

Utilizing Data for Effective Storytelling

20
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Institute for Chief Academic Officers with Chief Advancement
and Chief Communication and Marketing Officers
November 4–7, 2023 » Tampa Marriott Water Street Hotel



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Presenter

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OBJECTIVES OF THIS PRESENTATION

- Walk away with at least one idea that sparks you.
- Understand that data can be a powerful tool in effective storytelling.
- Inspired to rethink the ways you use data to tell stories.
- Understand effective storytelling as one means of communicating student and institutional success.

#CAOI2023

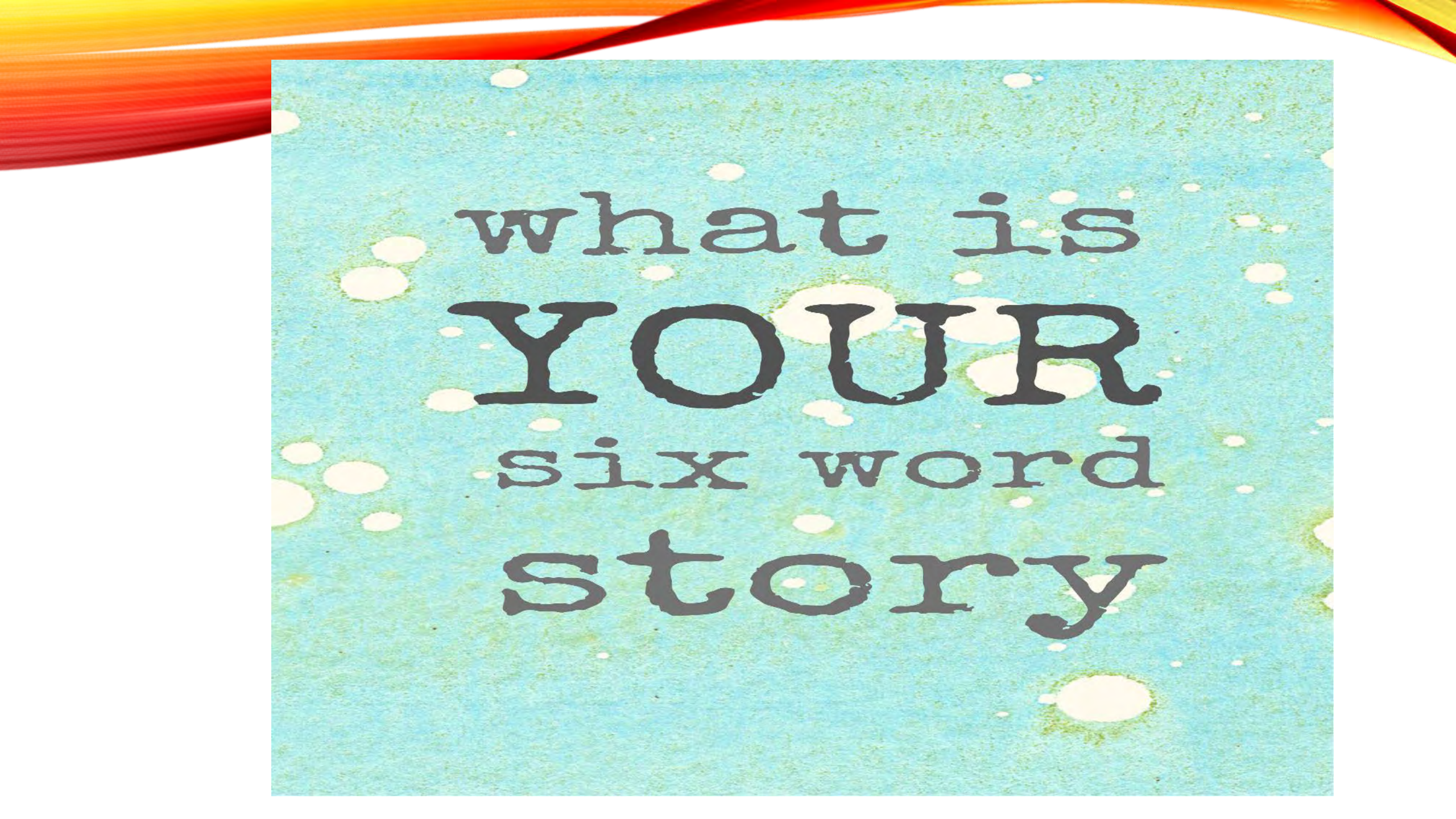


REFLECTION: NARRATIVE STORYTELLING

- Reflection: Looking out and looking within
- Authenticity: Bringing our true selves and experiences to the conversations and the work
- Activity: Take a few moments to think about your approach to your work. How do you think of narrative storytelling? What makes narrative storytelling effective?

