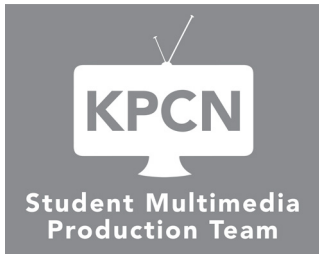


KPCN Student Multimedia Production Team

Mission Statement



The *KPCN Student Multimedia Production Team* creates 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 student production team. We create videos to fill needs, to tell stories, and to aid our community in ways that best support students.

First Year Experience Seminar Flipped Content and Four Bear Graduation Program Videos

KPCN was **tapped over the summer for two large scale initiatives:** 1) Building video components to allow the First-Year Experience seminars to flip the classroom and rely on productions to introduce students to campus resources, and 2) Support the Four Bear Program scaling efforts to all new freshman by creating content for required informational components. The following 6 videos are designed to meet both initiatives.

- **Introduction to ASUM Government and Services**
 - » ASUM leadership reviews the purpose and benefits of ASUM services.
- **How to Get Closer to your Dream Job**
 - » The Office of Experiential Learning and Career Success showcases Career Success services through student testimonials.
- **What can Tutoring do for you?**
 - » This updated video discusses the numerous free tutoring services for students.
- **How Advising Works at UM**
 - » Current students discuss the importance of academic advisors and how to look up assigned advisors.
- **Study Away-UM's National Student Exchange Program**
 - » Highlights from transformative experiences of UM students who completed a NSE Program.
- **Four Bear Four Year Graduation Program**
 - » Almost fully animated, this production reviews program structure and intent.



Filming with UM Advocates



On set with Chief of Police, Marty Ludemann

Promotional/Process Videos from 2018/2019

- **2019 UM Public Service Academy Welcome**
 - » KPCN edited this pre-filmed welcome by former US Ambassador to China and Montanan Senator, Max Baucus, for screening at UM's first Public Service Academy.
- **The Department of Public Administration and Policy**
 - » Promotional video capturing the breadth of UM's new Department of Public Administration and Policy.
- **Chemistry and Biochemistry at the UM**
 - » Promotional video for the department of Chemistry and Biochemistry highlighting program strengths through student, faculty and alumni testimonials.
- **Housing at UM**
 - » RAs and administrators discuss the many housing options UM students may select and the benefits of living on campus.
- **What is the UM Student Sustainability Fee?**
 - » Produced to help demystify the optional Sustainability Fee and show how that fee is used by the Kless Revolving Energy Loan Fund to improve campus.
- **Welcome to Missoula College**
 - » Similar to the Convocation video, this production showcases the unique opportunities students find at Missoula College.
- **How to Apply to Missoula College**
 - » Step-by-step instructions for successful application to Missoula College.
- **2018 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 this production.
- **UM TV Commercials**
 - » Highlights from the Convocation video airing on TV networks during football games (Griz-Cat).



New Student Online Orientation Vignettes

This six-part series works to translate the face-to-face orientation experience to students who elect to complete the requirement through an online, Moodle-hosted, module. These videos capture essential information for new students and introduce students to the UM Advocates. Videos include:

- » Welcome to the Griz Family
- » Core Course Registration
- » AIQ: Academic Interest Questionnaire
- » What is an Academic Advisor?
- » Griz Hacks
- » Thank You

KPCN Channel

From August 27th, 2018 to August 16th, 2019, KPCN logged over **17,000 views on the YouTube channel and 30,400 watched minutes** (roughly the equivalent of 51 round trip direct flights from San Francisco to New York City). Many KPCN videos are hosted on external websites and social media. Analytics from these sits are inaccessible.

Views

- 2018/2019: 17K
- All-Time: 161.4K

Videos

- 2018/2019: 21
- All-Time: 153

Minutes

- 2018/2019: 30.4K
- All-Time: 229.9K

Key Accomplishments and Changes

This year, KPCN productions aired during football games, throughout the online orientation modules for incoming students, and central curriculum components for the Four Bear Four Year Graduation Program and First-Year Experience seminars for Fall 2019. These 21 videos showcase the reach and depth of KPCN and media communication. **Though the team is less than a handful, production happens around the clock and finds KPCNers filling campus needs with humor, quality, and critical information.**