



BOISE STATE GRADUATE COLLEGE

Telling Graduate Student Stories

Dr. Tammi Vacha-Haase
Dean of the Graduate College



BOISE STATE UNIVERSITY

“THE COLLEGE HAS ALLOWED ME TO GROW AND DEVELOP AS A SCIENTIST WHILE STILL BEING THE KIND OF FATHER AND HUSBAND I WANT TO BE.

I'M VERY GRATEFUL TO BE A PART OF THIS ORGANIZATION THAT HAS HELPED ME DEVELOP MY TALENTS AND OPPORTUNITIES...”

Sam Schrader | Computer Science, M.S.



Student & Alumni Stories

Engaging Students, Faculty, Alumni and
Community Members

- ❖ Graduate Student Profiles/Testimonials
- ❖ Monthly Featured Program
- ❖ "Success Stories" from Graduate Student Success Center
- ❖ Social Media Campaigns
- ❖ Capitalize on University-Level Events

Focus Questions: What's our message? What story do we want to tell? How do we create community awareness?



Student and Program Features: Used on all social media platforms, website, and digital displays

Monthly Student Profiles

- ❖ Video and written testimonials of individual students

Monthly Featured Program

- ❖ Allows programs to tell their collective stories, featuring current students and alumni (Where are they now?)

Success Stories

- ❖ Features student experiences from those who use the Graduate Student Success Center resources



Amit Gajurel

Hometown: Kathmandu, Nepal
Program: Civil Engineering, MS

I was interested to pursue more specialized knowledge than what I had gained during my undergraduate, in and around soil mechanics. My advisor at Boise State gave me an opportunity to pursue my dreams...

[Read Amit's full testimonial](#)



Dolly Higgins

Hometown: Boise, ID
Program: Education, Curriculum and Instruction, MA

"To be the best classroom teacher possible." That's what I told my advisor during our first meeting, and the masters program certainly moved me toward this always-evolving goal...

[Read Dolly's full testimonial](#)



SOCIAL MEDIA CAMPAIGNS

Since implementing various social media campaigns beginning fall 2017, our followers have organically increased by over 100 in two of our accounts, and by 50 in the third:

Instagram	152 new followers
Twitter	136 new followers
Facebook	50 new followers

#broncolove

Campaign for Valentine's Day engaging students to share their love of Boise State, their program, living in Boise, etc.

#100daysofboisestate

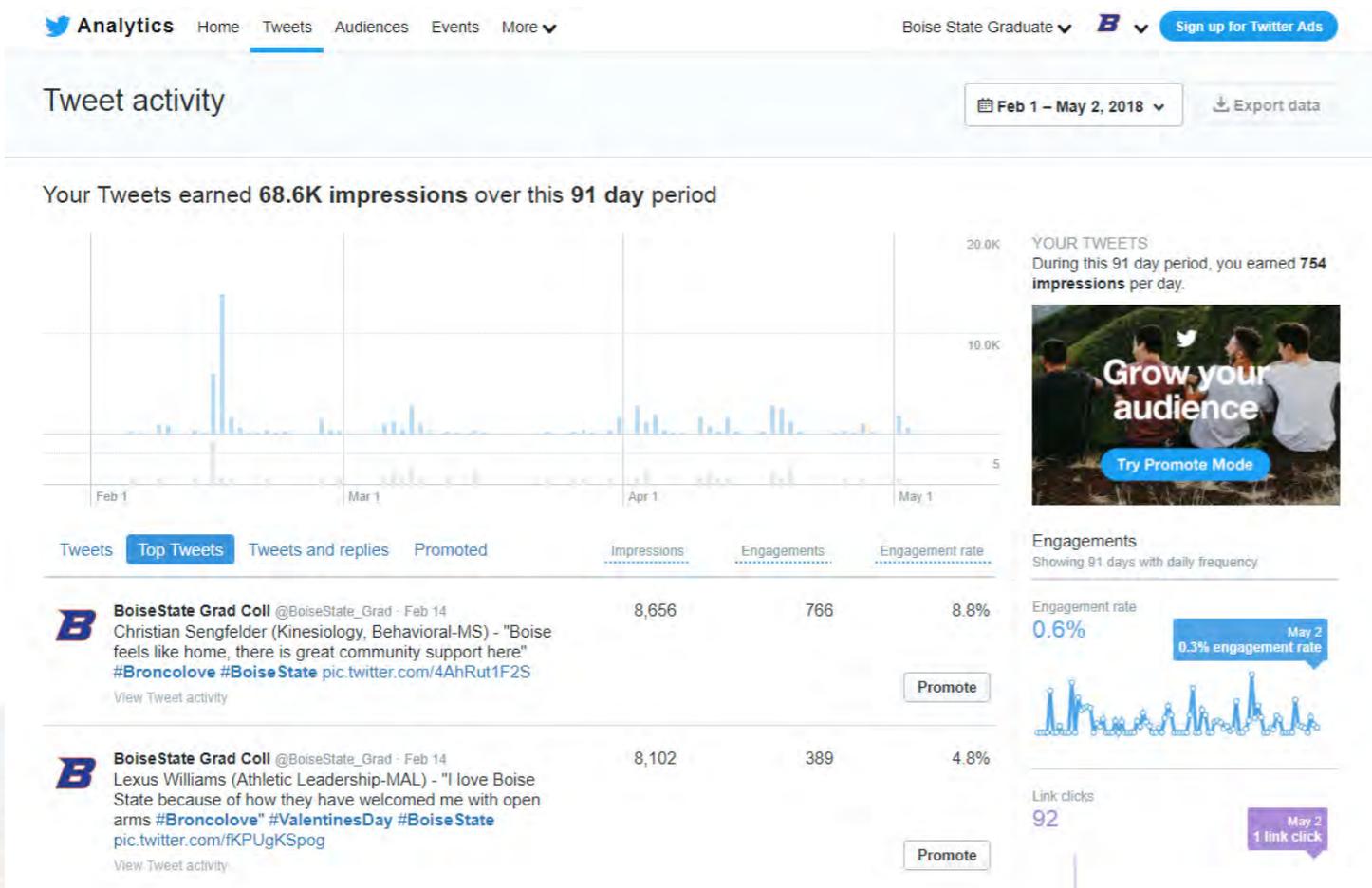
Instagram campaign featuring a 1 new photo a day for the first 100 days of the school year. Photos range from current student events, places to know on campus, and featuring students

