Digital Storytelling: A Jambalaya Mix to ensure Equity of Access

NCCEP 2019 Annual Conference San Francisco, CA July 15, 2019
“Giving students the freedom to tell their stories, shines a spotlight on the value of GEAR UP’s efforts to influence decision-making and move toward more equitable educational outcomes.”

- Louisiana GEAR UP
The Holy Trinity of DIGITAL STORYTELLING

1. WEB
   - Website
   - Computer
   - Smartphone

2. SOCIAL MEDIA
   - Facebook
   - Twitter
   - Instagram

3. EMAIL
   - Mailchimp
   - Constant Contact
   - Drip
Our Jambalaya of
DIGITAL STORYTELLERS

1. Communications Director
   Assembles the RECIPES

2. Graphic Designer
   Adds the SIZZLE

3. Web & Multimedia Specialist
   Media Specialist
   Shares the RESULTS

NCCEP
Recipe

1. Experience the power of digital marketing

2. Discover digital communication strategies to secure support through targeted provision of information.

3. Construct a communication mock-up based on what you have learned.

OBJECTIVES
Overview of Louisiana GEAR UP

Tireka Cobb, Ph.D.
Louisiana GEAR UP/Field Outreach Services Director, LOSFA
Overview of LOUISIANA GEAR UP

1. LOUISIANA OFFICE OF STUDENT FINANCIAL ASSISTANCE/BOARD OF REGENTS
2. 2016 STATE GRANT AWARD
3. 15 SCHOOL DISTRICTS
4. 62 SCHOOLS
5. COHORT & PRIORITY MODEL: 9,319 (8TH–9TH grade), 2,173 (6TH–12TH grade)
What is Digital Storytelling?

Brittany Francis
Communications Director, LOSFA
**History of DIGITAL STORYTELLING**

**Ingredients:**

Pioneers of Digital Storytelling

1. **Ken Burns**
   - Ken Burns used photos and letters to illustrate the Civil War in a 1990 film.

2. **Dana Atchley**
   - Known for his “blend of performance art, memoir, stand-up comedy and documentary film,” his style caught the attention of Adobe, Apple, and Coke as new ways to communicate with employees/customers.

3. **Joe Lambert**
   - Joe Lambert is the “Co-Founder of the Center for Digital Storytelling, a non-profit, community arts organization in Berkeley, California”.

4. **Daniel Meadows**
   - Daniel Meadows is a British photographer, author, and educator who used photography to tell a story; described himself as a ‘documentarist’.

**Sources:** Los Angeles Times & University of Houston
History of DIGITAL STORYTELLING

Then

“The color was so rich...”
– Dana Atchley
Digital Storytelling is the “practice of using computer-based tools to tell stories.”

Inspiration for storytelling can come from anywhere. The key is to develop stories using multimedia (e.g., graphics, audio, video, & the web) to:

1. Capture your audience’s attention.
2. Spark an emotional connection.
3. Evoke a conversation.
4. Inspire a call to action.

Digital Storytelling is “short, personal multimedia tales told from the heart.”

– Daniel Meadows

Source: University of Houston
Financial Literacy for You (FLY) Tour

“Images construct a sense of who belongs.”
-Sarah Elizabeth Lewis
Website PROMOTION
Andrew Granger
Web & Multimedia Specialist, LOSFA
Website PROMOTION

LOSFA/Louisiana GEAR UP hosts videos on YouTube

Why is YouTube beneficial?

Over 1 BILLION USERS (ALMOST 1/3 OF THE INTERNET)

Surpassed EVERY NETWORK for Viewership

More & More YOUNG STUDENTS SURFING Every Year

Highly INTEGRATIVE in Other Platforms INCLUDING WEBSITES

Source: YouTube
Adobe Flash will be shutting down in 2020. All videos and websites that run on Flash or Flash player will no longer be supported.

- Chrome, Firefox and Safari will no longer support
- Videos on websites using Flash player will no longer work

Source: Adobe
Website PROMOTION

ADOBE AFTER EFFECTS
Animation/Effects

FOLLOW US @LOSFA
Website PROMOTION

ADOBE PREMIERE Video Editor
ADOBE SPARK

An easy to use program through Adobe to make videos, for those who have limited video editing experience, or those who need to make a video quickly.

