



# **VIDEO ACROSS THE CAMPUS: STUDENT LIFE**

## **SPORTS AND PERFORMING ARTS**

Help off-campus fans follow along with livestreams and recordings of sports events, concerts, dance performances, and more.

## **CAMPUS EVENTS**

Livestream guest lectures, panels, debates, and other campus events to extend the school brand off campus.

## **STUDENT GROUPS**

Help student groups communicate with the campus at large, fellow groups on other campuses, and with their families through video blogs and distribution connectors to social media.

## **TOWN-GOWN RELATIONS**

Foster a sense of community with the surrounding area by making the university more open and approachable. Share events with local sites. You can even include the community in your own videos!

## **FAMILY ENGAGEMENT**

Help students' families stay connected. Video makes for a more personal touch. Make it easier for students to share their experiences and triumphs with far-flung family members.

## **CAMPUS YOUTUBE**

Create your own video portal, under your control and branding, to unify the community while maintaining some control.

