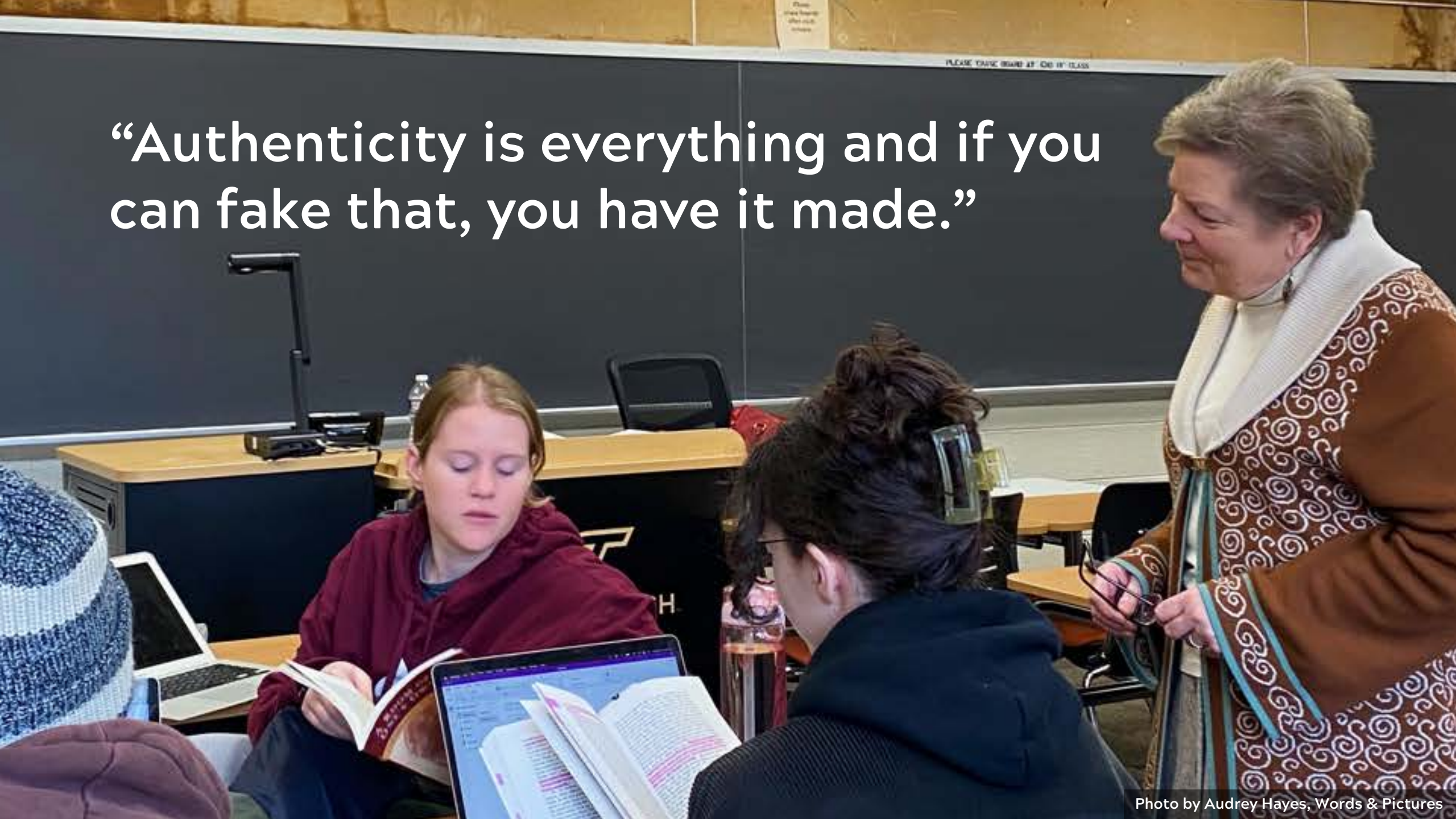


A woman with long brown hair, wearing a white ribbed sweater, is shown in profile from the side, pointing her right index finger upwards. She is holding a blue pen in her right hand. In the background, several other students are seated at desks with laptops, looking towards the front of the room. The setting appears to be a modern classroom or lecture hall.

