

NISTS 2022

FROM MOMENT TO MOVEMENT: SHAPING THE FUTURE OF TRANSFER
FEBRUARY 2-4 | ST. LOUIS • FEBRUARY 23-24 | VIRTUAL

The following presentation was given at the 20th Annual Conference for the National Institute for the Study of Transfer Students. In some cases, photos have been removed to avoid possible copyright infringement. Please cite responsibly and direct questions to the original presenter(s).

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

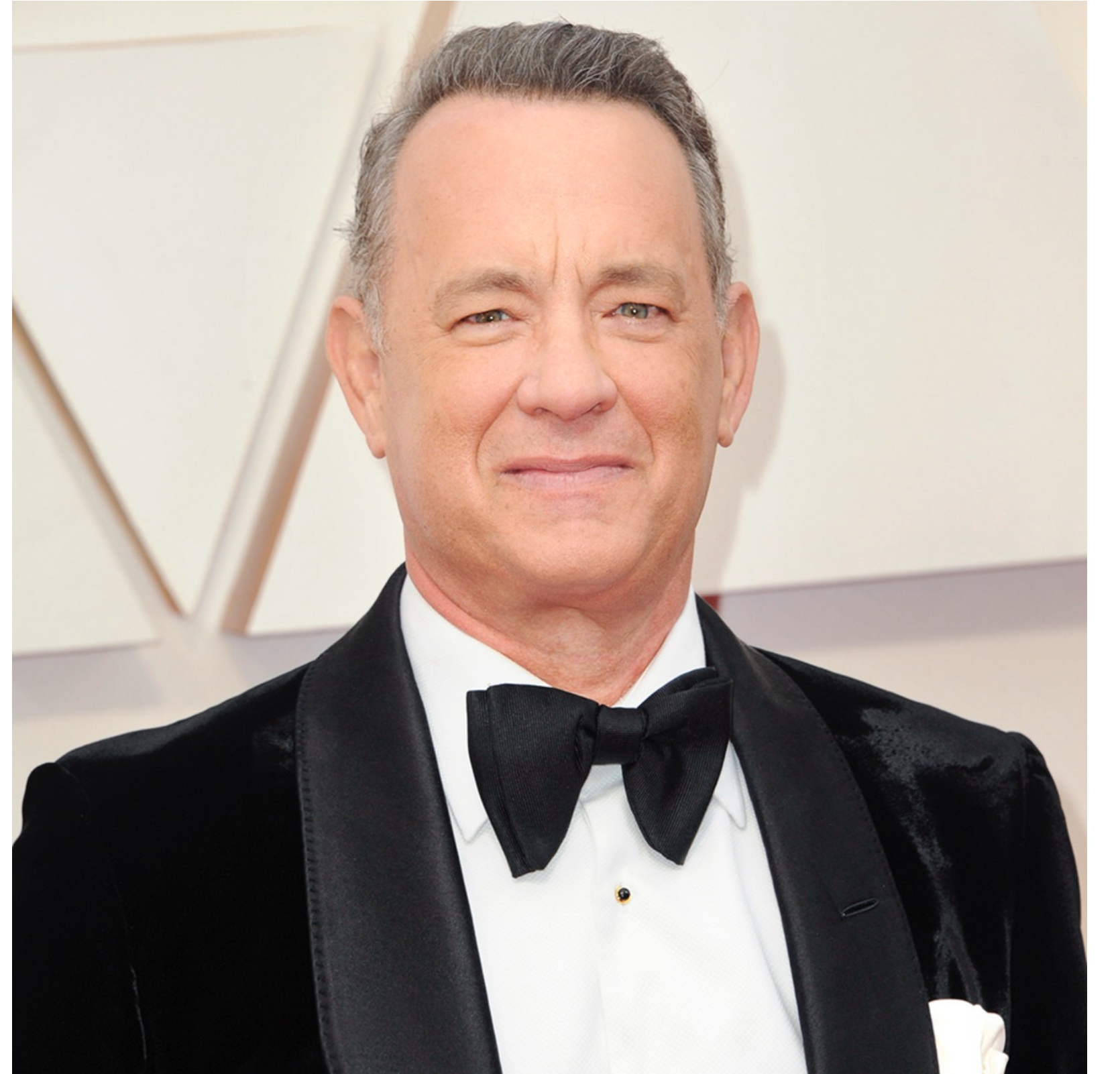
Ebony Horton, M.S.

