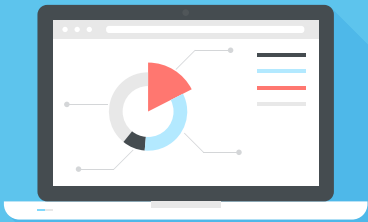


USING STORYTELLING TO SHARE ASSESSMENT DATA



The best stories are fun, challenging, emotionally charged, entertaining, and engaging. And the best storytellers draw you in, hold your attention, and stay in your thoughts long after they are finished. What if we aspired to create assessment stories and become storytellers to communicate our assessment results? What kind of impact could we have on our students, our staffs, our programs, and our profession?

ASSESSMENT CAN BE A COMBINATION OF MANY THINGS:

BORING



Think of those meetings with endless slides or long reports showing assessment results.

OVERWHELMING



With the focus on the details, we often lose sight of the big picture.

INTIMIDATING



This is especially true for new professionals and those without assessment experience.

TIME-CONSUMING



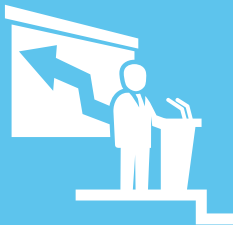
Learning and understanding the details requires time that many do not have.

Ultimately, when we have these issues with assessment data, the end result is assessment not being put to good use.

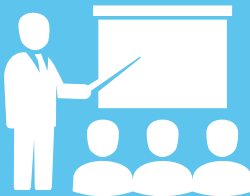
SO, WHY STORYTELLING IN ASSESSMENT?



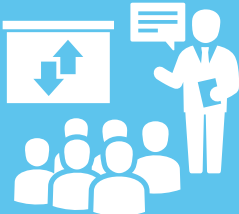
They engage audiences.



They connect assessment to existing knowledge.



They provide a structure we all can relate to.



They show us rather than tell us.

At the end of the day, our goal in sharing assessment data is action. If using storytelling to share assessment data helps put it into action, why wouldn't we consider it?