

# Telling Your Story with Data

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*July 21, 2021*



Student Affairs  
UNIVERSITY OF GEORGIA

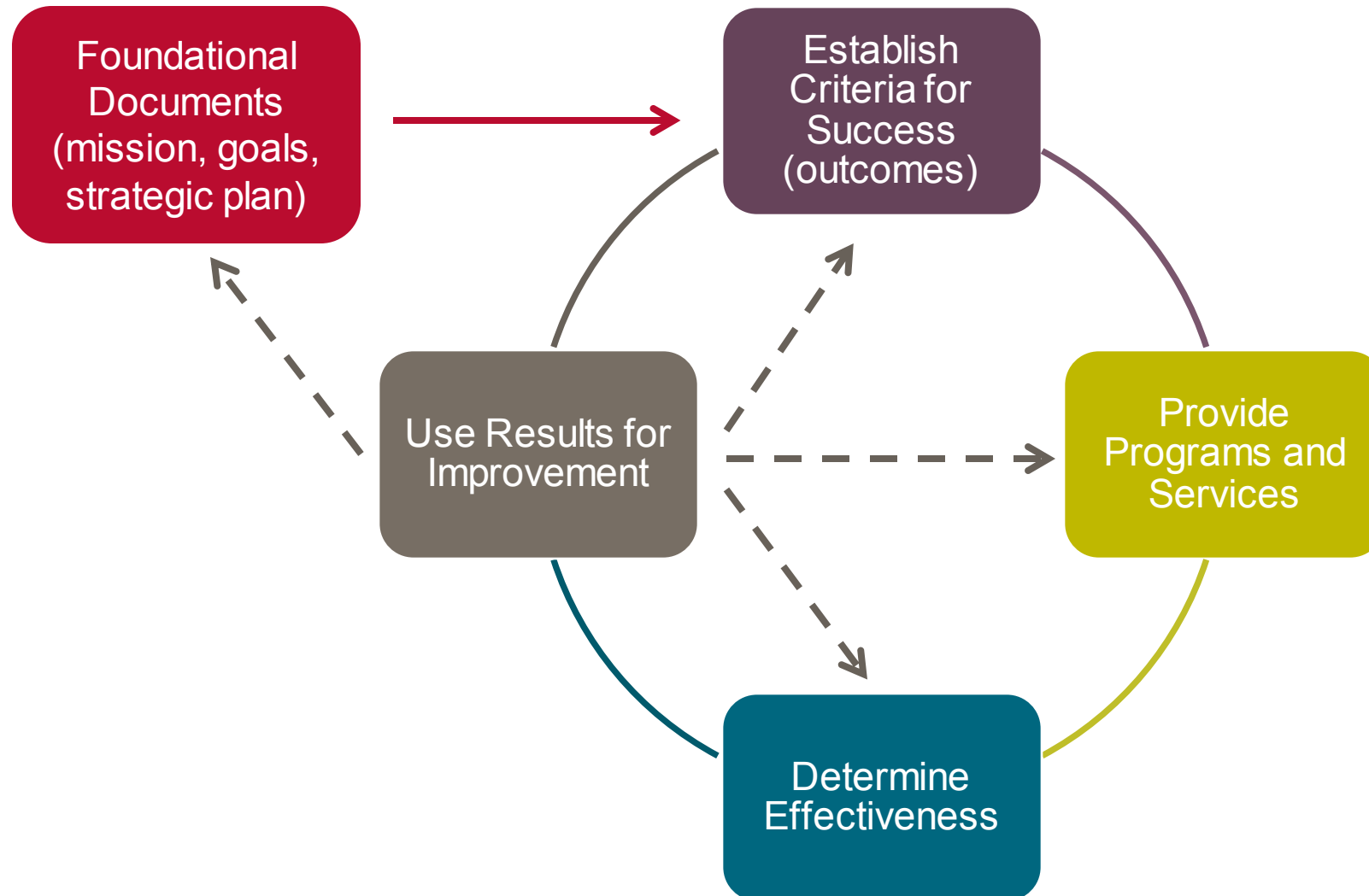
# Session Outcomes

After this session, attendees will be able to:

- Describe effective written and visual communication techniques.
- Utilize meaningful data as the foundation to a compelling story.



