

Using Video to Expand Your Reach to Students and Alumni

MBA Career Services Council Global Conference 2013

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AND**

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Break the Rules, Cut the Line, Beat the Rest***



Collaborators



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Rules, Cut the Line, Beat the Rest*

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Agenda



- Collaborating with Video – our story and demo
- Survey Results – Using video beyond webinars
- Types of Video and their uses
 - Online collaboration – Skype and Google
 - Recorded audience presentations
 - Edited videos created by staff
 - Purchased vendor videos

Our story of online collaboration



MBA Career Management Class

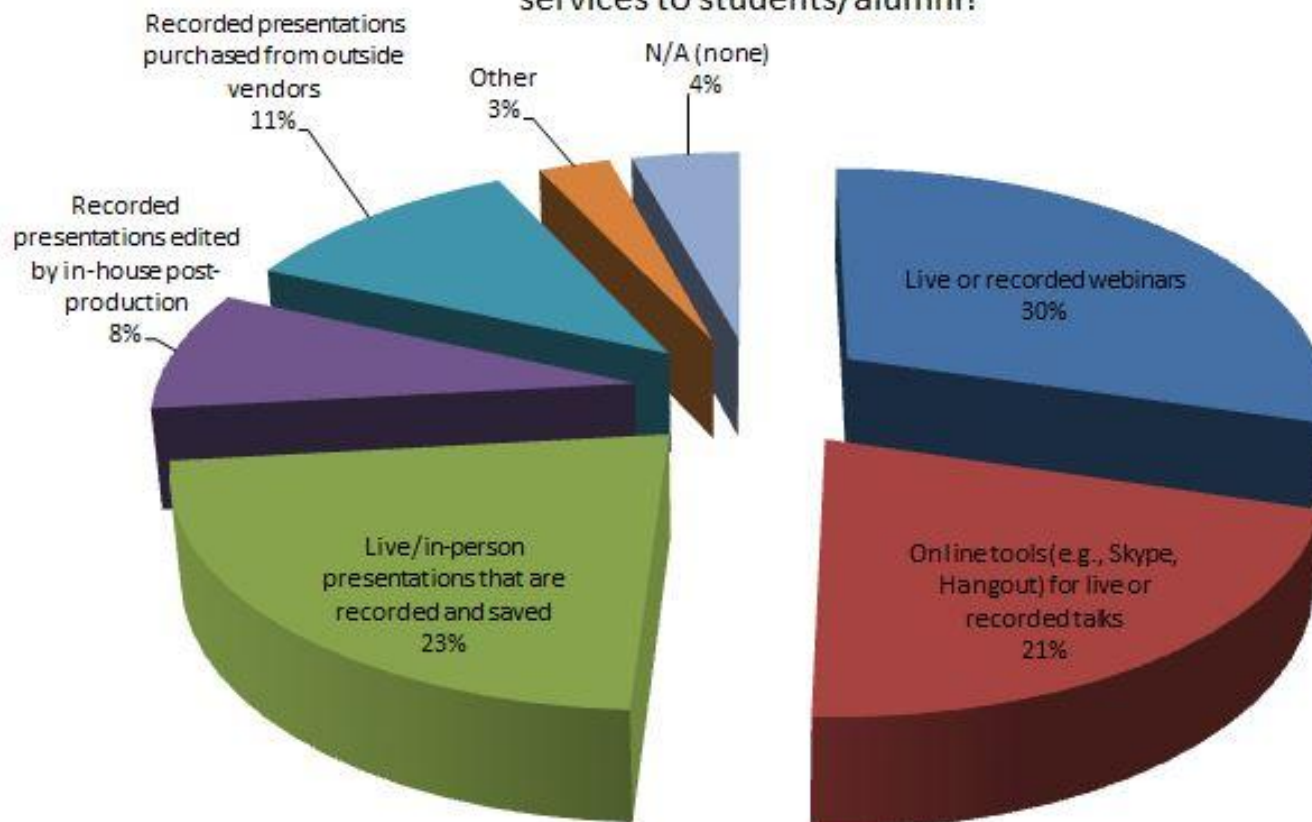
Darrell's Skype Q & A for students:

[Intro to Skype Q and A](#)



