ONLINE PROGRAM VIDEOS WITH ODEE

ODEE develops partners with online program directors to develop video promotions for each Ohio State Online offering.

We’ll work together to make two versions:
- one 1½-2 minute “promo” video
- one 30 second “commercial” video, tailored for a TV ad spot

The production process for the video will flow as follows:

Initial Meeting
- discuss key messaging for your program (should be prevalent in other marketing elements such as web copy, email marketing, etc)
- discuss what visuals should and should not be included in the video
- discuss timeline for the production

Storyboarding
1. ODEE develops script, delivers to college for accuracy review
2. ODEE makes final script with suggested revisions
3. ODEE adds proposed visuals to script for storyboard
   - Identifies which clips are shot in-house, which clips can be purchased from third-party stock video professionals
4. ODEE delivers draft video to college for accuracy review of the visuals
5. Final review of storyboard to stakeholders outside of those involved in video development process

Recording
- College must facilitate on-campus footage such as instructors at work, local facilities, activities for recording
- ODEE’s Media Services team can contribute 40 staff hours to in-house recording.
- If the stock footage costs exceed $1,500 the college must pay for the difference.
Editing

1. Media Services will execute post-production according to the final version of the storyboard.
2. ODEE delivers the video to the college/dept for accuracy review.

The 30-second commercial spot will follow a similar, abbreviated workflow once the full length video storyboard is established. It will be composed of footage already used in the promotional video.

Video Usage

This video will be used on the Online Programs website, online.osu.edu as well as social media campaigns and targeted marketing efforts by ODEE. You will also have access to the video files and should utilize this content in your own marketing campaign.

Please keep in mind that your video will be part of a collection of online program promotions. We are open to your creative input but also prioritize cohesion of the series of program videos. Some decisions will be made to ensure consistent style and tone across the collection.

Tools for Success

▶ Know who your stakeholders are
  o Who has ultimate decision-making authority over this video?
  o Involve them from the beginning and at every review opportunity

▶ Show us what you’ve got
  o Do you have multimedia assets we can use in the video?
  o Good locations, talent within your office?

▶ Consider Your Audience
  o Where would you like to share the video?
  o Who are your potential students?
  ▪ What are they looking for?

We’re looking forward to working together, and sharing your new distance program.