

***DATA DRIVEN
STORYTELLING***

IT'S LIKE STAR WARS - BUT WITH FACTS

<http://bit.ly/2oPTvmP>

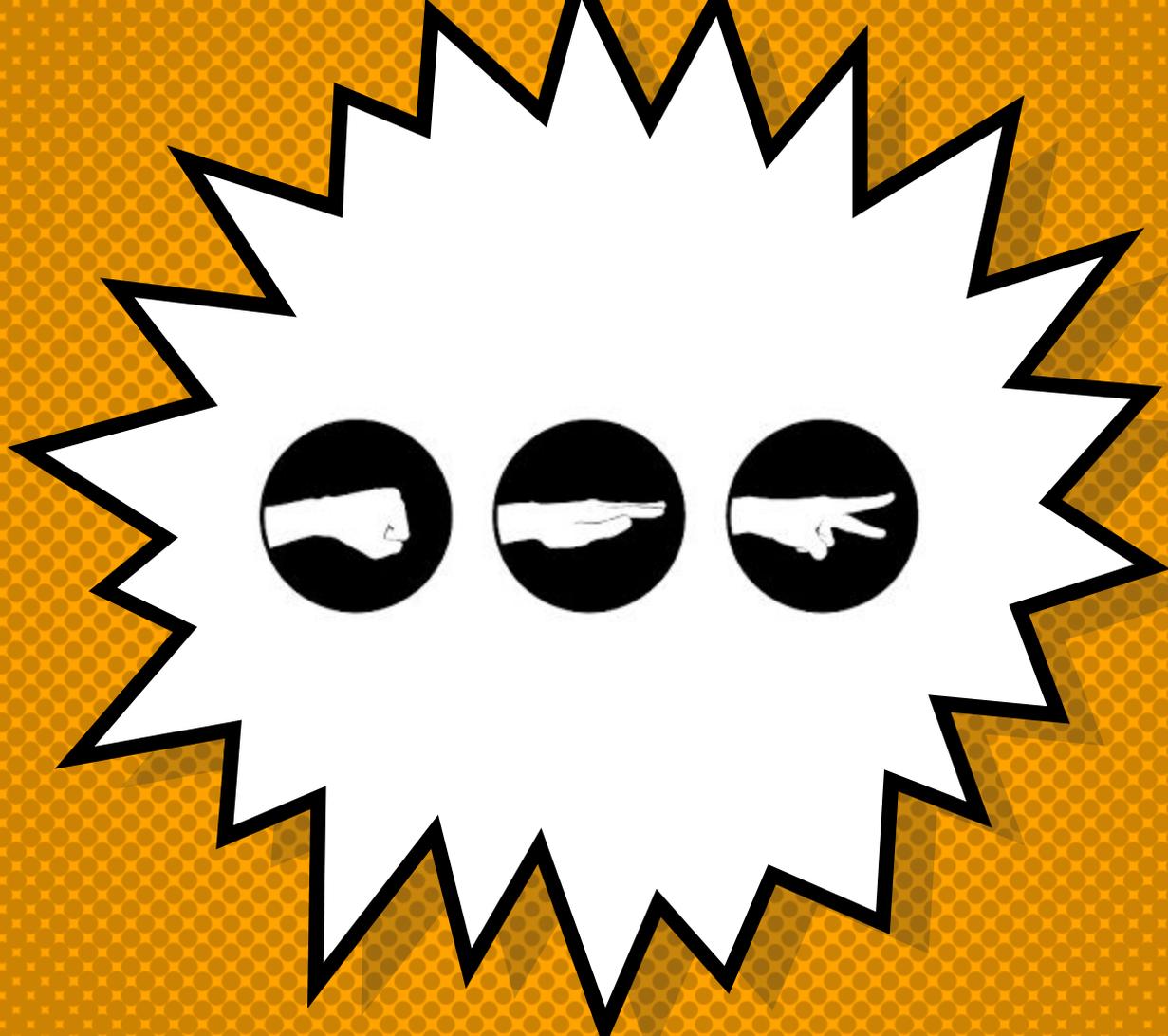
WHAT WE'RE DOING HERE

- ***PLAYING A GAME***
- ***TELLING STORIES***
- ***TELLING MORE STORIES DIFFERENTLY***
- ***TELLING STORIES WITH DATA***
- ***TELLING STORIES THAT MATTER***

HELLO!



