

KPCN Student Multimedia Production Group

Happy 10-Year Anniversary!



Mission Statement

The KPCN Student Multimedia Production Team creates clear, concise, and engaging video communications for the campus community. 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.



Key Accomplishments and Changes

Our 10th year held exciting new accomplishments, new partners and new challenges. Our Campus Safety series and Convocation Welcome were distributed to all students. Our productions were showcased and highlighted by two of the five Priorities for Action work groups (PFA 2 and 3) in the March Mid-Year Leadership Meeting. As the MUS quickly pivoted to remote learning, KPCN adapted, survived, and continued to support the campus community. The summer was unexpectedly swamped as we completed six orientation videos and moved an entire conference online with our campus partners. In addition, KPCN became a certified Safety Set through Safe Set International.

Orientation Series

KPCN parented with Orientations to develop six informational videos for incoming students to help them find campus resources and support services before they arrived on campus. Each video in this series was produced during COVID and **required campus partners to turn the cameras on themselves and film their own messages of service and support.** Finished videos were emailed to all incoming students throughout the summer by Orientations.

- ◆ Welcome to UM Orientation 2020
- ◆ Veterans Educational Transitional Services
- ◆ UM Financial Aid and Student Accounts
- ◆ The Branch Center at the University of Montana
- ◆ TRIO Student Support Services and Disability Services for Students
- ◆ American Indian Student Services

Public Service Academy

KPCN parented with the Department of Public Administration and Policy to move their Public Service Academy online. This has been the most ambitious project for KPCN to date requiring over **17 filming sessions** and resulting in enough content to produce **100 finalized minutes.**

- ◆ Welcome Video
- ◆ Module 1: Pillars of Public Administration
- ◆ Module 2: Punching Through the Pandemic
- ◆ Module 3: Baucus Innovation Challenge Overview
- ◆ Module 4: Exploring Revenue Options
- ◆ Module 5: Organizational Effectiveness
- ◆ Module 6: How Elected and Non-Elected can Effectively Work Together
- ◆ Conclusion Video

Promotional/Process Videos from 2019/2020

- ◆ **Campus Safety for Faculty and Staff** and **Campus Safety for Students** - KPCN worked with Strategic Communications AVP Paula Short to produce two safety videos for the campus community to help orientate and communicate safety protocols.
- ◆ **2019 Academic Convocation Welcome** - 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.
- ◆ **How to IF - UM Innovation Factory** - KPCN partnered with UM's new Innovation Factory to produce an opening orientation video for their live events covering the range and services of IF.
- ◆ **Learning Experience - Department of Public Administration and Policy** - To communicate a commitment to specific learning experiences, KPCN worked with DPAP to convert a PowerPoint to a high quality video for DPAP students.
- ◆ **Mission First, People Always** - Partnering with the PFA 3 action group to capture campus responses to the question, "Why do you love UM?"
- ◆ **UM Summer – Get Ahead, Catch Up, Stay on Track** - UM Summer worked with KPCN to produce a high-energy, exciting promo video showcasing summer session at UM.
- ◆ **UM Experiential Learning and Career Success** - A promo video for ELCS highlighting the range and depth of their services.
- ◆ **University of Montana MPA Program Helps Battle Against COVID-19**
A just-in-time update highlighting how the MPA program and alumni were responding to the growing concerns of COVID-19.



KPCN YouTube Channel

From August 26th, 2019 to June 30th, 2020, KPCN logged over **17,500 views** on the YouTube channel and **35,500 watched minutes** (roughly the equivalent of listening to the first 5 books in the *A Song of Ice and Fire* series by **George R. R. Martin on tape 3 times**). Many KPCN videos are hosted on external websites and social media. Analytics from these sites are inaccessible.

