**CHAUNCEY’S SUMMER VACATION**

**PROJECT OVERVIEW**

It is important to keep students engaged and connected to the college during summer vacation. This video is fun glimpse into Champlain College’s mascot and the withdrawal he goes through when the students leave for the summer. It would answer the question, “how does Chauncey spend his time on campus while the students are gone?” Without the students, Chauncey is unable to do many of the activities he enjoys. The overall message should convey “wish you were here, can’t wait to see you in the fall!”

**GOAL**

* Keep current students engaged and maintain a positive affinity for Champlain College using College’s popular mascot, contributing to yield and retention efforts.
* Secondary usage for MKTING for prospective students to demonstrate Champlain’s brand personality and build positive affinity to reduce summer melt.

**AUDIENCE**

* Current students
* Prospective students
* Parents
* External communities

**TIMELINE**

* Filming & production:
	+ June 20, 2016 — July 3, 2016
	+ first draft delivered by July 3, 2016
* Edits/Review:
	+ Reviewed by Nichole & other stakeholders: July 3, 2016 — July 10, 2016
	+ Edits to Ryan by July 10, 2016
	+ Edits to video: July 10, 2016 — July 17, 2016
	+ Second Review: July 17,2016 — July 24, 2016
	+ Additional Edits to Ryan: July 24, 2016
	+ Final Edits: July 24, 2016 — July 31, 2016
* **Final deliverable deadline: August 1, 2016**

**DISTRIBUTION**

* Social Media
* Web
* POSSIBLE: Admissions email, web social media

**EXAMPLES**

<https://www.youtube.com/watch?v=cWVoHLRRigU>

[https://www.youtube.comv=4UMDKHV58vo](https://www.youtube.com/watch?v=4UMDKHV58vo)

**EQUIPMENT**

* Camera
* Tripod
* Lighting
* POSSIBLE: Glidecam

**SHOT LIST**

|  |  |  |  |
| --- | --- | --- | --- |
| **LOCATION** | **FRAME** | **ANGLE** | **DESCRIPTION** |
|  |  |  | *FADE IN* |
| Ext. — Champlain sign | MS | EL | PAN of Champlain College sign, Chauncey at end. |
| Ext.— Ampitheatre | LS | EL | PAN of Chauncey on ampitheatre. |
| Ext. — Ampitheatre | MS/LS | EL | Chauncey on Amitheatre, alone |
| Ext. — Admissions entrance walkway | MS | Slight LA | Chauncey walking towards Admissions building |
| Int. — gym.  | ECU | EL | Weights in gym, Chauncey attempting to lift without spotter. |
| Int. — gym | MS | EL | Tilt down, Chauncey attempting to lift, gives up.  |
| Int. — EATS | MS | EL | Chauncey waiting at counter, no service |
| Int. — EATS | LS | EL | Chauncey still at counter, shows nobody in room |
| Int. — Library | MS | EL | PAN; Chauncey reading in library |
| Int. — Library | LS | EL | Chauncey reading, shows nobody else around in library |
| Int. — art studio | MS | EL | PAN; Chauncey in art room/at art table, sitting |
| Int. — art studio | LS | EL | Chauncey sitting alone in art room, nobody in room |
| Ext. — Courtyard/lawn | MS | EL | Chauncey with Frisbee, getting ready to throw/throwing frisbee |
| Ext. — Courtyard/lawn | LS | EL | Chauncey throwing Frisbee, shows nobody there to catch it |
| Ext. — Courtyard/lawn | LS | EL | Cont. from above, Chauncey standing, kicking feet, hanging head, etc…  |
|  |  |  | *FADE OUT* |