

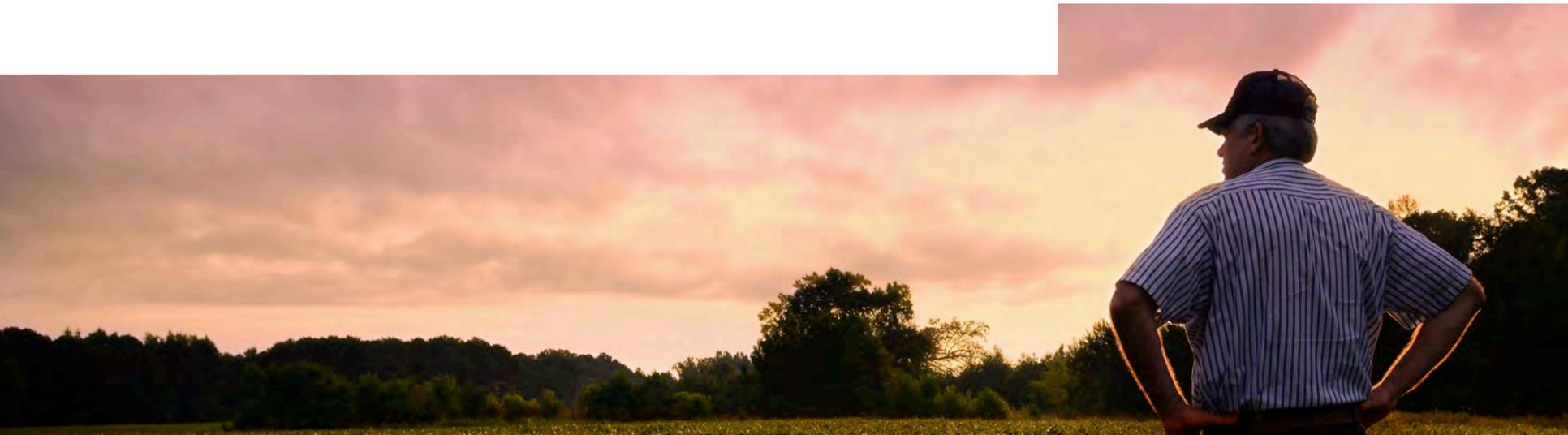
Purpose-Driven Storytelling: TELLING OUR EXTENSION STORY

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NC State Extension

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DISCUSSION TOPICS

1. Why Tell Stories?
2. Purpose-Driven Stories
3. Defining an Extension Story
4. Understanding Meaningful Impacts
5. Developing an Extension Story



Why Tell Stories?

“Stories and storytelling are an essential element of what it means to be human... Stories help us make sense of the world, and pass on universal lessons and wisdom.”



– *Kate Forsyth, author and storyteller*



Andrea Gibbs
Extension Agent

Full Story: go.ncsu.edu/StoryExample_Gibbs

What Can 'Story' Mean for Extension?

Bring data
to life

Forge
emotional
connections

Reinforce key
messages

Make what we
do memorable

Grow the brand

Purpose-Driven Stories

Purpose-Driven Stories



Purpose-Driven Stories



Purpose-Driven Stories



How Does a 'Story' Connect?



How Does a 'Story' Connect?



A Clear Challenge

How Does a 'Story' Connect?



Satisfactory Solutions

How Does a 'Story' Connect?