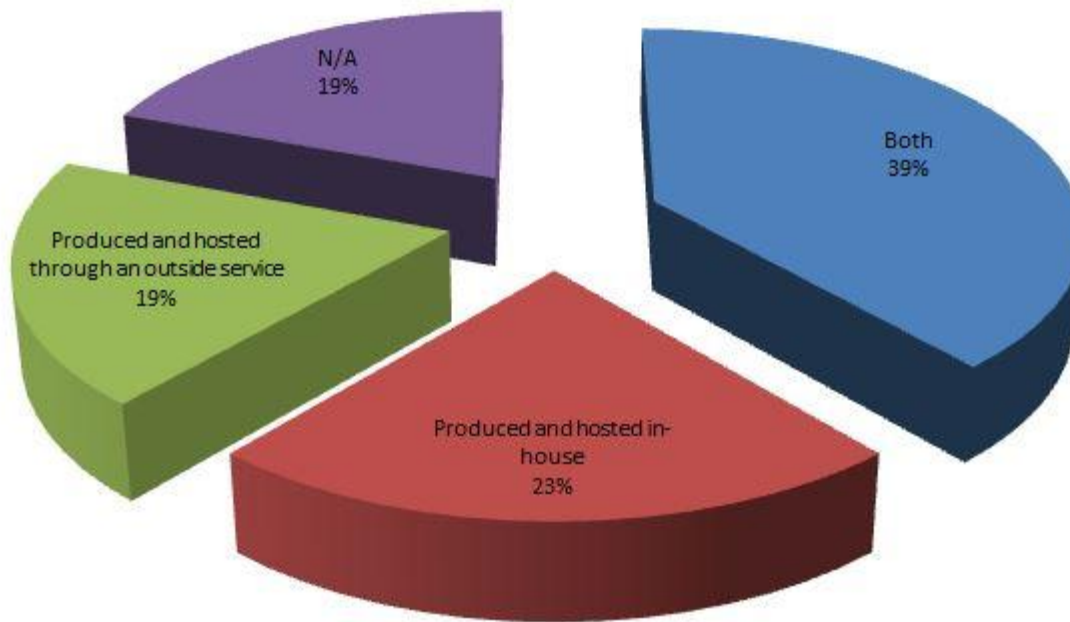
MBACSC Members Use of Video Survey 2013

#1: Which of the following video formats do you use to provide career services to students/alumni?



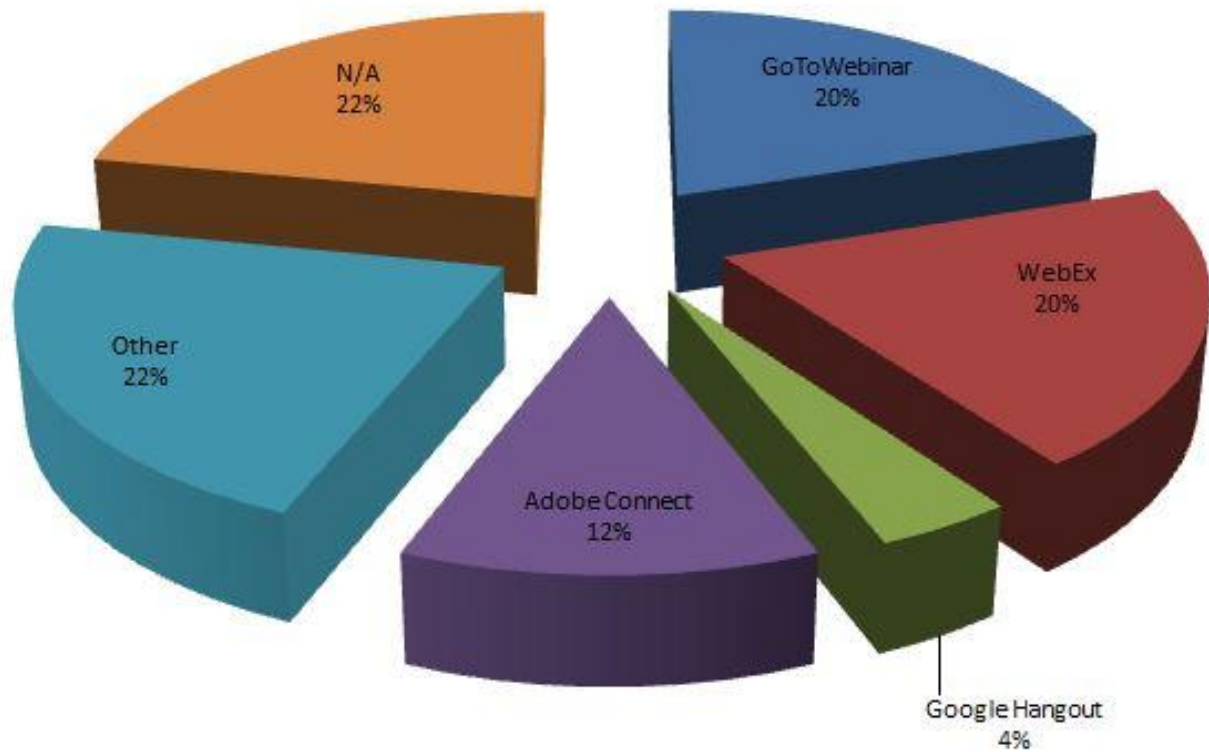
MBACSC Members Use of Video Survey 2013

#2: If using live or recorded webinars, do you host in-house or use webinars from an outside service?



