



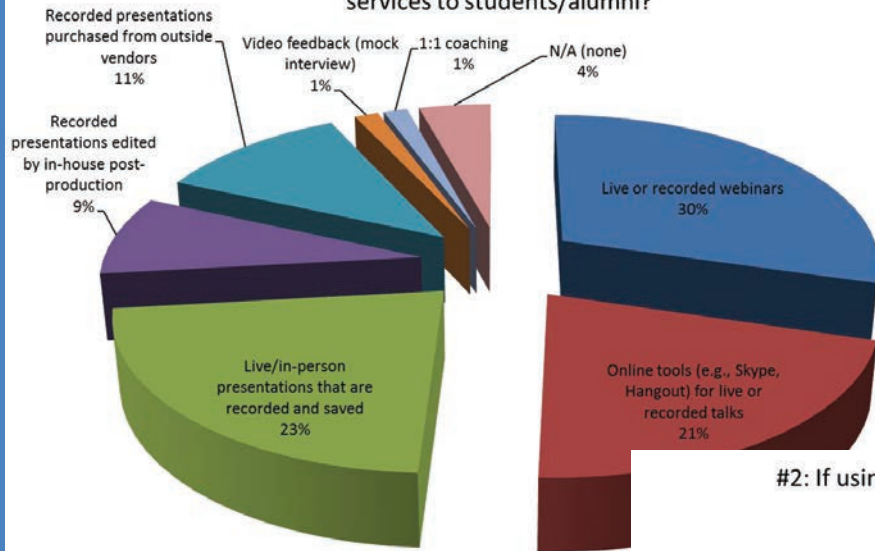
# Using Video to Expand Your Reach to Students and Alumni



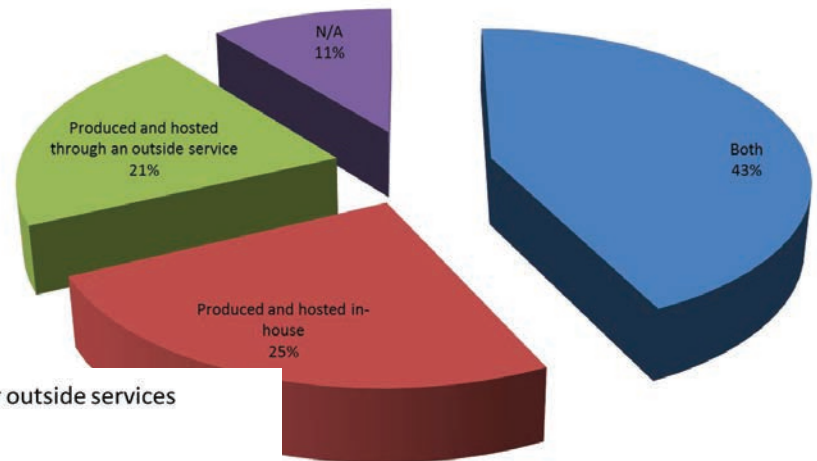
Darrell Gurney  
Founder, CareerGuy.com  
Author: Never Apply for a Job Again

Jennifer Doyle Vancil  
Graduate Career Counselor | Colorado State University

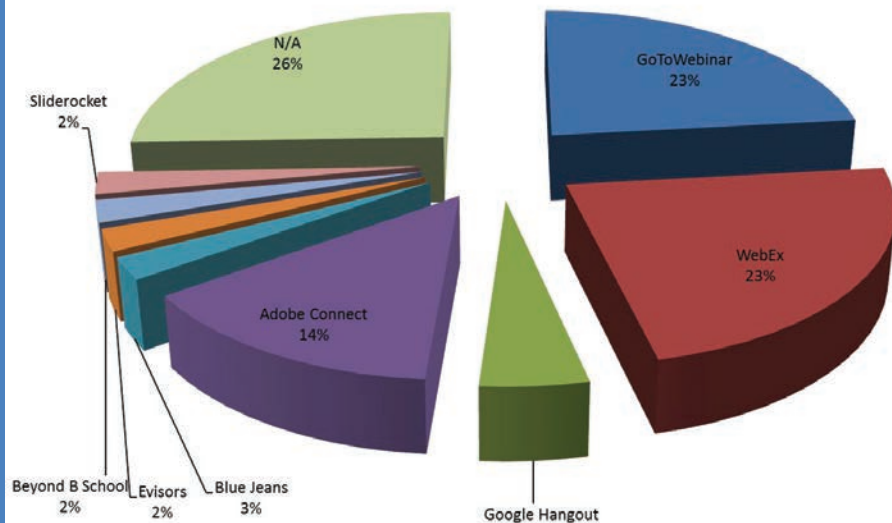
### #1: Which of the following video formats do you use to provide career services to students/alumni?