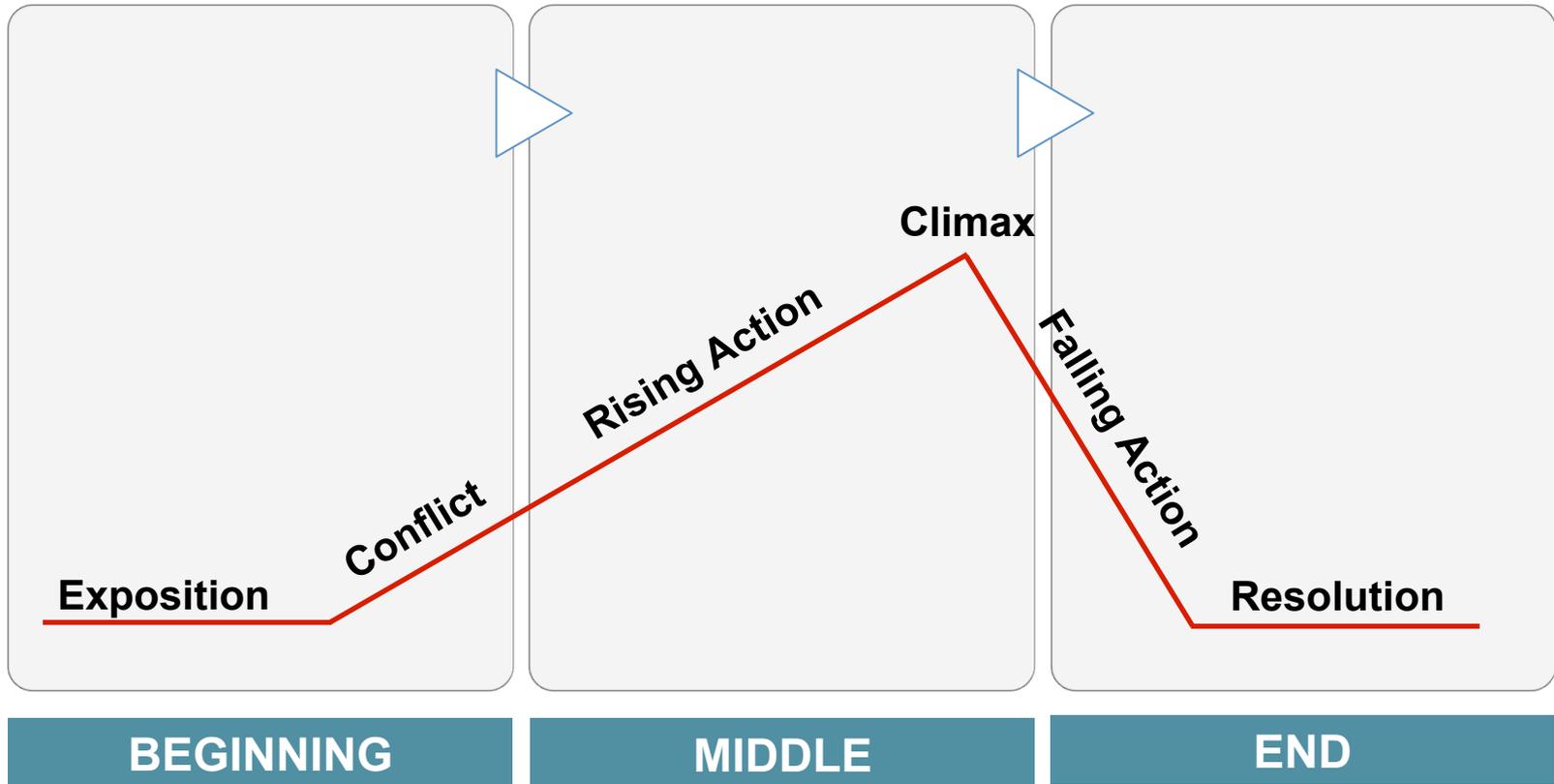
Proven, Successful Outcome

How Does a 'Story' Connect?



