

Creating a Culture of Storytellers:

**From Building a Brand
to Cultivating Belonging**



What is **Storyforce**
and why did it come to be?

It all started with a question:

“How can we actively create a culture of storytellers and capture these stories so we could share them more broadly and intentionally?”

Our brand is the experience
people have of the school

Create a storytelling and
story-capturing culture
to enable a deep, authentic,
and consistent connection
to the Brandeis Marin
for the storyteller
and for all our stakeholders

We wanted to...

- Preserve memories -
- Capture our history - creating collections of stories we can share forever
- Strengthen our community - by discovering connections that are hiding in plain sight to allow people to get the most out of their Brandeis experience...
- Celebrate people in the community and their milestones
- To leverage those stories to attract new people - to draw in new members to the community
- To show evidence of how vibrant our school is and give donors reasons to invest in this school

Secondary

- To entertain and connect and have fun
- Education - Practice storytelling as an extension of the classroom

What did this “Storyforce” create?

There are four main aspects to storyforce. We will share about two here today.

- **Ahsh**
 - A semi-annual Moth-type storytelling event for adults
- **Mish M’Ahsh**
 - A private social media network for parents
- **Storim**
 - An easily searchable database to archive stories, photos, artifacts, etc.
- **Teacher Initiatives**
 - Providing windows and embedding storytelling/capturing into classroom culture



THE BRANDEIS AHSH

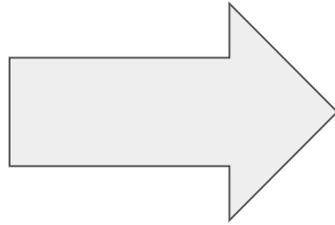
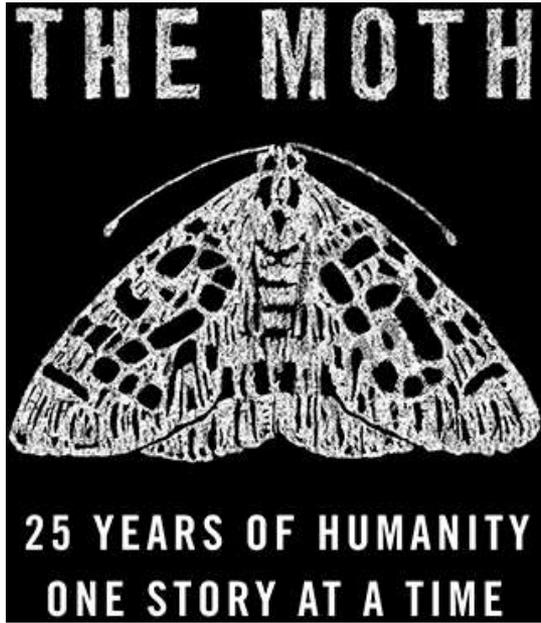
got a spiel?

click here to submit your story

THE MOTH



25 YEARS OF HUMANITY
ONE STORY AT A TIME





THE BRANDEIS AHSH

got a spiel?

click here to submit your story



How did we come up with the format?