Leveraging the Authentic Student Voice

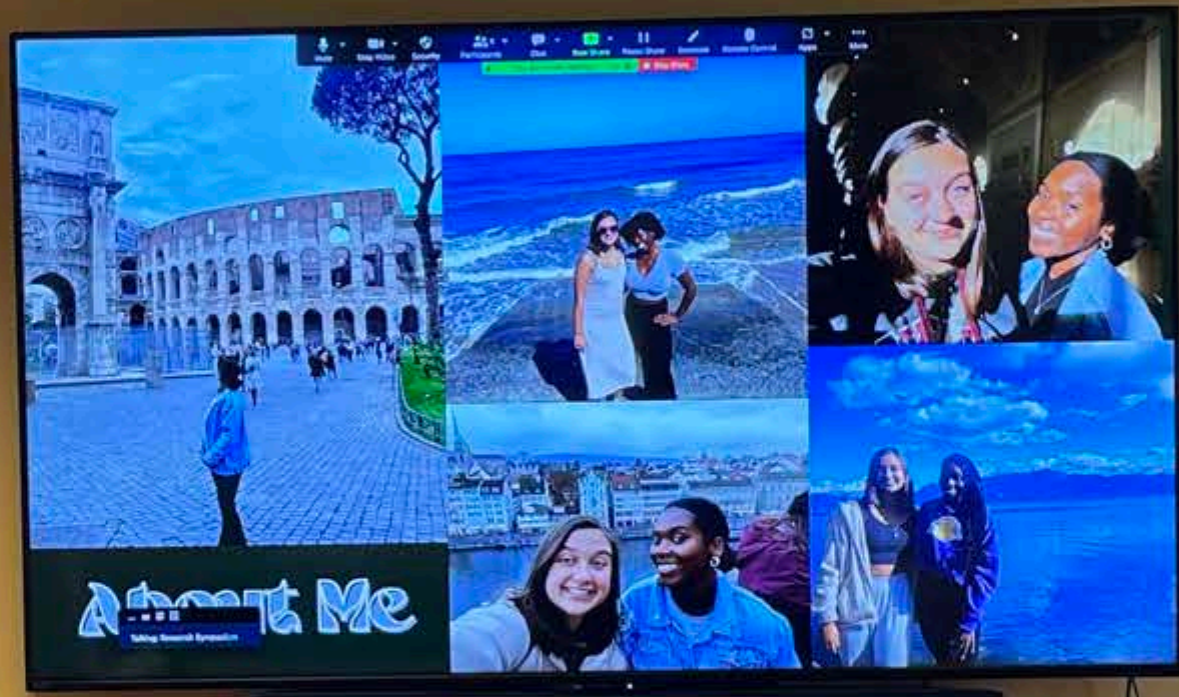
A Case Study by Leslie King

“Authenticity is everything and if you can fake that, you have it made.”





“See yourself here.”



The Authentic Voice

Origins



Words & Pictures

A Crash Course in Creating a
Student Communications Team





Recruitment



Format


Assignments



Instagram Stories Takeovers



Social Media



vt.english

vt.english How have scholarships benefited you at VT?

"For me, the Distinguished Alumni Board scholarship was validation of all the hard work and everything I've accomplished. I have less of a financial burden and I'm able to completely focus on school and finishing my junior year!" — Stephanie Chevez, English major (pre-law). 🙌 #WhyGive #VTGivingDay. Post by @holiscampbell


27w

[View insights](#) [Boost post](#)

Liked by jenniferlawrence4064 and 36 others

February 8

Add a comment...



vt.english

vt.english Creative writing major, Ben Hotaling, is the proud recipient of the Jenkins M Robertson Scholarship here at Virginia Tech. "It's really amazing to see the generosity of people to help me get through college and it means a lot that my mother won't have to worry as much." #WhyGive #GivingDayVT @ben.hotaling Post by @harpermugford

15w

jen.mooney Ben is a GREAT fella, so deserving of that ❤️


15w 1 Like Reply

[View insights](#) [Boost post](#)

Liked by vt_liberalarts and 27 others

February 10

Add a comment...



vt.english

vt.english What do scholarships allow you to do? Taylor Butters, a junior double-majoring in Creative Writing and PTW, has been awarded a scholarship to go on the London Calling! study abroad. "This scholarship is giving me the opportunity to study in a different country and learn about a different culture." #WhyGive #VTGivingDay Post by @riley_v

15w

[View insights](#) [Boost post](#)

