

5.1

# BUUSD Facebook Page Growth in the Past Year

## Barre Unified Union School District

Total Page Followers: 678



## Barre City Elementary & Middle School

Total Page Followers: 1,340



## Barre Town Middle & Elementary School

Total Page Followers: 1,540



## Central Vermont Career Center

Total Page Followers: 708



# Spaulding High School

Total Page Followers: 1,660



## 6.2



### **BUUSD Budget Video Project**

#### **Project Description:**

The Digital Media Arts second year program, or DMA 2, will create a series of videos to be used by the BUUSD in order to highlight information and issues related to the upcoming budget vote for 2021-2022. Each video will touch on a different subject, including; the use of technology in BUUSD, college and career preparation and how the schools have been dealing with COVID and remote learning. All of the videos are meant to inspire and also have an overarching theme of the importance of community in Barre.

#### **Project Goals:**

- To show how the schools empower and teach the students with the skills, courage and optimism to pursue their dreams and enhance the lives of others.
- Technology showcase. I.e. how is technology being used to promote student learning

- To show, not tell the story of where the money from the budget goes through short, targeted vignettes.
- To highlight students NOT information

## **Deliverables:**

- 3 different documentary style videos, approximately 2 minutes in length to be used on social media, the BUUSD website and to be distributed via email.

The follow are general themes for each video:

- **CAREER/COLLEGE PREP**
- **TECHNOLOGY**
- **COVID**

## **Limitations:**

1. Covid: Not having access to places, masks, limited capacity.
2. Breaks 11/25/20 - 11/27/20 & 12/23/20 - 1/1/21
3. Going to Schools: Transportation, time to get to schools, planning a time and day.

## **Inspiration:**

- <https://vimeo.com/97205916> - We like the jump cuts in this video. Perhaps we can use this style when interviewing students by having them give a few words that describe their

educational experience.

## **Milestones/Schedule:**

1. Research & Scope or SOW **10/15/20**
2. Concept/ Idea & Scripting **10/29/20**
3. Pre - Production **11/11/20**
4. Principle Production **11/24/20**
5. Post Production & and Client Back and Forth **12/18/20**
6. Final Edits **1/5/21**
7. Delivery to client **1/15/21**