Your department should create five new stories every month.

Four of those should take less than an hour apiece:

Featured Event
20-30 minutes
Use your monthy calendar *(attached)* to choose an event held during the month. Or, promote a larger event that's coming up later in the year.

Faculty or Staff Q&A
20-30 minutes
Send Q&A template *(attached)* to outstanding faculty or staff member, or use in your interview with them. Proof, add a headshot and post.

Student Q&A
20-30 minutes
Send Q&A template *(attached)* to student who's doing great things, or use in interview with them. Proof, add a headshot and post.

Alumni Q&A – #AgPackStrong Story
20-30 minutes
Use your worksheet *(attached)* to create a profile of an alumni who benefitted from your department's education.

Get ideas and input at your staff meeting, or send an email asking for information.

The fifth is The Impact Story. This is the big news from your department for the month.
1-2 hours

Use the Story Planner (attached) to outline and write your story.

Remember to think about how your story aligns with your department's goals, and CALS brand promise.

Try to make the language simple.

Remember that you are entertaining your audience with your infomation

Make sure your story has a Call to Action. "Come to the event." "Support our research." "Be CALS proud – share this story to your friends." etc.

MONTHLY CALENDAR

Q&A TEMPLATES

STORY PLANNER