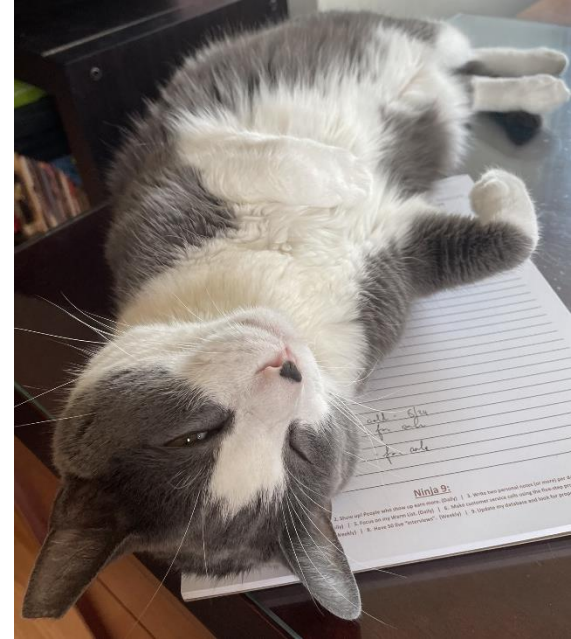


WHAT HAD HAPPENED WAS – THE POWER OF STORYTELLING IN EMPOWERING STUDENTS

Jessy Rosenberg, University of Louisville * CHEC 2022 Conference



WHY TALK ABOUT STORYTELLING?

What do experts say about telling stories?

“Narrative is a uniquely human way in which we make meaning of our experience and by which we construct our own identities. Storytelling is one of the oldest and most universal forms of communication and so individuals approach their social world in a narrative mode and make decisions and act within this narrative framework.”

- Walter Fisher (introduction of narrative paradigm to communication theory)

A powerful way to persuade people is “by uniting an idea with an emotion [and] the best way to do that is by telling a compelling story....a story expresses how and why life changes.”

-Robert McKee (screenwriting lecturer)



WHY TALK ABOUT STORYTELLING?

Why do we tell stories? Why should we (in our role as coaches) tell stories?

- Connection
- Entertainment
- Persuasion
- Praise & Gratitude
- Acculturate
- Keep memories alive
- Change minds
- Fundamental human experience
- It's our truth!



- Powerful method of teaching:
 - Demonstrates application of learning
 - Relays lessons
 - Communicates warnings
 - Reiterates messaging
 - Provides guidance through various decision-making processes
 - Facilitates students through group stages
 - Exemplifies how major does NOT equal career

WHY TALK ABOUT STORYTELLING?

Why is it important for students to tell their stories?

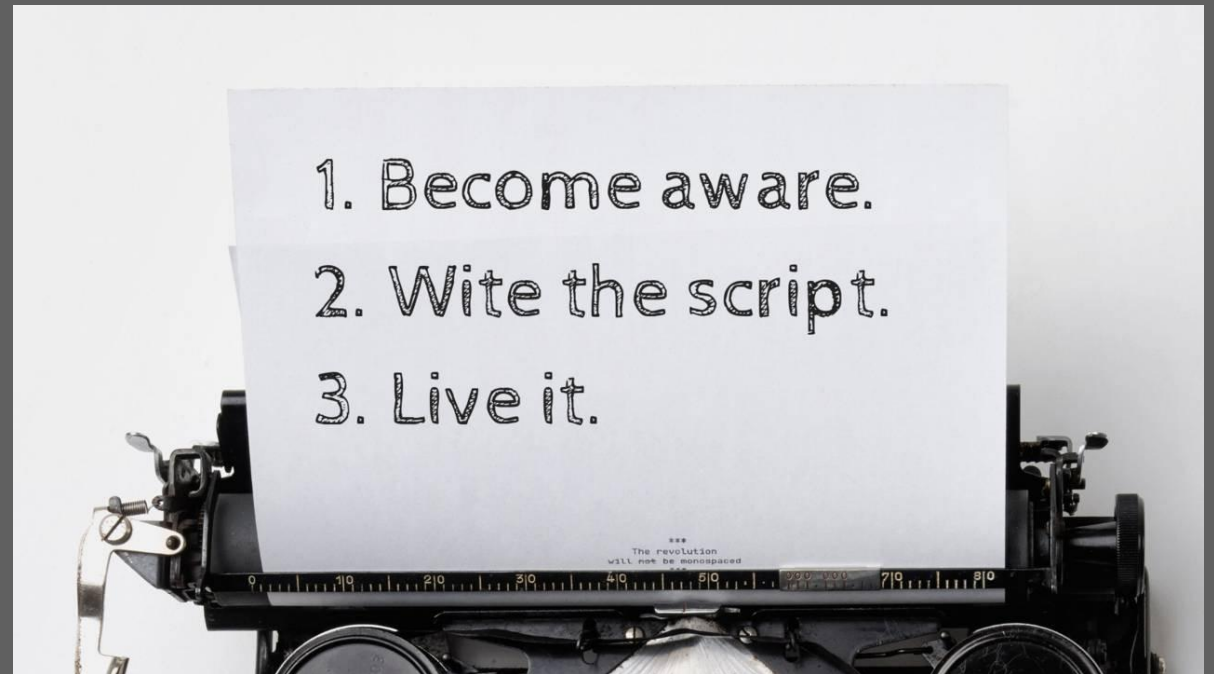
- Builds community
- Allows for authenticity
- Empowers them
- Demonstrates learning
- Helps them find their voice



