Dear Community Organizations,

I am writing to invite your organization to partner with students in my fall course, Organizational Storytelling, at St. Olaf College.
In this course, student teams work with a real client to analyze current storytelling and digital communication practices, better understand target audiences, and develop practical recommendations to strengthen audience engagement across digital channels. Experiential learning models like this are widely valued because they give organizations access to fresh ideas and usable deliverables while allowing students to apply their learning to real business and nonprofit challenges.

If your organization participates, students will examine your current storytelling across channels, identify strengths and opportunities, develop audience personas and a journey map, adapt key messages for multiple digital formats, and present recommendations that your organization may be able to use. Client-based projects are most valuable when organizations share a clear sense of their goals, audiences, and communication challenges and provide candid feedback at key points in the semester.

To make the partnership as meaningful as possible, I would ask client partners to attend class in person for three important moments:
· Tuesday, October 6 @ 9:35am for the client kick-off, when you would introduce your organization, communication goals, and current challenges.
· Thursday, November 5 @ 9:30 or a mid-project presentation, when student teams will share channel translation ideas and receive your feedback.
· One final presentation session, either Tuesday, December 8 or Thursday, December 10, depending on your schedule, when teams will present their completed recommendations and deliverables.
Organizations tend to get the most out of the experience when they:
· Share background information about their mission, audiences, and priorities early in the process.
· Identify a primary point of contact for student questions.
· Offer honest, constructive feedback during the November and December presentations.
· Approach the project as a collaborative opportunity to explore ideas, test messaging, and gain fresh perspective on current communication challenges.
· When possible, allow students access to basic social media performance metrics for the Data Story Memo portion of the project. Social analytics such as reach, impressions, engagement, clicks, and follower growth can help students better understand audience response and develop more informed recommendations, and these metrics are often available through native platform analytics tools.
Kickoff and checkpoint meetings are especially important because they help align goals, scope, roles, timelines, and communication expectations from the start.

If this sounds like a good fit, please complete ***this quick form*** and I would be glad to share more details about the course.

Warm regards,
Sian Christie
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