

# HOW TO CREATE VIDEOS FOR YOUR SCHOOL DISTRICT

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PrePro Media

# What to Expect

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- **Time**
- **Money**
- **Logistics**
- **Complaints**



# Tip #1

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- **Creating a video simply to create a video is a waste of time and resources**



# What is the Purpose?

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- **Marketing** – Increase enrollment
- **Motivator** – Motivate & highlight staff
- **Informational** – Inform community members of various programs & offerings
- **Fundraiser** – Foundation video soliciting \$\$ or seeking referendum
- **Educational** – Educate community or staff members on a specific subject

# Who is your Audience?

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- Prospective Families
- Community Members
- Staff Members
- Parents
- Students



# How to Execute

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- District Videographer
- Student Videographers
- Outsourced Videographer
  - ◆ Marketing Budget
  - ◆ Education Foundation
  - ◆ Individual's Budget

# Pre-Production Phase

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- Video Length
- Scheduling Interviews
- Scheduling Shooting Days

## Tip #2

*If a picture is worth a THOUSAND WORDS, what is a video worth?*





# Pre-Production Phase (Continued)

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- Share Detailed Itinerary with Videographer
- Draft Story
- Draft Interview Questions

# Tip #3

Follow  
your  
Script

## STEFFEN MIDDLE SCHOOL

6833 West Steffen Drive Mequon, Wisconsin 53090

Time	Room	Teacher	Course
Announcements 8:00 – 8:02 a.m.	Office	NA	NA
<b>Period 1</b>			
8:02 - 8:20a	Room #1	Mrs. Knaub	8 <sup>th</sup> Grade English/ Language Arts
8:25 - 8:45a	Room #6	Mr. Roeker	Honors Algebra
<b>Period 2</b>			
8:50 – 9:10a	Room #8	Ms. Waller	7 <sup>th</sup> Grade Social Studies
9:15 – 9:30a	Room # 10	Mrs. Roloff	7 <sup>th</sup> Grade Enriched Math
<b>Period 3</b>			
9:36 – 9:50a	Room #2	Mrs. Lock	8 <sup>th</sup> Grade P.I.E. Positive Intervention & Enrichment Chromebooks & Google Apps for Education
9:55 – 10:06a	Room #13	Mrs. Hayden	6 <sup>th</sup> Grade P.I.E. Positive Intervention & Enrichment Inventor
<b>Period 4</b>			
10:08 – 10:25a	Room #19	Mr. Weber	6 <sup>th</sup> Grade Chorus Sectional (Sopranos)
10:30 – 10:50a	Room #9	Mrs. Lipscomb	7 <sup>th</sup> Grade Science
<b>Period 5</b>			
10:55 – 11:15a	Room #6	Mrs. Block	7 <sup>th</sup> Grade AVID 7
11:20 – 11:40a	Room #14	Ms. Tame	6 <sup>th</sup> Grade Social Studies

\*\*\*We will stop to grab lunch at Subway on our way to [Donges Bay](#)

## Tip #4

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Share your deadline **BEFORE**  
production begins.

# Promotion

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- Website
- Cable Channel
- DVD
- Facebook/Twitter
- Newsletters
- Email



# Necessities

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# Tip #5

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- Not a silver bullet
- Strengths and weaknesses
- Marketing tool – no more, no less

# Do it Yourself?

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# PBIS

<b>TIMECODE</b>	<b>SOT</b>	<b>VO</b>
1-2 seconds	Music up	
1:04:21 (12SECS) Mary Jo Tye/ Oriole Lane Elementary Principal	“PBIS stands for positive behavioral interventions and supports and it really is an opportunity for us to be able to teach students on a school wide basis the behaviors we expect in various settings”	ON CAM  Then cover if you want toward the end of this bite leading into next
1:07:18 (8SECS) Mary Jo Tye/ Oriole Lane Elementary Principal	“because for children it's really hard if one staff member expects one thing, i expect something different and another staff member expects something different.”	
1:09:35 (10SECS) Mary Jo Tye/ Oriole Lane Elementary Principal	“each of our elementary buildings has a set of expectations for all environments, expectations for hallway, expectations for bus, playground, cafeteria.”	Maybe you'll want to use pics here. You could use the picture graphic that you already made showing our 3 elementary schools then add in a few pics I uploaded to DB. Just an idea b/c I know video is sparse. If you think video will look better – use that!
1:15:42 (11SECS) Mary Jo Tye/ Oriole Lane Elementary Principal	“when i have an assembly here at school, i just need to put up level 0. i don't need to say a word and a hush falls over the crowd”	Video of her at assembly
1:16:14 (5SECS) Mary Jo Tye/ Oriole Lane Elementary Principal	“it's about teaching expected behaviors, but it is also about rewarding students for those behaviors”	Do we have video in the classroom of the teacher handing out orange “Orville bucks?”
3:21:13 (9SECS) Matthew Wolf/Business Education Teacher	“PBIS has been a big part of our schools in the middle schools and the grade schools for the last few years but now it's making its way into the high school here at homestead”	ON-CAM
3:23:46 (19SECS) Matthew Wolf/Business Education Teacher	“i think we've always recognized positive behavior and we've always gone a long way to make sure students are acknowledged for their positive behavior and get something out of it, but i think PBIS even takes it one step further 58 and specifically lays out a format for making sure all the students receive that positive reinforcement”	Cover but I don't have any video suggestions... so sorry!
	Music up...fade out...	MTSD logo



