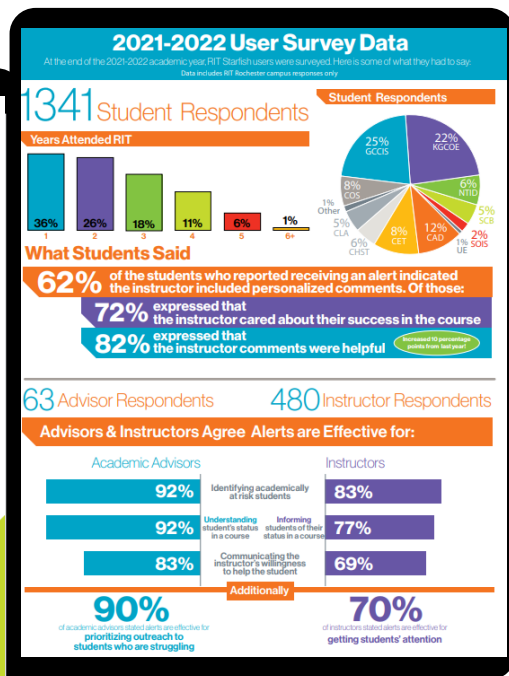
In Starfish, instructors can view the alert and see any comments added from an advisor. If an advisor copies an instructor when they outreach about the alert, the instructor will receive an email communication. For more detailed instructions on [how to view an outreach in Starfish](#), visit our [website](#) for complete details [\(page 3 of 4\)](#).

How can I access and view my previous alerts for a student?

There are two ways you can find the information quickly.


Option 1: In the top right corner, search for the student's name. Once in the student folder, click **Tracking**. Here you can view all active and resolved alerts that you have sent to the student.

Option 2: On the **Tracking** tab, all the active alerts you have sent to a student this semester are listed. You can add **additional filters** or search the list for a particular student to view their alerts.



Inspiration from Pueblo Community College

Navigate360 Partner

 **EAB** • Following Higher Education

[LIVE WEBINAR] Learn what strategies Pueblo Community College employed to boost enrollment by 18% in four weeks. #commcollege #emchat #enrollment

Combat Summer Melt Through Faculty and Staff

Part page

5mo • Public post

Impact Highlights

11.2%	191%	42%
Increase in faculty response rate to progress reports	Increase in faculty advising appointments scheduled	Increase in Navigate app usage



 **EAB**  **SOUNDCLOUD**


How Pueblo College ...

OFFICE HOURS

MTH EAB

36:59

Privacy policy

 **EAB** 957 subscribers

Faculty and Staff Partnership Deploy Campaign

1:1 and small group tech trainings
Create the ability for all levels of tech savviness to learn how to setup campaigns in Navigate with clear calls to action and personalization.

Moving at a comfortable pace
Success coaches can help faculty learn how to send campaigns at their own pace making it easier for the tech-curious to give it a try.

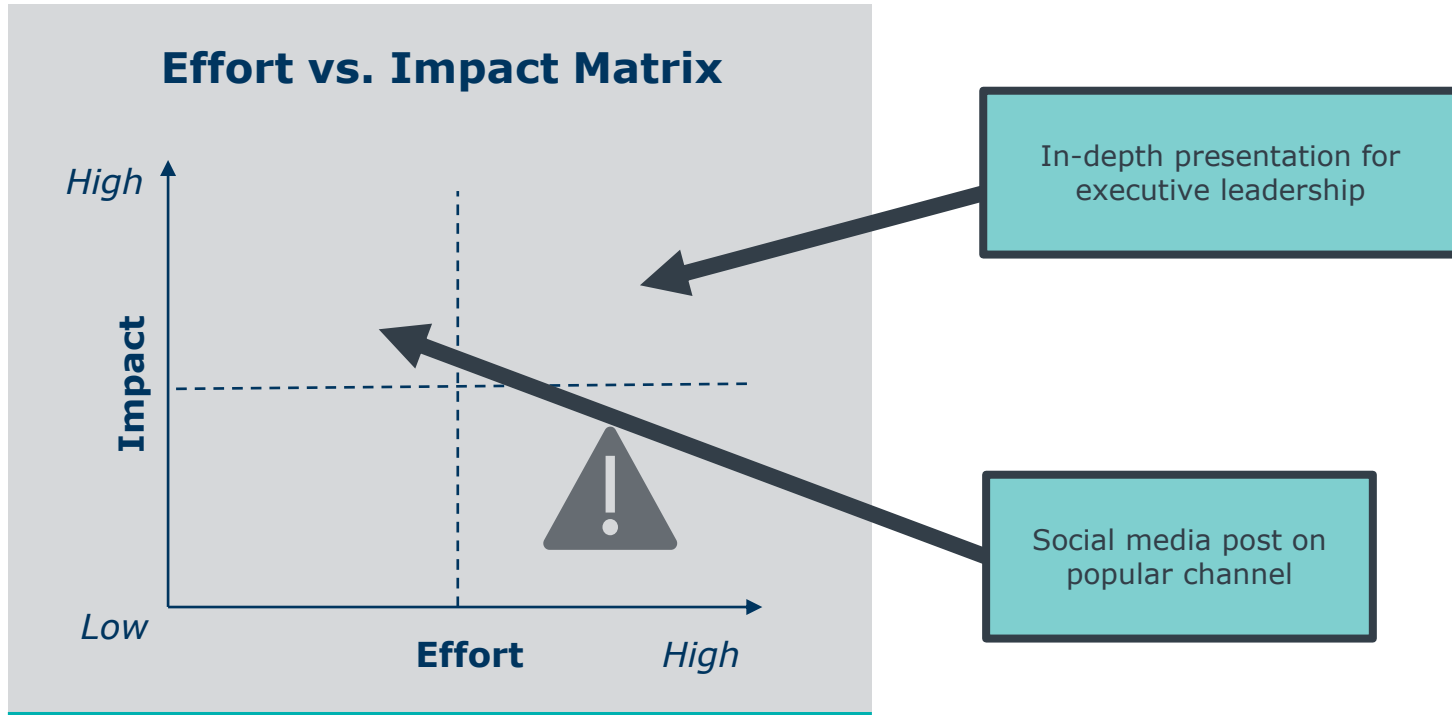
Progress is better than perfection
Maximize impact by not expecting 100% participation and leaning on people who were the most interested in learning something new.

