

## Student Support Services 50<sup>th</sup> Anniversary Video Competition



The Council for Opportunity in Education (COE) is hosting a national student video competition that highlights the impact of Student Support Services programs on students, schools, communities, and families. The winner will be highlighted at COE's 37<sup>th</sup> Annual Conference, September 13-16, 2018 in New York, New York.

### About the Video Contest

The celebration of the 50<sup>th</sup> anniversary of Student Support Services is an opportunity for Student Support Services projects everywhere, to share with their institutions, communities, and the nation their own historic roots, their programs' strengths and legacy, and the unique stamp that their program has imprinted upon the college access program model.

**DEADLINE: Tuesday, May 1, 2018, 5:00 p.m. Eastern Time**

### Competition Rules

- To participate in the video competition, **you must first register** for the video competition using the online application at <https://goo.gl/forms/EXH52YF6T6eC5BvI3>
- Each Student Support Services project can submit only one video entry.
- The video can be no more than 4 minutes long. Anything longer will be automatically eliminated.
- The video must clearly address the importance and impact of Student Support Services Programs on students, schools, communities, and/or families and explore at least one of these themes. Feel free to create your own questions that relate to these themes:
  - The transformational effect of Student Support Services on students' lives;
  - How Student Support Services has changed the culture of your school;
  - The ways in which Student Support Services has influenced your community;
  - How Student Support Services has influenced your family.
- Videos containing inappropriate content or using copyrighted content (for example music) without permission will be disqualified. Click [here](#) for YouTube guidelines about copyright.
- The winning video team will be invited to COE's 37<sup>th</sup> Annual Conference in New York, NY, this September, where their video will be shown. They will also be invited to discuss their project at a conference session that explores the process for creating their video. COE will cover the travel and hotel costs for **up to five (5)** members of the creative team for the winning video, including one staff member who supported the creation of the video. The video submission deadline is **Tuesday, May 1, 2018**, at 5:00 p.m. Eastern Time (ET). Videos submitted after the deadline will not be included in the judging of the video competition.

## To Submit Your Video

1. Videos must be uploaded to YouTube and set as “Unlisted”.
  - o For general YouTube help, please see (<http://support.google.com/youtube/>).
  - o Contestants will need to have a YouTube account (which requires Google access) to log in. For help on accessing or creating an account, please see (<http://support.google.com/youtube/answer/161805>).
  - o To upload the video, please follow the step-by-step instructions at (<http://support.google.com/youtube/answer/57924>).
  - o During or after the uploading of the video, the user will need to set the privacy settings for the video to “Unlisted,” which will allow anyone with the link (which the contestant will provide to COE) to view the video, judge it, and include it within a playlist. For help on changing your video’s privacy settings to make it unlisted, please see (<http://support.google.com/youtube/answer/157177>).
  - o If/when you are notified that you have advanced to the scoring round, you will be asked to change your video setting to “Public” so that promote it through social media to get “Likes” which will factor into scoring.
2. The link for the video must be e-mailed to [COEMultimedia1@gmail.com](mailto:COEMultimedia1@gmail.com) to complete the submission of your video.
3. An e-mail confirmation will be sent within 2-3 business days to confirm the receipt of your video entry.

## Video Judging Criteria

All videos submitted by **Tuesday, May 1, 2018**, at 5:00 p.m. Eastern Time (ET) will be added to a playlist on the COEMultimedia1 account. Video submissions that have advanced to the judging round will be notified by Friday, June 1<sup>st</sup>. The videos will be judged using the rubric below by a panel of TRIO leaders selected by COE. Finalists will be chosen and contacted by COE. Judging will then be opened up to the public. Forty percent of the final score will be determined by the number of likes accumulated on each video. The program with the winning video will be notified and invited to attend COE’s 37<sup>th</sup> Annual Conference where the video will be presented.

## Judging Rubric

### *Section 1 — Compliance with Competition Rules*

Does the video follow the Competition Rules?	Yes / No
Is the video a maximum of 4 minutes long?	
Are any copyrighted materials used in the video?	
Is any portion of the video inappropriate?	

Has the video been made primarily by current Student Support Services students?	
Was the video submission accompanied by the competition registration form?	

## Section 2 — Quality of Video

<b>Content Clarity — Does the video highlight the transformational power of Student Support Services? The video must tell a story exploring the importance and impact of the Federal Student Support Services programs in the lives of students, schools, communities, and families. The story must be conveyed in a way that shows planning, research, and organization on the part of SSS students, and a point of view that communicates those qualities.</b>			
200 points= Excellent	150 points= Good	100 points= Fair	50 points= Poor
<b>Memorable/Interesting — How well does the video engage the viewer and keep their attention?</b>			
100 points= Excellent	75 points= Good	50 points= Fair	25 points= Poor
<b>Creativity — Is the video something we haven't seen before?</b>			
100 points= Excellent	75 points= Good	50 points= Fair	25 points= Poor
<b>Production — What is the overall quality of production (including visual and sound elements)?</b>			
100 points= Excellent	75 points= Good	50 points= Fair	25 points= Poor

### Helpful Tips for Making a Video

1. Create a timeline for completing the project.
2. Online brainstorming or mind mapping tools like [this](#) may help with the planning process.
3. Identify the tools that you need to complete the project.
4. Reach out to alumni to participate in the video production process. Alumni stories will fit within any of the designated themes and the inclusion of their stories will strengthen your video narrative.
5. Complete background research on the important people, places, and events that you want to highlight and interview in the video project.
6. Create a story outline for your video. Tips on **how to create a video outline** can be found [here](#). An **online storyboard creator** can be found [here](#).
7. Record your video. Videos can be recorded using digital camcorders or smart phones, iPads/tablets, or webcams.

8. Edit your video. For suggested editing apps than you can use with your phone, please see [5 Best Free Video Editing Apps for Your iPhones and Androids](#). You may also edit your video using the free [content creation tools](#) provided by YouTube (you must be signed-in to use these features).
9. Submit your video. Upload your video onto YouTube and mark it as “Unlisted” so that viewing is closed to the public. Send the link of your video to [COEMultimedia1@gmail.com](mailto:COEMultimedia1@gmail.com). Please remember, **you must first register** using the online application for the video competition before submitting your video.
10. Create a social media campaign to promote your video to maximize your “likes” and views. Use the hash tags #SSS50th and #SSS50VideoCompetition on Facebook, Twitter, and Instagram.