Communications Specialist

Alabama Community College System

Past Life: Newspaper Reporter

NISTS 2022

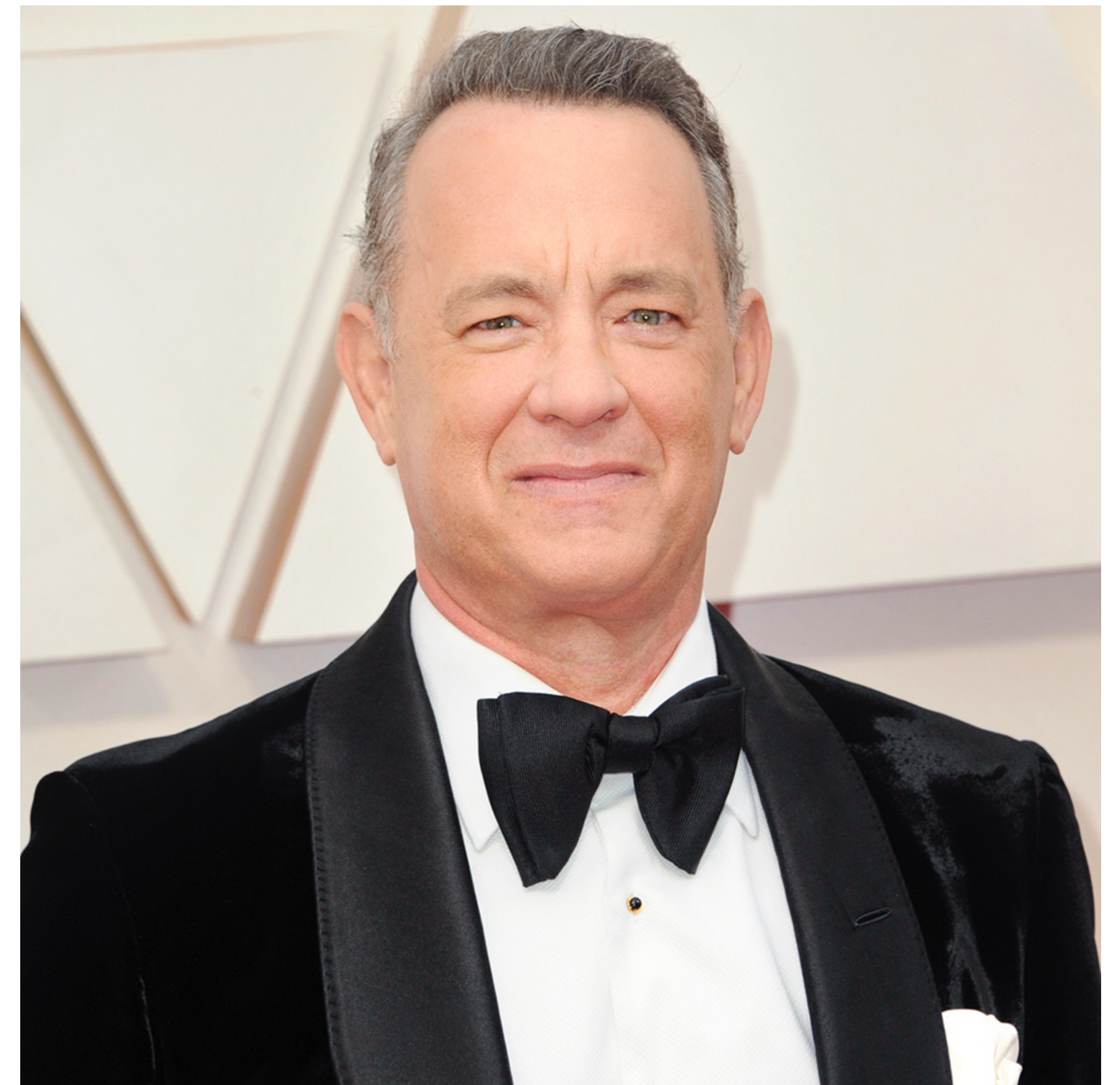




QUEEN LATIFAH
MANHATTAN CC



EDDIE MURPHY
NASSAU CC



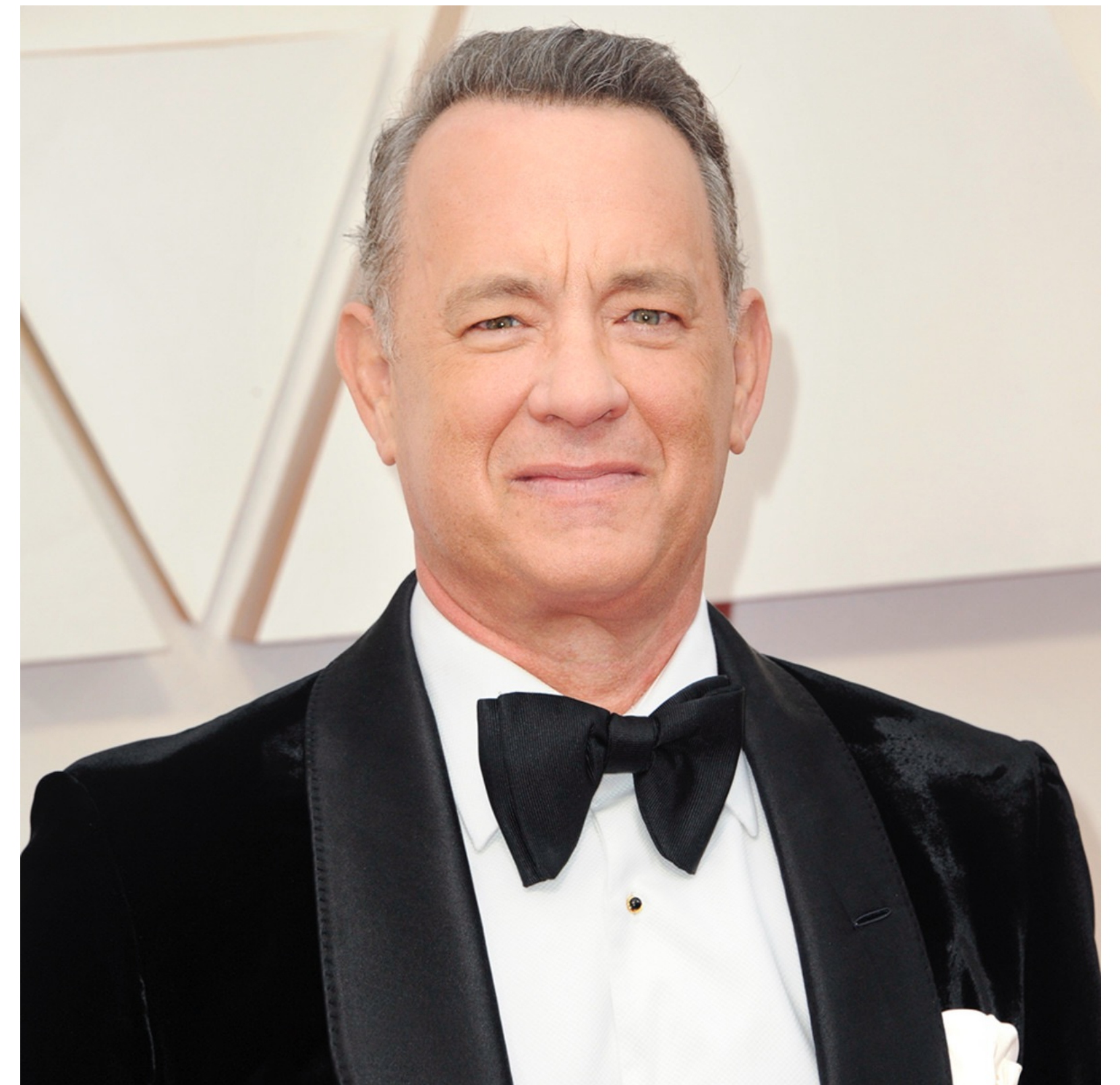
TOM HANKS
CHABOT COLLEGE



QUEEN LATIFAH
MANHATTAN CC



EDDIE MURPHY
NASSAU CC



TOM HANKS