MBACSC Members Use of Video Survey 2013

#3: For webinar presentations, what technologies and/or outside services do you use?



Webinars

- [Sample Webinar Link](#)

The screenshot displays a webinar interface with the following components:

- Events Index:** Includes a search bar, filter options, and checked items for Slide Changes and Chat Messages. A sharing timer shows 0:00:00.
- Attendee List (163):** Lists Hosts (Jennifer Campbell), Presenters (Darrell Gurne...), and Participants (A).
- Chat (Everyone):** Shows messages from rich mahogany, Julie, and Rob Ryan.
- Note:** Provides instructions for audio playback during the webinar.
- Slide Content:**
 - Resolution #2:** I will give myself the right to explore my real interests and passions. (And if I never really figured out what they are, I will do that!)
 - Venn Diagram:** Three overlapping circles labeled "What You Do Best" (green), "What You Love" (blue), and "What the Market Will Buy" (purple). The central intersection is labeled "Your Sweet Spot".
 - Associated Terms:**
 - What You Do Best:** Talents, Skills, Competencies, Aptitudes, Abilities, Gifts, Expertise, Proficiencies, Knacks.
 - What You Love:** Passions, Enthusiasm, Delights, Hobbies, Interests, Dreams, Pastimes, Obsessions, Pursuits.
 - What the Market Will Buy:** Corporate Employment, Self-Employment, Building a Company.
- Footer:** ALUMNI CAREER RESOURCES

Online Collaboration

Used by 21% of MBACSC Survey Participants

Skype

- Appointments
- Screen Sharing
- Guest Speaking
- Recording



Google Hangout

- Google account
- Screen Sharing
- Screen Graphics
- Recording to YouTube





Using Google Hangout

- [Sample Google Hangout](#)
- Lessons Learned

Recorded Audience Presentations

Used by 23% of MBA Survey Participants

Darrell's YouTube Videos

- Shared in social media
- Emailed out
- Embedded into web site
- [The Evolution of a Hire](#)

Colorado State University Workshops

- Career Resource Library on web site
- Link through newsletter
- Included in online classes in Blackboard
- [Resume Presentation](#)



Edited Videos Created by Staff

Used by only 8% of MBA Survey Participants

Post-Production Edited Videos

[Professional Networking Video](#)

[Resume Video](#)

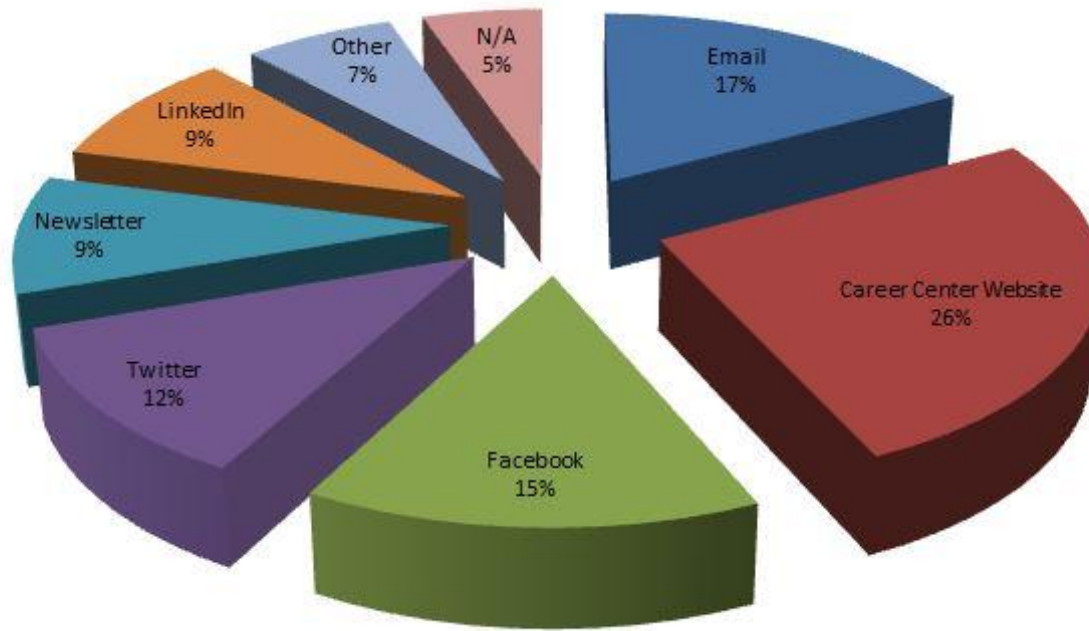
[Making the Most of your Internship Video](#)

Studio Recordings

[Studio Interview Sample](#)

How to Distribute Video

#13: How do you post or in other ways distribute video content to students and/or alumni online?