Insights for the Future

Purpose-Driven Stories

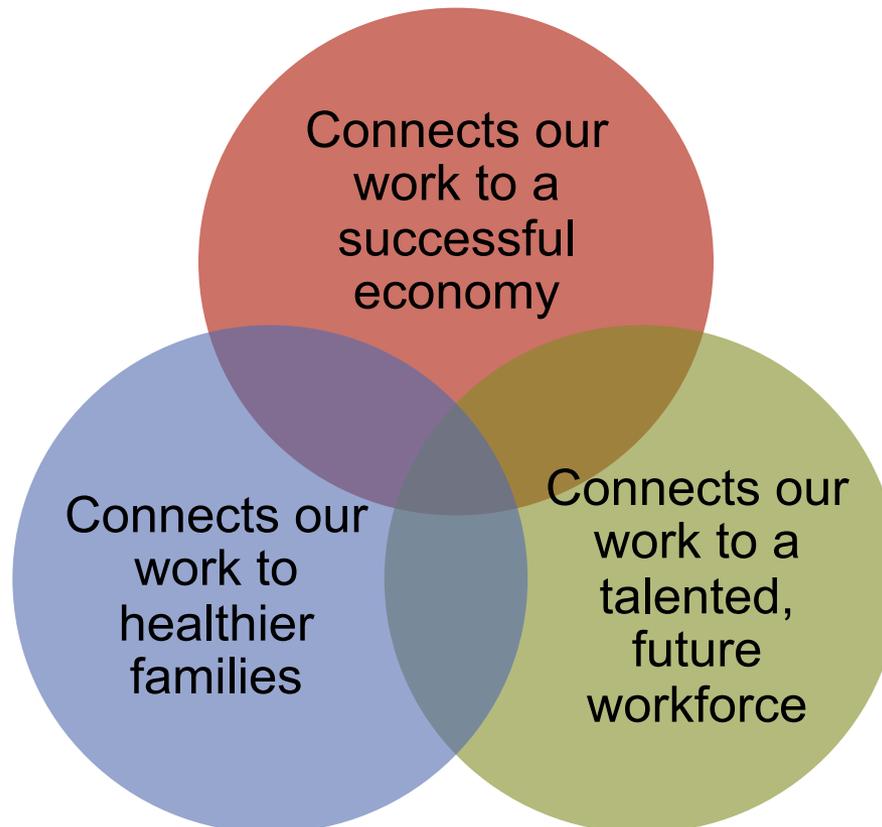


Defining an Extension Story

DEFINITION:

Rather than a standard dictionary definition, an Extension story can be identified by key elements that comprise it. *Subject matter, topics, tone, purpose.*

Extension stories are intentional, strategic and rooted in our mission to grow North Carolina.

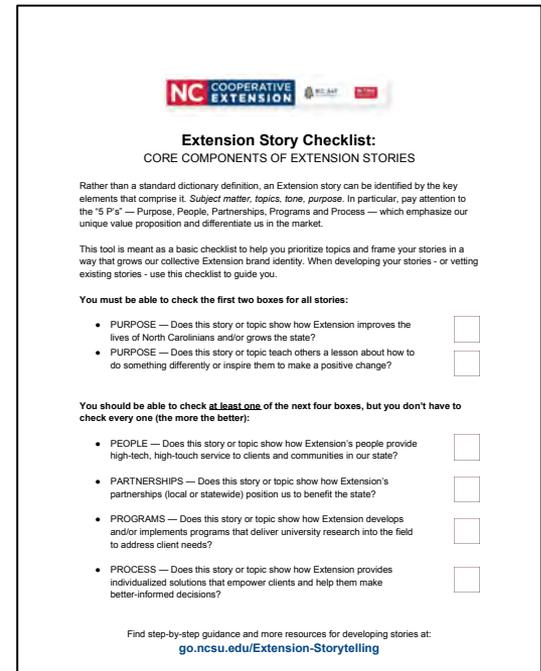


Your Extension Story Will...

- Reflect and reinforce our mission
- Emphasize outreach
- Be intentional/told with a clear purpose
- Celebrate our people, programs and partnerships
- Deliver outcomes, both quantitative and qualitative
- Look beyond a single win – show potential impacts

Recognizing a Good Extension Story

- High-tech *and* high-touch – individualized solutions
- Empowered decision-making
- Deliver research from lab to field
- Prosperous state, prosperous citizens
- Inspiring lessons that lead to change

A graphic titled "Extension Story Checklist: CORE COMPONENTS OF EXTENSION STORIES". It includes the NC Cooperative Extension logo and provides instructions on how to use the checklist. It lists two categories of questions: "You must be able to check the first two boxes for all stories:" and "You should be able to check at least one of the next four boxes, but you don't have to check every one (the more the better):". Each question is followed by a checkbox.

Extension Story Checklist:
CORE COMPONENTS OF EXTENSION STORIES

Rather than a standard dictionary definition, an Extension story can be identified by the key elements that comprise it. *Subject matter, topics, tone, purpose.* In particular, pay attention to the "5 P's" — Purpose, People, Partnerships, Programs and Process — which emphasize our unique value proposition and differentiate us in the market.

This tool is meant as a basic checklist to help you prioritize topics and frame your stories in a way that grows our collective Extension brand identity. When developing your stories - or vetting existing stories - use this checklist to guide you.

You must be able to check the first two boxes for all stories:

- PURPOSE — Does this story or topic show how Extension improves the lives of North Carolinians and/or grows the state?
- PURPOSE — Does this story or topic teach others a lesson about how to do something differently or inspire them to make a positive change?

You should be able to check at least one of the next four boxes, but you don't have to check every one (the more the better):

- PEOPLE — Does this story or topic show how Extension's people provide high-tech, high-touch service to clients and communities in our state?
- PARTNERSHIPS — Does this story or topic show how Extension's partnerships (local or statewide) position us to benefit the state?
- PROGRAMS — Does this story or topic show how Extension develops and/or implements programs that deliver university research into the field to address client needs?
- PROCESS — Does this story or topic show how Extension provides individualized solutions that empower clients and help them make better-informed decisions?

