

Title: UAT Spotlight on Career Services

Author: Career Services and UAT Curriculum

Treatment by Angela Bennett, Career Services, and UAT Curriculum

Mission Statement: The goal is to give online students a mental model of the real ways Career Services can help give guidance for workshops designed to prepare them for writing/creating resumes and preparing for job interviews, job searching. This also is to remain versatile in the event Curriculum uses it for onground student orientation needs.

Estimated duration: 57 seconds

Script

Scene 1 Opening

Shooting 4th

Duration: 5-7 seconds

On Camera Actors: Heidi

CAMERA zoomed in on UAT Logo, zooming out with transition to the STUDENT OFFICE sign. CAMERA Pan left to door opened by Heidi.

Heidi [smiles, no dialogue] and gestures camera forward.

[No Dialogue]

Scene 2

Shooting 5th

Duration: 4 seconds

On Camera Actors: Heidi

Titles: CAREER SERVICES

Lighting: Natural-esque, daylight

Heidi [smiling]. Heidi begins speaking "Hello welcome to Career Services within UAT!"

Heidi at desk? Heidi moving to conference room?

"Career Services is available to help students with a variety of needs."

Voice-over continues, and as Heidi mentions each need, the camera shows scene 3, 4, 5, 6

For the longevity of the video, the video is not to feature titles of people's names.

Scene 3

Post Production. Needed from Heidi.

Duration: 3 seconds

On Camera Actors: None

Video: Sample resume.

[Supplied by Career Services. Open to DV creative license on presenting it with some "cool" effect if needed.]

Voice Over from Heidi: "Resumes are important in job searching, to stand out from the competition. Depending on your skillsets and experience, Career Services is familiar with different types of resumes applicable for your own needs. Career Services can help. Resumes are good to have ready for Career Fairs. Career Services can distribute students' resumes for any who are unable to attend. Every semester workshops on best practices are free for all UAT students and alumni to join, in addition to one-on-one attention."

Scene 4

Post Production

Duration: 3 -5 seconds

On Camera Actors: None

Video: Infographic of job search process

Voice over from Heidi: "Developing a career has many components and Career Services is happy to guide, prepare, and supplement needs for students career aspirations whether a student or alumni is in Arizona or across the country."

Scene 5

Shooting 3rd

Duration: 5-7 seconds

On Camera Actors: Kent and UAT Student

Props: Folder, pen, resumes and papers

Video: 1 man and 1 woman approaching and seating across from one another at table conducting an interview in a meeting room. Papers in front of them, speaking. [Speech is inaudible. Faces are attentive and appropriately animated. No overacting, no disinterest. Ideally the meeting room will show some UAT logo, mission, and values. **The largest conferenced room connected to the Student Services area has these items hung on the wall. The room is pending construction, or may be reserved and we may not be able to get the shots needed. Can this be spliced in to the scene in post production?**]

Fake Dialogue:

Kent quickly looks at papers, shuffles them, moves mouth.

Student responds with 1-2 sentences.

Kent nods. Asks question.

Student says 1-2 sentences.

Voice over from Heidi: “Exceptional interviewing skills are critical when one desires to land a job. Dressing, speaking, expressions, and body language make a lasting impression your resume can’t. Joining one of our workshops offered every semester to gain valuable tips are open to all UAT students: past, present, and online.”

Scene 6

Post Production

Duration: 3 -5 seconds

On Camera Actors: None

Video: [In focus] Sign on glass door ‘Intern Wanted.’ [Out of focus] background visible through window.

Voice over from Heidi: ‘Internships offer practical work experience in the field before you graduate. Let us know if you want help exploring internship options. We’ll show you how you can join in on the workshops to prepare resumes and interviewing.’

Scene 7

Post Production

Duration: 5 seconds

On Camera Actors: None

Video: UAT Webmail message
[Created by UAT Curriculum, Angela B.]

To: UAT Students

From: UAT Career Services

Subject: Upcoming Resume and Interview Workshops

Nondescript body copy/text is blurred out, [In focus] "EMAIL" icon symbol overlaid on it. Emphasis on the "REPLY" button is given. [When clicked, it shows a state change.]

Scene 8

Post Production

Duration: 3 seconds

On Camera Actors: None

Titles: Connecting to UAT

Animated titles cycling: ". . ." or bouncing UAT logo across the screen. [DV has creative license here. We just need to convey the sense that a student can remotely participate in a workshop, without being tool/software/technology specific.]

Scene 9

Shooting 2nd

Duration: 10 seconds

On Camera Actors: Heidi, unnamed students

Lighting: Dim [to keep the focal point on what is shown on the projector and Heidi.]

Background: Projector with powerpoint slide about Resume Writing [slide transitions after 6 seconds.] and then a slide about interviewing, electronic classroom #106 with bodies sitting at attention and looking at projector. Chase, can these be spliced in? [No faces are clearly shown].

Video: Heidi at projector, speaking [inaudible]. Student raises their hand.

Voice over: Join in to a workshop hosted by Career Services by connecting remotely via web conference and webcam, to chat in your questions.

Scene 10

Shooting 1st

Duration: 5 seconds

On Camera Actors: Heidi, UAT Student, Kent

Video: [near stairs leading to Large Commons. Ideally Large Commons is 75% filled with students to portray the experience and innovation bustle constantly going on at UAT.] Heidi introduces student [business casual dress] to potential employer. Heidi hands on shoulder, gently nudges student a step in

front, as employer smiles and extends arm/hand for handshake. Student steps forward confidentially, broadly smiles, and accepts handshake.

Fake Dialogue if uncomfortable with adlibbing – 12 seconds for good measure:

Heidi: Hello, Mr. Slack. I would like to introduce you to Christina Bilbo who is an Advance Computer Science student.

[Kent and Christina exchange smiles and short, firm handshake].

Kent: Hello, Christina, nice to meet you.

Christina: Hello! I know a lot about UAT

Kent: Oh! Great! Tell me what interests you about UAT.

Christina: [adlib]

Voice over from Heidi: Career Services cultivates partnerships with a number of companies seeking recent college graduates, and could assist with facilitating you with a suitable match by networking and Career Fair support.

Scene 11

Shooting 6th

Duration: 3 seconds

On Camera Actors: Heidi

Video: [Large conference room with UAT posters if available. Otherwise, the Small conference room.] Career Services with Heidi seated. UAT Mission/Values spliced in?

Dialogue: "Career Services can be reached by phone or email using the information on screen."

Titles: Email Careerservices@uat.edu Phone (480)351-7877 and Fax (602) 383-8222

Dialogue: "UAT is also present on social media sites such as LinkedIn, and can help you with LinkedIn and get your resume seen during Career Fairs at UAT every semester." [Pause]. "At UAT we are excited to see you learn, experience, and innovate your future goals. "

Scene 12

Post Production

Duration: 3 seconds

On Camera Actors: None

Credits

Brought you through collaborative efforts by UAT, UAT Curriculum Department, UAT Career Services,
UAT Digital Video Student Production

Producer: Angela Bennett

Director: Chase Harper

Camera: Jordan Whipple

Starring: Heidi Jacobson as herself,

Student: TBD

Employer: Kent Slack

Post Production: TBD

Editing: TBD

Sound: TBD

Voice-Over: Heidi Jacobson

Special thanks to: Paul D. Sharon Bolman, Kent Slack