# Assessment & Improvement Cycle



# Overview

## Why are we telling this story?

- What do we want the story to achieve?

## Who are we telling the story to?

- Be specific. Think smaller, targeted. Not "who *could* see it," but "at whom are we aiming?"

## What is the communication strategy?

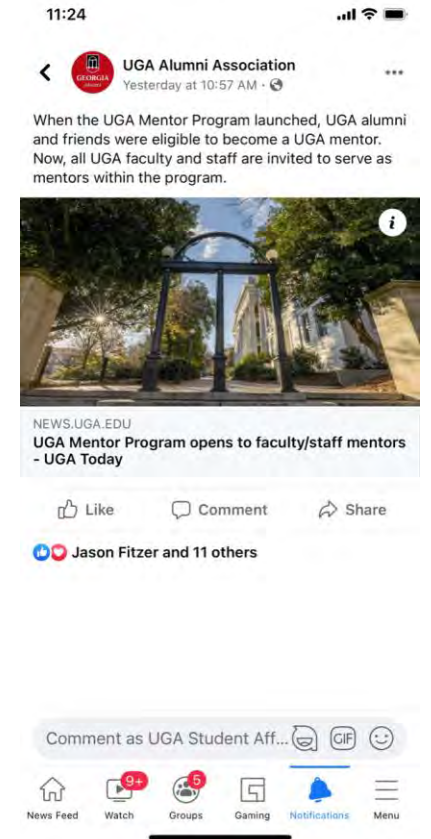
- Which medium? What voice? Timing/frequency?



# Examples - Social



# Examples - Social



# Examples - Web Story/("Press Release")

11:39 news.uga.edu

Campus News - Georgia Impact

## Academic, outreach faculty team up on rural issues

7 days ago · by Kelly Simmons



In this 2017 photo, faculty and students from the UGA College of Engineering partner with UGA Marine Extension and Georgia Sea Grant, a UGA Public Service and Outreach unit, to research how to make oyster farming less labor and time intensive for Georgia aquaculturists.

Seed grants will allow them to find solutions to variety of challenges

Eight individual or teams of University of Georgia academic faculty members were

11:41 news.uga.edu

Health & Wellness

## Asymptomatic pertussis more common than believed

June 17, 2021



(Getty Images)

### New study challenges long-standing assumptions about disease severity in infants

Pertussis, also known as whooping cough, remains a significant cause of death in infants and young children around the world and, despite global vaccination programs, many countries are experiencing a resurgence of this highly contagious disease.

A new study by Boston University School of Public Health and the University of Georgia's

11:41 news.uga.edu

Health & Wellness

## Physical activity may curb health care worker burnout

June 10, 2021 · by Lauren Baggett



(Getty Images)

### Increased worker stress and burnout are associated with poor patient safety

There is no question that the pandemic has been immensely stressful for health care workers, especially for those on the frontline of patient care. Yet, even before the pandemic, the regular demands of many health care industry jobs put these workers at risk for burnout.

Now, a new study from the University of Georgia

11:42 news.uga.edu

Health & Wellness - Society & Culture

## Student helps create mental health site for farmers

May 13, 2021 · by Johnathan McGinty



Madison Smith (Submitted photo)

### Her experience growing up on a farm complemented her social work education.

Madison Smith freely admits it's not necessarily the academic journey she anticipated.

The recent graduate from the University of Georgia's School of Social Work grew up on a small farm her grandfather operated in North



# Examples - Web Story/("Press Release")


11:36 news.uga.edu

UGATODAY

Campus News

## Harrison Foundation pledges \$1M to UGA Poultry Science

6 days ago - by Maria Lameiras



The Poultry Science Building. (Photo by Dorothy Kozlowski/UGA)

Gift for new building will honor its namesakes' connection to their alma mater

The R. Harold and Patsy Harrison Foundation has pledged \$1 million toward the construction of a new Poultry Science Building

11:38 news.uga.edu

Campus News

## UGA Mentor Program opens to faculty/staff mentors

5 days ago



The University of Georgia Mentor Program, the university's first comprehensive mentorship initiative, allows students (undergraduate, graduate and professional) to form meaningful relationships with mentors. When the program launched on Aug. 21, 2019, UGA alumni and friends were eligible to become a UGA mentor. Now, all UGA faculty and staff are invited to serve as mentors within the program.

