



Team 5

Promotional: Video

Team Members: Easton, Anders, Brian
Project Manager: Brad

Our Goal/Scope

EmpowerUP - Social innovation project that educates the neighborhood, and fosters civic engagement involvement among high schoolers.

Scope: To create videos designed for any students after High School regarding Post Secondary opportunities.

Goal: Reach a total of 75 minutes of content.



We would create videos regarding post secondary opportunities and then post them onto the EmpowerUP youtube channel.

Team Dynamic Concepts

➤ Meeting Minutes

- Allowed us to stay organized and talk about a plan for the week.
- Highly recommend taking time to do this rather than skipping it.

➤ Group Member Roles

- In our team we all had specific roles and we acknowledged it because our roles are the hobbies we have

➤ GroupThink

- We were being highly cohesive, talking to each other and bouncing ideas off each other. We all had equal say in everything

What we Accomplished

Different video Topics:

- Financial Aid (Scholarships, FASFA, Grants, National Honors)
- ROTC
- Mental Health
- Culinary
- Trades
- Activities to do at Tech

Who can benefit / How it relates

- This benefits students not just in high school but even in college. It brings awareness to these students about the opportunities around them.

Civic Engagement



- ❑ Information
 - ❑ Just putting the information out there to students and kids so that they can see there are many different options after High school.

- ❑ Awareness
 - ❑ Talking with different organizations out there and bringing more awareness to them. (ROTC, Mental Health).

- ❑ Link: https://www.youtube.com/watch?v=zJISxkRwJVs&ab_channel=EmpowerUP

What we Learned

- Scheduling is important!! Have a plan for the semester and stick to the plan.
- Meeting Minutes helps you stay organized. We got good discussion done on what our plan for the week would look like. Really helped us create a plan that we needed to execute on
- Preparation before videos. Received multiple compliments about our professionalism and questions that were asked. Prepare for everything.
- Balancing group roles. Lead presentations helped our team understand each others differences. So many Lead presentations had some impact to our group. (Ex. Group Goals, Group Motivation, Groupthink)

Future Recommendations

- ❖ Get good quality equipment for filming and editing videos. Making good quality video can improve viewership.
- ❖ First week of every month come up with a lot of ideas for the videos for the month. When you finish making ideas in that week start sending emails for interviews as well to make a smooth process each month to make sure you hit your goal.
- ❖ Really prepare ahead of time for your videos. If interviewing, have good questions to ask, know who you are interviewing and be professional.

Overall grade out of 100?

90

Videos were...

- **Quality** : We believe that quality trumps quantity when it comes to making our videos. We came prepared with a good tripod, camera, and mic that the Documentary students use at MTU. This makes our videos more crisp and more likely to attract people.
- **Educational** : The videos strictly follow the prompt of “post secondary school options.” We touched on a wide variety of possibilities, as we were trying to make our videos as relatable as possible.
- **Professional** : We worked hard to get our information straight from the source. We scheduled multiple interviews so that the viewers could hear from professionals. (We interviewed: MTU Financial Aid Advisor, MTU Mental Health Advocate, and one of the student leaders for ROTC Army- in charge of conducting the workout plan for members.

Check out the Channel!!

Chanel: @empowerup2299

Link: <https://www.youtube.com/@empowerup2299/videos>