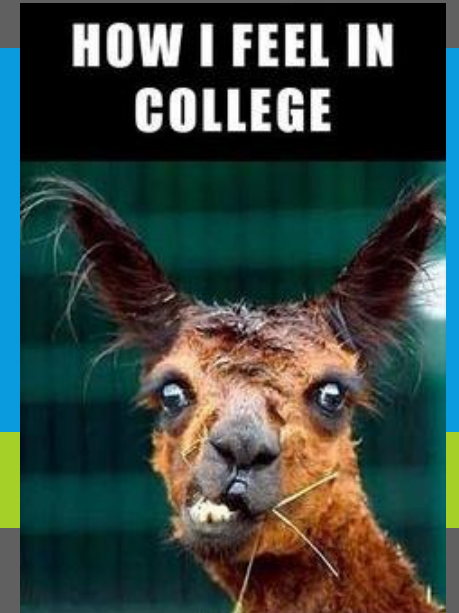
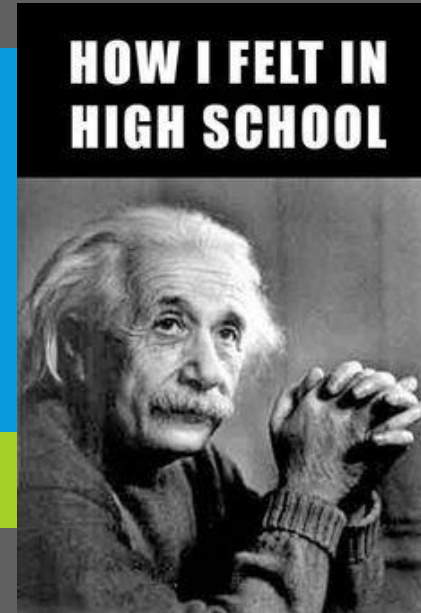
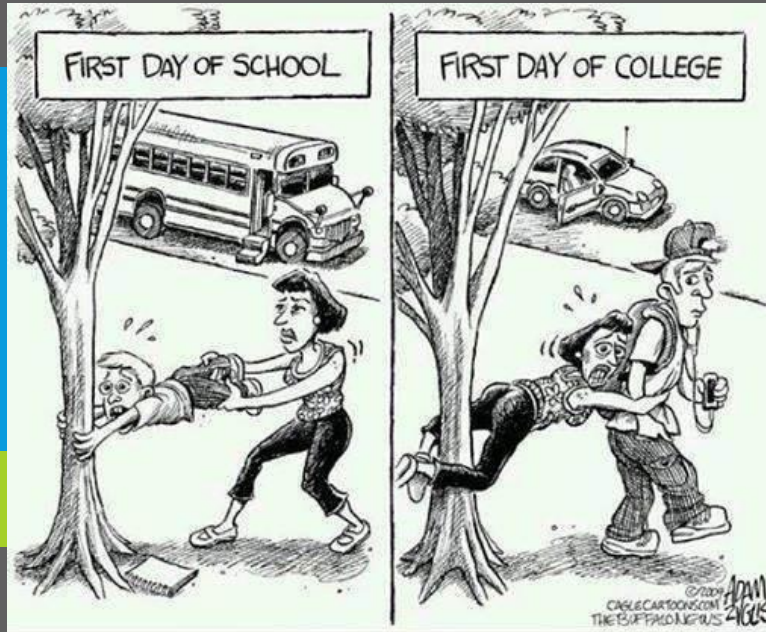
- Allows them to identify personal accomplishments
 - First Gen Students:
 - Esteem = hierarchy of needs
 - Resiliency = super power
- Win scholarships & earn opportunities
 - make the reviewers cry!