MORE VIDEOS

3:52 / 52:01

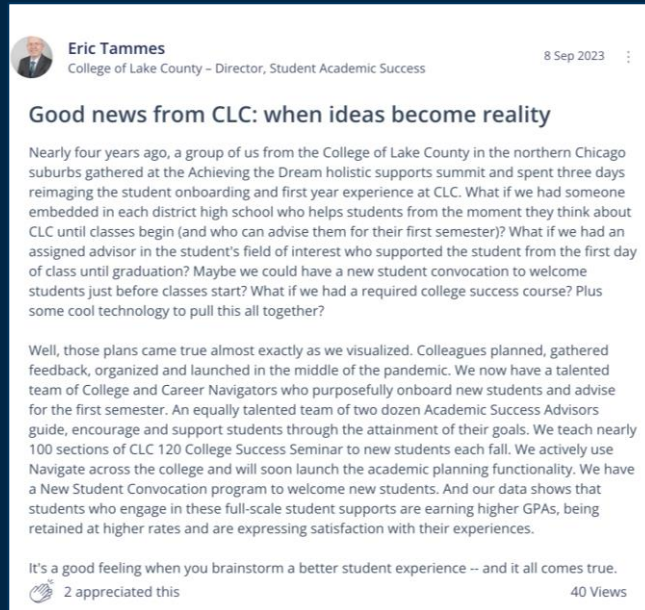
YouTube

Remember Effort vs. Impact



Inspiration from College of Lake County: EAB Community Post

- ▶ It's easy to get stuck in story design decisions
- ▶ When in doubt, keep it simple!



Eric Tammes
College of Lake County – Director, Student Academic Success

8 Sep 2023

Good news from CLC: when ideas become reality

Nearly four years ago, a group of us from the College of Lake County in the northern Chicago suburbs gathered at the Achieving the Dream holistic supports summit and spent three days reimagining the student onboarding and first year experience at CLC. What if we had someone embedded in each district high school who helps students from the moment they think about CLC until classes begin (and who can advise them for their first semester)? What if we had an assigned advisor in the student's field of interest who supported the student from the first day of class until graduation? Maybe we could have a new student convocation to welcome students just before classes start? What if we had a required college success course? Plus some cool technology to pull this all together?

Well, those plans came true almost exactly as we visualized. Colleagues planned, gathered feedback, organized and launched in the middle of the pandemic. We now have a talented team of College and Career Navigators who purposefully onboard new students and advise for the first semester. An equally talented team of two dozen Academic Success Advisors guide, encourage and support students through the attainment of their goals. We teach nearly 100 sections of CLC 120 College Success Seminar to new students each fall. We actively use Navigate across the college and will soon launch the academic planning functionality. We have a New Student Convocation program to welcome new students. And our data shows that students who engage in these full-scale student supports are earning higher GPAs, being retained at higher rates and are expressing satisfaction with their experiences.

It's a good feeling when you brainstorm a better student experience -- and it all comes true.

2 appreciated this

40 Views

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Please Turn to Your Worksheets

CONNECTED24

Telling Your Story

1. Plan

What story do you want to tell? _____

What story do you need to tell? _____

2. Act

Focus on the Why

Why this story?

What are the key, top-line takeaways or messages of the story that need to shine through?


