

Storytelling as a path to change

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The hardest stories to change are the ones that we tell ourselves. We have big problems to find solutions to in our world, and as educators, we are uniquely positioned to not only participate in making societal change, but we are also training the next generation of changemakers. We have to get better at telling the impact story of our work to our students, our administrators & colleagues, and to ourselves. Let's talk about what a story is and why they are so powerful, and then we can start to think about how we can approach collecting data using different ways of knowing that can generate the change that is needed. Big change starts with a good story that is built on our truth - which in our organizations, should come from good data.

Presenter

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Lesley is a student affairs assessment professional that specializes in storytelling with data. Currently, she is the Director of Strategic Communications and Marketing in Western University's Student Experience division. After focusing on assessment and storytelling in her two previous roles, Lesley is exploring how stories can help us intentionally shift culture in positive directions. She is also interested in how narratives and design thinking approaches can be blended with the assessment cycle, and how we can broaden our understanding of assessment best practices in support of decolonization.



Lesley has been involved in the Canadian Association of College & University Student Services as the Co-chair for the Research, Assessment & Evaluation Community of Practice, as a member of the ACPA Commission for Assessment & Evaluation Directorate, and Student Affairs Assessment Leaders.

She completed her MA in College Student Personnel from Bowling Green State University in 2006, and is a mom to two little boys.