Land Acknowledgement

We acknowledge that the lands on which each of us live, learn, and thrive are the traditional, ancestral, and unceded homelands of Indigenous and tribal nations. Our homes and institutions are on the original homelands of many tribal nations. We acknowledge the genocide and systems of oppression that have dispossessed Indigenous people of their lands and we honor and respect the diverse and beautiful peoples still connected to this land.

Eastern Illinois University – Peewaareewa, Kaahkaahkia, Peeyankihšiaki, Waayaahtanwa, Myaamiaki, Mascoutin, Odawa, Sauk, Meshkwahkihaki, Kiikaapoi, Potawatomi, Anishinaabe (Ojibwa), Mamaceqtaw, and Winnebago

Springfield, Missouri – Osage, Kickapoo, Kaskaskia, Oceti Sakowin

Today's Plan

- Introductions
- Storytelling Basics
- Storytelling in Practice
- Other Considerations
- Takeaways and Resources

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Introductions

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Eastern Illinois University

Matt Venaas
(he/him/his)
Research Manager
Macmillan Learning

Thinking About Our Favorite Stories

Share in the chat window!

What are your favorite stories?
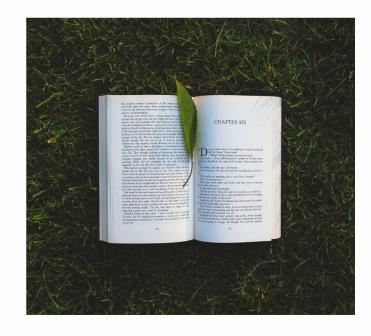
Books, movies, tv shows, podcasts, comics, anime, and more...

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What is a Story?

- "An account of imaginary or real people and events told for entertainment"

- "Something told or recounted in the form of a causally-linked set of events"

Data Can Be Boring, Even Yawn-Inspiring.

Storytelling vs Data Sharing

Engage the audience in the whole story

Research, statistical, scientific Sharing pieces of data

The Power of Stories

- Engage listeners
- Connect to knowledge
- Holistic
- Shared experience
- Emotions
- Larger truths
- Shows us rather than tells us

Foundational Elements

Quest
(Mission or desire)
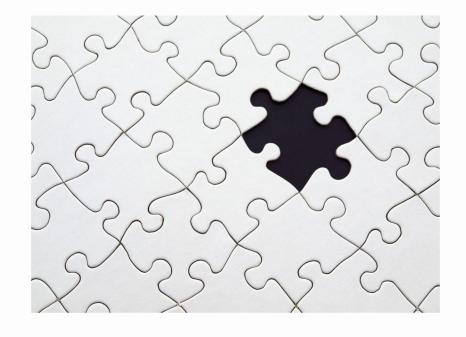
Hook
(Inciting incident)

Major Dramatic
Question

Design Elements

- Conflict

- Progressive Complications

- Pivotal Event

- Twist

Plot Elements

- Build-up
- Set-up
- Pay-off

Leads

- Question
- Action
- Talking
- Snapshot
- Sound effect

Endings

- Up ending
- Down ending
- False ending
- Open ending

Example Story: First-Year College Students

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How Would You Tell the Story?

- The next two slides have data results from first-year students

- Think about how you would share a story using those data points

- Consider:

  - Who is your audience?

  - What is the story?

Share in the chat window!

How would you share the data in the next slides?

First-Year Student Data

> **How would you share these data in a way that tells a compelling story?**

What do you think your GPA will be this term?	
3.50 or higher (Mostly As)	46%
3.00 to 3.49 (Mostly Bs)	42%
2.50 to 2.99 (Some Bs and Cs)	10%
2.00 to 2.99 (Mostly Cs)	1%
Less than 2.00 (Lower than Cs)	0.3%

How many of your scheduled classes have you attended this term?	
I have attended all of my classes.	64%
I missed one class.	21%
I missed a few classes.	14%
I missed class frequently.	1%
I missed class most of the time.	0.1%
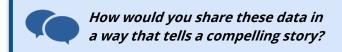
How many of your courses are you struggling in?	
Not struggling in any course	37%
1 course	35%
2 courses	22%
3 courses	5%
4 or more courses	2%

Actual Fall-Term GPA (Uploaded by institution)	
3.50 or higher	37%
3.00 to 3.49	25%
2.50 to 2.99	16%
2.00 to 2.49	9%
Less than 2.00	12%

Data source: Mapworks 2017-2018

First-Year Student Data
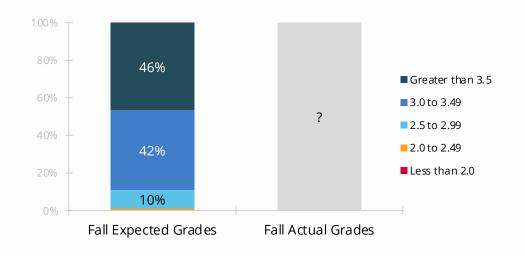
To what degree are you the kind of person who:	Not at all (1)	2	3	4	5	6	Extremely (7)
Turns in required homework	0.1%	0.1%	0.4%	2%	7%	24%	68%
Takes good notes in class	0.4%	0.6%	1%	7%	18%	31%	41%
Spends sufficient time studying to earn good grades	0.7%	2%	4%	17%	24%	32%	20%
Studies in a place where you can avoid distractions	1%	2%	5%	19%	21%	27%	26%
Works on large projects well in advance of the due date	1%	3%	7%	21%	25%	24%	18%

Data source: Mapworks 2017-2018

Quest and Setup: Grade Expectations

Chart: Bar graph comparing Fall Expected Grades and Fall Actual Grades (100% stacked)

Fall Expected Grades:
- Greater than 3.5: 46%
- 3.0 to 3.49: 42%
- 2.5 to 2.99: 10%

Fall Actual Grades: ?

