

STORYTELLING ON THE CAMPUS TOUR

Amy Bumatai

LeeAnn Meyer

Kristin Nelson

Why Tell Stories?

Literature

Connection to Student Affairs

Learning Reconsidered - NASPA & ACPA

The benefit of telling your story
Meaning-making
Self - authorship

The Art of Changing the Brain - James Zull

Experiential Learning - Learning Cycle
The Role of Emotion
Making Connections
Build relationships

Made to Stick - Chip & Dan Heath

S.U.C.C.E.S.s
Simple, Unexpected, Concrete,
Credible, Emotional, STORIES.



Brene Brown: The power of vulnerability
www.youtube.com/watch?v=iCvmsMzIF7o

Tour Guide/Storyteller Giving Campus a Soul

Purpose
1) Help prospective students and families make personal connections
2) Provide opportunity for current students to reflect on their college experiences
What stories do you tell?
(History, landmark, fun/random experiences)



Keys to Good Stories Inform. Illustrate. Inspire.

Good Qualities

- Authentic
- Relevant
- Appropriate
- Humorous/Fun
- Specific
- Show, not tell

Not so Good Qualities

- Lengthy
- General
- Complex
- Not True
- Inappropriate

Nothing is a greater affirmation of who we are than when we connect through stories.
- Anders Stenon, First Year Student

Training Story Tellers Example Activities

Writing Practices

- Develop and present "stories"
- Create and share "stories"
- Write and share "stories"

Music for Training

- Use music to tell a story
- Write and share "stories"
- Create and share "stories"
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Your Story Share with a Partner

We are all part of telling the IACAC story

I A C A C
imagine
Possibilities

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What stories do you want to share?
(History, landmarks, first-hand experiences)



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- Andrew Seaton, *Four Affirmations*

Training Story Tellers Example Activities

Hiding Practices

- "Practice the art of story" (Seaton)
- Develop questions and story prompts

Music for Training

- Use song
- Develop lyrics
- Write music to story (e.g. story)
- Write music to story (e.g. story)
- Read script and act out story (e.g. story)
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What stories do you use?
(History, borrowed, first-hand experiences)



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Tour Guide/Storyteller

Giving Campus a Soul

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Training Story Tellers

Example Activities

Hiring Practices

- "Describe an example" questions
- Diverse applicant pool
- Hire involved students

Ideas for Training

- Life map
- Empathy circles
- Share another person's story
- Rate stories on S.U.C.C.E.S.s categories
- Mock campus tour with representative at each major campus landmark
 - Story Corp recording
 - Journal prompts



Your Story

Share with a Partner

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imagine
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- Andrew Stanton, Pixar Filmmaker

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Hiding Practices
• "Practice the art of being invisible"
• Develop a hidden practice
• Share your hidden practice

Music for Training
• Use music to create a story
• Create a story using music
• Share your story using music
• Build an emotional connection with your story
• Share your story using music



Your Story Share with a Partner

We are all part of telling the UMUM story

I A G A C E
Imagine Possibilities