Find step-by-step guidance and more resources for developing stories at:
go.ncsu.edu/Extension-Storytelling

View Story Checklist at:
go.ncsu.edu/Extension-Storytelling

Q: When Do I Develop an
Extension Story?

A: As You Plan Your Response
(or as Events Unfold)

Why So Soon?



Why So Soon?





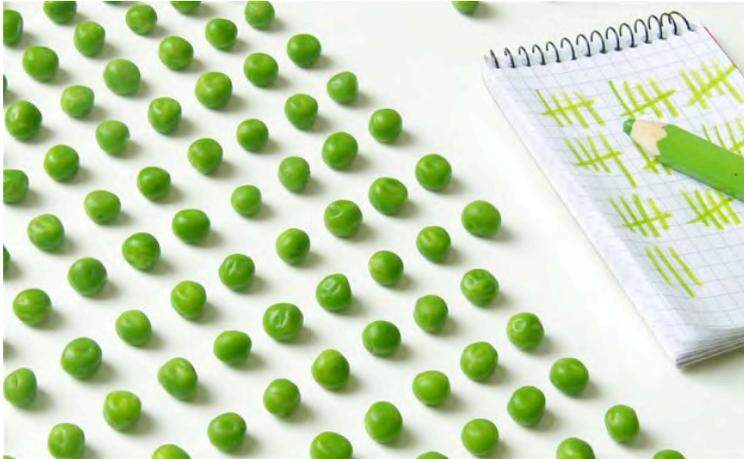
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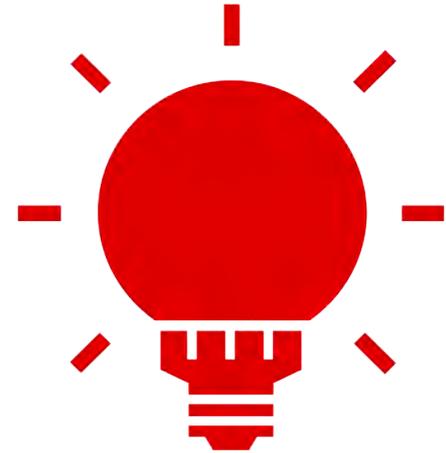