HOW DO YOU TELL YOUR STORY?

- Wing it! Go from the gut.
- Plan it. Think about some basic steps and points to include.
- **It doesn't matter, just be authentic!**



WHAT IT MEANS TO BE IN COLLEGE



MAKING THE TRANSITION
– What's your story?

Expectation

vs.

Reality

IS THIS TRUE?

SUCCESS

Career

Major

**what people think
it looks like**

Major	Career
ART	Cartoonist
Asian American Studies	Teaching English as a 2nd language in Korea
Chemistry	Veterinarian
Classics/Archaeology	Latin Teacher
Dramatic Arts/Theatre	MTV Program Developer
Economics	Bond Trader on Wall St.
English	Editor, Publishing House
French and Spanish	Foreign Service Officer
Geography	High School Geography Teacher
Government/Political Science	Special Prosecutor, District Attorney's Office
Government/Political Science	Republican National Committee PR Staff
Psychology	Psychotherapist
Religion	Minister, Single Adults Program

THIS IS TRUE!

SUCCESS

Career

Major

**what it really
looks like**

Major	Career
ART	Special Prosecutor, District Attorney's Office
Asian American Studies	Bond Trader on Wall St.
Chemistry	Teaching English as a 2nd language in Korea
Classics/Archaeology	Foreign Service Officer
Dramatic Arts/Theatre	Republican National Committee PR Staff
Economics	Veterinarian
English	Psychotherapist
French and Spanish	Latin Teacher
Geography	Editor, Publishing House
Government/Political Science	High School Geography Teacher
Government/Political Science	Minister, Single Adults Program
Psychology	Cartoonist
Religion	MTV Program Developer

Do you have your own personal examples to share with your students about this or other popular conversation topics in your work?

Source: Brooks, K. (2009).
You Majored in What?
Designing Your Path from
College to Career. Penguin
Publishing Group.

4 TIPS TO FIND MEANINGFUL WORK

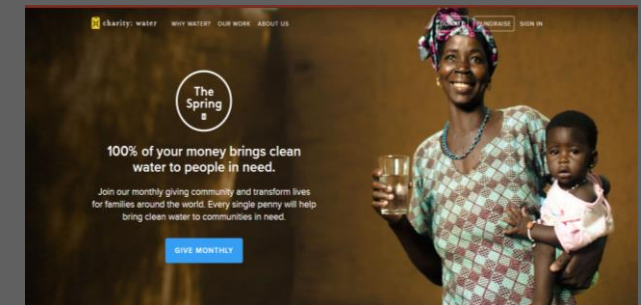
Real world examples of impact-driven millennials that pursued work that matters:

1: PRACTICE INTENTIONAL EXPERIMENTATION – ALEX

2: USE SKILLS AS LEVERAGE – DEEPA

3: FIND IMPACT-DRIVEN COMMUNITIES TO SUPPORT YOU - BETSY

4: KNOW WHO YOU ARE - TOM



STORIES OF REFLECTION

The “Way Way Back” and the “Way Back”

OUR PAST – WHAT EFFECT DOES THIS HAVE ON OUR SUCCESS?