Legend:
- Greater than 3.5
- 3.0 to 3.49
- 2.5 to 2.99
- 2.0 to 2.49
- Less than 2.0

Nearly nine out of ten first-year students expect to earn a high GPA.

Just 1% of students expect to earn a GPA less than 2.50.

Data source: Mapworks 2017-2018

Progressive Complications

By week 5, 36% of students have already missed at least one class.

Data source: Mapworks 2017-2018

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Progressive Complications

These are not high-level study skills...

92%	72%	53%	52%	42%
Turn in required homework	Take good notes in class	Study in a place where they can avoid distractions	Spends sufficient time studying to earn good grades	Work on large group projects well in advance of due date

Data source: Mapworks 2017-2018

Progressive Complications

One in four first-year students reported **struggling** in two or more courses.

Data source: Mapworks 2017-2018

Pivotal Event and Pay-Off

Fall Expected Grades / Fall Actual Grades stacked bar chart:

Fall Expected Grades:
- 46% — Greater than 3.5
- 42% — 3.0 to 3.49
- 10% — 2.5 to 2.99

Fall Actual Grades:
- 37% — Greater than 3.5
- 25% — 3.0 to 3.49
- 16% — 2.5 to 2.99
- 9% — 2.0 to 2.49
- 12% — Less than 2.0

Legend:
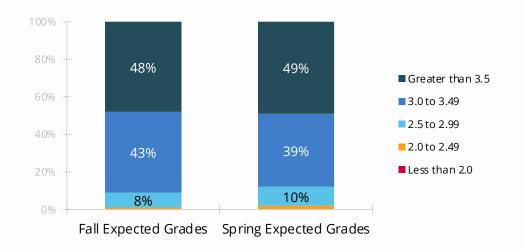- Greater than 3.5
- 3.0 to 3.49
- 2.5 to 2.99
- 2.0 to 2.49
- Less than 2.0

Although 88% of students expected at least a 3.00, only 62% earned it.

21% earned a fall-term GPA less than 2.50.

Data source: Mapworks 2017-2018

Plot Twist

Fall Expected Grades:
- 48% Greater than 3.5
- 43% 3.0 to 3.49
- 8% 2.5 to 2.99

Spring Expected Grades:
- 49% Greater than 3.5
- 39% 3.0 to 3.49
- 10% 2.5 to 2.99

Legend:
- Greater than 3.5
- 3.0 to 3.49
- 2.5 to 2.99
- 2.0 to 2.49
- Less than 2.0

Despite fall performance, grade expectations in spring do not change.

Data source: Matched Fall and Spring Mapworks 2017-2018

Open-Ending

- What issue do we focus on?
  - High expectations?
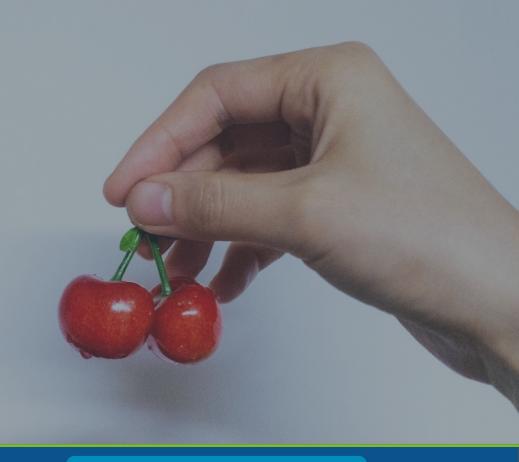 - Study behaviors?
  - Self-efficacy?
  - Under-performance?

But It's Research...

Cherry Picking

Credibility

So, Why Storytelling?

Our Goal is Action

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Consider Your Audience

Wrapping Up

- What ideas will you use from this session?
- What questions do you have?

Share in the chat window!

What idea from this session are you most excited to use?

"You gotta keep in mind what's interesting to you as **an audience**, not what's fun to do as a writer. They can be very different."

– *Pixar's 22 Rules of Storytelling*

"Whatever the medium, the key in storytelling is **cutting the extraneous** and the superfluous, keeping in only what helps tell your story."

– *Garr Reynolds*

"At the end of the day... **it's about the story**."

- Zach Staenberg

For More Information on Storytelling

- Cron, L. (2012) Wired for Story: The Writer's Guide to Using Brain Science to Hood Readers from the Very First Sentence.

- Duarte, N. (2008). Slide:ology: The art and science of creating great presentations.

- Dykes, B. (2016). Data storytelling: The essential data science skill everyone needs.

- Evergreen, S. (2014). Presenting data effectively.

- Hart, J. (2011). Storycraft: The Complete Guide to Writing Narrative Nonfiction.

- Haven, K. (2007). Story Proof: The Science Behind the Startling Power of Story.

- Jiwa, B. (2012). Make Your Idea Matter: Stand Out With A Better Story.

- McKee, R. (2010). Story: Substance, Structure, Style, and the Principles of Screenwriting.

- Renken, E. (2020). How Stories Connect and Persuade Us: Unleashing the Brain Power of Narrative.

Thank You for Attending!

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