



# ORAL HISTORY PUBLICATION INCLUSION PROCESS

## Overview:

At PCI, we work hard to make sure every Oral History Project reflects the uniqueness of the alumni body it represents. We are extremely intentional about making sure your directory reflects both diversity and inclusiveness and to ensure that's the case, we ask that the following information be provided by you for each graduate at the beginning of the project:

1. Class Year, or Age
2. Ethnicity
3. Gender

We understand you may not have that data for each graduate. If that's the case, we will process each record through a data enrichment program from Experian Consumer Data and the American Community Survey, provided by the U.S. Census Bureau.

Specifically, we're looking for the age and gender of the primary household member, and the predominant ethnicity, based on a 5-mile radius of the alumna/us' zip code.

## Rating the Stories:

Once your Oral History Project is underway, our expert story guides will rate each story on a scale of ONE to FIVE so later, we can pick the best stories for inclusion in your directory. To date, our story guides have collected more than 120,000 stories and have gotten very good at identifying stories that will help build a meaningful legacy. Here are the basic criteria they use to determine the quality of a story:

**ONE and TWO STAR RATING:** Stories rated 1 or 2 stars have little to no detail or emotion. These stories do not have a strong tie to the school, or organization and are typically very short.

**THREE STAR RATING:** Stories rated 3 stars have a fair amount of detail and emotion, but are not overly striking or memorable.

**FOUR and FIVE STAR RATING:** Stories rated 4 or 5 stars include a lot of detail and emotion, as well as specific names, events, details, and emotion that draw the listener in. Stories rated 5 stars are stories that best facilitate a strong connection with the storyteller and the school, or organization.

**ENGAGEMENT AT SCALE. ALL AT NO COST TO YOU!**



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## Putting Your Oral History Publication Together:

During the editing process, our storytelling guides will also be listening for mentions of family members that the storyteller indicates are also part of your organization. In that instance, your story guide will link those records to ensure when a story is shared by the family member, we can note the association in the publication. This helps promote the strong family legacies that run in your organization.

Again, to ensure we include the best, most diverse information possible, at the conclusion of the story sharing, we run a final set of inclusion evaluations on all stories where publication consent was granted by the storyteller to ensure:

1. All buyers and any of their tagged family members are included
2. Any story associated with an alumna/us who is tagged as a VIP is included

At that point, the story rating, demographic, and ethnographic information about the storyteller is carefully reexamined and included if the story assists in providing proper balance and coverage for the following areas:

- Age, or Class Decade
- Gender (we are looking for right ratio when handling a coed population)
- Ethnicity (we want to ensure equal coverage for People Of Color in particular)
- Other points of differentiation based on the specific population

Thank you again for your interest in the Oral History Project and for helping us deliver an extraordinary and inclusive publication. It's important to us, and we know to you, that we accurately reflect the diversity found in your alumni and with your help, we will.

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