What do you need/want to have happen as a result of telling this story?

Use Data Effectively

What data do you have readily accessible to you?

What data do you need additional support in accessing?

What does the data show?



CONNECTED24

Telling Your Story

2. Act (continued)

Tailor for Your Audience

Who is your audience?

What does your audience care about?
What parts of the story should you focus on based on your audience?

Get Personal

What "hook" can help capture and keep your audience's attention?


What qualitative anecdotes can help support your quantitative analysis?

Choose Format(s) Carefully

What primary format will you use to share this story?

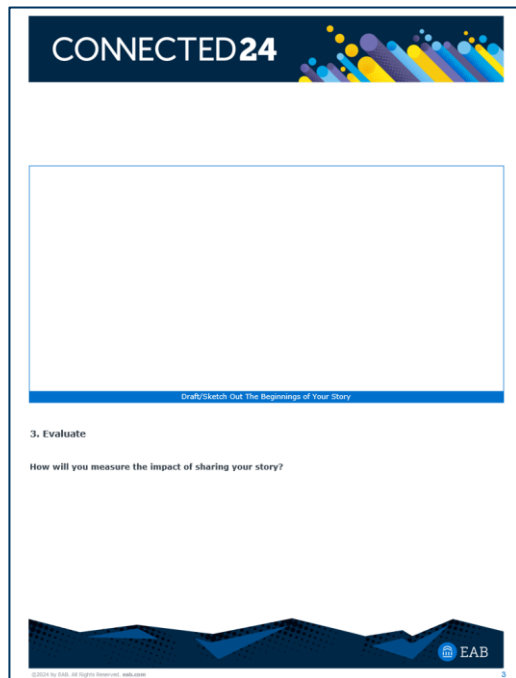
What secondary, tertiary, etc., formats should you also consider?

Do you need to partner with anyone to create these formats?



**Take ~10 minutes
to complete pages
1 and 2.**

**Take ~5 minutes
to discuss pages
1 and 2 with
your table.**



Take the next 5 minutes to begin sketching out your story, and jot down a few ways you might measure its impact.

Storytelling Best Practices

What to Focus On When Sharing Higher Ed Technology Wins



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Use data effectively



Tailor to fit your audience



Get personal

CONNECTED24

Share-Out and Questions



Other EAB Resources and CONNECTED Sessions

The Community

[The Community](https://networking.eab.com) - networking.eab.com

A great place to share your stories and get feedback from your peers! Available to Navigate and Starfish partners.



Other CONNECTED Sessions

Quantify the Impact of Navigate360/Starfish Interventions

Monday (1/22) at 1:00 p.m.

Democratizing Data with Tailored Data Centers

Monday (1/22) at 1:00 p.m.

How a Residence Life and Housing Care Unit Provides Holistic Student Support

Monday (1/22) at 2:30 p.m.

Transformational Leadership Teams: Impactful Strategies to Advance Student Success Priorities

Tuesday (1/23) at 9:30 a.m.

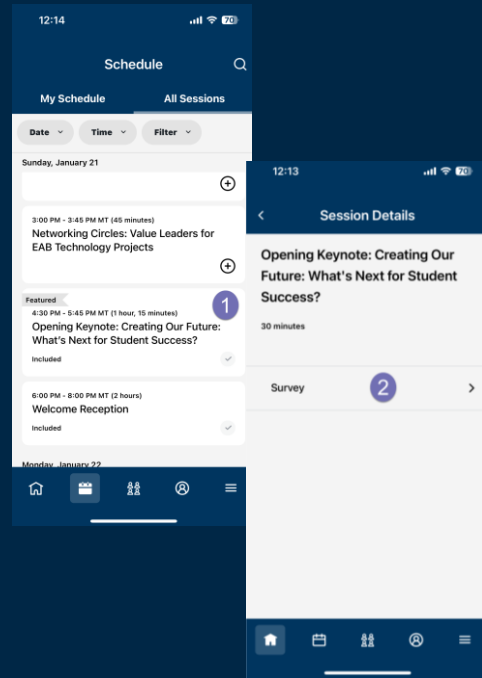
Complete Session Evaluations

Your feedback is important to us, please take a few moments to **tell us about your CONNECTED experience.**

Evaluations are available in the event app by clicking on a session and then clicking **Survey**.

Need help with the app?

Stop by the **information desk!**



CONNECTED24

Join us tonight for a
CONNECTED Celebration!



Join us at **5:00 p.m. in the Aurora Ballroom B-D** to celebrate with your colleagues and peers.

Bites, drinks, and fun provided



Next Up: **Lunch!**

Head straight to Aurora Ballroom A located on the 2nd floor.

Lunch is being served family style – it'll be ready for you at your table. Refer to your badge to locate your table number. There will be staff on hand to help direct you.



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