Source: Adobe Spark
Website PROMOTION

Student Voice Intel

COMING SOON

Student Voices

Every student's story is different. Click on the link below to hear from our students.

Learn More
What is a Student Voice Intel?

• A repository of student stories - from their point of view - on the struggles they have overcome, in their pursuit of a postsecondary education, and the positive impact of LOSFA/Louisiana GEAR UP’s services.

• The Student Voice Intel will allow a student’s voice to influence change in policymaking and encourage legislators to hold students’ views in high regard when making decisions, as students are the most important stakeholders in education.
Performed a study surveying and asking SGA Presidents across the United States if their input had influence on school campuses.

Only 55% of study participants, consisting of 200 U.S. SGA presidents, say they are extremely or very influential as a leader on their campus.

Only 27.4% of student governing board members have speaking and voting rights for student members of the governing board.

Source: Student Voice Index
Losfa Mentees of the Year

Baton Rouge, LA (APRIL) — Students in the Baton Rouge area got a big surprise Wednesday thanks to their own investment in themselves.

Some students were surprised with $200 checks during a ceremony at the Galvez building downtown. They are honored as part of the Louisiana Office of Student Financial Assistance (LOSFA) Aspire to Inspire program.

The program helps students see that no matter where they come from, someone cares. The program works with students not just with academics, but also helps them develop confidence and make decisions about future career goals.

Click here for full story
PROMOTION
Brittany Francis
Communications Director, LOSFA
Email PROMOTION

LOSFA/Louisiana GEAR UP distributed email campaigns via Constant Contact

Why is Constant Contact beneficial?

Build your BRAND
Improve VISIBILITY

Promote SERVICES

Build EXCITEMENT (Event Promotion)

Arrange CAMPAIGNS (e.g., media advisories, LOSFA/Louisiana GEAR UP in The News, press releases, feature articles, internal newsletters, etc.)

Strengthen RELATIONSHIPS

Improve COMMUNICATION

Store & Organize CONTACTS (Segment Lists)

Learn WHAT WORKS (metrics to see what emails spark engagement)
Email PROMOTION

What's working?
“Images ignite something within us.”

- Sarah Elizabeth Lewis

About LOSFA

The Louisiana Office of Student Financial Assistance (LOSFA), a program of the Louisiana Board of Regents, strives to be Louisiana’s first choice for college access by promoting, preparing for and providing equity of college access.

Visit our website

Connect with us on our social media platforms!
Email PROMOTION

Were the campaigns successful?
Email PROMOTION

Other companies to consider

- Mailchimp
- Mailjet
- Drip
- Sendinblue
- ConvertKit
- GetResponse
PROMOTION
Brittany Francis
Communications Director, LOSFA
Credit Attributed to Tiera LeBlanc, Media Specialist
"Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo or update your status, you are contributing to your own digital footprints and personal brand."

-Amy Jo Martin, Author of Renegades Write The Rules
Social Media PROMOTION
Louisiana GEAR UP’s Social Media

- LAGEARUP1
- LA_GEARUP
- LAGEARUP
Importance of Social Media

Brand Awareness
Humanize Brand
Promote Content
Reputation Management
Audience Engagement
Monday, June 24, 2019

10:00 AM: Initial eligibility processing for TOPS will occur in June after @LOSFA has received final transcripts from @La_believes. Here are 10 tips to ensure that your TOPS is processed successfully!

@la_regents
#collegeaccess
#TOPS
#LOSFA
Other Social Media Management Websites

1. Buffer
2. SocialPilot
3. eClincher
4. AgoraPulse
5. CoSchedule
6. SproutSocial
Ingredients for Effective Social Media Posts

1. **Visual**
2. **Caption**
3. **Tags**
4. **Hashtags**
5. **Timing**
Facebook

1. Audience
2. Calls to Action
3. Facebook Album

Caption

Hashtags

Tags

Visual
INSTAGRAM

1. AUDIENCE
2. HIGH-QUALITY VISUALS
3. STORY-TELLING
4. INSTAGRAM STORIES
5. RELEVANCE
Activity
Create a Digital Storytelling Tool Kit
Complete the SEMINAR SURVEY
TAKE THE SESSION SURVEY!

FOLLOW THESE STEPS:

1. Find our session under the "schedule" icon and go to the session page.
2. Scroll until you see "Surveys."
3. Click on "Session Survey" to take the survey.