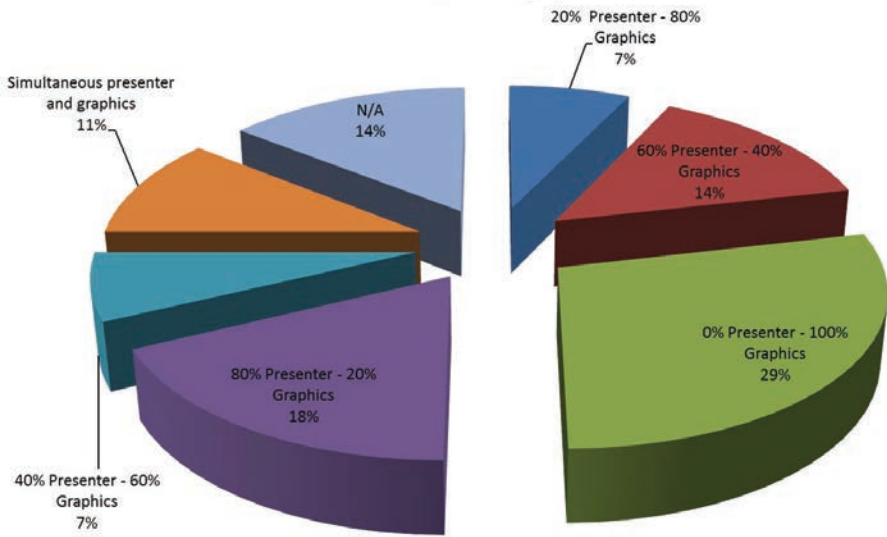
### #2: If using live or recorded webinars, do you host in-house or use webinars from an outside service?



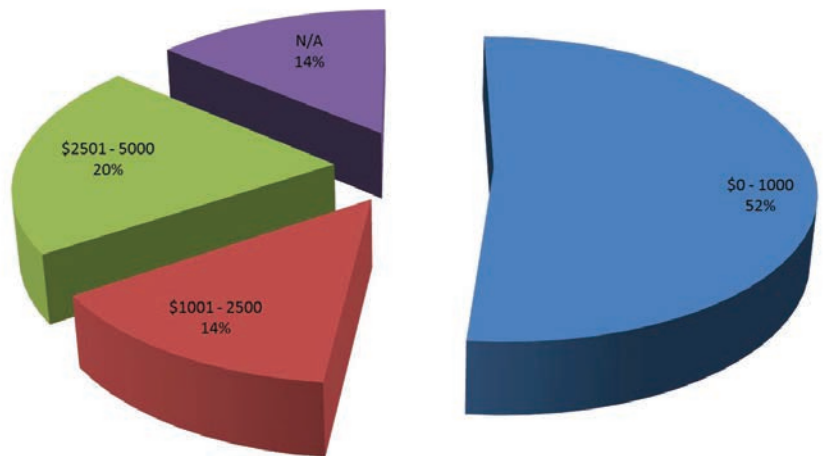
### #3: For webinar presentations, what technologies and/or outside services do you use?