Student Athletes

Untapped Potential

At many universities the graduate student athlete population is small, yet offers a significant impact on reaching your larger community. Given their existing athletic platform, student athletes:

- ❖ Are already used to telling their stories
- ❖ Can bridge gap between university and community
- ❖ Can expand your reach within the community



University Level Involvement

- ❖ Three Minute Thesis Competition
- ❖ Graduate Student Showcase
- ❖ Bronco Giving Day

- ❖ Student stories as recruitment tool
- ❖ Donor newsletter (student stories/achievements)
- ❖ Comprehensive Graduate College video



Best Practices: Lessons Learned

- ❖ Multiple media sources (Social Media Platforms, Digital Displays, Website, Print Media)
- ❖ Utilize both current and past technologies (newsletters/emails in collaboration with social media)
- ❖ Know what general message you want to convey
- ❖ Implementation (Yearly plan/monthly content)
- ❖ External and internal involvement (e.g. 3MT and Showcase)
- ❖ Leverage widespread student base and make stories easily accessible and readily available
- ❖ Use student athletes to tell a story

be»yond the Major for UNDERGRADUATES

Helping students to graduate with more than a resume—all Boise State students need to leave with a story.

- ❖ Offering resources that help students to **NAME** and **CLAIM** the **SKILLS** and **EXPERIENCES** they gain at Boise State
- ❖ Storyboard (faculty community)
- ❖ Catalyst (student leaders)
- ❖ Story Collection

<https://www.boisestate.edu/beyondthemajor/>



be»yond the DEGREE

Helping graduate students to leave Boise State with more than letters behind their name—each graduate student is able to share his or her unique story.

- ❖ Offering resources that help graduate students to **IDENTIFY** the **skill sets** they gained at Boise State **and** to **EXPAND** their **thinking about job options**
- ❖ Focusing on the future, not just the degree
- ❖ “Deep dive” into their content/discipline area, with a “telescopic” view of possibilities
- ❖ Story Collections
- ❖ Call for Proposals: “Exploring Career Opportunities for Graduate Students”
- ❖ Skill-based Workshops

Director for Beyond the Degree
Website



Final Thoughts be»yond

Practical Application

Your strongest
asset is your
students' words

Your students' strongest assets
are their words

A shared commitment to helping students reflect and develop their narrative, gaining a lifetime skill of thinking “before, now, next” to provide a strong narrative for themselves and the Graduate College





BOISE STATE UNIVERSITY