

Video Name: You're Not Alone


Estimated Video Length: 1:00

Target Audience: All Personas (ideally career starters and changers)

Get Intro Course participants

who are feeling overwhelmed, fatigued, or doubting their ability to complete the program
to remember their goals and feel supported, as well as empowered and inspired to embrace their upcoming journey

by showing other learners who have succeeded, and reminding them that they have a dedicated Student Success team, instructors, and cohort-mates to support them.

Tone and pacing: This video shouldn't rush through the dialogue, they are scratching the surface of the intro course, it should start slow to match where the learner is in the course and then build, similar to this video from Mississippi State University (also one minute long)  **Mississippi State University 2019 National Commercial**

Hook

The strong emotional pull to make them want to watch.

First visuals: Someone sitting at a desk, fiddling with a pen, a blank programming screen on the monitor. They set the pen down and lean back. The moment they lean back is when the narration should begin.

Narration (Speaker 1): 1. Think back to what worried you a year ago.
2. If you can even remember it, does it still feel as scary?

Suspense

Raise questions and answer them as the viewer goes along.

Visuals: That individual leaning back drinking a glass of water, maybe playing with a stress ball, I want to avoid someone rubbing their temples/forehead or leaning into their hands, imagery like that is a little overplayed. Instead just that person leaning back and tapping their chair with their hand, maybe scratching their chin/face.

To Megan's point I do think that this would be an excellent place to insert some of our learner testimonials, I've marked those moments below.

1. **Narration (Speaker 2):** You're not the first to arrive at a crossroads.

2. Or feel uncertain about the future.

Visuals: After this point we could include either a single clip of learner a testimonial stating why they got into the bootcamp, where they were at emotionally, or a few clips of learner testimonials stating what got them to start the bootcamp.

3. We've guided others through their doubts

Visuals: On their screen a chat message, video call request stating Student Success Manager or email from a student success manager checking on their progress opens.

4. And now we're going to help you do the same.
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Anecdote and Reflection

Build momentum and support the "why."

Visuals: At this moment I want to use a few different shots. For this moment the individual should lean forward toward their desk, then read the message, and begin to respond. **After this the shots should change with the narration**

1. **Narration (Speaker 3):** You'll receive hands-on training from industry experts.

Visuals: Some footage of an actual class or something resembling an actual class with the instructor speaking on zoom.

2. 1 on 1 meetings with a Student Success Manager to keep you on track.

Visuals: The individual in the chair or another person with a headset on smiling.

3. You'll be mentored by a dedicated career services team every step of the way.

Visuals: A couple of ideas—The individual in the chair working on their resume on their computer during a zoom call or the individual taking notes that state career coaching at the top while on a zoom call with a career services member.

4. You're going to challenge your fears and we can't wait to help you do it.

Visuals: The person in the chair leaning forward, smiling returning to their work, switch to the uni logo.

Visuals: This would be another excellent spot to insert a testimonial about how we helped them or learners stating simply that they did feel supported by us.

Set the Scene

What are the supporting shots you recommend to allow the viewer to feel like they're there.

For the talent, if we are having a student success manager or thriveDX person speaking, avoiding shots that are head-on is crucial. These shots make it feel cold and interview-like. Utilizing different angles such as the ones shot here will help this to feel a little more casual <https://www.youtube.com/watch?v=m9OYQaChp2c>.

Other shots to intersperse between the main individual, I'd recommend are ones that invoke feelings of support such as something like this (I know the coursework is online and they wouldn't be receiving help in person but if it's feasible something like that or someone receiving help potentially on a zoom call on their computer):



Other video inspirations:

- ▶ REVA UNIVERSITY TV Commercial (TVC)
- ▶ Southern Illinois University Commercial - Experience SIU