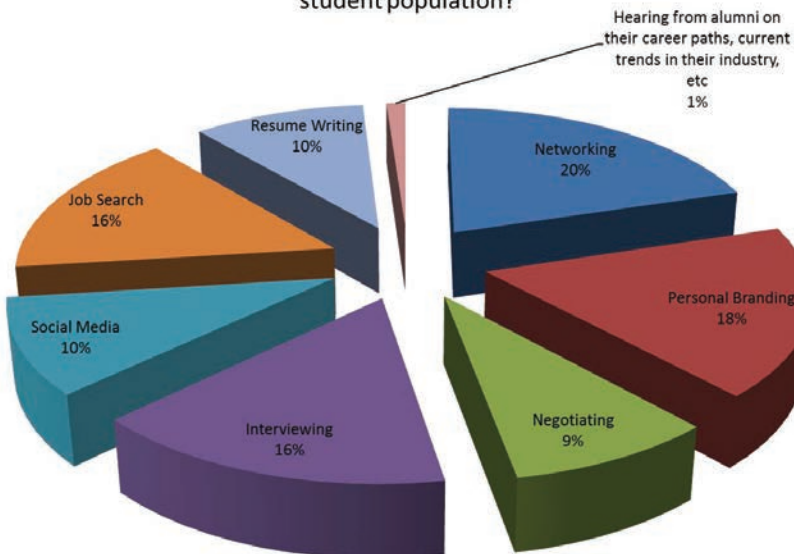
#4: For webinars, what percentage of the webinar is the presenter seen vs. PowerPoint graphics?



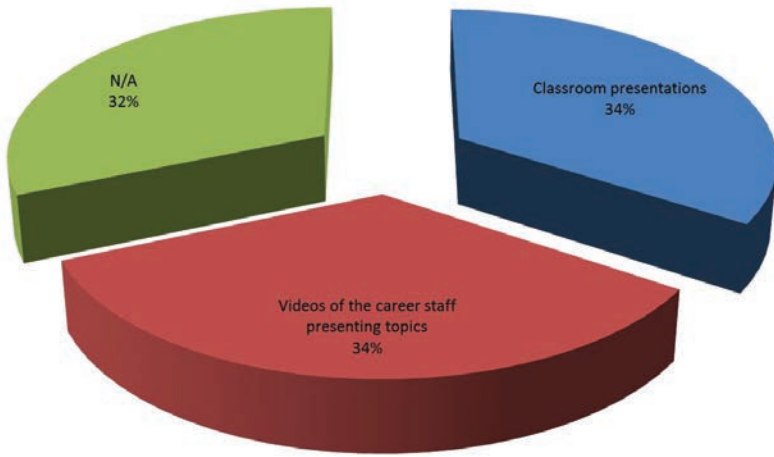
#5: Approximately how much do you spend annually on live or recorded webinars?



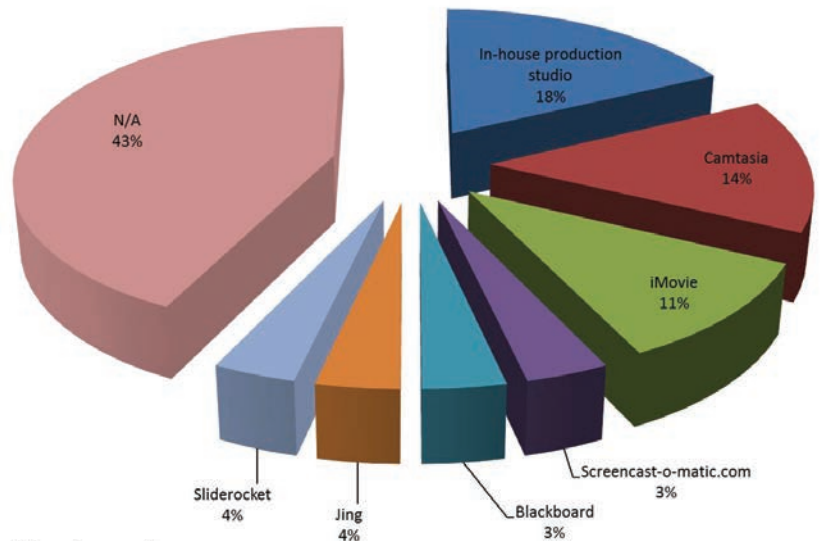
#6: Which presentation topics are most popular with your student population?



