

**Richard Lui Closing Keynote: Using Media to Create Action and Synergistic Energy
Using Data to Tell Our Story**

Some questions for facilitated group discussion with Richard Lui:

- What are some of your current challenges and what have you done to try to address them? What has worked? What has not worked?
- What challenges do you face in getting your story out to the media? Have you attempted to do this? If so, how? What has and has not worked?
- How are you using data now? It is working as a way to tell your story?
- What is important about your institution? What makes Tribal Colleges and Universities unique? Have you ever crafted a story to let people know about your institution?