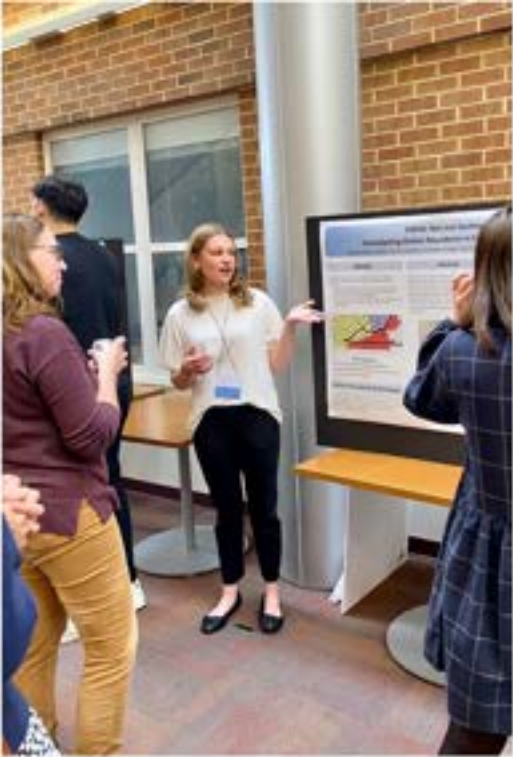
Liked by vt_liberalarts and 22 others

February 10

Add a comment...

Event Photography

Photos by Audrey Hayes



Event Photography

Photos by Madison Frazier



Event Photography

Photos by Riley Vinluan



Feature Stories

Kids Can Write: Elea Abitama's journey to helping children become publishers

Write your story!

This is something she takes seriously. And she's made it a goal to help other kids do the same. She's been writing for years, and she's been published in several places. She's also been featured in several magazines and newspapers. She's been a member of the National Young Writers Conference and the National Young Writers Guild. She's also been a member of the National Young Writers Association and the National Young Writers Society. She's been a member of the National Young Writers Council and the National Young Writers League. She's been a member of the National Young Writers Alliance and the National Young Writers Federation. She's been a member of the National Young Writers Association and the National Young Writers Society. She's been a member of the National Young Writers Council and the National Young Writers League. She's been a member of the National Young Writers Alliance and the National Young Writers Federation.

Written by Audrey Hayes, an English and Public Relations major

Celebrating a legacy of 50 years of women in the Corps of Cadets: English major, Grace Shimkus

Write your story!

This is a special day for Shimkus. It's the 50th anniversary of the first woman to join the Corps of Cadets. Shimkus is proud to be a part of this legacy. She's been a member of the Corps of Cadets for three years. She's been a member of the National Young Writers Association and the National Young Writers Society. She's been a member of the National Young Writers Council and the National Young Writers League. She's been a member of the National Young Writers Alliance and the National Young Writers Federation.

Written by Chrissana Williams, a multimedia journalism major minoring in professional and technical writing

Hokies in London: A look into the London Calling! study abroad program

Write your story!

This is a special day for the students. It's the first day of the London Calling! study abroad program. The students are excited to be in London. They've been studying in London for three weeks. They've been a member of the National Young Writers Association and the National Young Writers Society. They've been a member of the National Young Writers Council and the National Young Writers League. They've been a member of the National Young Writers Alliance and the National Young Writers Federation.

Written by Riley Vinluan, a professional and technical writing major

Coaching isn't just for athletes: Writing Center coaches evolve student writing

Write your story!

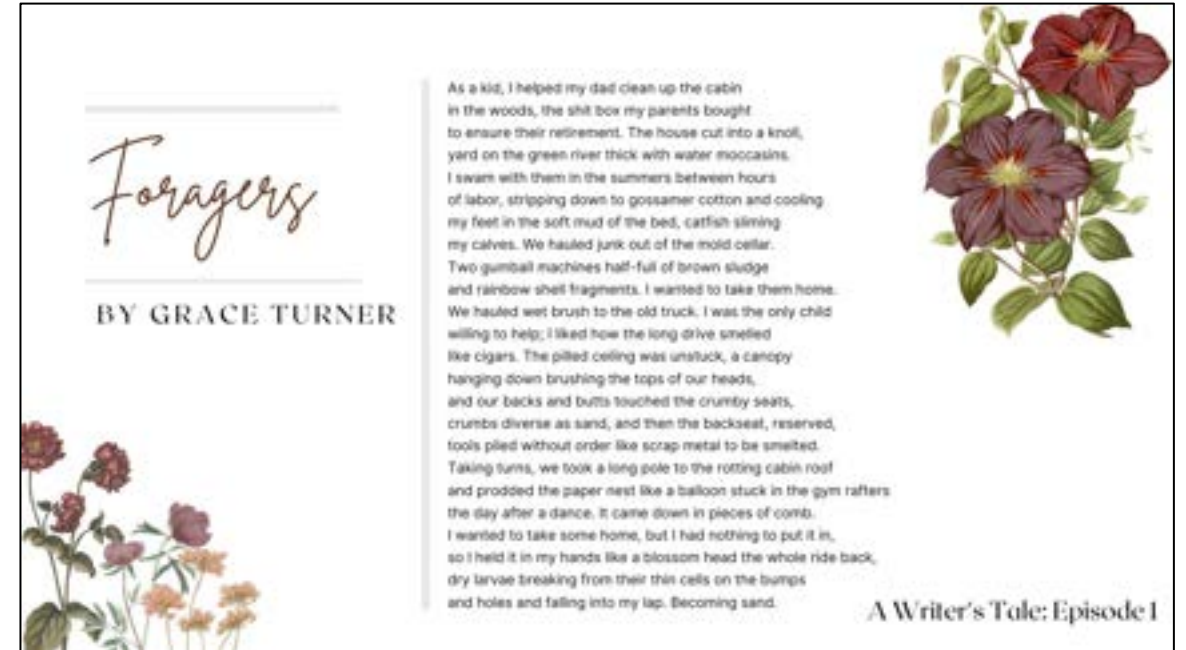
This is a special day for the students. It's the first day of the Writing Center coaching program. The students are excited to be in the Writing Center. They've been studying in the Writing Center for three weeks. They've been a member of the National Young Writers Association and the National Young Writers Society. They've been a member of the National Young Writers Council and the National Young Writers League. They've been a member of the National Young Writers Alliance and the National Young Writers Federation.

