

Realistic Job Preview Video Development, Implementation and Evaluation
Process/Activities

Draft

6/13/05

- I. Identify/Solicit Planning Team – for project input, direction, etc.
 - a. Cross jurisdictional, multi-level, “worker-bees,” including state, district and local office (especially project sites), video production staff. (Project staff and SME consultant).
 - b. No more than 10 people

- II. Logistics
 - a. Planning team establishes project timelines/benchmarks for **video development, implementation and evaluation.**
 - b. Work plan (including resource allocation) drafted and finalized.
 - c. Work meeting with SME consultant.

- III. Video Development
 - a. Identify critical factor content (positive, negative and neutral)
 - i. Adapt/react to NE critical factor list
 - ii. Primary review by planning team
 - iii. Subsequent review by local SMEs (Central, DPMs, others?)
 - iv. Finalization of content areas (priorities)

 - b. Script/Interview Guide Development
 - i. Planning team, SMEs and Video expert draft a script and preliminary interview guides.
 - ii. Review by others and finalize

 - c. Filming logistics
 - i. Timelines/benchmarks
 - ii. Select sites
 - iii. Solicit/select people to interview
 - iv. Identify existing and new footage needed.

- IV. Video Implementation
 - a. Work with HR and others to development implementation plan

- V. Video Evaluation
 - a. Work with HR and others to develop evaluation plan