Telling Your Story with Data

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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

- Foundational Documents (mission, goals, strategic plan)
- Establish Criteria for Success (outcomes)
- Use Results for Improvement
- Determine Effectiveness
- Provide Programs and Services
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

Rachel Henderson has always enjoyed helping in the disability community. She chose her major—special education—in part because her mom works as a special educator. “I went with my gut on what I was passionate about and the rest unfolded along the way.”

https://t.uga.edu/7bd
Examples - Social

“...when the stress level starts to heat up, be calm and breathe the source out of the 'heat.' Then address that. For example, if you have too many interactions that are interfering with your preparation, figure out how to avoid them until your work is done. Or if you feel deficient in knowledge of a particular subject area, work help from others to close the gap.”
- Hal Poir, Terry College of Business

Are you a first year #graduate student? Then make sure to check out our Peer Mentoring Program. Our mentors help new students transition to #phdlife. The first fall event is September 9th.

#phdchat #mentoring @ILS_UGA #UGAMentor @ugagradstudents

Peer Mentoring Program

Fall 2020 Event Schedule:

Comment as UGA Student Affairs.

UGA Alumni Association

UGA Mentor Program opens to faculty/staff mentors - UGA Today
Examples - Web Story/"Press Release"
Examples - Web Story/"Press Release"

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.

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 number of mentor spots available for

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.

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 most-packing plant that serves customers from Florida to North Carolina.

Innovated participant Grant St. George, middle, presents as part of the "The Oasis" team during the Innovate! presentation and reception at 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 nine Georgia school districts.
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
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.
T he 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.

**Examples - Data Points Page**

- **NATIONAL LEADER**
  UGA has been ranked in the nation by national publications for student life, alumni life, student services, and research, and the president’s annual report of alumni and staff recognition of hundreds of thousands of dollars of service to the community.

- **SERVICE**
  Student Affairs has a genuine culture of philanthropy, annually raising millions of dollars to support programs and causes and providing thousands of hours of service to the community.

- **ENGAGED LEARNING**
  Student Affairs enhances UGA’s vibrant learning environment through nearly 200 co-curricular learning opportunities, 12 credit-bearing programs, partnerships with more than 250 faculty mentors, and 32 faculty and student researchers funded by student Affairs.

- **STUDENT-CENTERED**
  Everything UGA Student Affairs does is for its students. We serve to engage students to engage meaningfully, grow intellectually and socially, and to work in their thriving communities.

- **Number of Full-time Staff:** 543
- **Number of Student Employees:** 1,162
- **Number of Departments:** 16

810 student organizations registered through the Center for Student Activities and Development

20,466 students completed 131,302 hours serving the community in 2019-2020

280 students awarded 125 credit-bearing courses based on student Affairs' experience

58 approved opportunities for the Experiential Learning requirement
Examples - Data Points Page
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!
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 28</td>
<td>1-1:50pm</td>
<td>Creating a Curriculum Map</td>
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https://studentaffairs.uga.edu/site/staff_dev_calendar