USING VIDEO TO SHARE GRADUATE STUDENT STORIES

Karen Hanson
Director of Graduate Success
CGS Annual Meeting, Fall 2019
SESSION OVERVIEW

• Videos at Oregon State’s Graduate School
• Capturing and promoting student stories from a live event
• Resources for creating, sharing and analyzing video content and results
VIDEOS AT OREGON STATE’S GRADUATE SCHOOL
WHY WE CHOOSE VIDEO

- On-demand learning provides service when needed
- Students and faculty across multiple campuses, delivery formats, time zones
- Alternate format for English language learners and others
- Engaging format is interesting and dynamic
GRADUATE SCHOOL VIDEOS

• Professional development sessions live broadcast and recordings
• Special event promotion, live broadcast and recordings
• Help videos for current students navigating Graduate School administrative procedures
• Embedded help videos for online program of study
• GTA training content
• Orientation live broadcast and recordings

Coming soon: Aurora by Beyond the Professoriate
LET’S EXPLORE OUR VIDEO LIBRARY

https://gradschool.oregonstate.edu/graduate-student-success

MORE VIDEOS AT OREGON STATE

https://www.youtube.com/oregonstateuniv
CAPTURING AND PROMOTING STUDENT STORIES FROM A LIVE EVENT
Personal motivations, inspirations, struggles, challenges, and victories in graduate student research. Stories that matter.
The Graduate School and Inspiration Dissemination present

GRADx

Ideas in action

gradschool.oregonstate.edu/gradx

Inspired by TED Talks and the Inspiration Dissemination radio show, GRADx explores ideas in action.

THURSDAY, FEB 28
4 to 6 PM

Six graduate students from different colleges and programs will share the stories framing their research in an 8- to 10-minute engaging format.

LaSells Stewart Center

Questions or accommodations graduate.school@oregonstate.edu or 541-737-4881

Oregon State University
Elizabeth Kaweesa
Ph.D. candidate in chemistry

I was born and raised in Uganda, East Africa. My research focuses on investigating the mechanism of action of the natural product mensacarcin as a potential anti-cancer drug lead. I recently received the 2018 Milton Harris teaching assistant award and 2018 Black Excellence award. I'm also a graduate school ambassador and the President of the Black Graduate Student's Association at OSU.
ANTONIO GOMEZ

I study beetles, beetle naughty bits, and evolution to help shed light on how new things come from old things. My name is actually Roberto Antonio. Both of my grandparents are Roberto. My mom’s brother is Roberto. His son is Roberto (Bobby Jr). My dad is also a Roberto. My parents didn’t really want another Roberto, but I was born on my father’s birthday and so now I’m a Roberto too.
Background:

the history/
an idea is born

SEEKING NEW WAYS TO ENGAGE OUR GRADUATE COMMUNITY AND SHOWCASE THEIR WORK
PUTTING GRADx TOGETHER

Speaker Selection
- Speakers are pre-selected
- Speakers represent different disciplines, interests, backgrounds

Promotion
- Social Media
- Videos
- Personalized Invitations

Speaker Preparation
- 2-3 Prep meetings with Inspiration Dissemination
- Polish and Shine Practice Session

Logistics
- Website
- Funding
- Event and day-of Coordination
EVENT HIGHLIGHTS
EVENT PROMOTION

• Traditional methods: digital and printed posters, emails, table tents
• Targeted advertising
• Promotional videos/live photos (new in 2019)
  • Six videos created
  • One video released per week
  • Shared on social media:
    Facebook, Instagram, Twitter
EVENT PROMOTION

• Total time to produce and manage content = 40 hours
• Two videos were “boosted” on Facebook and Instagram with a total ad budget of $50 for each video.
• Three videos were also posted to Twitter but not boosted.
## EVENT PROMOTION ANALYTICS

Results of video views, Jan 1 – April 1, 2019 from Facebook analytics

<table>
<thead>
<tr>
<th>Video</th>
<th>Date published</th>
<th>3 seconds+ video views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1*</td>
<td>Jan 11</td>
<td>5,500</td>
</tr>
<tr>
<td>2*</td>
<td>Jan 25</td>
<td>4,900</td>
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<tr>
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<td>981</td>
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<tr>
<td>4</td>
<td>Feb 15</td>
<td>554</td>
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<tr>
<td>5</td>
<td>Feb 22</td>
<td>193</td>
</tr>
<tr>
<td>6</td>
<td>Feb 1</td>
<td>160</td>
</tr>
</tbody>
</table>

* Boosted video

**Twitter:** Three videos (#3, 4, 5) posted and resulted in 1,215 video starts, 208 video completions for a total of 701 views.

**Instagram:** Paid boost but without our own account. Analytics for boosted videos included in Facebook results.
USING EVENT VIDEO

- Video professionally recorded and edited
- Audio was re-broadcast on Inspiration Dissemination Radio Show during Grad Appreciation Week
- Posted on Graduate School web site
- Shared at graduate recruiting events
RESOURCES FOR CREATING, SHARING AND ANALYZING VIDEO CONTENT AND RESULTS
RESOURCES: GRADUATE SCHOOL IN-HOUSE

• Graduate School Communications Manager (!!!)
  • Video editing
  • Webinar production
  • Web page creation and design
  • Content management for media
  • Social media account management
  • Email communications
  • Poster and print design
RESOURCES: UNIVERSITY

• Oregon State photographer (video and portrait photography, free)
• Adobe Creative Cloud (software, $)
• University Media Services (professional event video recording, $)
• Faculty Media Services (audio recording studio, free)
• Multimedia Service Equipment Rental (lights, cameras, free)
• Oregon State Productions (university marketing videos, free)
KAREN HANSON

MAILING ADDRESS
Heckart Lodge
2900 SW Jefferson Way
Corvallis, OR, 97331

EMAIL ADDRESS
karen.hanson@oregonstate.edu
WEBSITE
gradschool.oregonstate.edu

PHONE NUMBER
(541) 737 1464