CHABOT COLLEGE





JORGE POSADA
CALHOUN CC

DEONTAY WILDER
SHELTON STATE CC

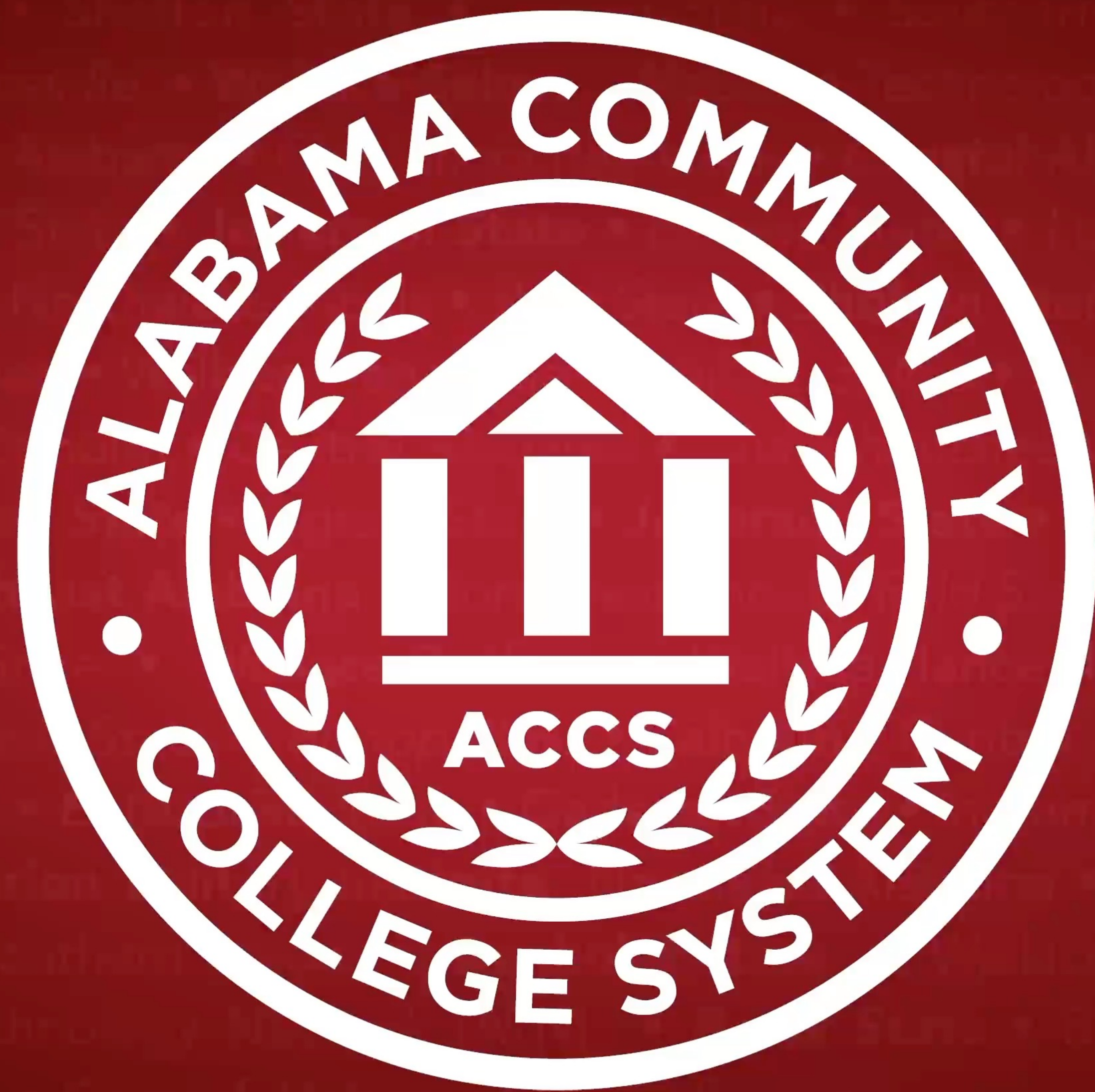
KEITH RICHARDS
JEFF STATE CC

JIMI WESTBROOK
WALLACE STATE CC

**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."

-Jescyka Parker, All-Alabama Academic Team
#TrenholmGrad
#ACCSuccess
#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
#ACCSuccess



"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
#ACCSuccess



WHAT STORY TO TELL



ALABAMA FAME LIVE!
VIRTUAL CONFERENCE

Learn how your business can participate in the nation's premier **Advanced Manufacturing Technician** program for training students and upskilling incumbents and veterans.