This mentor pool expansion comes at a time when there is an urgent need to recruit mentors. Currently, the program does not meet the optimal ratio of three mentors available for

11:38 news.uga.edu

Business & Economy - Georgia Impact

## Small cattle farm grows up with help from UGA

3 hours ago - by Emilie Gille



Joseph Egloff's Rocking Chair Ranch grew from eight to nearly 60 head of cattle with assistance from UGA's Small Business Development Center. The SBDC also helped Egloff get a federal grant to add a meat-packing plant that attracts farmers from Florida to North Carolina. (Submitted photo)

### The SBDC helped middle Georgia farmer successfully expand operations

What Joseph Egloff began as a "little hobby" in 2011 is now a full-time cattle ranch with a meat packing plant that serves customers from Florida to North Carolina.

11:40 news.uga.edu

Campus News - Georgia Impact

## Program provides leadership training for Clarke students

7 days ago - by Charlie Bauder



InnovateU participant Grant St. Onge, middle, presents as part of the "The Oasis" team during the InnovateU Presentation and Reception in the auditorium at the Georgia Museum of Art. (Photo by Andrew Davis Tucker/UGA)

Clarke Central High School student Kayleigh Sims wants to be a veterinarian and open her own practice. A University of Georgia program is helping her learn the leadership, entrepreneurship and problem-solving skills she will need to be a success.

Sims, a rising junior, is one of 21 high school students from the Clarke County School District





# Examples - Email

**Subject:** You can help student engagement grow – Sign Up Today

**Body:**

[Click here to sign up for the Involvement Fair.](#)

Last year, nearly 2,000 more students visited the [Involvement Fair](#) than the previous year. [Engagement Leadership and Service \(ELS\)](#) saw benefits in our engagement numbers throughout the year as a result. This year, you can experience the same growth in student participation in YOUR programs by participating!

[Click here to sign up for the Involvement Fair:](#)  
[campuslabs.uga.involve/event102829383937](https://campuslabs.uga.involve/event102829383937)



# Examples - Email

**Subject:** A message from ELS

**Body:**

ELS seeks to deliver programs, services, events, and significant learning experiences which strengthen students' connection to the University, cultivate a sense of community, and empower students to be engaged and contributing leaders. Each year, we host the Involvement Fair, which introduces students to student organizations. We're growing a lot and want your department to be a part of it! Visit the ELS website for more information.





# Examples - Data Points Page



**Student Affairs**  
**UNIVERSITY OF GEORGIA**



The world-class education provided by the University of Georgia not only equips students with the knowledge and skills to tackle the world's grand challenges but also inspires them through meaningful experiences that compel them to lead. UGA Student Affairs fully embraces the University's emphasis on rigorous learning experiences, hands-on research and leadership opportunities. Through our focus on the engagement, intellect and character of each student, we take great pride in the value that Student Affairs' learning experiences add to a University of Georgia degree.



**810** student organizations registered through the Center for Student Activities and Involvement

**20,466** students completed 176,211 hours serving the community in 2018-2019

**280** students enrolled in 12 credit-bearing courses hosted by Student Affairs departments

**58** approved opportunities for the Experiential Learning requirement

**NATIONAL LEADER**  
UGA has been ranked #1 in the nation by various publications for student life, service to student veterans and sexual health, and the University Health Center, among the largest in the country, has established an unmatched record of flawless accreditation reviews.

**SERVICE**  
University of Georgia students have built a genuine culture of philanthropy, annually raising millions of dollars to support charities and causes and providing hundreds of thousands of hours of service to the community.

**SEAMLESS LEARNING**  
Student Affairs enhances UGA's holistic learning environment through nearly 60 approved Experiential Learning opportunities, 12 credit-bearing courses, partnerships with more than 230 faculty members, and 34 faculty and student researchers hosted by Student Affairs departments.

**STUDENT-CENTERED**  
Everything UGA Student Affairs does is #ForTheStudents. We strive to inspire students to engage meaningfully, grow intellectually and build character so they will create thriving communities.