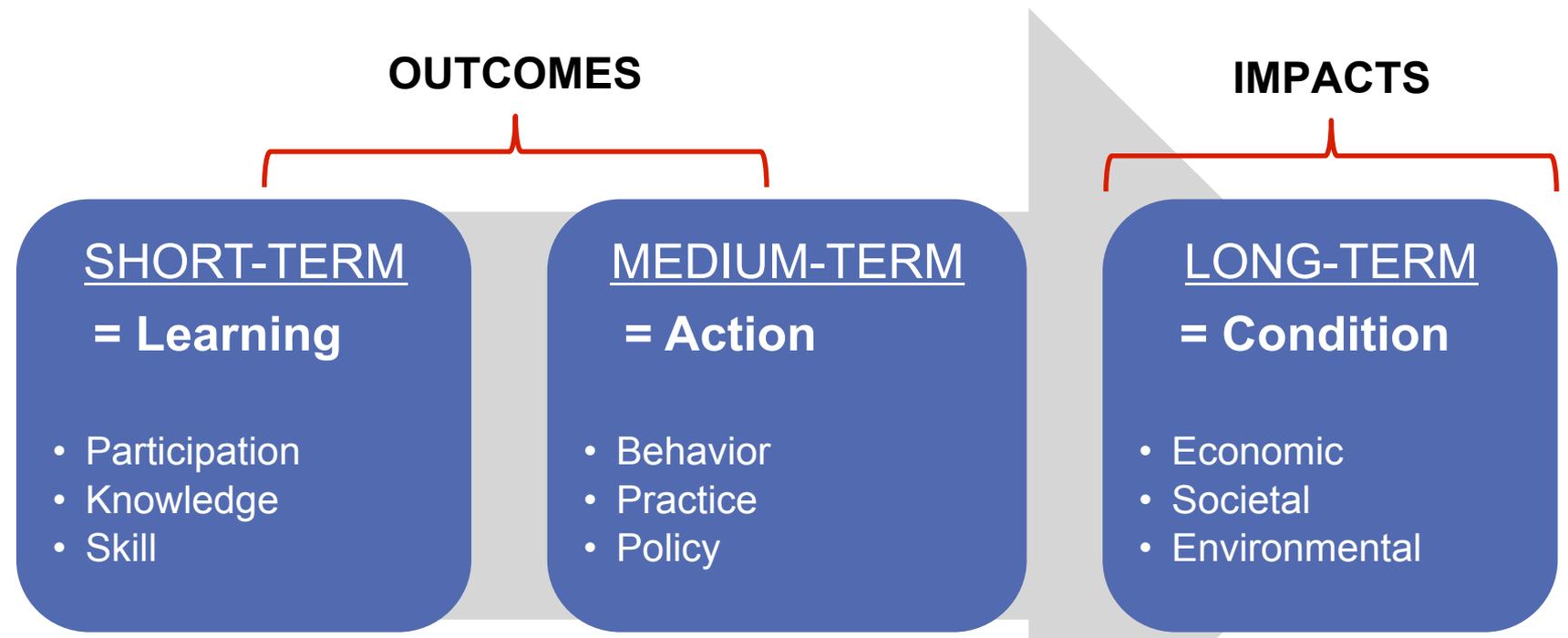
Understanding Meaningful Impacts

More Than Just Numbers...



VS





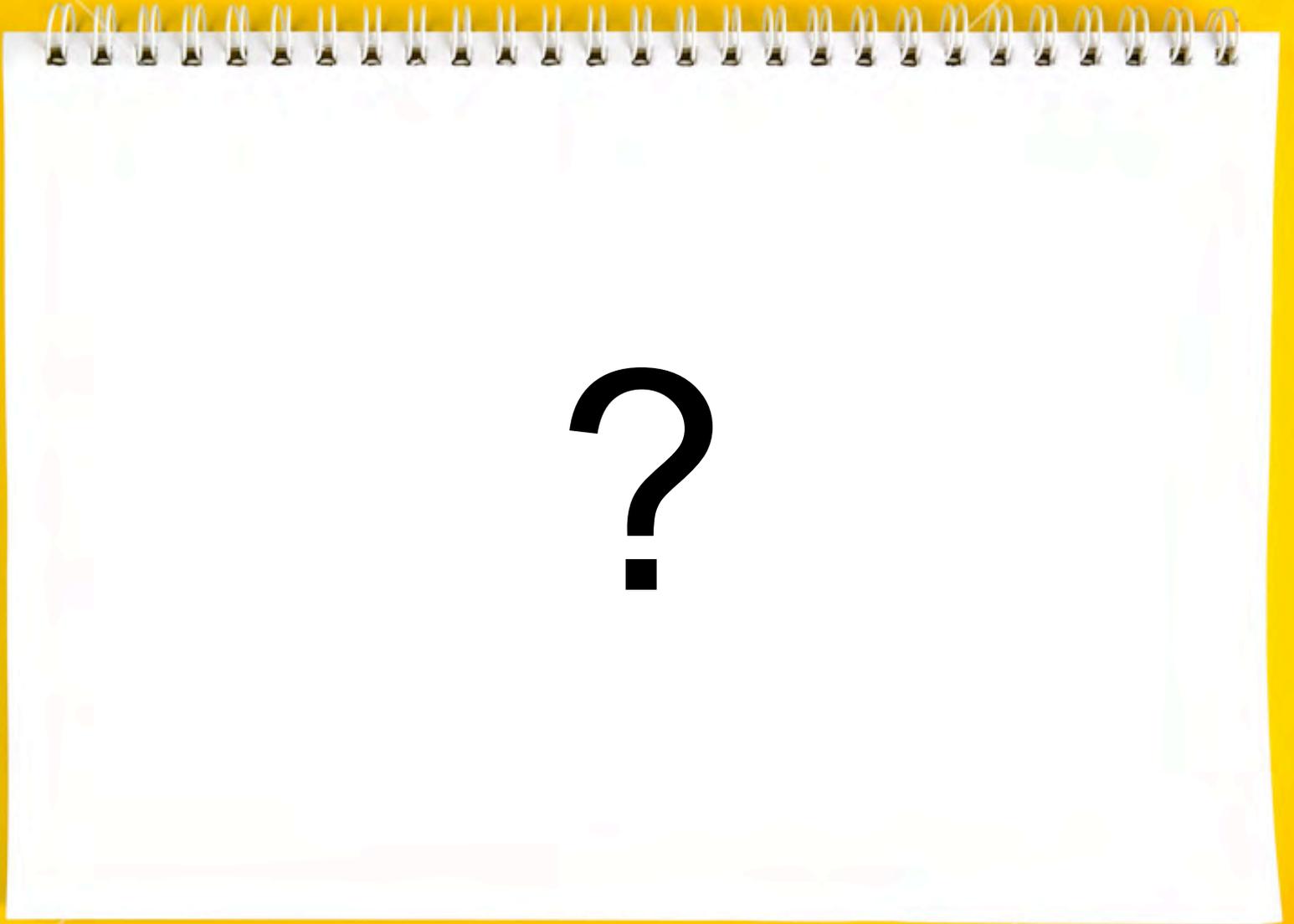
**How has the situation improved
*as a result of your program?***