Meet students and industry partners currently in the program!

Tuesday, February 23, 2021
3:00 PM - 4:00 PM CENTRAL

[CLICK HERE](#) TO REGISTER!

FOR MORE INFO CONTACT:
Audrey Webb
audrey.webb@accs.edu
334-293-4541

ALFAME
ALABAMA FEDERATION OF ADVANCED MANUFACTURING EDUCATION

This ALFAME project was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantee, warranty, or assurance of any kind, express or implied with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by ACCS, the institution that created it.



ALABAMA'S COMMUNITY COLLEGES HAVE AN

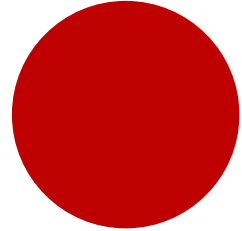
OPEN ADMISSIONS POLICY

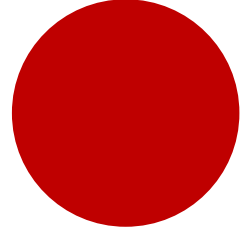
This means that an ACT or SAT score is not required for you to attend an Alabama community college. If you have taken the ACT or SAT, the scores may be used to determine what academic classes you can take in your first semester. Our colleges have other ways to help you determine those classes, as well.

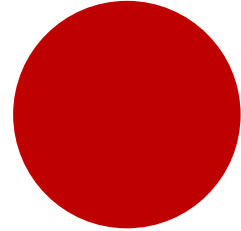
WWW.ACCS.EDU

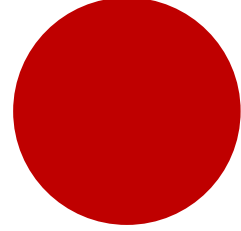


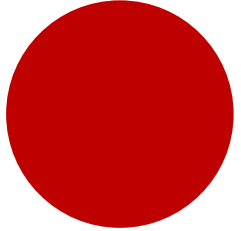
TOOL | SUCCESS STORIES

 Create a 'day in the life' video of a transfer student(s) who can be a face to the challenges and rewards.

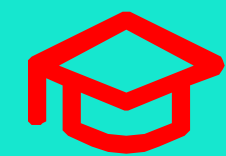
 Take an honest approach. Your star student isn't always the one with the highest GPA.

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

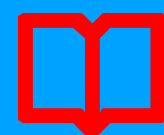
 Highlight programs and scholarship opportunities for students to consider.

 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.



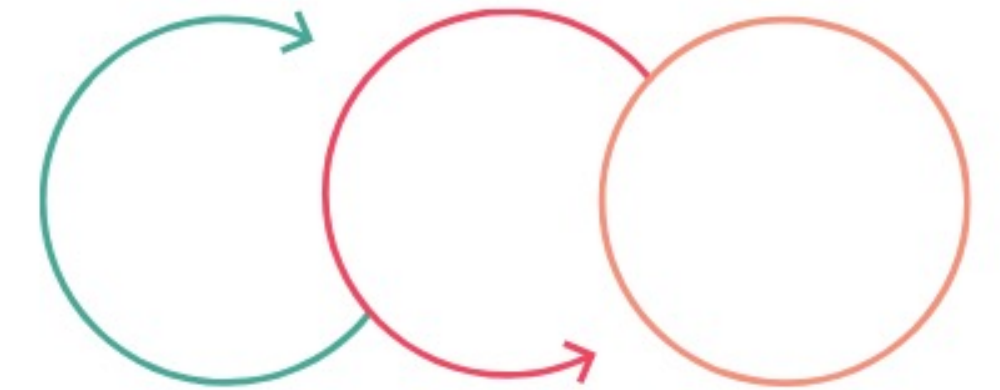
Determine how/where you want to promote the story.



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?