## PBIS VIDEO LOG

Mary Jo Tye - PBIS

1:04:21

PBIS stands for positive behavioral interventions and supports (25) and it really is an opportunity for us to be able to teach students on a school wide basis the behaviors we expect in various settings 33

1:04:39

we have an area in which we teach on bus behavior, bathroom expectations, hallway expectations, playground expectations 47

50

we spend a lot of time in education teaching kids academics and what we expect in the academic world and we haven't really thought about teaching kids the behaviors we expect 11 SECS

1:05:06

it really does give all classrooms the opportunity to teach our school-wide expectations 4 SECS

1:05:11

so regardless of who you are in the building we have the same expectations for students 3 SECS and the amazing part of that is all students know what those expectations are ahead of time 7SECS

1:06:15

we have different expectations for voice levels 2 SECS if students are in class at that particular time then we expect our students to be at a 0 in the hallway at that particular time 24

1:07:06

the elementary schools were all inline with implementing PBIS all right at the same time

1:07:15

we really needed to take a look at a common set of expectations because

1:07:18

for children it's really hard if one staff member expects one thing, i expect something different and another staff member expects something different 26 that's really difficult for kids to know what expectation to follow 30

1:08:05

we want to make sure our classroom expectations are in line with our school-wide expectations

1:08:47

we really use data to drive our instruction

1:09:35

each of our elementary buildings has a set of expectations for all environments, expectations for hallway, expectations for bus, playground, cafeteria really those areas that encompass the entire school 50

1:11:13

in order to make sure that we have consistency between all staff and with students

we really think it's very important to teach those expectations just as we

would teach academics in a classroom 10SECS

1:12:15

we really want to make sure with students that everything is very clear

1:13:24

one of the things you go about when teaching behaviors you find, at least we find in our school district that if you teach the children what you want them to know, they do it 33 (SMILES)

1:13:34

for the great majority of our students when they know what the expectation is, they will follow that expectation and i think it's very important that we reward students for doing the right thing 10 SECS

1:13:44

one of the things i've seen since we've implemented this program is we've seen a decrease in the number of office discipline referrals that we see coming to the office 8 SECS

1:14:08

one of the things with PBIS is you also monitor the data so we do collect data on behavior reminders students are given, we do collect data on office discipline referrals that are given to students because that information is very important to us as we determine which areas we need to focus upon and which areas we need to go back and reteach students 29

1:15:20

we can see that out in the community our kids are doing a great job

1:15:42

when i have an assembly here at school, i just need to put up level 0. i don't need to say a word and a hush falls over the crowd 11 SECS

1:15:56

it's just amazing; children know what it is, they know what to expect and they know what to do 3 SECS and that doesn't take me saying anything 7 SECS it's as simple as me putting up the 0 10 SECS

1:16:14

it's about teaching expected behaviors, but it's also about rewarding students for their behaviors 5 SECS

MATTHEW WOLF/BUSINESS EDUCATION TEACHER

3:21:13

PBIS has been a big part of our schools in the middle schools and the grade schools for the last few years but now it's making its way into the high school here at homestead 9 SECS

3:21:54

it is thought of as more of a middle school or grade school thing, but i think students and adults alike really like recognition for positive things they do on a daily basis 01 and this is going to open up this opportunity at homestead 05

3:22:06

i think it's really going to help the teachers be consistent from classroom to classroom as students move ...have different teachers on an hourly basis 15

3:23:46

i think we've always recognized positive behavior and we've always gone a long way to make sure students are acknowledged for their positive behavior and get something out of it, but i think PBIS even takes it one step further 58 and specifically lays out a format for making sure all the students receive the positive reinforcements for the good behaviors they have here in the halls and in the classroom 09

# Elective Opportunities

<b>TIMECODE</b>	<b>SOT</b>	<b>VO</b>
	Music	slate
	NATS/MUSIC UP	Fade in quick edit of a variety of electives – I have a list below but electives are essentially anything beside science, social studies, math & English
2:41:40 (12SECS) Kris Besler/ Guidance Counselor	“When talking about electives I think we do have to talk about the fact that anything that the students take beyond the graduation requirements is considered an elective and I think that’s really where we shine”	Fade in for her to be ON-CAM?
2:37:51 (6SECS) Kris Besler/ Guidance Counselor	“covering everything from the fine arts so the art and music and theater”	COVER: show elementary art to include young kids then also music & theatre
2:38:28 (6SECS)	“we offer courses in the world of business. business law, management, financial management”	COVER: General classroom video should work here
2:38:09 (12SECS)	“we also offer wonderful classes in computers and technology the programming courses, multimedia courses, courses in which students are interested in creating videos, commercials”	COVER: you can use app inventor class & you should have a lot of video from KC’s class that’s the class where students were in the hallway with a green screen & on computers
2:39:36 (11SECS) Kris Besler/ Guidance Counselor	“Students need to have those experiences outside of the graduation requirements to help them figure out honestly who they are and who they want to become”	ON CAM or at least some of it...
2:59:52 (8SECS) Brad Feigles/ Middle School Band Director	“It’s a different style of learning, it’s a different content and they’re able to pick some things that interest them that resonate with them”	ON CAM to introduce him?
3:00:52 (6SECS) Brad Feigles/ Middle School Band Director	“In our areas, we’re teaching so much more than just music, we’re teaching leadership and we’re teaching teamwork”	He’s the band teacher (5 <sup>th</sup> -8 <sup>th</sup> grade) so you may have video of him from the band playing at the football game. Even if Brad isn’t in there, maybe show that video
3:01:19 (6SECS) Brad Feigles	“that is one of the more exciting things, to see them become interactive learners”	