Written by Laila Campbell, an English major with a concentration in peer review

Podcast (Click on link to listen)

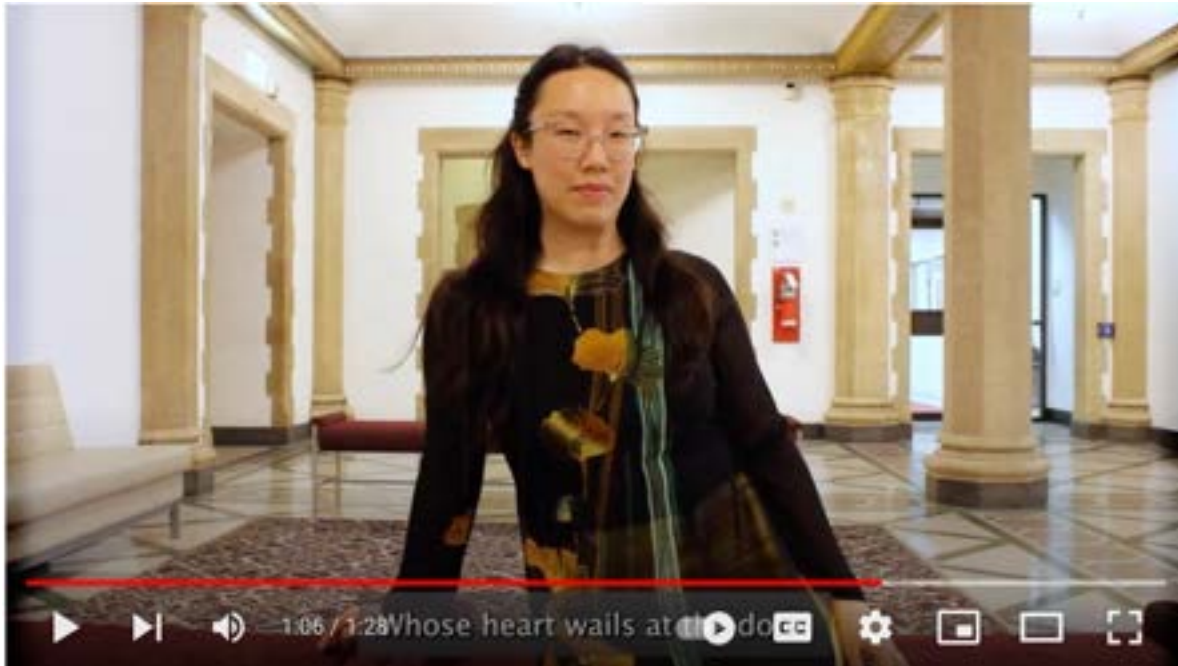


[Podcast by Harper Mugford](#)



[Podcast by Christeana Williams](#)

Video (Click on link to watch)



[Video by Christeana Williams](#)



[Video by Riley Vinluan](#)

Design

Christeana Williams

Madison Frazier

Riley Vinluan

Lola Campbell

Audrey Hayes

Harper Mugford

Emily Keshap

Pros & Cons



A group of people, including a man in a dark suit and glasses and several women, are gathered in a meeting room. They are looking at a laptop held by one of the women. The room has a whiteboard and a window in the background. A door with a sign that says "380" is visible on the right side of the image.

Words & Pictures for Your Unit

Leslie King

lking@vt.edu

Department Website: bit.ly/vtenglish



LIBERAL ARTS AND HUMAN SCIENCES

ENGLISH

VIRGINIA TECH.