Number of Full-time Staff: 630

Number of Student Employees: 1,500

Number of Departments: 18

FALL 2019

LEARN MORE: [STUDENTAFFAIRS.UGA.EDU](http://STUDENTAFFAIRS.UGA.EDU)

[UGAStudentAffairs](#) | [UGAStudentAffairs](#) | [UGAstudent](#)

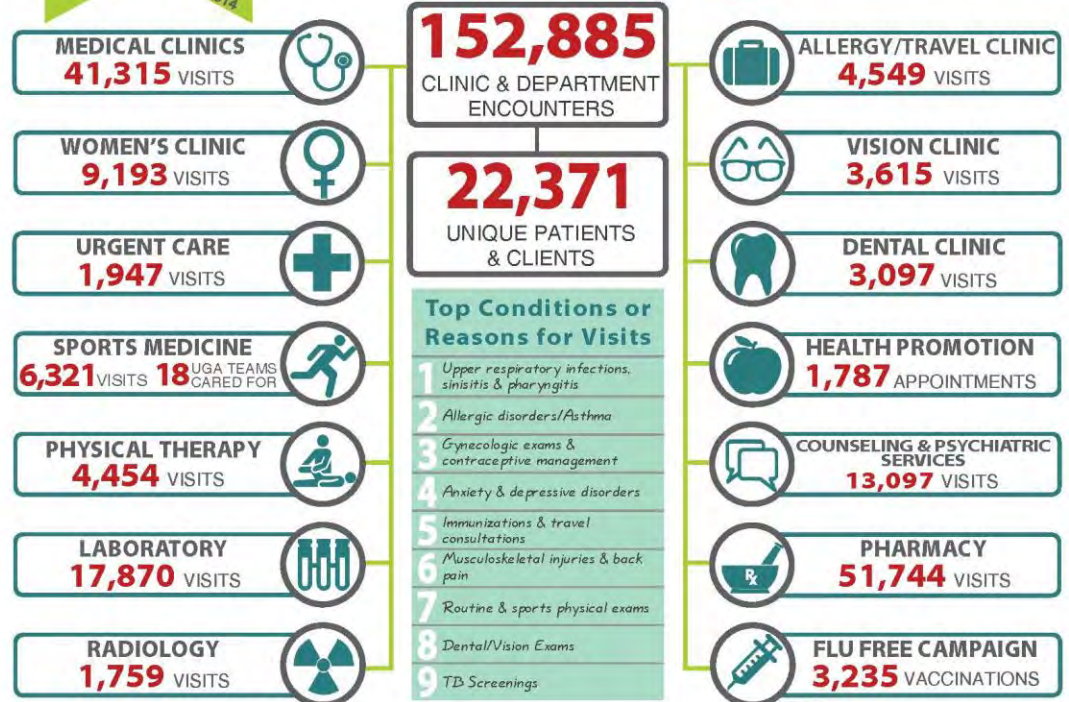
306 Memorial Hall | 706-542-3564 | [askstudentaffairs@uga.edu](mailto:askstudentaffairs@uga.edu)

**TOP 20**  
Princeton Review  
"Best College Health Services"  
2014

"The environment was both friendly and professional."  
- UGA Student



Fully accredited by the Joint Commission



**UHC Building Quick Facts**

- 58 EXAM ROOMS
- 8 MEDICAL PROCEDURE ROOMS
- 4 MEDICAL CLINICS
- 5 SPECIALTY CLINICS



Examples -  
Data Points Page



## Examples - Data Points Page



Student Affairs  
UNIVERSITY OF GEORGIA



**Patient Satisfaction**  
2014 UHC SURVEY



RATED THEIR VISIT AS VERY GOOD OR EXCELLENT



WOULD RECOMMEND UHC TO A FRIEND



SATISFIED WITH COMFORT, SAFETY, & SECURITY OF UHC



SATISFIED WITH THE RESPECT SHOWN TO PATIENTS BY UHC STAFF

## HEALTH PROMOTION

Our **11** health educators are advocates for student health and safety across campus. They work with UHC student groups to promote healthy initiatives throughout the year. The department houses the