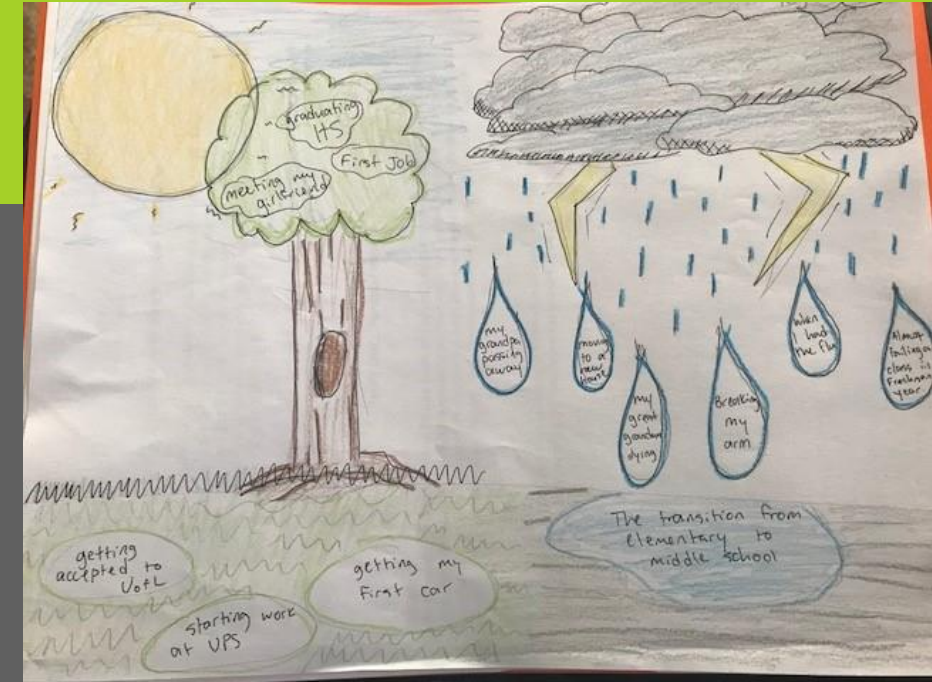
- Choices and decisions we make
 - Learning from the past leads to better decisions in the future
- The way we plan things
 - Make better use of your time
- How we approach things
 - Our approach to self-discipline & self-motivation



MY LIFE STORY

Up until this point...

- Consider key events in your life – provide examples and categories to cover (positive and negative)
- What has shaped you and been crucial to your life?
- **What has made me who you are today?**
- Your past may provide a glimpse of the things you would like to pursue in the future.
- **Keep in mind, YOU decide what to include and exclude – you can share as much or as little as you desire.**



