

Capitalizing Event Effectiveness through Storytelling and Collaboration

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1. What story are you trying to tell?
2. How do you define and measure effectiveness?
3. How do you build a culture of collaboration?

The Art of Storytelling



One event..multiple stories.





How will this event impact the next chapter of the story?





How do you define and measure effectiveness?

Planning for Effectiveness

Stay Focused!

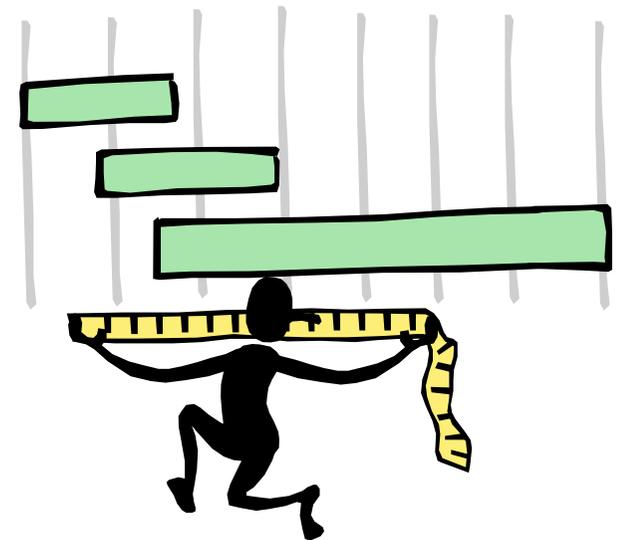
What are you trying to accomplish?

How do you know you are doing a good job?

How do you know you are doing the right job?

Metrics Matter - Why?

- Help identify areas for improvement.
- Support data informed decision making.
- Provide provide support for your story.
- Promote better work with process partners.
- Provide information to share with others and help lead to the discovery of new solutions.
- Help move us beyond the response that we've always done it this way.



*Measure what matters!

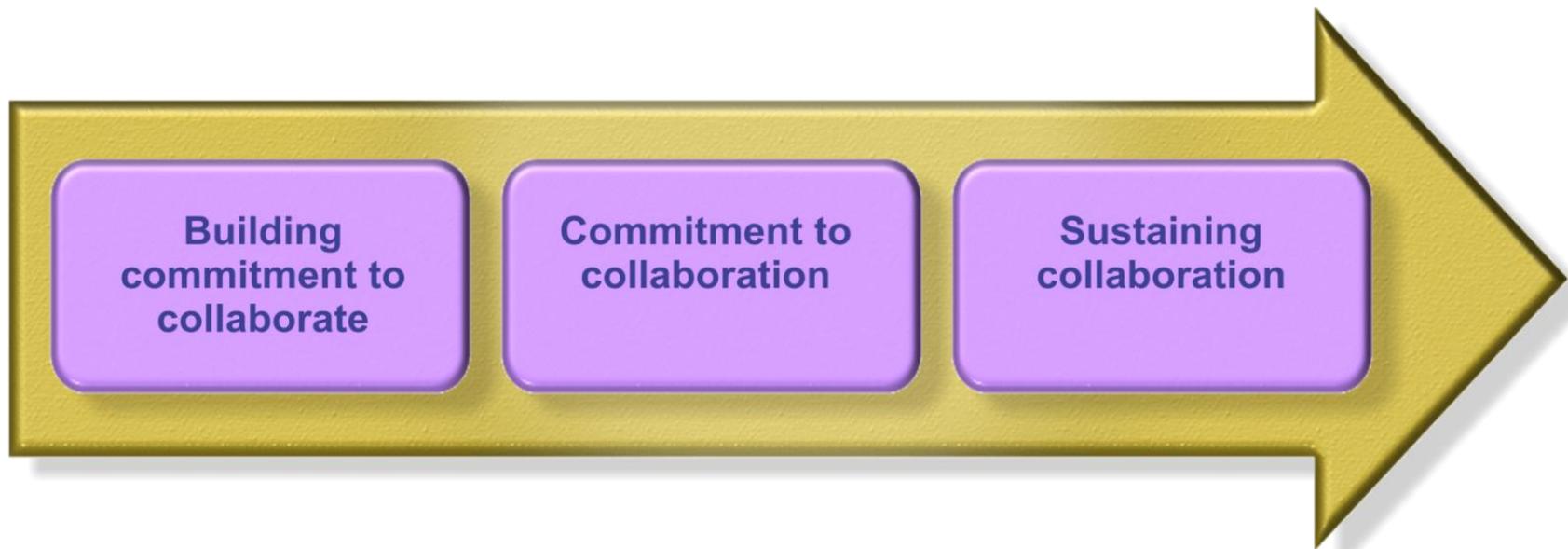
How do you build a culture of collaboration?



Value of University-wide Collaboration

“Collaborative efforts that involve people across various units usually result in a broadening of governance on campus to include new groups.”

(Astin, Astin, & Associates, 2001; Kuh, 2006; Kuh et al., 2005)



from "The Collaborative Imperative," Kezar and Lester, 2009

Fostering a Culture of Collaboration

1. Respect participants' knowledge.
2. Include participants in planning.
3. Consult them throughout the process.

Adapted from Public Conversations Project

Keys to Success

- Ask for help
- Engage a wide range of folks (not just regulars)
- Be proactive
- Communicate, communicate, communicate
- Don't take things personally
- Be authentic
- Be flexible
- Follow through with your commitments
- Make it easy for faculty, staff , and students to participate

Lessons Learned

- You cannot over communicate.
- Metrics matter!
- We need each other – focus on helping others be the best they can be and you will reap the benefits as well.