**John Fontaine, Jr.**  
Center for Alcohol Awareness & Education

**204**  
Alcohol & Other Drug consultations

**25**  
Collegiate Recovery Community Members

**427**  
Students completed BASICS program

**43**  
Mentor Program appointments

**5,608**  
Students completed online AlcoholEDU course

**5,936**  
Students completed online Haven course

**2,115**  
Students trained in Bystander Intervention through the WatchDawgs Program



**1,601** Massage Therapy appointments

**“The dental clinic at UHC is of the highest quality.”**

- UGA Student

## CAMPUS OUTREACH IMPACT

**RSVP**  
2,445 STUDENTS

**Alcohol & Other Drug Prevention**  
2,341 STUDENTS

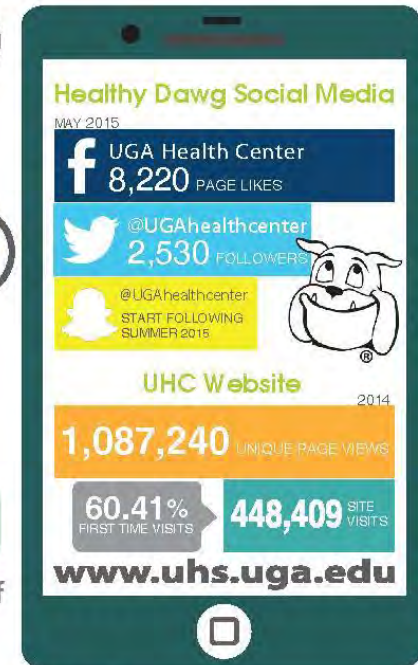
**Collegiate Recovery Community**  
855 STUDENTS

**Sexual Health**  
2,265 STUDENTS

**Nutrition**  
2,048 STUDENTS

**391 ATTENDED A COOKING CLASS**

UHC is rated #15 on Top 100 Healthiest Universities report. For more health resources & information, visit [uhs.uga.edu](http://uhs.uga.edu)



The University Health Center exists to advance the physical and mental health of UGA students in order to support academic success and student retention. We ensure this by providing primary and specialty health care, prevention-focused services, and learning experiences which develop a lifetime of healthy habits.



University Health Center

# Case Study – Engagement Fair

- Hosted early in the semester with a goal of introducing students to involvement opportunities via registered student organizations
- Hosted on a weekday from 10am-3pm on Tate Plaza and West Lawn
- 300 registered student organizations
- 500-600 student IDs scanned
- Funded from Student Activity Fee (SAF) allocation
- No significant campus partnerships



# Case Study – Engagement Fair

Fall 2018

- Shifted to a late-night, "destination" event in Tate Student Center
- Hosted 288 registered student organizations
- 2,561 student IDs scanned (453 in 2017)
- 6,661 visitors tracked in the Tate Student Center during the event
- Utilized Presidents Venture Funding in addition to annual SAF allocation to add food and entertainment
- Partnerships with Campus Dining

*"When it's outside, you have more people just passing through. With this, people are coming here for this exact reason"... "I don't think I've seen this level of hype and involvement in any of the four years that I have been to the Involvement Fair." - Charlene Marsh, SGA Vice President, Red & Black*

*"I did not anticipate this many students. We handed out all of our 120 flyers within an hour so I had to print more." - Brianna Stone, Plushy President, Red & Black*



# Case Study – Engagement Fair

Fall 2021 will--

- Continue to be a late-night option (7-10 p.m.)
- Feature two separate events within the same week
- Include more partnerships
- Have closer attention to photography and videography of the event for future promotion
- Document individual student perspective for future story-telling and impact narratives

Overall shift to student engagement rather than "involvement" and "student organizations"

- Alignment with SA2025





# Who's Your Audience?

- Alumni
- Donors – Linear Growth
- Students
- University Leadership – Student Success (RPG)
- Campus Partners/Colleagues
- Government Relations & Athens Community



# Tips

- Student-curated content
- Less is always more
- Celebrate small wins
- Events that are the same year after year – identify one data point that's new and different
- Photography – if you know your data points in advance, take pictures exemplifying them



# Your Turn!

- Pick an audience member
- Consider the data you might need
- Tell us your story!



# Upcoming Workshops

July 28

1-1:50pm

Creating a Curriculum Map

[https://studentaffairs.uga.edu/site/staff\\_dev\\_calendar](https://studentaffairs.uga.edu/site/staff_dev_calendar)