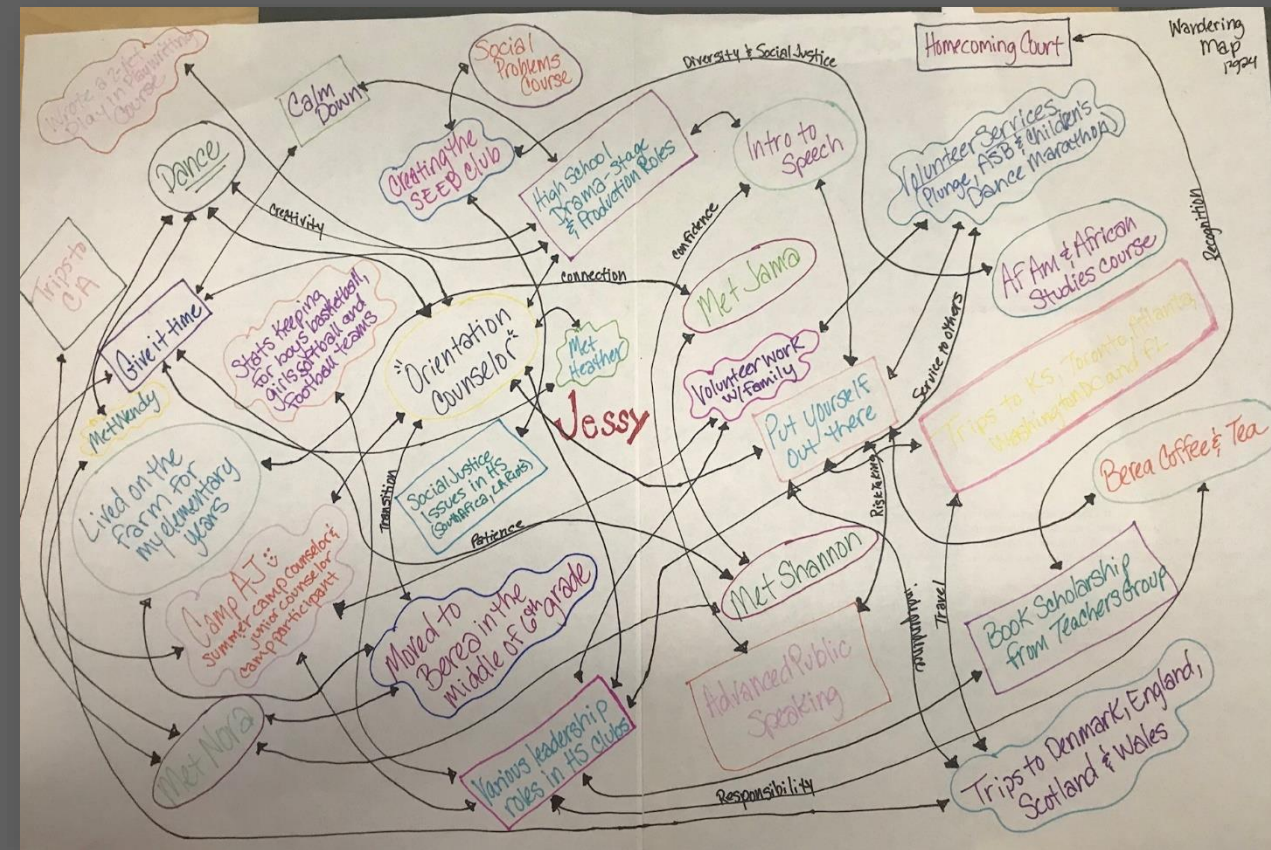
WANDERING MAP

For the undecided, indecisive and overall lost student

- Deeper dive than My Life Story
- The student creates the categories
- Identifying themes/threads
- Guided discussions and observations

My Themes/Threads:

- Creativity
- Service to Others
- Transition
- Responsibility
- Travel
- Independence
- Recognition
- Confidence
- Patience
- Connection
- Risk-Taking
- Diversity & Social Justice



SOUNDTRACK TO YOUR SEMESTER

Your first college experience

Prompt: Now that you have experienced a semester of college life at UofL, it is your turn to create your own Derby City Soundtrack.

Your project must include the following:

- **A title** = your Seven Word Life Motto (words to live by)
- **A playlist** of your soundtrack (7 song titles with the artist listed)
- **An explanation for each song title** (at least 3 full sentences) regarding how it reflects or connects to the following (7 songs total)



Your Name
GEN 100-##

YOUR 7 WORD LIFE MOTTO

SONG TITLE #1
(ARTIST NAME) explanation of how this song reflects your life story (at least 3 full sentences)

SONG TITLE #2
(ARTIST NAME) explanation of how this song reflects 1 of your top 5 values (at least 3 full sentences)

Have Courage and be Kind to Others

My Playlist

1. Time of Your Life - Green Day

This was a song used in my graduation video at my high school. I have vivid memories of my entire graduating class coming together and singing this on one of the last couple days of school. I really associate this song with the way my life was before I entered college.

3. Sweater Weather- The Neighborhood

This song reminds me of my answer to the Kick-Ass question about when I feel most inspired, and I said that it's typically when I'm bundled up with a book inside on a cold day. The title of this song sparks images of sweaters and hot cocoa in my mind. This song really seems to capture how the best ideas come at the simplest times.

2. Riptide - Vance Joy

Friendship is one of my five most important values. Going to college has allowed me to meet so many people and make new friends. At UPS I get along great with all of my coworkers - that was a big concern for me, because I couldn't stand to work a job where I didn't have genuine friends. This is a song that a couple of my close friends and I used to sing on car trips together, when I hear it now, it reminds me of how far I've branched out and I'm proud of that.

4. Dream On- Aerosmith


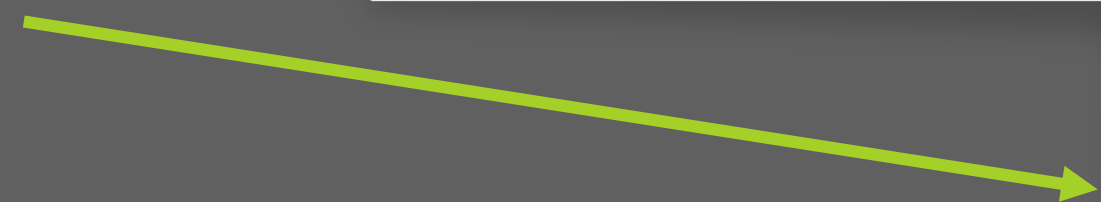
My dad, a very important member of my A Team, inspired a love of classic rock in me from a very young age. I can't help but think of him every time I hear Aerosmith on the radio. I find this song in particular to be inspiring because it was the band's first big hit and it acts as a reminder that with hard work and a dream - anything is possible.

