

# Utilizing Data for Effective Storytelling

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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

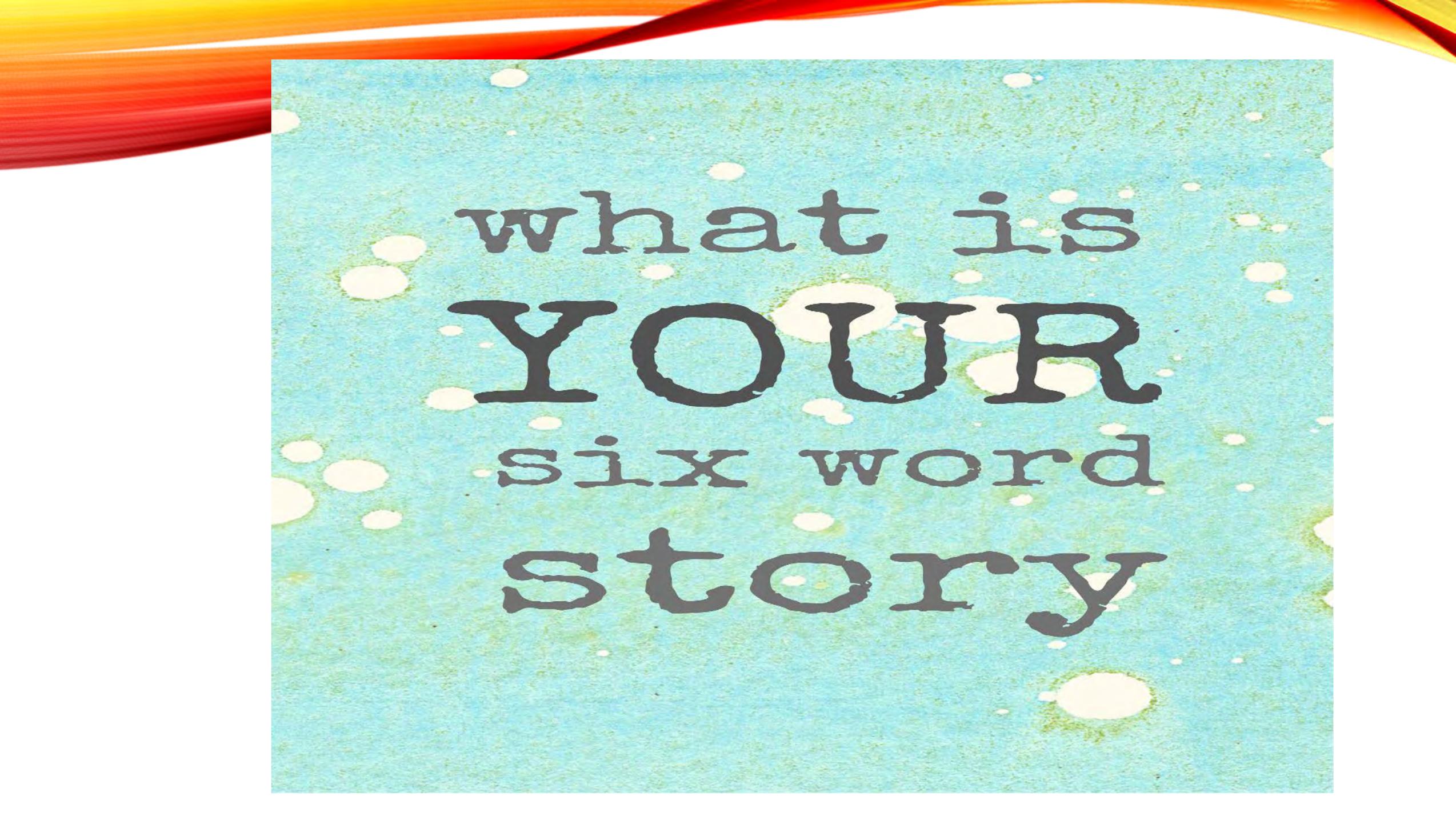


# REFLECTION: NARRATIVE STORYTELLING

- 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





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

DATA



Information



**Contextualized  
Dissemination**

Equity-  
centered



Collaboration



Data  
Informed  
Decisions