WWWWH
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)

VIDEO RELEASES



Standard Florida State College at Jacksonville Photography/Video Release

CHECK APPROPRIATE BOX: For an adult For a minor under the age of 18

I, the undersigned, hereby consent to the use by Florida State College at Jacksonville (FSCJ), and those acting with permission and authority of FSCJ, of all photographs, videotape, or other images or recordings that FSCJ has taken of me or in which I may be included, for all purposes, in any and all media including the Internet, without limitation, including promotion, solicitation, advertising or trade.

I am fully aware that my likeness may appear in materials available to students, parents, faculty or staff of FSCJ, and individuals outside of the FSCJ community.

I hereby waive any right to inspect or approve the finished images or other content, including advertising copy or printed matter, in which they may be used.

I understand that any distribution of the images will be fully compliant with FSCJ policies, statements and values. I release FSCJ and those acting under their authority from any liability related to the alteration, intentional or otherwise, that may occur in connection with the processing, editing, transmission, display or publication of the images, and understand that images may be cropped or altered for purposes of illustration.

I understand that all images in which I participate, including film, photographic prints, digital files or video are the exclusive property of FSCJ and I grant to FSCJ the unrestricted right to copyright, publish and re-publish the images.

PRINTNAME (PHOTOSUBJECT)

DATE

PRINTNAME OF PARENT/GUARDIAN (IF MINOR RELEASE)

Parent/legal guardian warrants and represents that he/she has the full legal capacity to consent to the shoot and to execute this release.

AGE (IF MINOR) / FSCJ CLASS LEVEL

SIGNATURE

TELEPHONE

EMAIL

PHOTOGRAPHER

TELEPHONE

EMAIL

DESCRIPTION OF SHOOT (LOCATION AND PURPOSE):

***18 and younger require parent signature**

For an adult For a minor under the age of 18

I, the undersigned, hereby consent to the use by ORGANIZATION at SCHOOL and those acting with permission and authority of SCHOOL, of all photographs, videotape, or other images or recordings that SCHOOL has taken of me or in which I may be included, for all purposes, in any and all media including the Internet, without limitation, including promotion, solicitation, advertising or trade.

I am fully aware that my likeness may appear in materials available to students, parents, faculty or staff of SCHOOL, and individuals outside of the SCHOOL community.

I hereby waive any right to inspect or approve the finished images or other content, including advertising copy or printed matter, in which they may be used. I understand that any distribution of the images will be fully compliant with SCHOOL policies, statements and values.

I release SCHOOL and those acting under their authority from any liability related to the alteration, intentional or otherwise, that may occur in connection with the processing, editing, transmission, display or publication of the images, and understand that images may be cropped or altered for purposes of illustration.

I understand that all images in which I participate, including film, photographic prints, digital files or video are the exclusive property of SCHOOL and I grant to SCHOOL the unrestricted right to copyright, publish and republish the images.

BRANDING AND CONSISTENCY

Colors

			
#00ADF1	#0FE3AE	#878787	#333

Typography


Headline Text
17pt Avenir Next Bold

General body text
14pt Avenir Next Regular

Button Text
18pt Avenir Next Bold




OneACCS
One System. All Access.



ALABAMA COMMUNITY COLLEGE SYSTEM

YOU DON'T HAVE TO
GO FAR
TO GO FAR
IN LIFE



Make the numbers work for you.

Top-level training, close to home whether you're new to college or want to come back. Our [INSERT NAME OF PROGRAM] program provides grants and scholarships so that you don't pay to upskill your life. We will put together a schedule that works for you. Visit (website) or call (number) today.

Jefferson State
Community College

BRANDING AND CONSISTENCY...THEMES



BRANDING AND CONSISTENCY...TOOLKITS



Non-TraditionalFlyerB-1.pdf



Non-TraditionalFlyerB-2.pdf



Non-TraditionalFlyerB-3.pdf



Non-TraditionalFlyerB-4.pdf



Non-TraditionalFlyerB-5.pdf



RTW-FillableFlyer1.pdf



RTW-FillableFlyer2.pdf



RTW-FillableFlyer3.pdf



RTW-FillableFlyer4.pdf



RTW-FillableFlyer5.pdf




**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 5 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 crisps, PB crackers, pop tarts, peaches, carrots, vidalia onions and milk. See you this afternoon!



