

The Power of Storytelling: on Campus, in the Advising Office and Even Disneyland

Abstract: Please provide a short description of your session that will appear in the conference program.

Presentation Abstract:

- Using "the power of storytelling", a fundamental Disney concept, can be used to prepare Pre-health students for college interviews and tours. Disney/Disneyland experience-based concepts including "Everything Speaks" and "First & Only" can assist students when evaluating campuses and graduate programs. Walt Disney's concept of "Plussing" and the new focus for Disney "Reimagine Tomorrow" can promote inclusivity in the advising experience.

- Introduction/Background: Please include a full description of your presentation. How did this program come about? Why is this important to talk about? Provide any details pertaining to the development of your program/presentation. Please include the relevance to the conference theme.

* Introduction/Background:

- In studying ways to make our interview days and college tours more authentic, we explored Disney storytelling and the Disneyland experience. The storytelling theory of "Everything Speaks" was employed to enhance first impressions of the college, genuine presentations by the Deans, and to create more positive and sincere interview experience. This storytelling reflects what the applicant's student experience will be at the institution. The notion of "First & Only" centers around a Disneyland idea that the visit (interview or tour) might be the first and only time a guest visits the campus. The "Plussing" concept is a way for advisors to review what has been offered from their office and make additions to the student experience. Either with developing new ideas for events or enriching current experiences. The newest concept for Disney "Reimagine Tomorrow" is centered around inclusion and equity. Helping students and guests feel accepted and dispelling feelings of imposter syndrome.

- Goals/Objectives: Please indicate what attendees should learn and take away.

* Goals/Objectives:

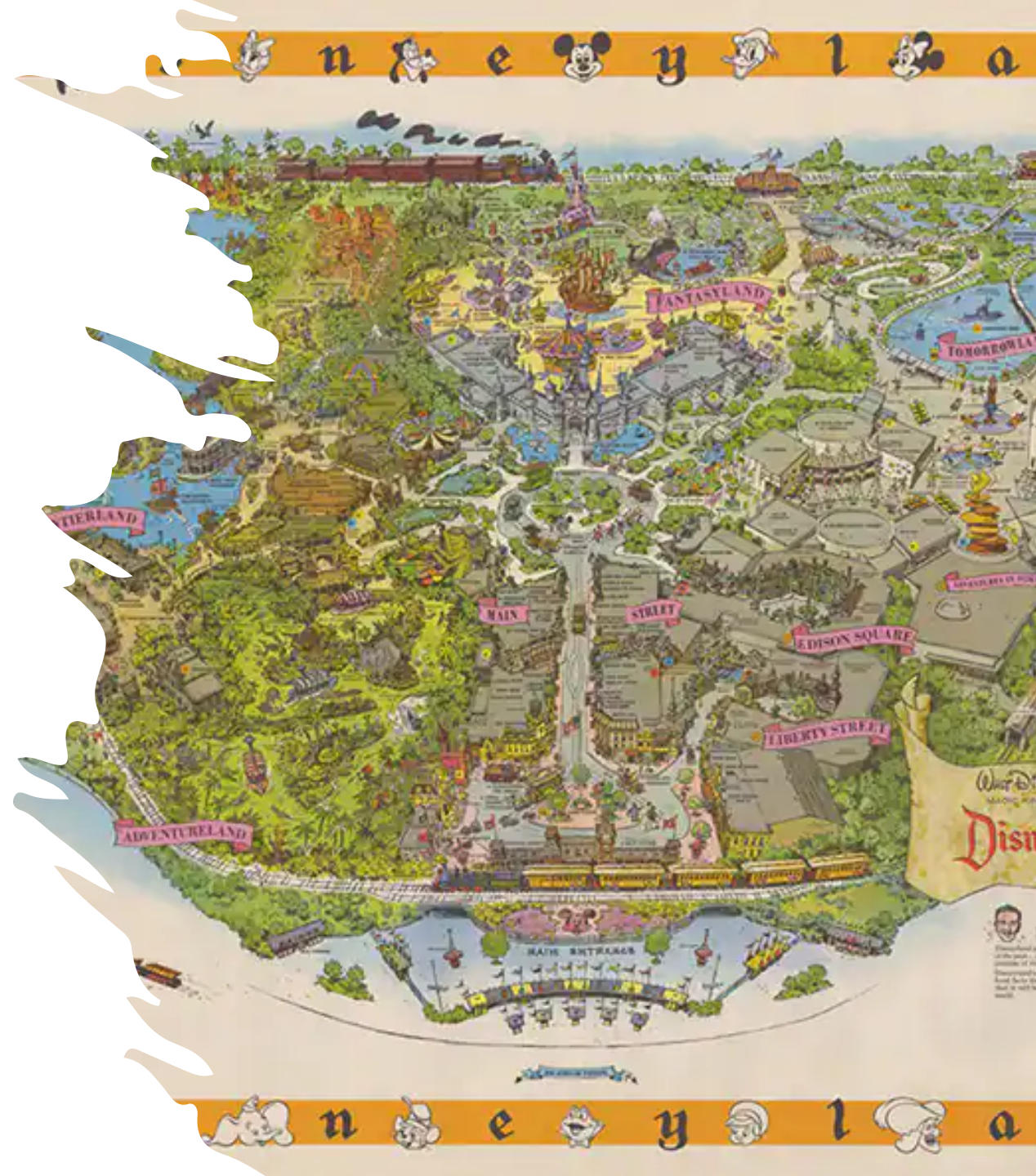
- Define Disney concepts applicable to student advising.**

