

UVIC COMPETENCY RESOURCE GUIDE

TELL OUR STORY

I am proud of our work, and maintain interest in the accomplishments and contributions of colleagues and students in order to share stories with current and potential students, employees and community members, including potential donors, about our dynamic learning opportunities, the vital impact we make and our extraordinary environment.

WHY IS THIS IMPORTANT?

The UVic Edge provides us with language and images to share our stories about what makes UVic unique. Our stories help build our reputation, bolster our recruitment efforts, increase our connection with community, and encourage philanthropy. We can all find ways to tell our story and help enhance our reputation as a world class research and learning institution.

HOW COULD THIS BE DEMONSTRATED?

- Proudly sharing UVic stories with others, both inside and outside the university to increase awareness of our contributions and accomplishments
- Engaging with UVic social media to learn and share with your networks
- Exploring and participating in and referring others to learning, cultural and recreational opportunities and events on campus
- Encourage others to donate to UVic or make UVic a part of their legacy giving plan
- Supporting the efforts of others to tell our story by sharing the accomplishments of others
- Maintaining consistency with The Edge brand guidelines

SAMPLE COACHING, REFLECTION OR INTERVIEW QUESTIONS

- Think of a news story about something that makes you proud to be a part of the UVic community. How could you share that with people you know?
- What research areas do you find interesting? How would you find out more?
- What opportunities do you have in your daily work to learn more about the contributions, accomplishments and activities of other UVic departments?
- Who do you know who may be considering studying, researching, working at or donating to UVic? How can you help them to explore their options and learn more?
- What networks do you have where you could tell UVic's story?
- What do you know about UVic's strategic research goals?
- How do you (could you) contribute to UVic's reputation?

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TELL OUR STORY (*Continued*)

SUGGESTED SKILLS TO DEVELOP

- Curiosity
- Information gathering
- Networking
- Presenting
- Writing
- Influencing

LEARNING OPPORTUNITIES

- Attend a course or workshop open to employees (e.g. those listed on HR's learning and development web page), access an online learning library or engage in self-directed learning
- Subscribe to UVic newsfeeds or media channels: Campus Checklist, UVic in the News, The Ring
- Subscribe to other news feeds and/or publications to learn about our impact on people, places and the planet
- Engage with UVic social media (e.g. Facebook, Instagram, Twitter, Youtube)
- Attend or volunteer with a UVic event or program (e.g. Connect U, IdeaFest, International Education Week, Vikes game, musical or theatre performance, campus tour, etc.)
- Recognize and celebrate a peer's success by sharing it in a way they would appreciate
- Nominate a colleague for one of UVic's annual awards competitions (eg. REACH, Sustainability, President's Extraordinary Service Awards, etc.)
- Attend a UVic Senate or Board meeting
- Engage in the Campus and/or President's updates by attending, watching the recorded video or asking someone who attended to share their perspective

Refer to the [Competency Resource Guide Index](#) for links to these and other UVic documents, activities, and opportunities