School Nutrition Industry Conference 2020
Unleash the Untapped Potential of Video
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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 flourescent
  • Ambient noise
  • 8 takes for a 30 second message
Planning

- Information about external perceptions of the District
  - The public also has some negative perceptions, including:
    - Discipline, bullying and how it's handled
    - Lack of access to schools and classrooms
    - Lack of connection with neighborhoods
    - Lack of building cleanliness
    - Not enough healthy meals
    - Lack of resources
    - Overcrowded classes
    - Overall quality of education
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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