# DATA AS AN EFFECTIVE STORYTELLING DEVICE

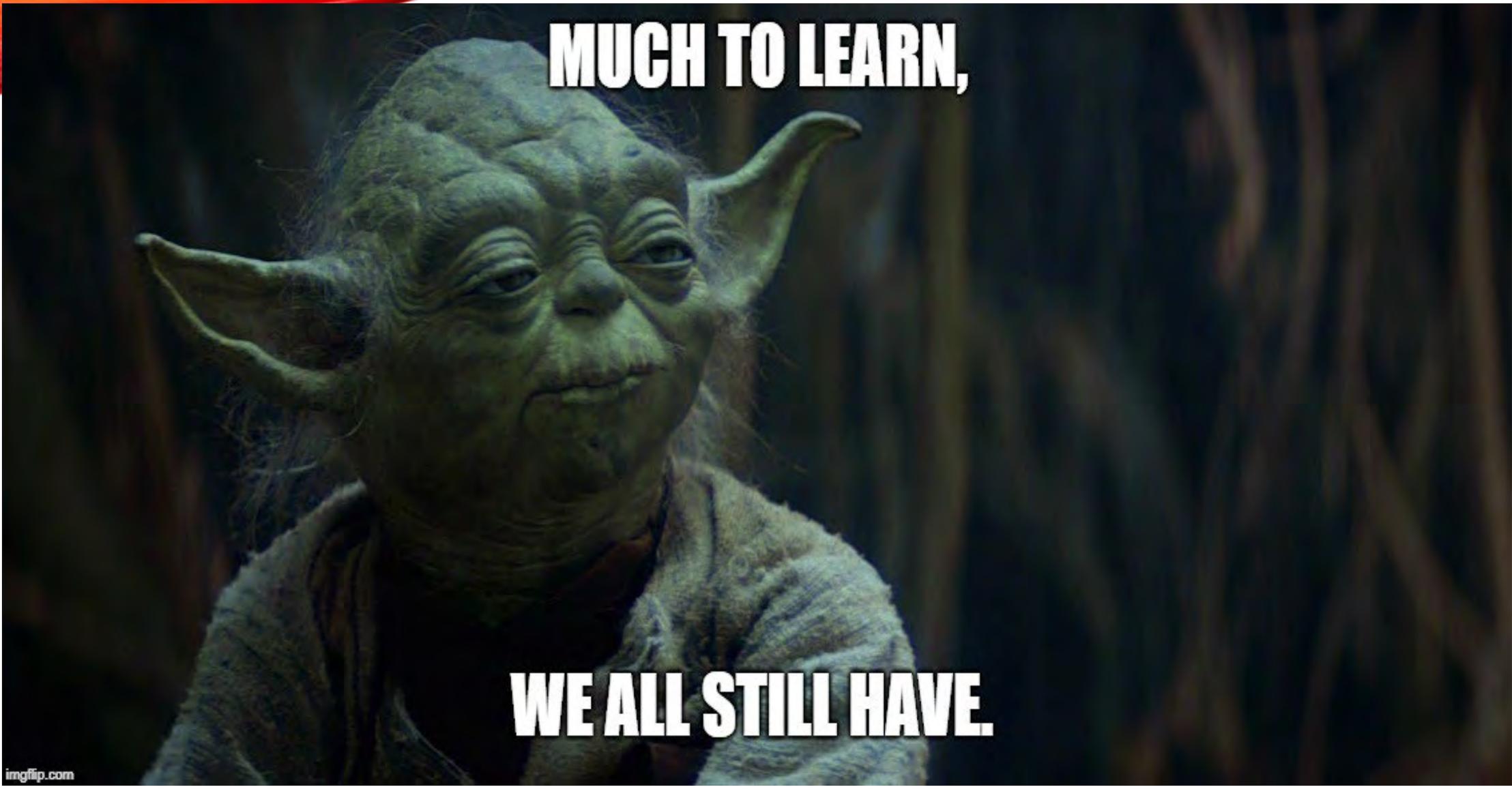


# CONTEXT







A close-up of Yoda's face from Star Wars. He has a thoughtful, slightly somber expression. The background is dark and out of focus, showing vertical lines that could be part of a cave or a forest. The lighting is dramatic, highlighting the texture of his green skin and his large, pointed ears.

**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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