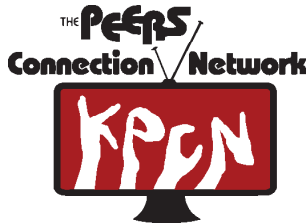


# KPCN: The Peer Connection Network

## Mission Statement



*KPCN: The Peer Connection Network* is a student-based video production group creating clear, concise, and engaging video communications for the campus community. Each team member believes in and commits to the necessity and power of film as a way to streamline and demystify educational experiences at the University of Montana. We do this through a collaborative production process that extends classroom learning objectives into field-based experiential learning opportunities

for the students behind the camera. We create videos to fill needs, to tell stories, and to aid our community in ways that best support students.

## Overview of Key Programs and Services

Our multidimensional primary function is to bridge a generational and technological communication gap by:

- Enabling campus communities to meet prospective, new, and continuing students where they are;
- Providing UM students with accurate and helpful information on resource navigation and educational opportunities;
- Investing in students through experiential learning and leadership opportunities.

We employ a high-touch collaborative process with our clients. From concept meetings to close captioning the final product, our student staff continuously works with clients to find innovative ways to reach designated audiences. Students exercise leadership, demonstrate professional communication skills, and align production decisions with client's resources, needs, and wants. We do this by understanding the project, its goal, the budget, and the audience.



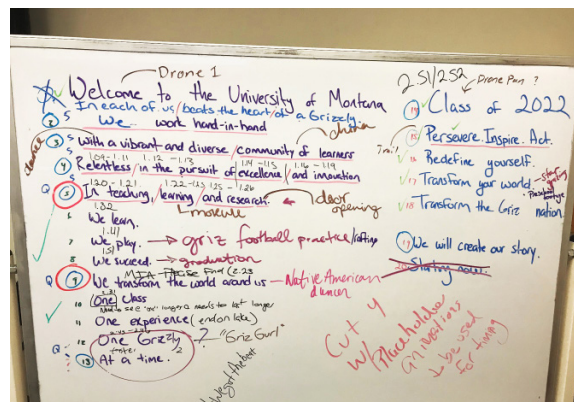
KPCN Team on set



Post-production with President Bodnar

## 2017-2018 Videos

- **The Impact of EdReady Montana**
  - » Working with EdReady Montana, KPCN visited local schools and recorded distant interviews to portray the breadth of EdReady services and how educators around the state are using EdReady to enhance math literacy in their students.
- **EdReady-Program Support for Local Implementation**
  - » KPCN continues to tell the EdReady Montana story by discussing program support and implementation on a state level.
- **Griz Card-Online Photo Submissions**
  - » To streamline long wait lines during orientation, Griz Card recruited KPCN to develop a video encouraging incoming students to upload photos to their website allowing them to print ID cards prior to the student's arrival.
- **Degree and Registration Planning Tutorial**
  - » To start transitioning students to new registration software, KPCN worked on a tutorial walking through the new process.
- **Pi Sigma Alpha Recruitment Promo**
  - » The Pi Sigma Alpha Epsilon Mu is UM's chapter of the national honor society for political science students. This video promotes enrollment and discussed membership application and benefits.
- **President Bodner PSA on Registration**
  - » KPCN filmed President Bodnar's PSA on an incentive for students registering prior to the end of Spring 2018. This was sent to student emails as well as via text.
- **Project Community Connect**
  - » KPCN partnered with Project Community Connect to video their event assisting Missoula community members experiencing homelessness or at-risk of homelessness to connect with support services.
- **Updated Planning and Registering for Classes 2018**
  - » As the registration process shifted during the 17/18 year, we updated previous videos to ensure they were representative of new processes and software.
- **Complete College America Game Changers at UM**
  - » The KPCN team worked with campus representatives to portray how the CCA game changers are in place at UM.
- **2017 Academic Convocation**
  - » Spanning the student experience from orientation to graduation, this video serves as the visual for the official academic welcome to new students on the Oval. This year, KPCN also wrote the script for



Convocation Planning Board

## Key Accomplishments and Changes

- The Complete College America Game Changes at UM production was shown at the state conference at UM and the production was featured in CCA's national newsletter and website.
- KPCN's "Visit Degree Works" production was one of a set of videos featured at eLive's Degree Works Forum at eLive which has an attendance of 8,000-9,000 people. One of the Degree Works marketing managers found our YouTube channel and requested use.
- Sent one student producer to the Big Sky Documentary Film Fest for professional development.
- Produced videos for non-campus entities EdReady Montana and Project Community Connect.

## KPCN Channel

From August 31st, 2017 to August 23rd, 2018, KPCN recorded 21,417 views on the YouTube channel and 34,432 watched minutes (roughly the equivalent of 287 movies). Many KPCN videos are hosted on external websites and analytics are unavailable.

### Views

- 17/18: 21,417
- All-Time: 140,870

### Videos

- 17/18: 10
- All-Time: 132

### Minutes

- 17/18: 34,432
- All-Time: 191,123