



## Initiative Proposal

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### **Initiative: 3 min COE Promotional Film**

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### **Initiative Description:**

- To create a short promotional film for the college of engineering which can be shown to perspective students visiting the college, sent to high schools or put online.

### **Current state of issue & current solution:**

- Right now the college may have a promotional video but it is either longer than desired, 15-30 min, or does not actually exist. Students sit through enough presentation and lectures that after the first few minutes they will probably begin to loose interest and the college will have lost it chance to hook them.

### **Proposed solution:**

- By creating a shorter, promotional film the key strengths of the college can be presented in a way that will catch the students' attention and give them with a positive impression of the COE and U of I and leave them wanting to learn more.

### **Resolution:**

- This promotional film will be a good tool for recruiting prospective students as well as generally increasing awareness of college and its strengths.

### **Associated costs and expenses for implementation:**

- People, equipment and facilities for filming and editing will be needed. If the film is to be distributed to high schools then the media onto which the film can be recorded will also be needed.

### **Estimated Timeline**

- Sept:
  - Board Approval
- Oct:

- Development of general film outline
- Pitch to dean
- Start contacting/investing filming/editing resources
- Nov:
  - Finish detailed film outline
  - Work on scripting, filming locations, key “actors”
- Dec:
  - Start filming.
- Jan/Feb:
  - Finish filming
  - Start editing
- Mar:
  - Video ready for viewing and distribution