1. your Life Story* prior to starting your college career at UofL
2. at least one of your five most important Values
3. your Meaningful Work Statement*
4. your answer to a Kick Ass Question*
5. at least one of the goals you included on your Bucket List*
6. one of the people you listed as part of your A Team**
7. who you are right now (a personal theme song that reflects your UofL experience thus far)
8. a challenge that you faced during your time here at UofL
9. an important lesson learned in your first month at UofL
10. someone from UofL that has helped you during your first semester here

SHORT STORIES

Tell Your Story - Quick & Concise

SHORT STORY ACTIVITIES

- 3-4-5 **
- 7 Word Motto *
- Lollipop Moments * 
- 6 Word Memoir * 
- Your A Team **
- Meaningful Work Statement *
- Class Poem *



Meet My **A** Team

- ▶ Think of something that has layers or elements that build or create something – something where they can be different items to represent 6 different people
- ▶ Make a sketch of this item on a piece of paper –leave room to label each layer/element
- ▶ *Pick 6(+) different people in your life that represent each of the following layers and label your sketch accordingly:*

Layer 1 = Who is responsible for shaping the person you are today?

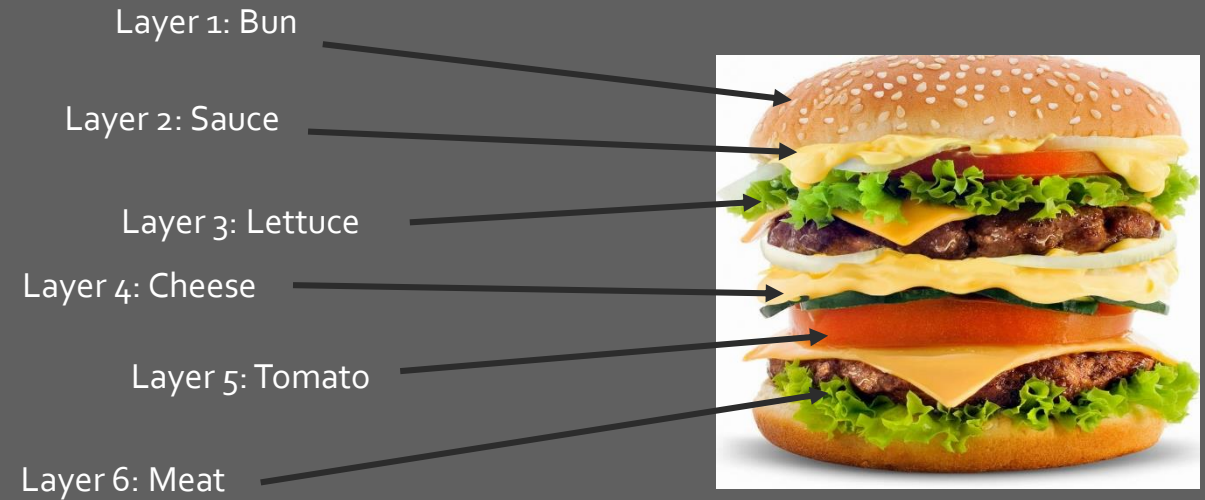
Layer 2 = Who keeps you grounded?

Layer 3 = Who helps you grow?

Layer 4 = Who do you reach out to in your community or at home/within your family?

Layer 5 = Who do you or should you reach out to here at UofL?

Layer 6 = Besides you, who else benefits from your successes?



Reflection:

- Before this activity, when have you realized how many people support you?
- What have done to show gratitude for these people?
- How did or do you find and connect with the people you reach out to at UofL (layer 5)?

HOW HAVE YOU USED THE POWER OF STORYTELLING? WHAT TOOLS HAVE YOU USED?



RESOURCES FOR STORYTELLING

Links to items mentioned today:

- [It's Been A Minute w. Sam Sanders \(Podcast\)](#)
- [Rising Tide Carwash Video](#)
- [Student Transition Video](#)
- [Life Design](#) activities created by Bill Johnson
- [6 Word Memoir Video](#)
- [Lollipop Moments](#) Tedx Talk
- [Lesson Learned SoulPancake Video](#)

Telling Stories with Technology/Media:

- **YouTube Channels**
 - Soul Pancake (0-100 series)
 - TED Talks
- **Social Media**
 - Instagram private account
- **Visual Aids**
 - Word clouds, Infographics, Gifs, Memes
- **Presentation**
 - Podcasts
 - Adobe (Spark, Slate, Premiere Clip, Post, etc.)
 - Microsoft Sway
 - iMovie
- **[Animated text generators](#)**
 - Powtoon
 - Goanimate
 - Moovly

CONTACT ME



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