

### Why Should We Explore Storytelling?

Storytelling based on real student experiences is one way to guide new generations of students towards achieving personal goals. By presenting situations in which the outcome of both wise and unwise actions and decisions can be seen play out, new students are able to see the road ahead. As advisors, part of our job is to convince students that the time and energy they are investing will be worthwhile. Stories are key because they can be compelling, remembered, and shared. They can help transcend and document experiences that support daily life skills and promote student success. Stories can help us enhance meaning and can also:

- **Create a deeper connection and develop connections with campus resources**
- **Create student and staff engagement/strengthen relationships**
- **Highlight student victories**
- **Help people imagine a future that is worth achieving**
- **Convey and demonstrate campus values**
- **Develop deeper interest in the activities in which students participate**
- **Help students develop strong self-efficacy**
- **Enhance teamwork and professional development**



### Behind the Story

In our media-centered society, digital storytelling is an especially great way to share experiences with students. At Cal State L.A. students have access to several online tools which gives them access to schedule an advising appointment online, plan their semester schedule, view recommended course sequences based on their degree objectives, and track their overall degree progress. These tools are designed to help the student navigate the road to graduation. However, sometimes knowing when to use the right tools in the right way can be a challenge.

Despite our efforts to give instructional presentations, print flyers, pin up posters and send emails, students still need help using the tools. In some cases, students neglect to use the tools altogether which leads to mistakes in scheduling, or worse, causes delays in graduation. After hearing various stories throughout the years, that started with "I wish I would have known," we decided to interview students and ask them about their experiences and about the bumps in the road. We asked graduating seniors if they would be interested in sharing their stories since they had successfully reached the finish line. We compiled the stories and created 5-10 minute scripts with fictional characters who found themselves in various scenarios where they wished they would have used the tools.

#### The Scripts

##### Don't Wait In Line, Read Between Them Instead (How to Schedule an Appointment)

The art of reading the writing on the wall is dying. Shannon, Hector and Brandon find out what happens when you stop noticing the signs on the wall and they start noticing you.

##### If I Knew Then What I Know Now (How to view your Advisement Report)

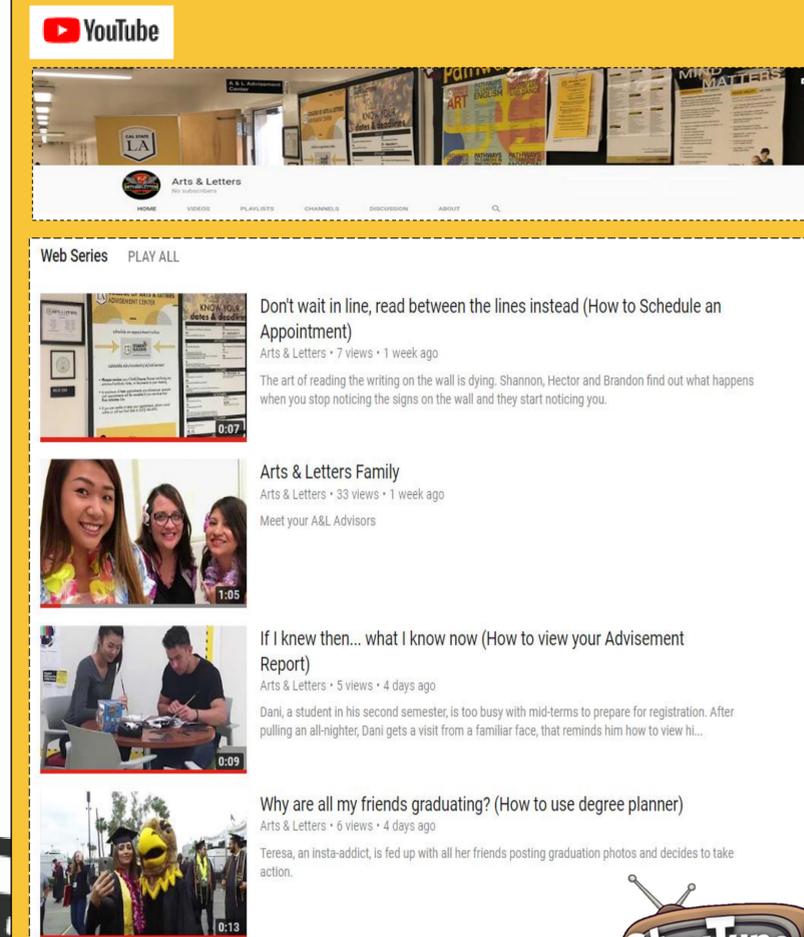
Dani, a student in his second semester, is too busy with mid-terms to prepare for registration. After pulling an all-nighter, Dani gets a visit from a familiar face, that reminds him how to view his degree requirements.

##### Why Are All My Friends Graduating? (How to use degree planner)

Teresa, a social media addict, is fed up with all her friends posting graduation photos and decides to take action.

### Production

Our next steps are to partner with students in the Department of Television, Film and Media Studies to get the scripts produced. After production, the shorts will be posted on our YouTube channel and linked on our website.



YouTube

Arts & Letters

Web Series PLAY ALL

Don't wait in line, read between the lines instead (How to Schedule an Appointment)  
Arts & Letters • 7 views • 1 week ago

The art of reading the writing on the wall is dying. Shannon, Hector and Brandon find out what happens when you stop noticing the signs on the wall and they start noticing you.

Arts & Letters Family  
Arts & Letters • 33 views • 1 week ago

Meet your A&L Advisors

If I knew then... what I know now (How to view your Advisement Report)  
Arts & Letters • 5 views • 4 days ago

Dani, a student in his second semester, is too busy with mid-terms to prepare for registration. After pulling an all-nighter, Dani gets a visit from a familiar face, that reminds him how to view hi...

Why are all my friends graduating? (How to use degree planner)  
Arts & Letters • 6 views • 4 days ago

Teresa, an insta-addict, is fed up with all her friends posting graduation photos and decides to take action.



### Anticipated Outcome

**Highlight potential roadblocks.** Our stories are based on real examples of how students overcame hurdles.

**Improve registration and increase enrollment.** Our stories can help our students identify solutions, so they can register successfully and avoid pitfalls.

**Increase website traffic.** Our stories have the potential of increasing our web presence, leading students to find other useful information.

**Strengthen your relationships.** When you tell a great story, it will be shared within their own circles, leading to increased enrollment and enhanced reputations. It can also build spirit and school pride.

**Create staff engagement.** Sharing stories with staff can build a strong school culture. Stories create shared realities and put both vision and values into practice.

**Improve Self-Efficacy.** Students will believe in their potential to succeed when they see someone similar to them overcome hurdles.

#### References:

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