

### Q1. Professional Development Narratives – North Central Region

Subject Area #6: Marketing (Telling our Story)

This topic includes any training and professional development related to enhancing skills in marketing, promotion, and effectively communicating the essence of our mission and the significant impact of our work. These opportunities cover a wide array of topics essential for effectively promoting and sharing our work and our story with the public and stakeholders. This includes but is not limited to utilizing social media, media engagement, marketing programs, storytelling techniques, and stakeholder communication.

Q2. Which state do you represent?

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio
- South Dakota
- Wisconsin
- Other:

Q3. Please provide your name.

First Name

Matt

Last Name

Hanson

Q4. Please provide your email address

matt.hanson@wisc.edu

Q5. Provide a brief description of the professional development program that addresses Marketing (Telling our Story). [Less than 250 words.]

\*If you do not offer training on Marketing (Telling our Story), please state that here, and return the survey.

We provide formalized training on storytelling to all new colleagues during onboarding, and conduct the same training upon request for county offices and program groups. To request access to the curriculum, contact Christian.Schmieder@wisc.edu The storytelling training focuses on crafting 1-3 sentence short Impact-at-a-glance statements that are used in county reports, and on crafting 300-500 word stories, which are also used in county reporting and other stakeholder engagement. We also provide training to employees who in the first few years on the job to use those statements in marketing and communications outreach efforts. This training covers the science behind storytelling effectiveness and how employees can use it in media and government relations.

Q6. Please provide a title (or short one-sentence description) that can be used to identify the training.

Telling your Story – successfully communicating Impact

Q7. Describe the intended audience for this training (e.g., is it part of on-boarding for all Extension staff, does it focus on staff with a certain level of experience, is it for specific program areas, are their elements designed for unique aspect of community/county-based educators versus state specialists, etc.). [Less than 100 words.]

We provide formalized training on storytelling to all new colleagues during onboarding, and conduct the same training upon request for county offices and program groups. We also offer versions of the training at staff gatherings (such as staff conferences) and for development within employees' first few years of employment.

Q8. What are the core skills this training will instill in the audience? [Less than 250 words, and bulleted examples are encouraged.]

-Ability to craft a success story that contains all formal elements (Need, Response, Difference made, Evidence, Societal Impact) -Ability to transform a 'spoken' story into a concise written statement. - Ability to translate programming effort into a coherent, and succinct impact-at-a-glance statement - Ability to review and revise story drafts - Ability to provide others with constructive feedback regarding their stories

Q9. Please check ALL key words that apply to this professional development opportunity.

- communication skills (personal/educator)
- communication skills (delivery programs)
- conflict (management/resolution)
- digital program delivery
- digital learning principles
- Diversity, Equity, Inclusion (DEI)
- evaluation
- facilitation
- goal setting
- leadership
- marketing
- mentorship
- needs assessments
- onboarding (included in general onboarding)

- orientation to CES (included in general onboarding)
- partners
- risk management
- reaching new audiences
- teaching skills/techniques
- volunteers (in delivering programs and teaching roles)
- volunteer (overall management and coordination)
- volunteer - systems
- other: [explain]

Q10. How is this training offered? [Check all that apply]

- Face-to-face / in person
- Live/interactive zoom/webinar (internet based, time-fixed, with the instructor)
- Asynchronous learning
- Other: Please describe:

Q11. Is this training open to other states/institutions?

- No
- Yes - How do other states/institutions access the training and describe any permissions that need to be obtained to utilize this training:

Q12. Is there a registration/tuition/fee to participants?

- No (please continue the survey)

Yes - Please describe the cost per person and if there are differences for out-of-state participants.

Q13. Provide a website for additional information, if applicable.

Q14. Provide a name and contact information of someone who can answer questions about this training.

Contact for curriculum requests and other inquiries: [Christian.Schmieder@wisc.edu](mailto:Christian.Schmieder@wisc.edu)

#### Location Data

**Location:** [\(43.0747, -88.7891\)](#)

**Source:** GeolIP Estimation

