

ACCT Recess Meetings Storytelling Worksheet

Telling Your (College's) Story and Sharing Your College's Impact

As we discussed earlier, effective storytelling begins by telling a "story of self" then connecting that story to a "story of us," which is finally combined into a "story of now" inviting the audience to take action.

Our charge to you right now, is to craft or refine the story of your college/board that allows you to sell the need to fund the programs we discussed earlier:

- Maximum Pell Grant
- SEOG
- Work-Study
- TRIO
- GEAR-UP
- Strengthening Institutions
- Adult Ed State Grants
- Strengthening Community College Grants
- CCAMPIS

Here are some "pro tips" to keep in mind:

1. Be clear and concise
2. Share who you are/who your college is
3. Paint a picture of the students and communities you serve
4. Be specific about the challenges you face and demonstrate the need for and impact of your work, focusing on advancing your college's goals and ACCT's priorities.
5. If your personal story, or a story of your students or community you serve helps to augment the story, share it!
6. Know your story well! Write it down and practice.

Prompts:

What is the name of your college and who does it serve?

What communities does your college serve?

What needs does your college fill?

What are the most compelling data or stories that show the impact of your college? Consider impact data, need data and anecdotal stories about impact on students and communities and be prepared to support with data in telling their personal stories.

Your assignment:

Draft your story. It should be no more than 3 paragraphs and no more than 3 minutes long. It should offer the most compelling and relevant story. The audience for this exercise is the Members of Congress and their staff that you will be seeking meetings with next month (August).