I'm Lisa Ruud and I work at the Northeastern RIC
I am here because instructional technology is my jam.
You can find me at @lisacalaruud



CRAFTING A GOOD STORY 101

- × Lesson 1: MAKE PEOPLE ROOT FOR YOU
- × Lesson 2: HAVE A FEW GO-TO STORIES AT THE READY
- × Lesson 3: STORIES ARE ABOUT HOW YOU FELT
- × Lesson 4: THIS MAY SEEM OBVIOUS, BUT ...
“Stories have a beginning, middle, and an end,”
- × Lesson 5: GOOD STORIES ARE UNIVERSAL
- × Lesson 6: DON'T BE BORING

LITTLE RED

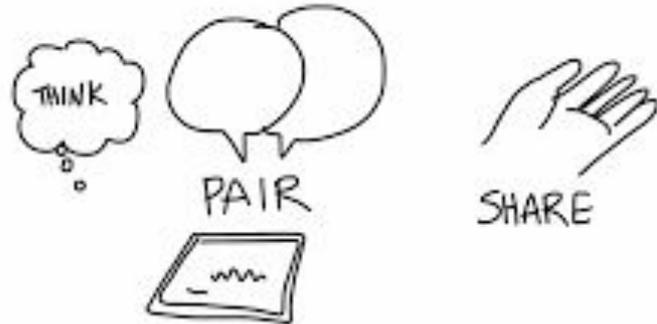
Shall we tell you a story?



STORY FRAMEWORK

What are the key elements of a story?

- × Why are each important?
- × What is the impact to the listener?



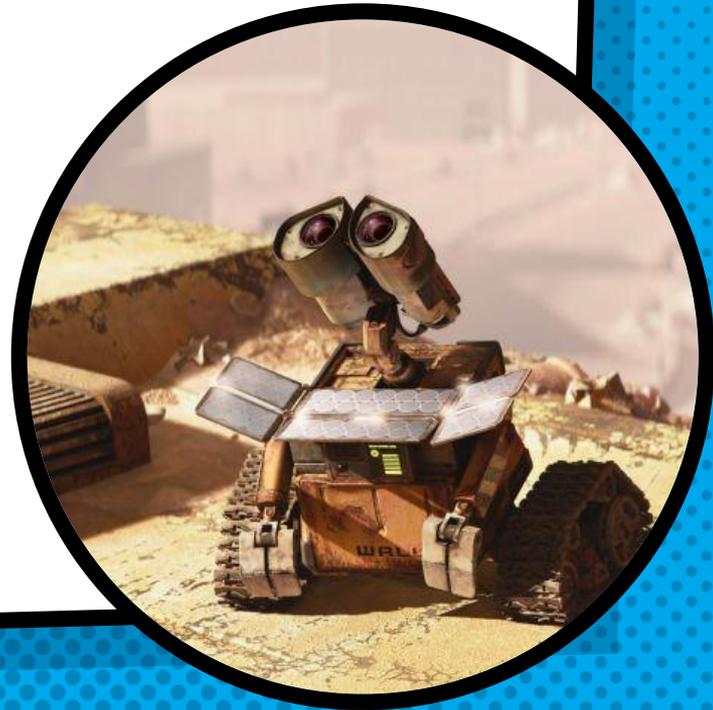
STORY FRAMEWORK

- × Background to set the stage
- × Understanding of the characters
- × Set up of the conflict
- × Building tension
- × Resolution of the conflict
- × Happily ever after

PIXAR STORYBOARD ARTIST EMMA COATS

22 RULES OF STORYTELLING

4 Once upon a time there was _____. Every day, _____. One day _____. Because of that, _____. Because of that, _____. Until finally _____





What's your story?

atbank

<http://www.joshuanhook.com/4-tips-sharing-powerful-stories/>

BUILD YOUR STORY

Creating a story using a few “data points” from your life.

[Story Framework](#)

Keep in mind:

- × The purpose or desired impact of the story.
- × What you want them to walk away remembering.
- × The tone set by the data points you choose.



WHAT IS THE STORY OF YOUR SCHOOL/DISTRICT?

What are you passionate about?

What are you most proud of in your school district?

