

Storyboard: Overview & "A Day in the Life" videos for

Overview Video

Objective: Emphasize the people, partnerships, and potential opportunities that the HPOG Program gives to participants.

Overarching Themes: Culture, Employment, and People.

Layout: Video should highlight aspects of the program and what potential participants could expect.

Target Audience: People interested in going back to school to better themselves and their families, people with an interest in the healthcare industry.



Video Flow

Video should highlight the great aspects of the HPOG program and the impact that it has on the participants and the people they work with. Smiling, enthusiastic people should be shown actively participating in relevant procedures while a voice over expresses the positive impacts of the program. Talking points should be: How has the program helped them, what impact does it have on their future and their family, and what could others expect to get out of the program.

Storyboard: Overview & "A Day in the Life" videos *for* cont.

"A Day in the Life"

Objective: Document what a typical participant of the HPOG program would experience on a daily basis and the inspirational aspects of their hard work.

Overarching Themes: Culture, Employment, and People.

Layout: Video should ideally be shot POV or close-quarters third person, giving the audience the highest impact allowing them to see it through the eyes of the individual.

Target Audience: People interested in going back to school to better themselves and their families, people with an interest in the healthcare industry.



Video Flow

The video should follow the day of an individual in the HPOG program. Whether their day begins early in the morning or late at night the amount of dedication, commitment, and passion the individual has should immediately impact the audience. Shots should include the individual getting ready for the day in some way. This could mean putting on gloves, preparing paperwork, walking into the facility, ect. If possible, still shots of family should be included (possibly in the form of a background image on a cell phone, picture in a wallet, ect.) with narration from the individual stating the importance of programs like HPOG and the great impact it has on their family and future. Include narration of why the individual is passionate about what they do, and why they get up every day to do it.