- How to teach students ways to get their full experience at graduate interviews and tours**

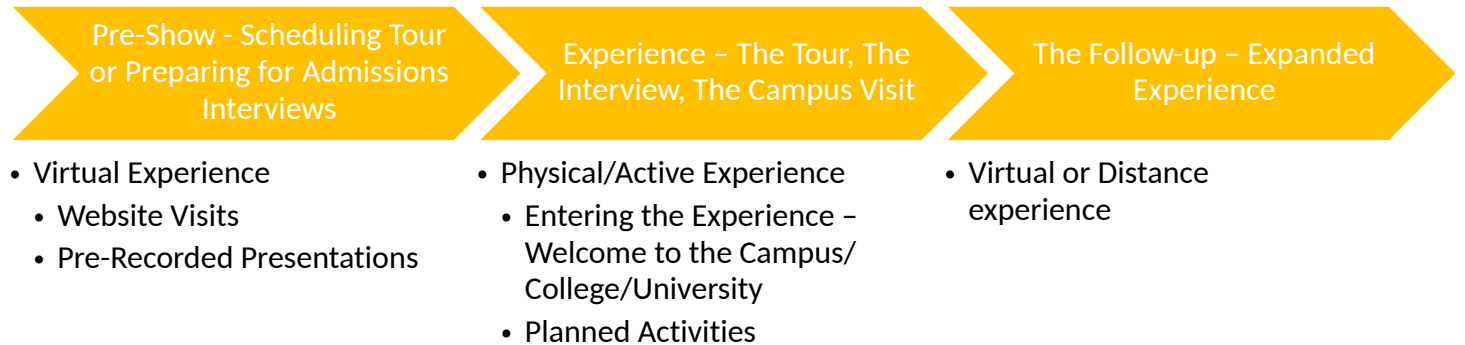
- Employ Disney concepts in the advising office.**

Park Map

- What is the first thing you notice on the park map?
- What is your favorite attraction on the map?
- Why is it your favorite?



Everything Speaks (Intended vs. Organic)



The Positive Experience

Our Goals during a campus visit:

- Students walk away with an authentic positive experience
- Core Values
- Prioritize
- When you are at the park this week
- Positive Experience visiting other landmark institutions (Starbucks/hotel)
- Guest vs. Customers (Celebrating vs. Tolerating) (Disney Vs. DMV)



First and Only

- The Disney Parks Experience
 - First time Park visitors
 - Once in a lifetime visitors
- The Applicant/Student experience
 - Open House (Best)
 - Tour (Great)
 - Interview Day (Good)
 - Accepted Student Preview (Okay)
 - Orientation (A little late)



Plussing

- “Keep Moving Forward”
 - Building on challenges
- Core Values
- When you are at the park this week
- What could be better where you are
- What could I do to make a better experience

“The park means a lot to me in that it's something that will never be finished. Something that I can keep developing, keep plussing and adding to—it's alive. It will be a live, breathing thing that will need changes. A picture is a thing, once you wrap it up and turn it over to Technicolor, you're through. Snow White is a dead issue with me. [...] I can't change that picture, so that's why I wanted that park.”

A handwritten signature in black ink that reads "Walt Disney". The signature is written in a cursive, flowing style with a long horizontal line underneath the name.

Reimagine Tomorrow

AGE DIVERSITY	ASIAN & PACIFIC ISLANDER REPRESENTATION	BLACK REPRESENTATION	REPRESENTATION OF PEOPLE WITH DISABILITIES
DIVERSE FAMILIES	FEMALE EMPOWERMENT	GENDER DIVERSITY	IMMIGRANT & REFUGEE REPRESENTATION
INDIGENOUS REPRESENTATION	LATINX REPRESENTATION	LGBTQIA+ REPRESENTATION	MIDDLE EASTERN REPRESENTATION
MULTICULTURAL REPRESENTATION	RELIGIOUS DIVERSITY	COMMUNITIES WITH SOCIOECONOMIC DIVERSITY	VETERAN REPRESENTATION

We are committed to inspiring a more inclusive world by reimagining the way we tell stories and who tells them. Our intention is to broaden access and diversity in our industry by adopting inclusion standards across Disney General Entertainment* and live-action Studio productions by the end of 2022, with the goal of advancing representation in front of and behind the camera, in marketing and more.

– reimagnetomorrow.disney.com/our-intentions



Revisit Park Map

- What is your favorite attraction on the map?
- Why is it your favorite?

Questions?

