

**SCU Stories**  
([www.scu.edu/scustories](http://www.scu.edu/scustories))

**What are SCU Stories?**

SCU Stories are a way of bringing to the public and university community's attention the myriad specific, individual ways that SCU inspires action, good work, and scholarly excellence.

SCU Stories are a rich warehouse of alumni, faculty and student profiles that can be used by departments/schools all over campus to promote the abundance of talent at Santa Clara University. SCU site administrators, content owners, and publishers can use SCU Stories to:

- Promote the variety of excellent academic opportunities available to undergraduates at Santa Clara
- Distinguish Santa Clara from its competitors through stories about its ideal location and engaged community
- Describe the university's Jesuit philosophy through stories that showcase how this philosophy inspired students, faculty and alumni to action

Through SCU Stories, site administrators, content owners, and publishers can reach:

- Prospective students: high school juniors and seniors
- Current Santa Clara undergraduates
- Parents of prospective students and current undergraduates
- Faculty and other members of the Santa Clara community
- Faculty at other institutions
- Outside media and college ranking boards

**Examples of sites where the SCU Stories profile element has been used effectively:**

<http://www.scu.edu/engineering/academics.cfm>

<http://www.scu.edu/ugrad/studentlife/housing-dining.cfm>

<http://www.scu.edu/cas/chemistry/alumni/index.cfm>

**How to add SCU Stories profile element in the right hand column of your site?**

Refer to this simple eight-step process:

<http://www.scu.edu/webpublishing/content/scustories/rightcolumn.cfm>

**What's in the future?**

- OMC plans to improve the user interface so that the site serves both as a database for internal audiences in search of profiles and as a destination for external audiences.
- We will continue to achieve better balance in ethnicity, gender and academic discipline. We hope to increase the number of profiles with videos and slideshows.
- We plan to leverage stories from the view book, the President's Report, *Santa Clara Magazine*, and other sources into SCU Stories.
- Finally, we hope to use Facebook as an engagement tool to publicize SCU Stories and to solicit story ideas from fans.

*Please contact University Writer/Editor Mansi Bhatia ([mbhatia@scu.edu](mailto:mbhatia@scu.edu)) with any questions or concerns you may have about using the SCU Stories profile element. Also, if you have story ideas of faculty, alumni, students or staff that you'd like profiled, please share them and we can assist in writing/editing the profile and adding it to your department site via SCU Stories.*