WHAT IS NARRATIVE STORYTELLING?





what is
YOUR
six word
story



INSTITUTIONAL NARRATIVE

How is this story similar to the narrative about your institution?

How is it different from the narrative about your institution?

Does it represent the past, present, or future?

DANGER OF THE SINGLE STORY



"The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story."

-Chimamanda Adichie



DANGER OF THE SINGLE STORY IN HIGHER ED

Equity

Student Success

First Generation students

Non-traditional students

Deficit Language

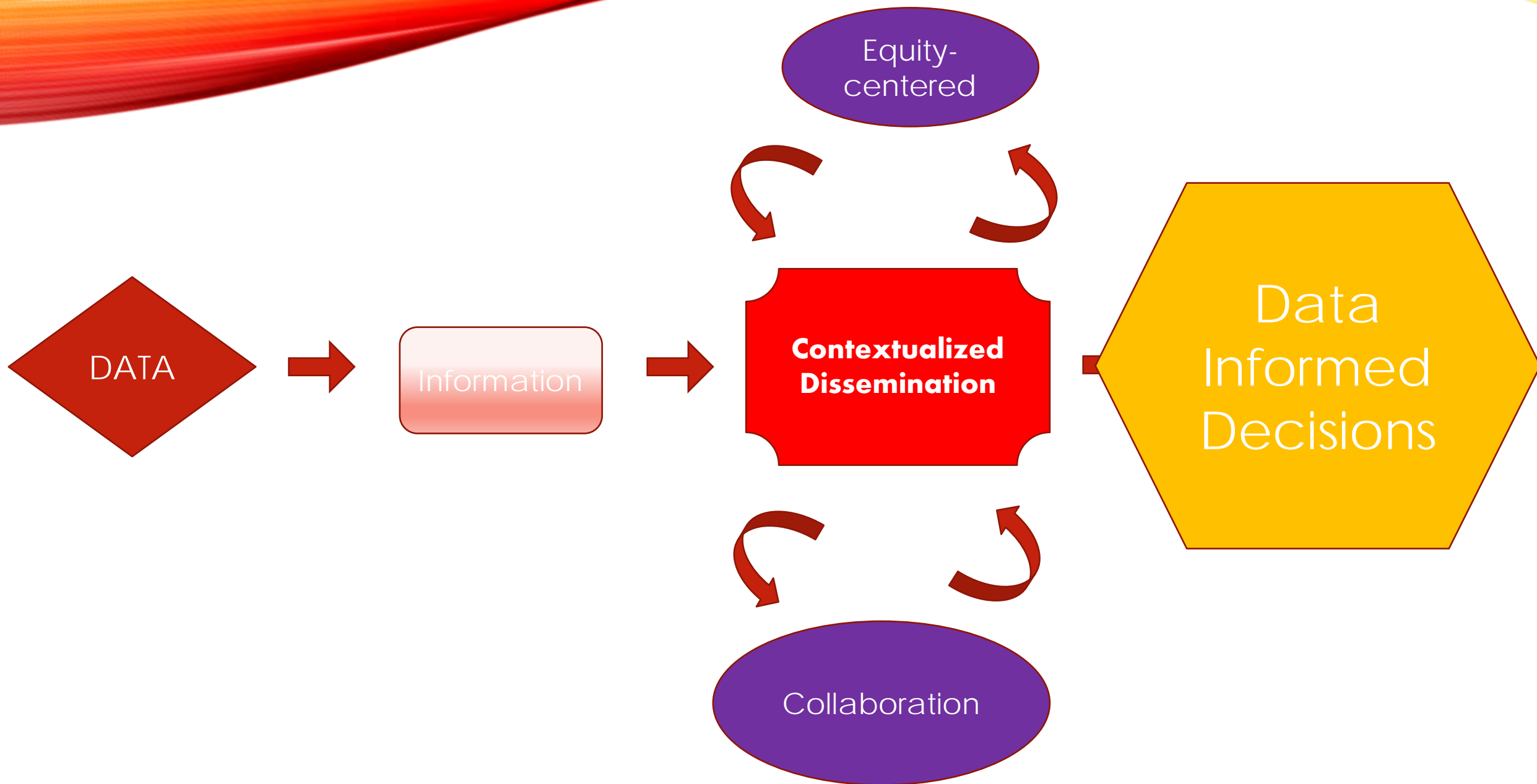
Data

DATA



A still from the animated movie Toy Story showing Woody and Buzz Lightyear. Woody is on the left, looking concerned. Buzz is on the right, wearing his green and purple space suit and holding up his right hand with fingers spread, as if explaining something. The background is a simple indoor setting.