Elmore County Child Nutrition
Education [Learn More](#)

👍❤️ 180 83 Comments 281 Shares

👍 Like 💬 Comment ➦ Share

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

...s-on-army-of-volunteers-to-keep-feeding-children.html

... Add Video Imported NDN Video Home Ozark aviation sch... Alabama Occupati... 2 Notificati...

News

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

Updated Apr 15, 2020; Posted Apr 15, 2020



Elmore County schools feeding students during coronavirus pandemic

f **t** 1,399 shares

By [Trisha Powell Crain | tcrain@al.com](#)

205.638
Psychiatric Intak

PIRC

Navigating the mental

The confidential ph
callers to mental heal
provided by licens

LEA

PIRC is NOT a crisis or sub



**DON'T
FORGET
ABOUT
PRINT**

EB'S TOP TOOLS

DESIGN



VIDEO/PHOTOS



ORGANIZATION/TIME MANAGEMENT



CONTACTS



STORY RESOURCES



Eb's Top 5 Takeaways

1. Make Time to Learn More About Your Students. Then, find someone who can help tell their stories.

 The Washington Post

He opted to skip graduation and work a shift at Waffle House. His boss was not having it: 'I was going to get him there no...

So he opted to go to Waffle House instead, in the hope that he would still be ... A student was barred from graduation for wearing the wrong shoes. ... Before, college wasn't in the cards for Harrison because of the cost, he said.

1 day ago



 The Today Show

UCSD student honors farm-worker parents with photos in field

Graduating senior honors farm-worker parents with special photos ... has been working in the fields with her parents, both immigrants from ...

17 hours ago

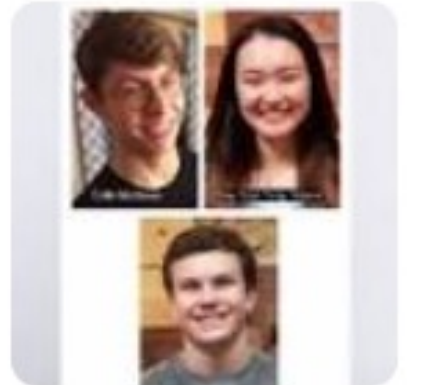


 WRCB-TV

Three seniors in Hamilton County Schools earn a perfect ...

A student's composite score is the average of their scores on the four sections test. The ACT is a curriculum-based achievement exam that ...

Dec 2, 2020



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.



Eb's Top 5 Takeaways

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.

LOCAL NEWS

Jacquelyn Ketchum named new director at Troy's Coleman Center on Dothan campus



By Clif Lusk Troy University

Longtime Dothan educator Jacquelyn Ketchum has been named director of Troy University's Coleman Center for Early Learning and Family Enrichment.



Ismael Cordová

May 14 at 7:08 PM · 🌐

One day, I went to class wearing my fast food uniform because I had worked a shift prior to class and was scheduled to work immediately afterwards. On that day,... [See More](#)

👍❤️ 228

18 Comments

Eb's Top 5 Takeaways



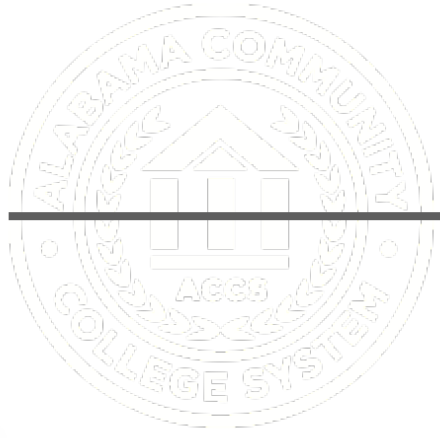
4. Represent yourself well. Build a standard toolkit and brands style **guide**: This grants easy access to all and also makes you look good – or at least consistent.

Eb's Top 5 Takeaways

5. Join organizations or groups (even social media groups) to find ideas on the latest trends: And, find some friends in the press 😊

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

QUESTIONS?



E: ebony.horton@accs.edu

C: 334.237.3842

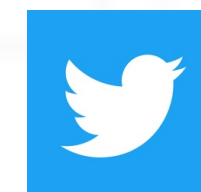
O: 334.293.4655



Alabama Community College System



@theACCS



@ACCS_Education



@accs_education



Alabama Community College System



Alabama Community College System