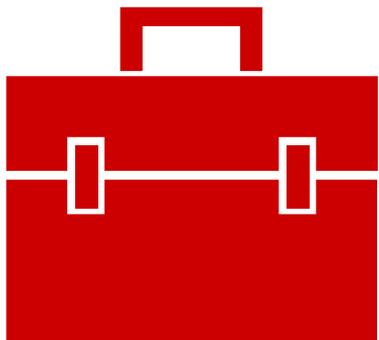
Rethinking Outcomes and Impacts



Visit our
**BOOK
FAIR!**

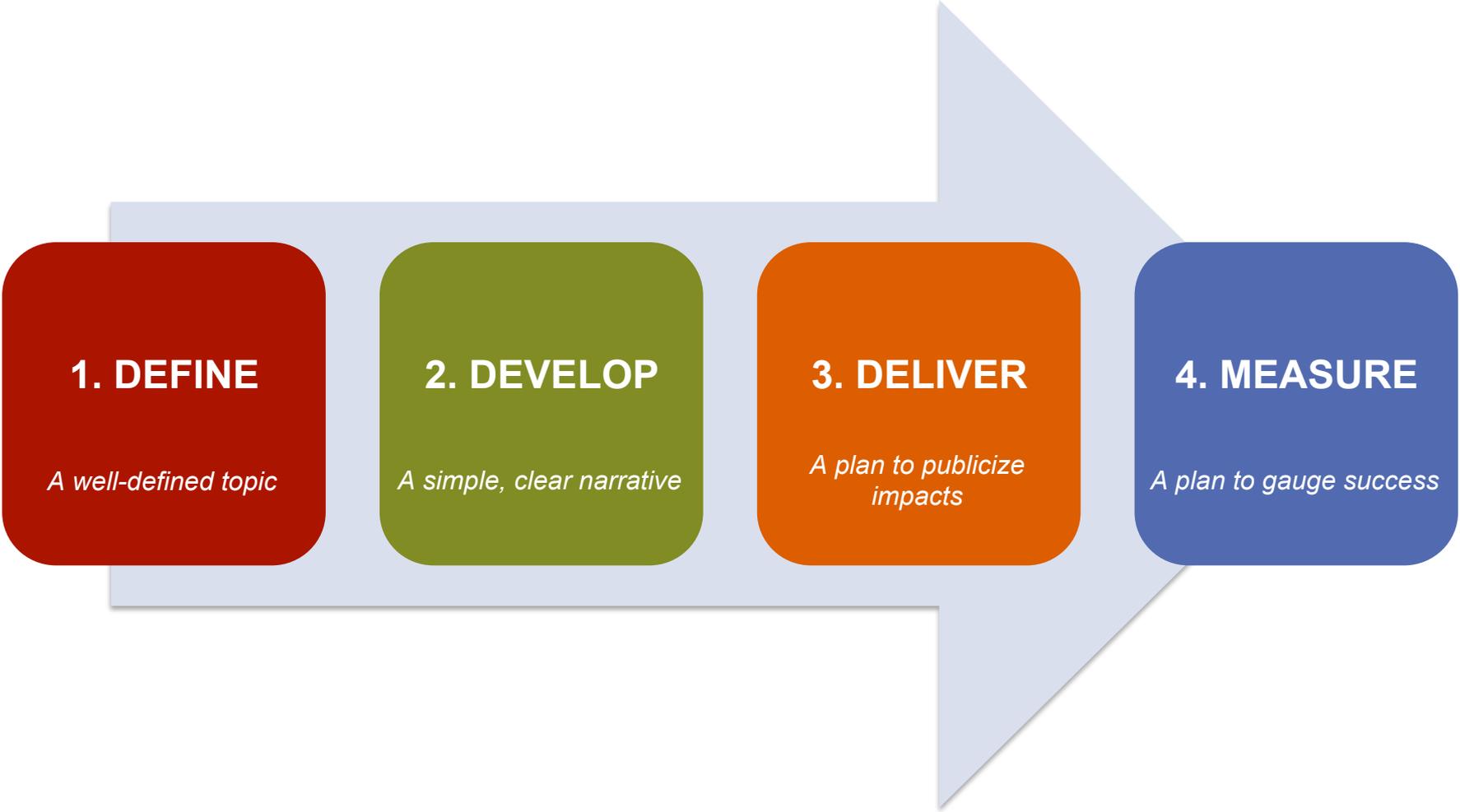






HOW TO BUILD AN EXTENSION STORY

Story Development Phases



1. DEFINE

A well-defined topic

2. DEVELOP

A simple, clear narrative

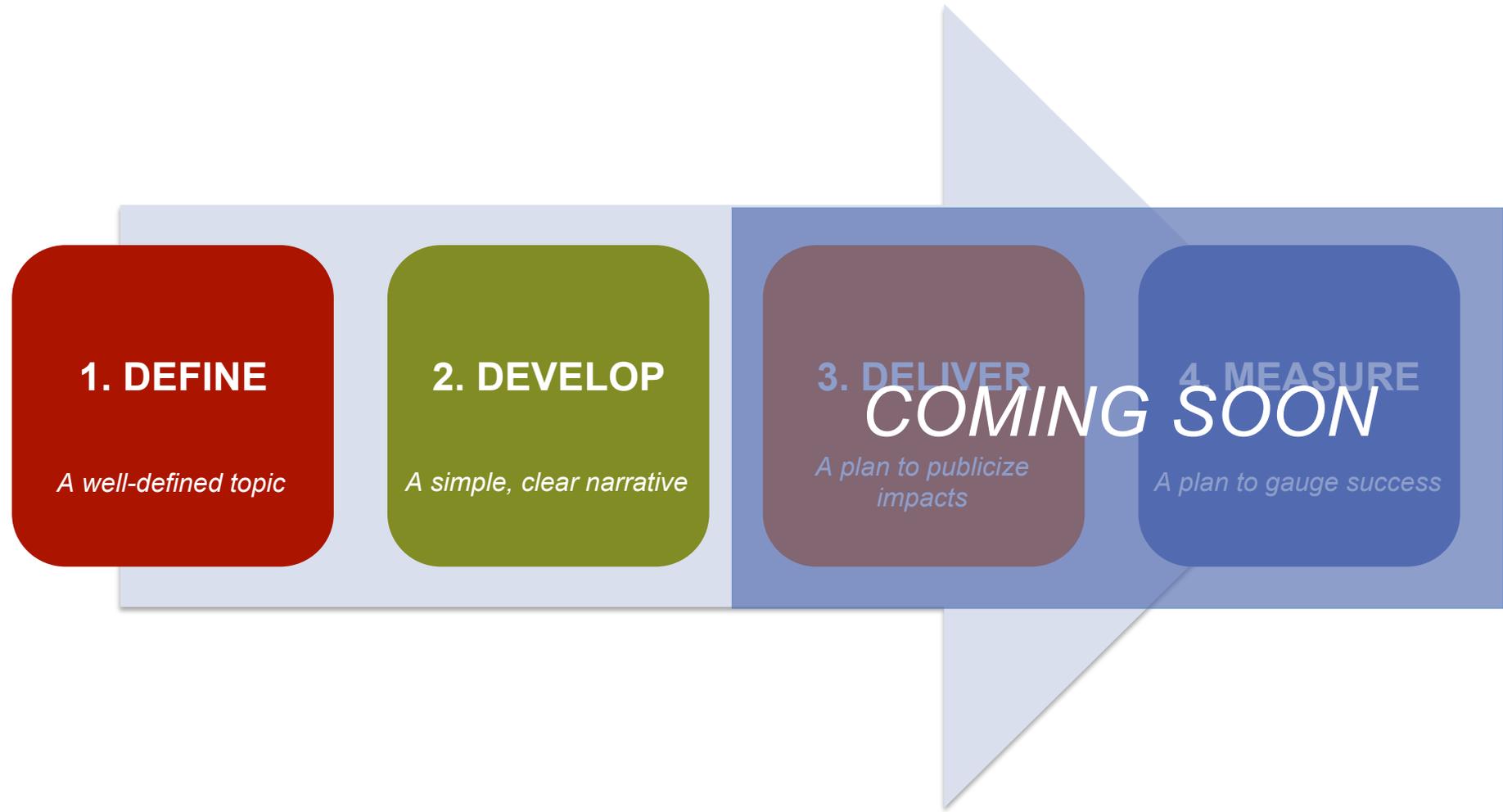
3. DELIVER

*A plan to publicize
impacts*

4. MEASURE

A plan to gauge success

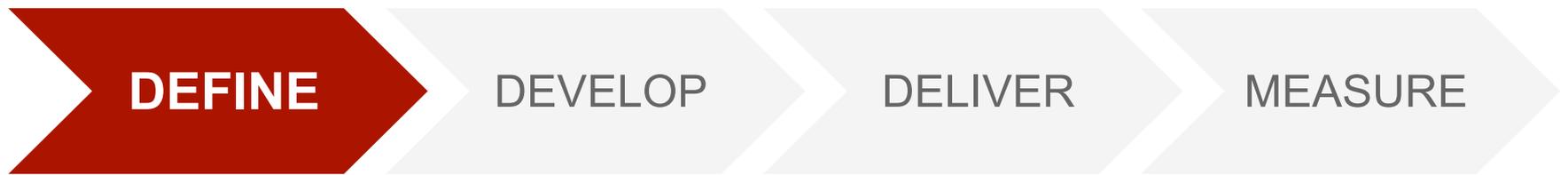
Story Development Phases



START WITH **WHY?**

REMEMBER: Extension stories are intentional, strategic and rooted in our mission to grow North Carolina.

- Identify your primary goal – what do you want the story to accomplish? What should happen as a result?



Confirm the story topic

- Is the topic / issue relevant or timely to North Carolinians? Do we have practical, research-based info to offer?

Make sure it supports our mission

- Can the topic clearly demonstrate how Extension is growing the state or improving the lives of North Carolinians?

Identify your audience

- Who needs to know about it? Who is affected by this topic or issue (why should they care)?



Use the Story Checklist!

- Best faculty and field personnel in the business
- Partnerships that enrich our work and benefit state
- Research-based programs and resources
- Leadership in hands-on education / individualized solutions

Make sure you can demonstrate HOW.



DEFINE

DEVELOP

DELIVER

MEASURE

Introduce your characters and setting

- Who are the Extension experts involved (incl. clients / partners)?