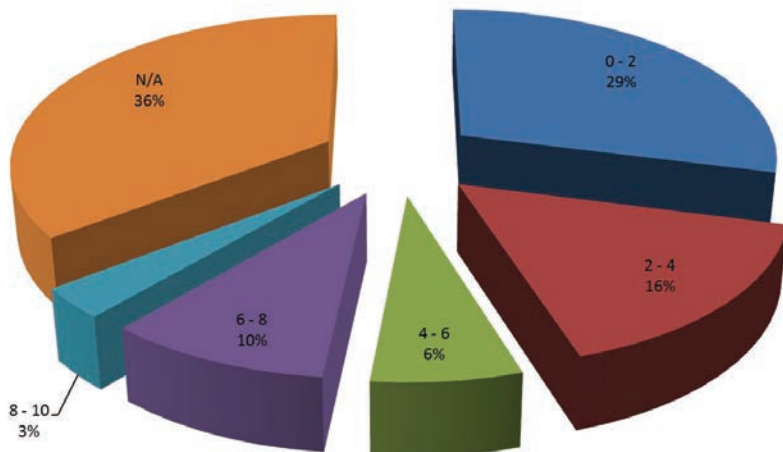
#7: If recording video live/in-person for later delivery, are these...



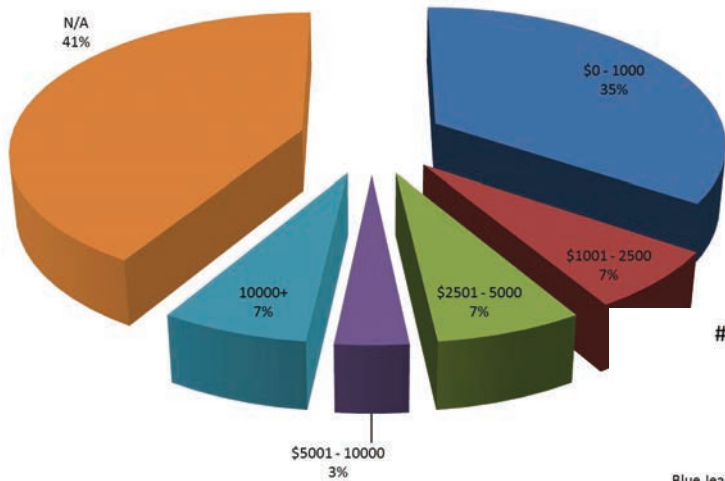
#8: If producing video presentations in-house, what technologies do you use?



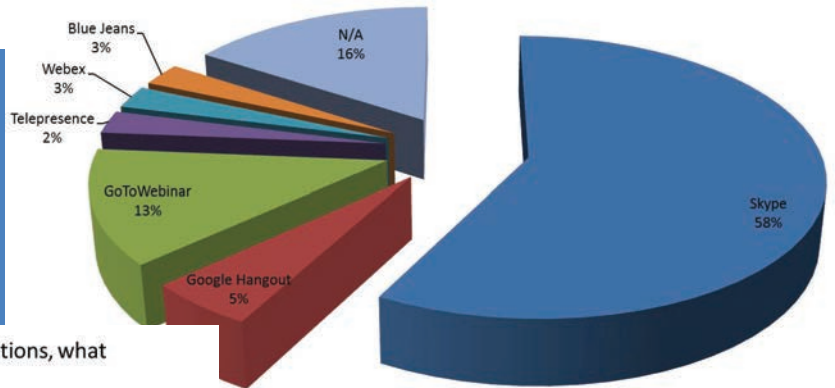
#9: If you offer guest speakers/panel presentations via video, how often do you do so annually?



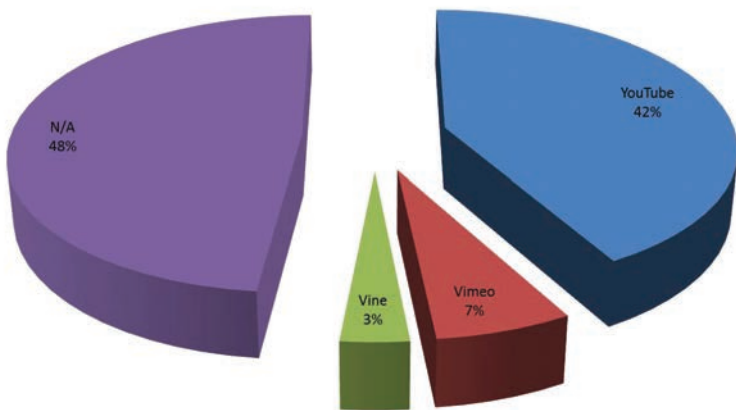
#10: How much do you spend annually on student video training or presentations outside of webinars?



#11: If conducting student appointments/employer interviews by video, what technologies do you use?



#12: If using video for student announcements/communications, what technologies do you use?



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

