TELLING YOUR PROGRAM'S STORY

Andres Quintanilla

Program Manager, Examples of *Excelencia*

HSI Institute

Agenda

- Understanding your audience
- Telling your story
- Evidence-based
- Strategies
- How do you tell your story?

Understanding your audience

Who is your audience?

- Assume they know nothing about you or your program
- They have a short attention span
- What are the most important things they should know about your program?

Excelencia
IN EDUCATION

INFORM
ORGANIZE
EXCEL

Telling your story

- Why:
    - does my program exist?
    - is this important?
    - should they care?
- What:
    - am I doing to address this need?
    - do my students get out of this?
- How:
    - do I know it works?
    - can I show someone it works?

Telling your story

- Succinct
  - Quick clear overview of program history and need that is being addressed
- Consistent
  - Make sure to talk about **your** program's efforts
- Aligned
  - Why > What > How
  - You found an opportunity to serve, and now you set goals
  - Your goals are measurable and attainable
  - Those goals are backed by evidence

What does it mean to be evidence-based?

- Tracking student data
  - Qualitative
  - Quantitative
- Supports program goals and mission
- Unique to your community
- Supportive of your practices

Qualitative

- Share student personal growth
- Individual student success stories
- Program impact on a personal level
- Supplemental to your quantitative data

Excelencia
IN EDUCATION
INFORM
ORGANIZE
EXCEL

Using quantitative data

- Disaggregate by race/ethnicity
  - Use a Latino lens
  - Impact on Latino students
- Comparison groups
  - How do your students fare with their peers?
    - Latinos vs. all served
    - Latinos vs. Latinos not served
    - Latinos vs. other students
- Change over time
  - Improvement over baseline
  - Comparison of cohorts served

Excelencia
IN EDUCATION
INFORM
ORGANIZE
EXCEL

Strategies to consider

- Framing your community
  - U.S. Census Bureau's American Community Survey
    - Educational attainment
    - Employment
    - Income & Earnings
    - Race/ethnicity
- Framing your institution
  - Reach out to your institutional research office
  - National Center for Education Statistics
    - National surveys and useful data
  - Integrated Postsecondary Education Data System (IPEDS)
    - Data on your institution
      - Compare to other institutions
    - Enrollment, completion, and other trends
    - Create your own tables

Telling your story

- Think of your audience
- Frame your community/institution
- What does your program do
- How do you know that it works

Questions?

Contact Information:

Andres Quintanilla

Aquintanilla@EdExcelencia.org

202-785-7350 EXT. 1104

Excelencia
IN EDUCATION

INFORM
ORGANIZE
EXCEL