What is the biggest challenge that you are facing?

Tell about a student that drives your work and your willingness to continue to grow and change?



HOW DATA DRIVES THE PLOT AND MOVES THE AUDIENCE

Two modes of
storytelling...



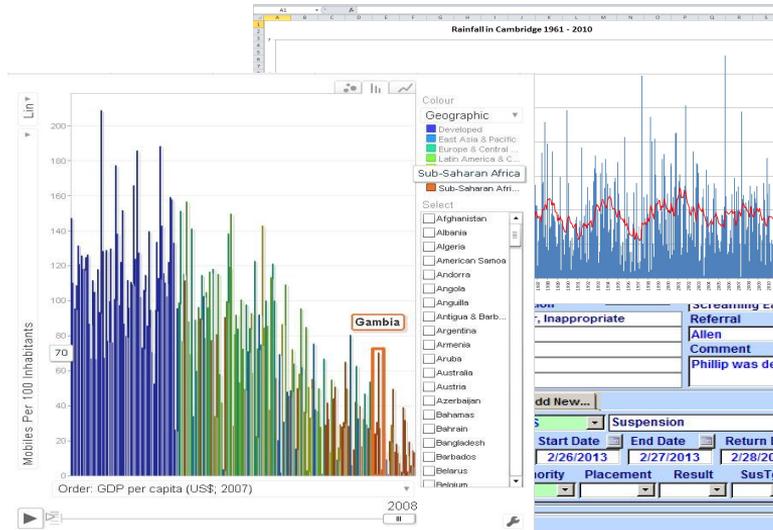
CHANGING THE STORY TO FIT THE AUDIENCE

What data points resonate with different audiences? Why is that?

Think about what you would change in the story if you were talking with:

- × a group of parents
- × a group of students
- × group of teachers
- × A group of zombies
- × A school board

WHAT DATA IS OUT THERE? WHAT STORY DOES IT TELL?



Details	Family Info	Course Info	Discipline	Communication	User Login
Title		Teacher		Total Absences	
Algebra II (PS)		Steve Jobs		0	
CAP Group (EH)		Beatrix Potter		0	
Chemistry (PS)		Marie Curie		0	
Computer Graphics					
New Shared Grade		Export to Excel			
Year	School Name	Credit Type			

Screaming Eagle High School 3/5/2013

Student Name: [Redacted] Perm ID No. 099400022 Birthdate 8/18/1994 Sex M Grd 12 Prog [] Trk Status [] SSA Date 2/26/2013

Mothers Work/Extension: 7) 555-8123 Mothers Work/Extension: (777) 555-1234

Only show students who have ADS records

Select Record to Display...

Date	Disp	Comment
02/26/2013	SUS	39- Behavior, Inappro
11/17/2011	DET	90- Truant, Period
06/03/2011	DET	81- Tardy, Habitual

<<New Record>>

Student: Phillip was defiant and inappropriate in 3rd period.

(Dispositions)

SUS	DET
2	0

Demerits: 0.00 ALL YEAR

Highlight CALPADS Required Fields

LOCATE View Dispositions from ADS UPDATE Print Preview Print Details OTHER

Buttons: Backward Get Forward Add Copy Change Delete Print eXit Switch

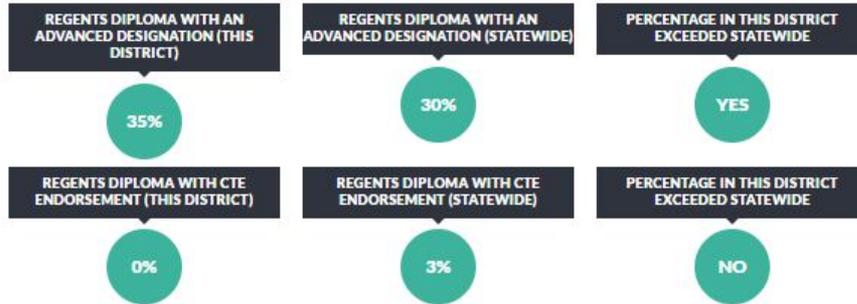
ENROLLMENT BY GENDER

MALE	
1,016	52%
FEMALE	
930	48%



Graduation Rates for Regents with Advanced Designation and CTE Endorsement for Accountability

