



VIDEO ACROSS THE CAMPUS: ADMINISTRATION

Alumni Relations

MAINTAINING CONNECTIONS

Keep school spirit alive. Include videos in your email campaigns for a more personal touch. Deploy a CampusTube video portal and invite alumni to join and share in the social video activity.

COMMUNICATING UNIVERSITY GOALS AND EXPECTATIONS

Did you know that we found that 91% of people think video makes executives more personal and reliable? When it comes to communications from the administration, make sure your message comes across the way you want.

CAMPUS EVENTS

Keep alumni engaged by broadcasting key campus events.

Some popular choices:

- Sports
- Guest speakers
- Lectures
- Performing arts

ALUMNI GIVING

To open the purse strings, make it personal. Video makes for a far more compelling plea than text.

REUNIONS

Not only should invitations go out with nostalgic video snippets reminding alumni of their ties, take the opportunity to livecast Reunion events to those who were unable to attend.

WHERE YOU ARE NOW

Help reinforce your network. Interview alumni, both prominent and more pedestrian, about where they are today and how they got there. People are always interested to know what their classmates are up to.



HR

CAMPUS-WIDE MESSAGING

Get everyone on the same page, even when they can't be in the same room. Webcasting lets the administration get personal messaging to everyone at once.

ONLINE TRAINING

Instead of bringing in consultants again and again or using HR resources for repetitive training to deliver a consistent standardized message, creating content via a single video production that can then be accessed by all staff, streamed live or viewed on-demand.

PROTECT AGAINST LITIGATION

Many schools today require compliance training in a number of fields to protect against litigation. With tools like viewing metrics and interactive video quizzes, today's video training can provide the accountability to prove against negligence.

Public Safety

SURVEILLANCE VIDEO

Focus on the health and safety of your students and community while reducing overhead by managing your surveillance video through the same interface as the rest of your video content. Stringent security and permissioning rules will keep your data safe.

