



School Nutrition Industry Conference 2020
Unleash the Untapped Potential of Video
Chris Burkhardt



Ideas@Work education sessions are intended to inspire and encourage innovation in school nutrition through peer-to-peer learning and engagement.

Affiliation or Financial Disclosure



- Chris Burkhardt, Executive Director
- Cleveland Metropolitan School District
- List any affiliations/financial disclosures.
 - Nothing to disclose



Ideas@Work



- 30 minute sessions walking through a big idea
- From concept to implementation
- Ways attendees can do it too



The Future



- Social Media
- Training
- Advertising

Short Clip Videos (VR soon)



A Bit About Our District



- Cleveland Metropolitan School District, Cleveland Ohio
- 38,000
- 78% Free/Reduced (CEP)
- 100% new Management Team for School Nutrition Department



The Big Idea- Video Training Library



Why consider video

We had...

- No time to train
- High turnover of staff
- No training coordinator
- Training inconsistencies
- Re-inventing the wheel with each training session

There must be a better way, RIGHT?



What we video (and why)

- All training sessions
- NEWS updates
- Communication to principals/ leadership teams
- Changes in operations
- Recipe Development
- Site visits
- What we do (good and bad)
- Interview staff before and after training or guest speakers



Planning



- Starting the process
 - JUST START!
 - Don't worry about technical skills or equipment
 - Trial and error
 - Research how to video (you tube)
 - Just capture video
 - What obstacles did you need to overcome?
 - Most people do not want to be on video (deer in headlights or the class clown)
 - Lighting- avoid flouresent
 - Ambient noise
 - 8 takes for a 30 second message



Planning



Planning



- The equipment

- Do research but don't go looking for the unicorn. Start small and work your way up (if needed)

- 3 options

- Cell phone
 - Point and shoot
 - DSLR

- Accessories

- SD card
 - Tripod
 - Selfie stick or Gimbal (if using cellphone)
 - Microphone (boom mic/ Lapel mic/ wireless mic)
-

Planning



Ambient noise

Cooler/ Freezer compressors

Students

Staff

Lighting

Natural light is great

Natural background (color but not too much busy color)

Avoid stainless steel



Implementation – What?



- We recorded everything
- Examples:
 - Site visits
 - Recipe development
 - CEO talks
 - Message to principals

Even if you do not use the raw footage now, you will be happy later when you need it.



Implementation – How?



- How did we do it?
 - Break the process down into steps, if possible.
 - Pause between steps- This allows easier editing now and in the future
 - If things change you can edit easily with a text slide
 - Keep consistency to a few locations and a few people
 - Practice talking slow and enunciating
 - Do not use slang or acronyms
 - Practice but make the video seem natural
 - We use PC/ android not apple/ mac
- Use district resources if available...



NEWS Station- C.M.S.D. in 60



Implementation – How?



Big Questions to ask yourself before getting started...

- Equipment
- Where to store the videos
- Editing software (who is trained how to use the software)
- Consistency- Where to video, who to video, (think Brand)
- Backdrop
- Queue cards?



Results



Pros

- We are now building a training library
- We are able to use the footage in hearings and grievances
- Staff like to be able to “see the steps”

Cons

- Some staff still do not embrace video
- Long term storage of video is still pending
- We have switched editing platforms three times
- We tried to get too “fancy” too quickly



Your Turn



- What can you start recording tomorrow?
 - Meetings?
 - Trainings?
 - Site Visits?
 - Operations?
 - Good Practices?
 - What NOT to do?
 - Things you are proud of?
 - Things that are hard to explain?
 - Meetings with Manufacturers?



Your Input is Critical!



Evaluate this session using the #SNIC2020 App





Thank you!

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