Using your resources

- Using your own equipment
 - Teleprompter
 - Video camera with tripod
 - Lights
 - Green screen
 - iPhone
 - Laptop with camera
- Journalism Department
- Student editors



What works

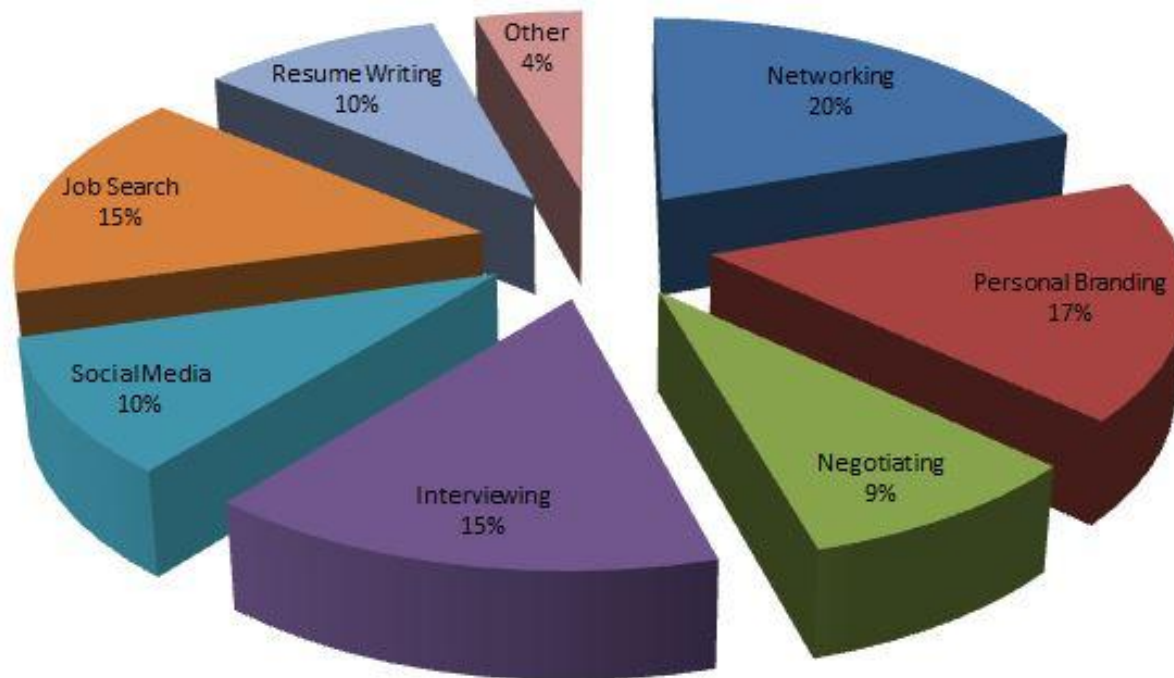
- Good audio and lighting
- Presenters in make-up
- Solid clothing colors
- No green/blue
- Lapel microphone
- Be animated/smile
- Memorized or use a teleprompter
- Consistent Graphics
- Intro and ending
- Studio interviews with solid backdrop and two cameras

What doesn't

- Too serious/no smiles
- Looking at notes or power point
 - even slight eye movements are noticed
- Too many graphic "gimmicks"
 - should be timeless
- Long videos
 - 4-6 minutes work well

Video Topics

#6: Which presentation topics are most popular with your student population?



Purchased Vendor Videos

Used by only 11% of MBA Survey Participants

Colorado State and Beyond B-School

- Playing at the beginning of workshop presentations
- In classrooms
- As an online resource library
- Playing in the lobby for students
In coaching sessions

[Darrell Gurney: 10 Executive Keys - Beyond B-School Video](#)

<http://coloradostate.beyondb-school.com>

Additional Video Vendors

Online resources

www.beyondb-school.com

www.careerspots.com

www.interviewstream.com

www.careerinsider.com

www.evisors.com

www.candidcareers.com

www.videobio.com

www.techsmith.com/camtasia.html

www.adobe.com/products/captivate.html



Questions?

Contact Us



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