**DATA. LOTS OF DATA, BIG DATA
EVERYWHERE**



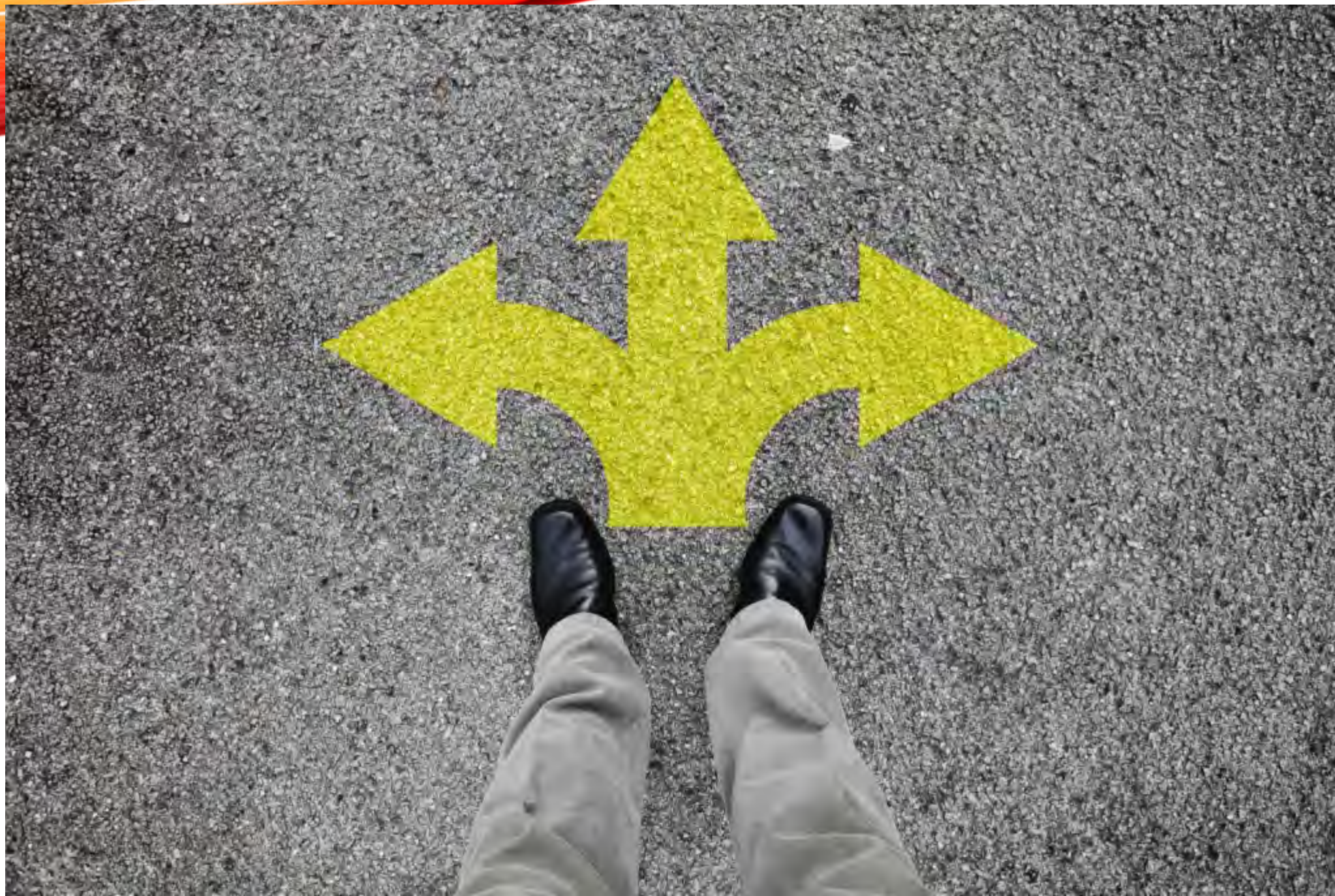
DATA AS AN EFFECTIVE STORYTELLING DEVICE



CONTEXT







MUCH TO LEARN,

WE ALL STILL HAVE.



REFLECTION & AUTHENTICITY

- Reflection: Looking out and looking within
- Authenticity: Bringing our true selves and experiences to the conversations and the work
- Activity: Take a few moments to think about your approach to your work. What have you learned about storytelling that will change the way you approach it in your work? Do you feel more prepared to engage in effective storytelling with data?



TAKEAWAYS

- Context is important.
- Collaboration is essential.
- There is a difference between a story and a narrative.
- It is important to represent many voices within the narrative of your institution.
- Data can be powerful tools for communication.
- At its core effective storytelling is about helping students and institutions tell their stories of success.

Q&A Session

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**Thank you
for attending
this session!**



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