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