

Karen Hanson

Director of Graduate Success

CGS Annual Meeting, Fall 2019

USING VIDEO TO SHARE GRADUATE STUDENT STORIES



Oregon State
University

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**

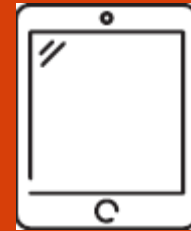
WHY WE CHOOSE VIDEO



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**

GRAD INSPIRE (formerly GRADx)



Personal motivations, inspirations, struggles, challenges, and victories in graduate student research. Stories that matter.



Zoe Alley

Ph.D. candidate in psychology



Matthew Ramirez

Ph.D. candidate in fisheries
science



Elizabeth Kaweesa

Ph.D. candidate in chemistry



Antonio Gomez

Ph.D. candidate in integrative
biology



Minerva Zayas

M.A. student in women, gender
& sexuality studies



A.J. Fillo

Ph.D. candidate in
mechanical engineering

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.

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

THURSDAY, FEB 28
4 to 6 PM



LaSells Stewart
Center

FEATURING



Zoe Abbey
Ph.D. candidate in
psychology



A.J. Fillo
Ph.D. candidate in
mechanical engineering



Antonio Gomez
Ph.D. candidate in
integrative biology



Elizabeth Kaweesa
Ph.D. candidate in
chemistry



Matthew Ramirez
Ph.D. candidate in
fisheries science



Minerva Zayas
M.A. student in women,
gender & sexuality studies

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



ELIZABETH KAWEESA



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



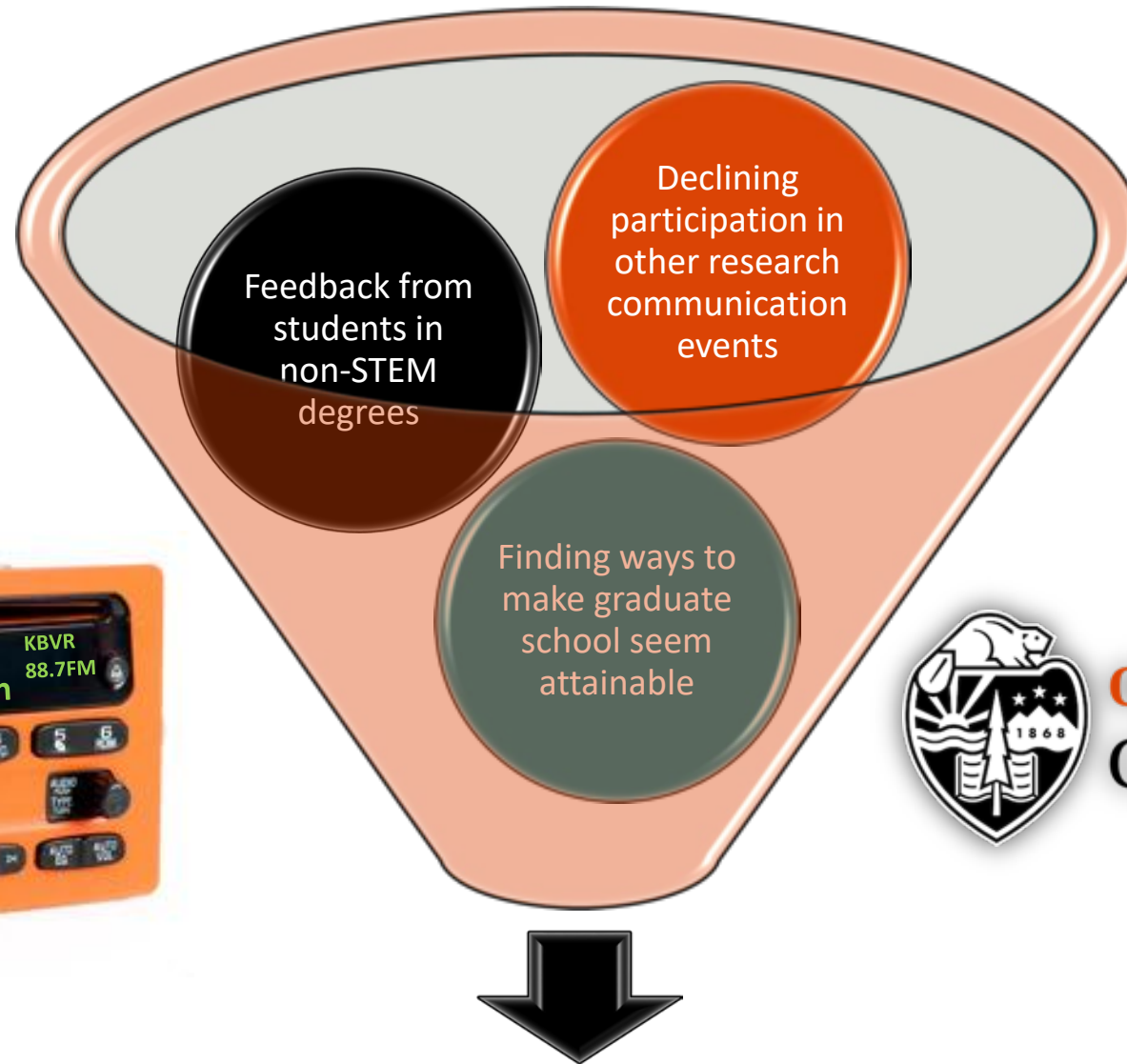
Antonio Gomez

Ph.D. candidate in integrative biology

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



Oregon State University
Graduate School

**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



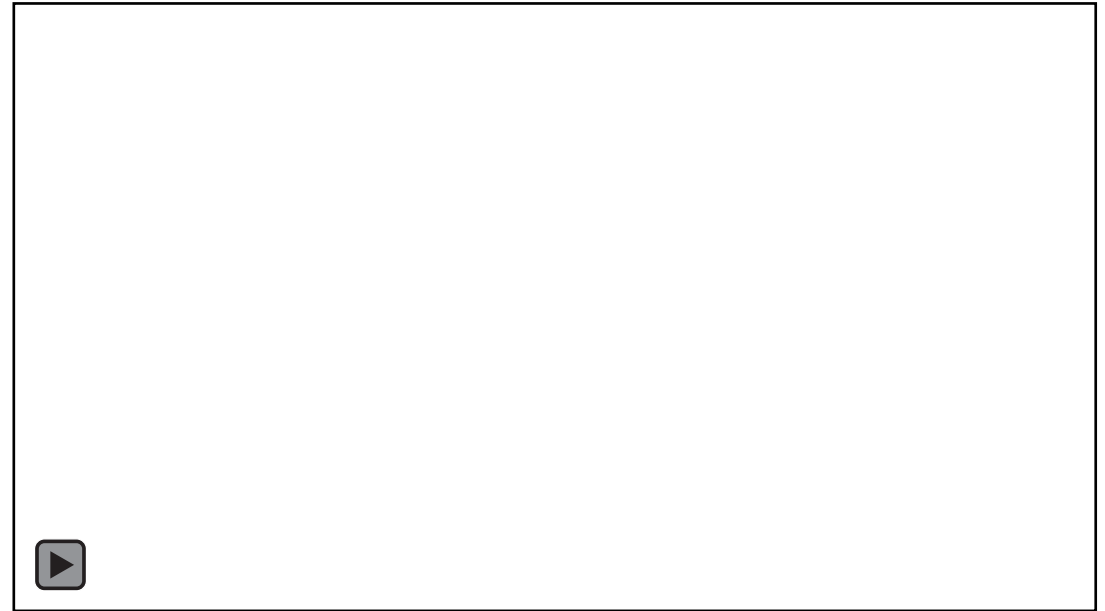
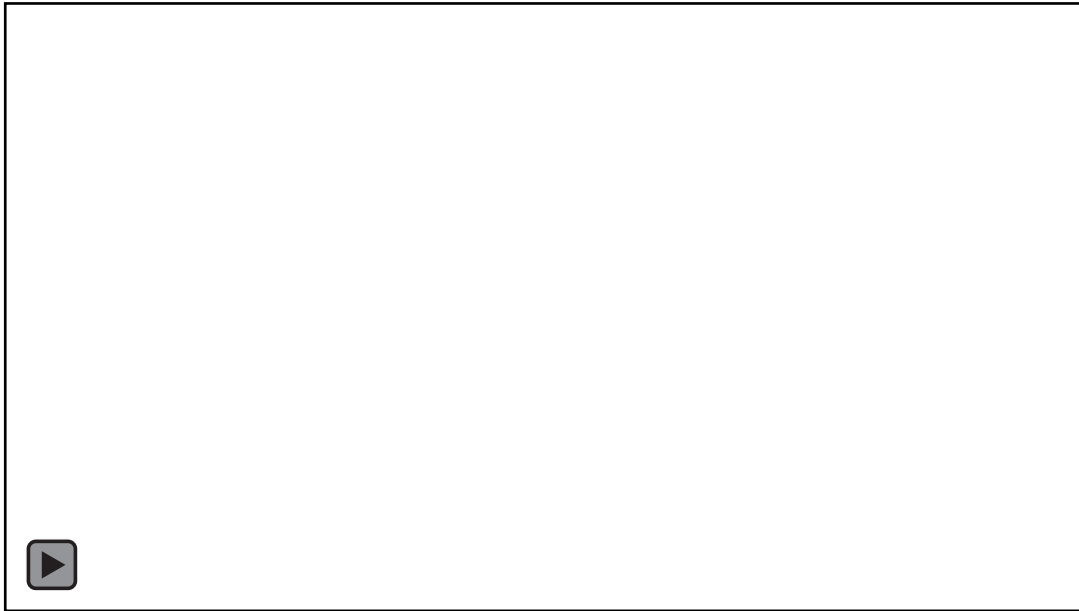
EVENT PROMOTION



- 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

Video	Date published	3 seconds+ video views
1*	Jan 11	5,500
2*	Jan 25	4,900
3	Jan 18	981
4	Feb 15	554
5	Feb 22	193
6	Feb 1	160
* 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)

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