



The NEA Foundation Grantee Video Guidelines

What are we looking for?

We believe that our grantees are doing innovative and important work, and our hope is to share knowledge gained from your grant projects with other educators. We want you to send us:

- Video clips
- Still photos

And we will turn them into a video. Your video will be shared on the NEA Foundation website and used for future grants promotion. (Before you film any students, please be sure that you follow your school's protocol and **obtain all required permissions.**)

What should I film?

Videos should include the following four elements, captured through footage of class activities or by asking your students questions as they perform the assignments.

- 1. What is your grant project?** Describe or show the goals and learning objectives of your project and how they will be achieved.
- 2. What are the assignments?** Show students working on specific assignments in groups or individually within the classroom or elsewhere.
- 3. What are students learning?** Show what students are learning, what they are enjoying, and what is challenging them.
- 4. What are the results?** Document what the outcome of the grant project was, what students achieved, any program changes, long-term curriculum improvement, adjustment, etc.

How do I film it?

- 1. Get parental permission to film your students.** Make sure you follow your school's procedures for recording or photographing students. At the end of this guide, you'll also find the NEA Foundation's parental permission form that you can use, if your school doesn't have one.

2. Ask your students questions that will document your project in action:

- What are you working on now and what's the goal?
- What are you learning from doing this work?
- What part of this work is most challenging to you, and why?
- What part of the project do you enjoy most, and why?
- What will you remember after today?

3. Try to capture your project from start to finish. Talk to your students and film your own thoughts before, during, and after your project.

4. Get help with the filming. You can have students film each other, ask your co-applicant for help, or even include other educators, staff, and parents in the process.

If you film interviews with yourself and your co-applicant, discuss:

- Describe your project.
 - What are the goals of the project?
 - What are you doing?
 - Why did you submit a proposal for this project?
- What did you accomplish through this project?
- What did you learn? Or what are you learning? From a specific activity? After project completion?
- Share personal stories or experiences. What was your favorite part? How do you think this experience will impact your students' learning? Their future?
- How have you shared what you learned with other educators?
- How will this learning be incorporated in future classes?
- What were the unexpected lessons or results of the project?
- Will you leverage this project to get new support for future work? How?

5. Use any kind of filming equipment you have. Smartphones, tablets, and dedicated cameras all work well.

6. Capture action shots and interviews.

- For action shots, the picture is key. Try to capture your students candidly as they work, collaborate, and learn, or your co-applicant as he/she teaches.
- For interviews, the audio is paramount. Find a quiet place to interview and discuss the project yourself. Make sure the camera (including the microphone) is close to the speaker.

How much should I film?

1. We know you could probably capture hours of video of your students hard at work, but sometimes shorter is better! If you're interested in editing your own video and sharing the final product with us, **make it is no longer than two minutes.**

2. If you don't plan to do any editing and just want to send us all of your video clips, we'd love to create a final video for you and help your classroom shine! In this case, **try to capture video clips that are at least 30 seconds each** to allow us enough space to edit your clips.

Where do I send it?

1. **Upload your video files to Dropbox.com.** First, you'll need to create an account on Dropbox.com if you don't already have one. Don't worry, it's free! Simply create a username and password and sign in. Once you have created your account, complete the following steps to upload and share your video files:
 - On the "Files" tab, click the second icon near the top-right of the page to create a "New folder."
 - Click "Add files" and select your .mp4 or .mov video files, then click "Done" once all of your files have been uploaded.
 - Then, hover over the new folder you created with your files now added. Click the "Share" button that appears on the right and select "Invite people to collaborate" from the drop-down menu.
 - Enter the following email address and message:
Email: cmcccloud@nea.org
Message: "Grantee video submission"
 - Your full name
 - Your school
 - Your city, state
 - Date your grant was awarded
 - Then, click "Share folder," and you're done!

Filming Tips

- Hold the camera horizontally so that your recording is wider than it is tall.
- Get a variety of angles, including wide shots of the whole classroom, medium shots of small groups, and close-ups. Move slowly and keep the camera steady as you change shots or angles to reduce camera shake – you can use a tripod if you have one.
- Make sure the sunlight (or lamp light if you are indoors) is behind you when you're filming—not behind the subject.
- Make sure the battery is fully charged before the start of your event.
- If you are shooting one subject, such as a person, keep them in one section of the screen. Imagine lines dividing the screen into thirds, and center the subject in the left, middle, or right third.

Thanks for your help! We can't wait to see what you've working on. If you have any technical questions, please feel free to contact Carrie McCloud at the NEA Foundation at 202-822-7806 or cmcccloud@nea.org.



Photo Release Form for Minors

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

1) The above named person consents to the unlimited use by the NEA Foundation and/or the National Education Association (NEA) of his/her image in any form, including but not limited to, digital media, film, audio recording, or still photography, in connection with any Foundation and/or NEA publicity or communications effort. These efforts may include, among other things, publications, videos, and websites.

2) The above named person agrees that the NEA Foundation and/or NEA may have unlimited use of any program information or text from communications that he/she submits to either of them, in connection with any Foundation and/or NEA publicity or communications efforts, as described above

3) The NEA Foundation and/or NEA shall be under no obligation to actually use the above-mentioned person in any way.

4) The above named person further agrees that neither the NEA Foundation nor the NEA will compensate him/her in money or otherwise for the consents granted above.

CHILD'S NAME

PARENT'S OR GUARDIAN'S NAME

ADDRESS

HOME AND CELL TELEPHONE NUMBERS

PARENT'S OR GUARDIAN'S SIGNATURE

DATE