

RBDC Alumni Videos

The Customer

The Research & Business Development Center (RBDC), located in Rexburg, Idaho, is a non-profit organization that provides undergraduate students with opportunities to connect with mentors and gain on the job experience with curated clients. The RBDC was formed from two companies: The E Center and Southeast Idaho Research Institute. In 2014 the companies combined and took on its current title. These companies combined their strengths to “provide undergraduate students with meaningful work experience to better prepare them for careers and life.”

The Situation

The RBDC seeks to recruit student interns, clients who want to provide internship opportunities, and mentors to help guide students. Willing clients and mentors are required to provide the appropriate experience for the student interns. The RBDC decided to partner with BYU-Idaho’s Alumni Association to better recruit mentors and clients. The question was: how can the RBDC best ask the alumni at BYU-Idaho to become mentors and clients?

The Solution

The RBDC decided to gather a team of interns to create promotional videos and ads that will help to draw interest in the program. They specifically commission two promotional videos and shortened versions of each (for social media use). The first would be a traditional recruitment video with alumni and former interns interviewed throughout. The second would be a more humorous video themed around BYU-Idaho student stereotypes, that ultimately demonstrated that those stereotypes were strengths and reasons they are worth mentoring.

Pre-Production

The target audience for these videos was the BYU-Idaho Alumni. As part of the resource gathering, the team needed to find BYU-Idaho and RBDC alumni that wanted to participate in the videos along with gathering microphones and filming equipment, and scoping out filming locations and acquiring necessary permissions to film there.

The team email and phone contacted a compiled list of former RBDC interns who had previously expressed interest in helping to promote the organization. They also created surveys to find students, mentors, and businesses willing to be a part of the videos.

Full Videos on YouTube

Traditional Recruitment (Option 1):

<https://youtu.be/lukVh-5bSUI?si=80TpTwUzhARq71J7>

Traditional Recruitment (Option 2):

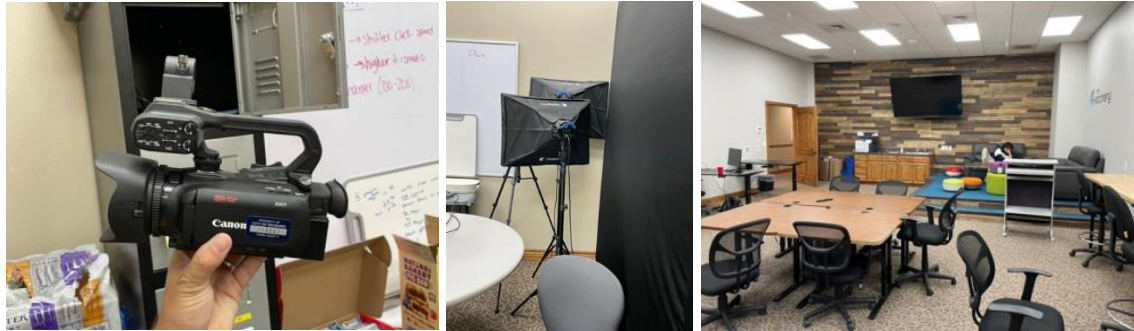
<https://youtu.be/RCoh-1a00Jo?si=khg0Js1flzKxQ548>

BYU-Idaho Stereotypes:

https://youtu.be/2_Kf06PIMRE?si=ZPGZNd_-jUBiV7Yh

From Start to End

In concept the project was planned to be carried out sequentially. First actors and interviewees would be gathered while the film was planned out. Next, filming would be carried out for the first video. After filming was completed the clips and audio would be compiled and edited into the first of the two recruitment videos. This process would be repeated to complete the second. In practice, it was found that simultaneous work on each video was a more efficient method.



During the initial stages of pre-production, specifically while the creative brief, script, storyboard, and shot list were being developed, simultaneous effort was made to contact potential interview candidates for filming. Pre-production and production were carried out in sequence for the first video, with filming not starting until the storyboard was finished. As the alumni outreach had been receiving responses more slowly than anticipated the steps of pre-production for the second video were staggered with the filming of the first. Student volunteers were gathered for the humorous “student stereotype” video. The final interviews for the first video were completed simultaneous with the filming of the second. Post-production compiling of the second video was rapidly carried out, followed by the material for the first video being compiled into two variations, one with a focus on students and clients, and the other on mentors. Social media versions were created then by selecting highlights from each video.

Video Planning

A large portion of this project was spent in planning/writing the videos. The following tasks were accomplished by the team of RBDC interns:

- Developed a “creative brief” that outlined the goals and general content of each video
- Wrote a script to make a more concrete plan of action from the creative brief
- Created a shot list to define the types of shots to be used in each scene
- Drew up a storyboard to visualize the final the film before starting production