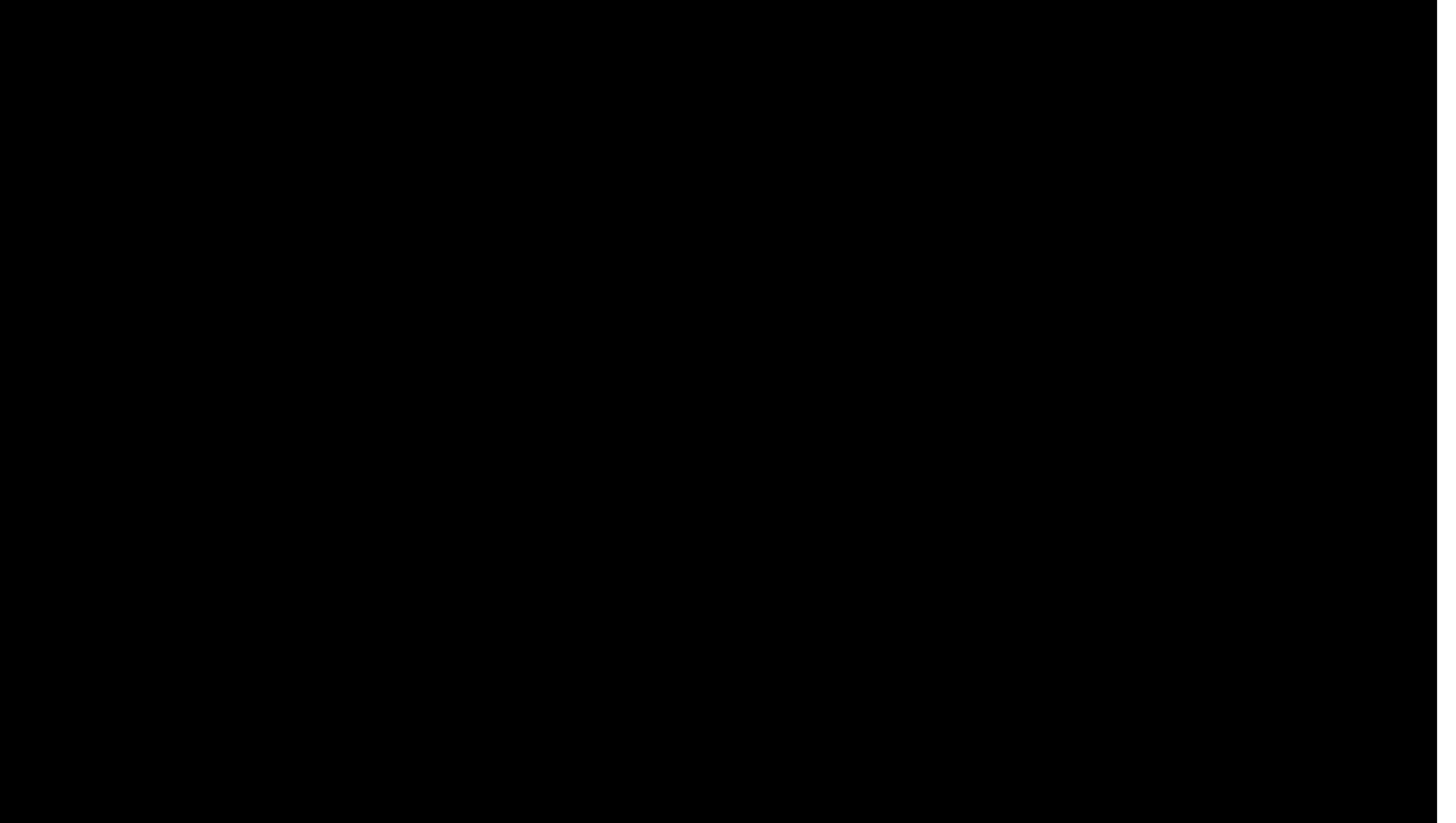
Moth Teacher Institute:

<https://themoth.org/education/teachers/teacherinstitute>

About The Institute



Hosted by The Moth, The Moth Teacher Institute brings together in-service 5th-12th grade teachers from across the country in the Winter, and across New York City in the Summer who currently use—or are eager to bring—Moth stories to their classrooms and school communities.





THE BRANDEIS AHSH

STORIES OF FRESH STARTS WILL
BEGIN MOMENTARILY...

THANK YOU...

STORYTELLERS for sharing a piece of yourself

TRESH TELLMAN for your incredible coaching and co-managing the event

TORI ULRICH for your brave tech support

STORYFORCE AND STRATEGIC MARKETING for your ever-present support

THE BRANDEIS AHSH

Rich Seymour

“Elena’s Story”



Kathryn Keown

“Lake Ellyn, Illinois”



Rabbi Sydney Mintz

“She/He/They”



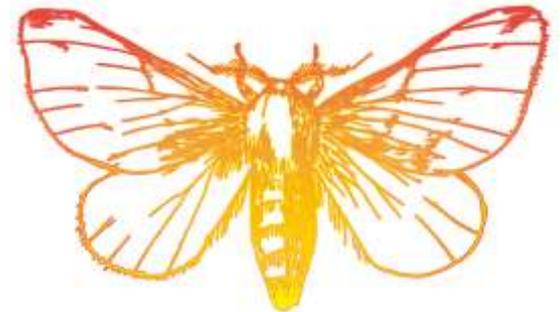
Lt. Colonel Ben Raphael

“Gasping for Air”



How has The Ahsh affected the school?

- Become a beloved, endearing, deeply anticipated event 2x/year (like Purim, Bingo Night, etc.) - pantheon of cool Brandeis Parent events
- Ethos: Become a priority - helped to build the culture by professionalizing it.



THE BRANDEIS AHSH

What did the Ahsh lead
to?



mish m'ahsh

MISH M'AHSH: THE SPARK THAT IGNITES THE STORYTELLING FLAME



Storytelling is an important part of our culture. When shared and exchanged prolifically, it helps to weave the rich fabric of our community. It gives us a sense of belonging, connects us to each other, and strengthens our relationships.

