Educational Session

**2347 - Telling the Student Story: Digital Media Kits, Video and More that Get the Word Out about Student Experience**
Partnerships and Collaboration, Transition Programs and Services

It’s no secret that students’ stories deliver the greatest power to your community relations, but many struggle with how to leverage them. Learn some of the best strategies to collect, craft, and tell transfer student success stories before, during and after transfer. Discover practical ways to do so within a busy workload.

**Ebony Horton, Communications Specialist**
Alabama Community College System
Telling the Student Story: Digital Media Kits, Video and More that Get the Word Out About the Student Experience

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So, what makes a good story?
Let's be honest...
Overview

1. Makeup of a Good Story
2. What Story to Tell
3. Where to Tell It
4. Goals
5. The Grand Execution
6. Branding and Consistency
7. Top Tools
8. Takeaways
WHAT'S 'IN' A GOOD STORY?

TRUTH

EMOTION

CALL TO ACTION

BEGINNING, MIDDLE AND END

OPPORTUNITY
WHEN YOU TELL YOUR OWN STORY, YOU GET TO CONTROL THE NARRATIVE AND CREATE YOUR IDENTITY
WHY WE DO WHAT WE DO

"I grew up in a very rural community. Trenholm helped me grow and step out of my box. I already have a scholarship to transfer to AUM."

-Jeseyka Parker, All-Alabama Academic Team #TrenholmGrad #ACCSSuccess #2to4Transfer

"I was very much 'outside of the group' in high school but when I came to Coastal, it felt like a family. I am glad I've had the community college experience."

-Brendon McDonald, All-Alabama Academic Team #CoastalGrad #ACCSSuccess

"Attending Coastal has been life-changing. To have all the people I’ve met and all the advisors I’ve connected with, it helps in more ways than you know...

-Javen Renner, Transfer Pathway Scholar #CoastalGrad #ACCSSuccess
WHAT STORY TO TELL
Create a ‘day in the life’ video of a transfer student(s) who can be a face to the challenges and rewards.

Take an honest approach. Your star student isn’t always the one with the highest GPA.

Talk to the families (parents if younger students and children/spouses of others). Students want ‘real’ pictures.

Highlight programs and scholarship opportunities for students to consider.

Highlight services, resources or agreements, tools or directories that were used.
WHERE TO TELL THE STORY

COMMUNITY OR STUDENT EVENTS (LMS, CAMPUS VISITS)

RADIO, PRINT (NEWSPAPER/MAGAZINE), TV AND OTHER PAID MEDIA ASIDE FROM SOCIAL MEDIA

SOCIAL MEDIA (STUDY ORGANIC AND STATISTICAL TIMING FOR AUDIENCE)

INTERNAL MEDIA (WEBSITE, PARENT APPS, GOOGLE CLASSROOM, NEWSLETTER, STAKEHOLDER TOUCHPOINTS, ETC.)
GOALS

- Accurately illustrate your WHY for telling the story in the first place.
- Determine how/where you want to promote the story.
- Keep your audience in mind.
- Determine the consistency of similar stories.
Factors in the Grand
EXECUTION

WHO’S GOING TO SEE THIS?
Community
Workforce
Other Students
Faculty/Staff

WHO NEEDS TO BE FEATURED?
Students
Faculty/Staff
Community Partners
Families or Groups

WHAT NEEDS TO BE ASKED OR SAID?
WWW
Release/Waivers
Goals
Branding
Consistency
Generational Tendencies

- **Gen X and Millennials**: Tutorials and How-To Marketing Videos (Registration, FAFSA)
- **Gen Z**: Haul videos: influencers - 8 seconds is magic number. (What’s in the lede?)
- **Varied groups**: Explainer videos – can portray buyer persona as a character; “drives identification, engagement and brand trust as a consequence” (Student/work experiences, ‘why’ the school inspires)
- Understand internal generational standards to better inform stakeholders (convince the “back in my day”-ers (faculty/staff features)

Sources: YumYumVideos, Nielsen
VIDEO RELEASES

*18 and younger require parent signature

☐ For an adult  ☐ For a minor under the age of 18

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BRANDING AND CONSISTENCY

Colors

Typography
Headline Text
14pt American West Bold

General body text
12pt American West Regular

Button Text
12pt American West Bold

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YOU CAN CROSSPOST AND USE STORIES IN MULTIPLE WAYS

THIS STORY WAS FIRST USED IN SOCIAL MEDIA AND A ‘REMIND’ POST

Elmore County Child Nutrition

June 8 at 8:22 AM

Curbside meal service is today from 3 pm until 6:30 pm at our 5 sites (Coosada Elementary, Eclectic Middle, Holtville Middle, Redland Elementary and Wetumpka Middle). Today’s meal options are great...2 lbs breaded chicken tenders, pretzel cups, PB crackers, pop tarts, peaches, carrots, vidalia onions and milk. See you this afternoon!

...THEN, IT WAS TURNED INTO A NEWS STORY

One Alabama county relies on army of volunteers to keep feeding children

Updated Apr 21, 2020 / Posted Apr 13, 2020

Elmore County schools feeding students during coronavirus pandemic:

By Trisha Potter Grant | tgrant@al.com
DON’T FORGET ABOUT PRINT
1. Make Time to Learn More About Your Students. Then, find someone who can help tell their stories.
Eb’s Top 5 Takeaways

2. Have at least three touch points per story: Whether newspaper article, Dojo and video, or news station, radio and newsletter, etc., think of at least three places a student story can go.
3. Get the student involved in the advertisements: Particularly with social media, encourage the students to share whatever is posted about them to their followers.
Eb’s Top 5 Takeaways

4. Represent yourself well. Build a standard toolkit and brands style guide: This grants easy access to all and also makes you look good – or at least consistent.
5. Join organizations or groups (even social media groups) to find ideas on the latest trends: And, find some friends in the press 😊

Eb’s Top 5 Takeaways

- Local chambers
- First-Generation
- Fitness for Teachers
- Social Media Pros
- Community Watch groups
- PRCA
- Local news
QUESTIONS?