- Where and when does this take place?

Simply state the challenge

- What conflict or challenge are your “characters” facing? Why does it matter (what are the implications)?

Make the results meaningful to the audience

- How did Extension address the issue (convey via characters)?
- Convey the outcomes / impacts in a way the audience can relate to (what does it mean for their town, constituents, etc.)

Example

- **Character**
- Challenge
- Solution
- Outcome
- Impact

Milca Jarquin always wanted to go to college, but she wasn't sure how she would get there. Through NC State Extension's Juntos program, Jarquin learned how to fill out financial aid forms to get the resources she needed to realize her college dream. Today, she's a junior studying mechanical engineering at NC State, in hopes of one day creating better prosthetics and bionics for people who need them.

"Juntos overall served as a resource to help my family understand the requirements for college," Jarquin said. "And it helped make the transition from high school to college easier."

Juntos – Spanish for "together" – reaches out to Latino parents and students in 8th through 12th grade as they learn to navigate the school system, increase high school graduation rates and prepare for college.

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The 9-year-old program operates under the leadership of Dr. Andrew Behnke, Cintia Aguilar, and Diana Urieta of NC State’s Department of Agricultural and Human Sciences. It serves more than 600 young people and parents in multiple counties in North Carolina.

Example

- Character
- Challenge
- Solution
- **Outcome**
- **Impact**

Story Checklist

- ✓ Reinforces mission
- ✓ Trusted, research-based programs
- ✓ Leaders in hands-on education / individual solutions

The 9-year-old program operates under the leadership of Dr. Andrew Behnke, Cintia Aguilar, and Diana Urieta of NC State's Department of Agricultural and Human Sciences. **It serves more than 600 young people and parents in multiple counties in North Carolina.**

The program has earned national recognition because studies show that it works: Juntos students report that their grades go up, they feel a greater sense of belonging and they are absent less often from school. Not only that, 87 percent say with confidence that they'll continue with education after graduating high school.

That's remarkable, given that the vast majority – 98 percent – have parents who didn't go to college. Juntos helps unify schools, families and communities to promote access to higher education.

Why Impacts and Stories Matter

Illustrates
accountability

Improves
visibility (local,
state, national)

Generates
valuable
content for
outreach

Creates archive
of content for
resources

Builds greater
understanding
of Extension



Joseph Garron

Betsy-Jeff Penn Camp Counselor

Watch Video: go.ncsu.edu/4-H_CampVideo

Find many more storytelling resources at:

go.ncsu.edu/Extension-Storytelling