Percentage of 2008 Graduation-Rate Total Cohort members who graduated as of August 31, 2012 with:



AMERICAN INDIAN OR ALASKA NATIVE	
1	0%
BLACK OR AFRICAN AMERICAN	
81	4%
HISPANIC OR LATINO	
110	6%
ASIAN OR NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	
16	1%
WHITE	
1,677	86%
MULTIRACIAL	

GRADE 8 ENGLISH LANGUAGE ARTS



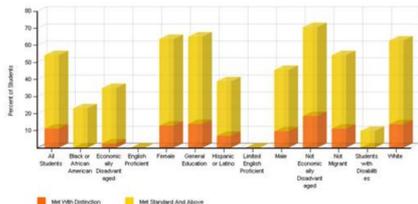
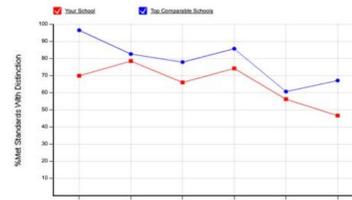
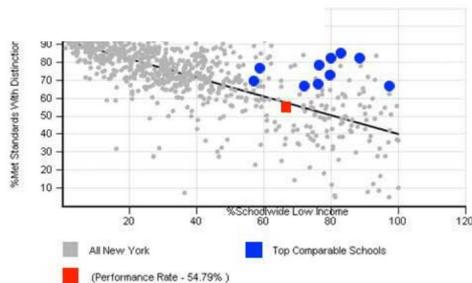


UNIVERSITY AT ALBANY

State University of New York

Opportunity Gaps Within Your Comparison Group*

Subject	Percent of Students Meeting Learning Standard		
	School (A)	Avg. of Top Comparable Schools (B)	Opportunity Gap* (A-B)
Regents ELA	87.26%	96.73%	-9.47
Regents Global History	86.62%	94.60%	-7.98
Regents Math	88.54%	98.64%	-10.10
Regents Science	89.81%	98.07%	-8.26
Regents US History	85.99%	96.61%	-10.63



NYKids

Welcome to a resource to support school improvement in New York State.

NYKids mission is to *inform*, *inspire*, and *improve* -

- *inform* educators and others about school performance in comparison to other schools in the state
- *inspire* educators through case studies and other reports of promising practices in odds-beating schools
- *improve* schools through professional development in continuous improvement processes (COMPASS-AIM)

Technology & Learning

Capital Region Boces
2016 - 2017

[Dashboard](#) [Reports](#) [Trends](#)

[Map](#) [List](#) [Filter](#)

CASE™ Score Legend ● Beginning ● Emerging ● Proficient ● Advanced ● Exemplary

[Show More](#)

CASE™ Score

1059 Proficient ↗ Up since last data collection

Classroom



Use of the 4Cs



Digital Citizenship



Assessment



Assistive Technology



Access



Access at School



Access at Home



Skills



Foundational



Online



Multimedia



Environment



The 3Ps



TELLING A STORY W/DATA

What story is in the data?

<http://tinyurl.com/NYBBSTORY>



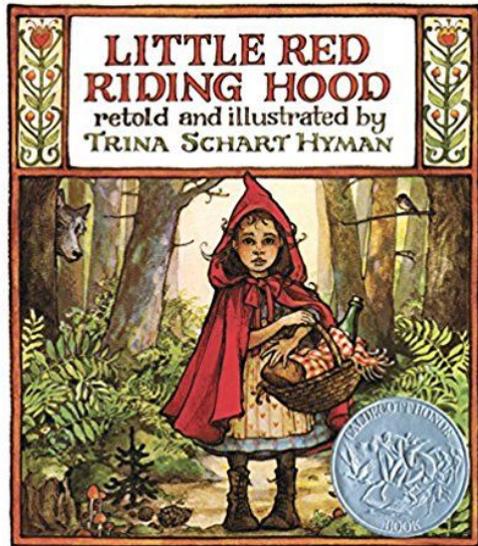
STORIES ARE ABOUT HOW YOU FELT



LITTLE RED



PODCAST



DELIVERY AND IMPACT

Knowing “The Why” of your story makes all the difference.



THANKS!



Any questions?

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BKW

BERNE-KNOX-WESTERLO
CENTRAL SCHOOL DISTRICT