

Executive Summary

Telling Your Story: Communicating Impact and Effectiveness to Stakeholders

9/25/18

Moderator(s): Gregory Scheib

Speaker(s): Erika Humphrey, Kristin Maccarrone, Haley Kendrick, Christina Bakewicz

The webinar provided America's Promise grantees with information on how to best promote their programs. Included were tips on how to write a concise program story that describes the grants objectives and highlights successes. Attendees were provided tools that can use to increase program visibility, which in turn can enhance participant recruitment, attract employers, and/or additional funding support, while providing recognition of program accomplishments. Also shared was an America's Promise infographic that grantees can use to enhance their outreach efforts.

Erika Humphrey, Lead TA Coach for America's Promise, presented three examples of program success stories: Performance, Organization, and Partnerships. She guided the attendees through key elements of each type of story, including the headline, hook, data, and facts. Each of the stories provided are downloadable.

Staff from three America's Promise programs (the University of Alabama, MiraCosta College in California, and Monroe Community College in New York) shared their strategies for promoting the program.

The webinar engaged attendees in the discussion and ended with a Q&A session.

Run of Show

Welcome and introductions	:22
Objectives	3:00
Program Story vs. Participant Story	5:29
Recognizing why success stories are important	6:29
Tips on choosing a program/activity to highlight	12:40
Example of Program Progress	16:04
Components of a Good "Program Success Story"	17:24
Partnership Program Story	25:22
Organizational Development Program Story	28:01
America's Promise Infographic	28:36
Who is your audience?	32:55
MiraCosta College strategies	35:01
Monroe Community College strategies	44:07
University of Alabama at Birmingham strategies	48:25
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Upcoming TA	56:28
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