The Storytelling Imperative:
Articulating the Value of a Liberal Education

Amy Adams + Dana Dudley | Pepperdine University
What story should you tell?

There are 2 ways to share knowledge:

You can push information out.

You can pull them in with a story.
Pepperdine’s Story
What story is your institution or department currently telling?

What story could/should you be telling?
What does it mean to be a Liberal Arts School?

Educating the mind without educating the heart is no education at all.
– Aristotle
What unique value do students gain when studying the liberal arts?

Where is this value being revealed at your institution?
### TOP 10 SKILLS IN 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgement and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

### IN 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

*Source: World Economic Forum*
Gather the Right Data

SUCCESS AFTER SEÄVER
Class of 2016 First-Destination Summary
SIX MONTHS AFTER GRADUATION

What 2016 grads are doing

86% OF GRADUATES are EMPLOYED

Employed Full-Time or Part-Time

63%

63%

Admitted to Graduate School

20%

20%

Full-Time Volunteer or Other Activity

3%

3%

Seeking Employment

11%

11%

Seeking Graduate School

3%

3%
What data do you currently have that can advance your story?

What data do you need?
Getting to the Heart of the Story
Make Meaning Out of Your Data
Make Meaning out of Your Data
What meaning could you make from your data?

What connections, correlations, or comparisons might help you make meaning?
94% interned, student taught, worked on or off campus or did undergraduate research.

77% of those employed or in grad school at graduation interned or student taught.

78% of those employed or in grad school at graduation were student employees.

Look for Key Relationships + Messages

800
unique
internships
&
student teaching sites
for Class of 2016
A Picture is Worth 1000 Words... and a Team of Lawyers
• Disaggregated Data by Major
• Major Outcomes Data on the Web
• Success at/after Seaver Stories
• Presentations to Stakeholders

Storytelling Within
Stories of Success

SUCCESS AT SEAVER

Major: Political Science

Internships: Sentinel Strategic Advisors, LLC, Abrams Garfinkel Margolis Bergson, LLP

Location: Washington D.C. & Downtown Los Angeles

"Pepperdine has prepared me for my next step in life by connecting me with professionals in the sports and entertainment community who open new doors and make it possible for me to gain experience in the industry. Next fall, I'll be going to law school to become a sports and entertainment attorney and my Pepperdine family has gone above and beyond to guide me through every step of the journey."

WHITNEY WILLIAMS, '17

Career Center
What are some of the best ways that you’ve communicated your story internally? Externally?
Storytelling Distinction

Stories Across the College
Storytelling Imperative

Forces that Impact Story

The Key is in Alignment
Who can you partner with to glean data, make meaning, or shape new stories?

Who do you need to get buy-in from to move forward?
Unexpected Benefits of Storytelling... Creating Change

- Student Confidence
- Curriculum Changes
- Funding + Growth
- New Shared Strategies
- Career Readiness
- Goodwill with Faculty
- Enhanced Partnerships
- Division Competition
- Sharing the Good News
- Trust of Transparency
A year from now, how would you like to see the stories at your school change?

What other outcomes might be connected to these efforts?
Summary of Questions

- What story is your institution or department currently telling? What story could/should you be telling?
- What unique value do students gain when studying the liberal arts? Where is this value being revealed at your institution?
- What data do you currently have that can advance your story? What data do you need?
- What meaning could you make from your data? What connections, correlations, or comparisons might help you make meaning?
- What are some of the best ways that you’ve communicated your story internally? Externally?
- Who can you partner with to glean data, make meaning, or shape new stories? Who do you need to get buy-in from to move forward?
- A year from now, how would you like to see the stories at your school change? What other outcomes might be connected to these efforts?
Q + A
ACAD Welcomes your feedback on this session. We now have an online evaluation form and encourage you to visit us at www.acad.org/amsurvey to access the form.

The passcode is acad2018

Thank you in advance for your feedback!