Storytelling

It’s a matter of sharing a story, publicizing its worth and recognizing employee excellence.
Why Should UWF Develop Storytelling?

- Stories need to be told, no matter if they are large in scale or very small in content. Everything that we do at UWF and for UWF needs to be shared. Everyone’s contributions are important.

- Whether an employee excels at work, home or within the community, the university should know about it and recognize employee excellence. Storytelling provides a vehicle for employees to share their success stories, as well recognize colleagues who go above and beyond in their daily duties.

- In addition to storytelling, reward and recognition is critical to the success of any organization. By valuing and recognizing all employees, UWF is harnessing the power of motivation and achievement, which supports UWF in its tradition as a "University of Excellence."

- Recognition and reward programs (non-cash) can help motivate employees to continually improve, to be innovative and manage resources creatively, to set high standards and goals and to work together in teams. Recognition is a great esteem builder and can help create workplace loyalty and build a sense of community.
How Will Storytelling Work at UWF?

- Employees will be able to share stories via an online computer form. Printed forms will also be made available to employees who do not have daily access to a computer.

- Everyone will have the flexibility to openly share a story of their own or to share the story of a colleague.

- The university will be able to openly say “thank you” to exceptional employees, share their stories and recognize actions of excellence.

- In essence, Storytelling will provide the opportunity to not only share employee stories, but also an opportunity to recognize and reward employees who are living the university’s values and standards.
Storytelling Idea

- Storytelling concept, if approved, will be a part of the Excellence Matters Employee Recognition Program.

- Excellence Matters will provide individual recognition for outstanding employee service and actions that exemplify UWF's core values - caring, integrity, quality, innovation, teamwork, stewardship and courage. Excellence Matters rewards employees who put UWF's standards of ambassadorship, communication, courtesy, flexibility, helpfulness, knowledge, ownership, professionalism, responsiveness and safety into action.

- The Storytelling Process Action Team has devised various levels of recognition and reward to celebrate employee stories. Any UWF faculty or staff member may be nominated for an award.

- [Excellence Matters Web site](#)
Levels of Recognition and Reward

U-Care Award

Criteria: No employment limits. Permanent and OPS employees are eligible. Student employees are also eligible.

Reward: A certificate of accomplishment and lapel pin.

Recognition: Those recognized will be listed in "Fountain" as well as "Campus Congratulations" in Argus.

Presentation: The award will be presented by the department head or director.
Levels of Recognition and Reward
U-Matter Award

Criteria: No employment limits. Permanent and OPS employees are eligible. Student employees are also eligible.

Reward: A certificate of accomplishment and a $5 gift certificate for any Chartwell’s dining location or to the University Bookstore.

Recognition: Those recognized will be listed in "Fountain" as well as "Campus Congratulations" in Argus.

Presentation: The award will be presented by the department head or director.
Levels of Recognition and Reward

U-Make a Difference

Criteria: No employment limits. Permanent and OPS employees are eligible. Student employees are also eligible.

Reward: A certificate of accomplishment and a specially designed "You Make a Difference" T-shirt.

Recognition: Those recognized will be listed in "Fountain" as well as "Campus Congratulations" in Argus.

Presentation: The award will be presented by the department head or director.
Levels of Recognition and Reward
U-Have a Winning Attitude

Criteria: No employment limits. Permanent and OPS employees are eligible. Student employees are also eligible.

Reward: A certificate of accomplishment and a specially designed polo shirt.

Recognition: Those recognized will be listed in "Fountain" as well as "Campus Congratulations" in Argus. Employees who obtain this level of recognition will be given preferential treatment for the "Employee of the Month" Award.

Presentation: The award will be presented by the department head or director.
Levels of Recognition and Reward
Employee of the Month

Criteria: No employment limits. Permanent and OPS employees are eligible. Student employees are also eligible.

Reward: A certificate of accomplishment and a $50 gift certificate from Chartwell’s or the University Bookstore.

Recognition: Those recognized will be profiled in "Fountain" as well as listed in "Campus Congratulations" in Argus. Employees will also be publicly recognized through a "People in the News" press release distributed to all local media outlets by University Marketing Communications. In addition, awardee names will be announced on the UWF marquees located in front of the Welcome Center and at UWF Emerald Coast.

Presentation: The award will be presented by President John Cavanaugh or Executive Vice President Hal White at the next appropriate Presidential Birthday Bash (held on a monthly basis).
Who Will Implement Storytelling at UWF?

- The Storytelling Process Action Team is a sub-team of the Making Way for Excellence Employee Satisfaction Team. The Storytelling Process Action Team members are: Jaimie Woodard, chair, Evelyn Keith, co-chair, and members Sharon Brim, Dorothy Bruton, Angelia Byers and Dora Thomley. Donna Fluharty serves as the team’s liaison to the Employee Satisfaction Team.

- The Process Action Team is ready to serve for a period of one to two years from program inception in order to launch and run the program:
  - Share and review stories (post to Web site) on a monthly basis
  - Review the different award nominations on a monthly basis
  - Prepare and deliver awards for presentations each month
  - Update and maintain records and archives
  - Compile statistics as needed
  - Maintain the Web site
  - Maintain supplies of award items
  - Maintain the supply and availability of forms
Questions & Comments