

## Fall Counselor Workshops Video Guidelines

Thank you for your flexibility and creativity around this year's fall counselor workshops. Hopefully this will be a fun project for each of you and I know our counselors will appreciate this. The videos will be shared with them prior to the live workshops so they'll be prepared for the Live Q&A.

### Video Guidelines

**Length:** 2-4 minutes

**Deadline:** August 31, 2020

**Send to:** Jana, [jjaraysi@ewu.edu](mailto:jjaraysi@ewu.edu)

**Video Format:** A video file that can be uploaded to YouTube (YouTube supports the following video formats for upload: 3GPP, AVI, FLV, MOV, MPEG4, MPEGPS, WebM and WMV. MPEG4 commonly uses the .mp4 file extension.). Also, the aspect ratio needs to be 16:9/horizontally oriented.

#### How it'll be viewed:

- FCW committee will be adding three different playlists to Washington Council's YouTube channel: Public, Independent and Community and Technical Colleges
- The YouTube channel will be emailed to registrants as well as available online at [washingtoncouncil.org](http://washingtoncouncil.org)
- The workshop recordings will be posted on our YouTube channel as well for later viewing

#### Content ideas (similar to in person)

- Introduction: who are you?!
- Updates on Admissions
- Updates on Financial Aid and further financial support
- Event information
- Important Deadlines
- Resource for 1st gen., underrepresented populations, and overall student support
- Changes due to COVID
- Lastly, who should counselors contact from your office

**Recommendation:** I would recommend having a PowerPoint still be a part of your presentation or some sort of visualization to share what your updates are. This is meant to be informational vs. highlights about your institution. Keep in mind the video may be shared with other counselors or teachers.

Thank you to Melody Ferguson, from PLU assisting with Washington Council's YouTube channel.

If you have any questions, please email Megan ([megan61@uw.edu](mailto:megan61@uw.edu)) or Jana ([jjaraysi@ewu.edu](mailto:jjaraysi@ewu.edu)).

Be well!

FCW Committee