OUR MISSION: To strengthen the connections within our community and support our culture of storytelling.

OUR VISION: A safe place where everyone in the community is a storyteller and shares personal stories, thoughts and/or conversation starters, broadening our sense of belonging, connecting us to, and supporting each other, and strengthening our relationships.

mish m'ahsh

A private platform that gives members of our community a safe space to share stories, thoughts and reflections.

These captured experiences become the start of many conversations, as well as the building blocks of future stories that can be both preserved and expanded upon, to be featured more broadly (e.g., The Ahsh, Tefillah, Newsletters, Virtual Tours, etc).

@shparks



brandels marin **mish m'ahsh**



 **Let's Chat!** @shparks
3 weeks ago

Remembering 9/11. Where were you that day?

It seems fitting to hold space for reflection today, because we all have a 9/11 story. Where were you? What do you remember? How are you feeling now, on the 20th anniversary? If you feel comfortable, please share here. If it's too personal or painful,...

Continue Reading

 11  6 ...

11:57

brandels marin **mish m'ahsh**



 **Let's Chat!** @shparks
2 weeks ago

Sukkot

The holiday of Sukkot celebrates the harvest and nature. Talk about a positive memory you have when you were together with nature.

 4  6 ...

 11  6 



Pamela Welner @pamelawelner
last month

One of my favorite parts of the day.

My sweet 8th grader, Naomi and I spend each morning grabbing a cup of coffee in Mill Valley. Aside from my love of coffee, spending time with my girl singing along to Taylor Swift in the car - I love Mill Valley! Such a beautiful town.

 7  15 



Karissa Sparks @karissasparks
last month

There's no place like home

Like many families, we had to evacuate our house for a few hours today due to the Lassen Fire. I gotta say 1) it was a surreal experience 2) as always, the Brandeis Marin community was standing by ready to help and 3) I thought I was prepared for a wildfire, but in the moment I forgot a few important things. Lesson learned: Make a better plan. On paper. Thank you @barbaracohen for taking care of our family (including the pets) today.

 5  10 



Sam Lewis @samlewis
last month

Top 5 items on your evacuation packing lists outside of humans and pets, go...

- 1) Wedding photo album
- 2) Ketubah
- 3) Acoustic guitar
- 4) Wallet/Passports
- 5) Car keys

Tied for 6th place: All my vinyl records, external hard drives, signed 2016 World Series baseball, Epiphone Sheraton electric guitar, custom LinkedIn Vans, my pillow, toiletries.

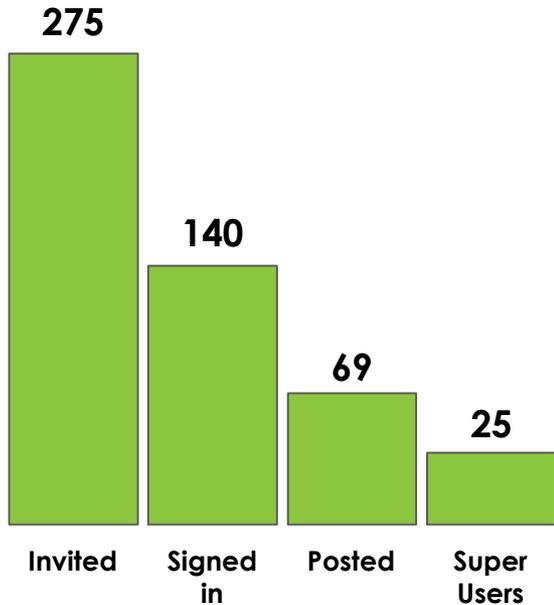
  Write a comment...



Sharing



Community Adoption Update



Class	# People Invited	Sign In Rate
Kindergarten	25	48%
1st Grade	24	54%
2nd Grade	32	47%
3rd Grade	30	53%
4th Grade	32	50%
5th Grade	48	77%
6th Grade	62	42%
7th Grade	41	37%
8th Grade	57	49%
Admins/Staff	9	n/a
Total	275	51%



Do You Know? How Family Stories Benefit Children and Adolescents in Myriad Ways

Marshall P. Duke is the Charles Howard Candler Professor of Psychology at Emory University, where he has served as Director of Training in clinical Psychology and as Chair of the Department of Psychology. As a member of Emory's psychology faculty and as a core faculty member with The Emory Center for Myth and Ritual in American Life (MARIAL), he has studied a variety of family issues, most notably the development of a child's intergenerational self and how family narratives—or knowing the ups and downs of one's family story—can help build resilience in children and teens.



Storyforce Proof of Concept

