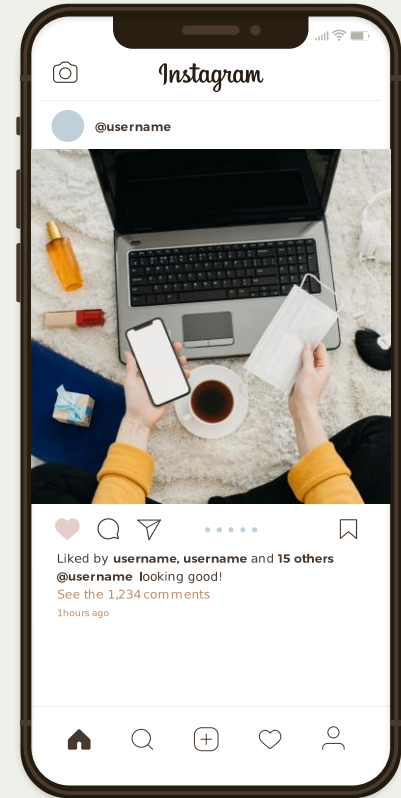


Unlock Student Voices: A Blueprint to Scale Student Videos



Meet your Panelists



Rob Carroll, Co-Founder, CampusReel



**Joni Klopp, Director of Undergraduate Recruitment,
Millersville University**



**Deleney Magoffin, Director of Alumni Relations,
Springfield College**



Agenda



01

Why is Video
Important in 2023
and Beyond

02

How Student Video
Outperforms

03

How to Unlock
Student Voices

04

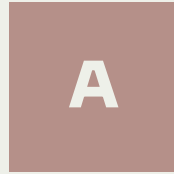
How to Manage
Projects Successfully

05

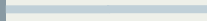
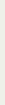
Maximizing ROI
with Video

Why is **Video** Important in **2023** and Beyond?

2.3 Billion monthly YouTube users, with teens spending 1 hour per day



68% of consumers watch video to inform a purchase decision



60% of Content Marketers are Planning to Increase their Video Budget

82% of Internet Traffic comes from Video



Builds Trust



**Showcases "Real"
Experiences**

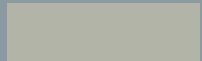


**Peer-to-Peer
connections**



Why **Student Video** Outperforms

A Study by Consensus found that authentic
video outperformed high production video by
3X



Unlocking **Student** Voices



Cast a wide net

Incentivize participation

Clear Tasks, Guidelines, and
Training





1

Crowdsourcing Software

A software purpose-built for crowdsourcing pictures and videos

2

Training & Onboarding

Be overly explicit in what you expect of the student

3

Deadlines & Due Dates

Hold students accountable to realistic timelines



Managing the Project





Thanks!



**WANT HELP SCALING
STUDENT STORIES?**

**CampusReel finds, recruits,
trains, and manages students
around campus to bring their
stories to life in video.**

Starting as low as \$500.