

SWAGELOK INTERN VIDEO

PROJECT PROPOSAL

UPDATED 6/18/19

BACKGROUND

This video will recap various intern and co-op activities throughout the summer for executives and other attendees at the Intern Thank-You Breakfast on August 2.

It is also the hope that this video could be used for future recruitment efforts and shared throughout our various platforms and social media channels. We want to highlight the personal and professional development of our interns and co-ops while also communicating the fun experiences and opportunities they had during a summer at Swagelok.

IDENTIFIED GOALS (PER AFFECTED OPERATIONS LEADERS, COMMS TEAM)

- 1) Collect images and video from interns and co-ops throughout all functions of Swagelok to compile into video.

RECOMMENDED APPROACH

Create a central location for files to be stored and have all interns and co-ops send their materials there. Check in with interns and co-ops per the timeline to make sure they are submitting material and we have enough content. Then proceed with sending to vendor for production.

RECOMMENDED VENDOR, VIDEO STYLE AND GUIDE, BUDGET

PEG:
\$3,000

Style: Compilation of videos and pictures, separate into events, projects, intern groups, etc.

PROJECT TEAM, RESOURCES

Communications:

- Project manager: Livi Wise and Emily Kadas
- Gina Zimmerman
- Consultants: Brooke Benes and Brittany Gazdak

Operations, key stakeholders:

- Human Resources and Communications departments

TIMELINE

Discovery phase: May 2019



- Coms approached by Brittany Gazdak to collaborate on creating an intern recap video for the Intern Breakfast in lieu of presentations

Scope phase: June 2019 – August 2019

- Project plan drafted
- File path created, communication sent to interns and co-ops

Build phase: May 2019 – September 2019

- Monitoring level of content daily
- Organizing and sifting content to prepare to send to PEG

Timeline:

June 17: Touchbase with Gina, follow-up on recommendations/next steps

Draft project plan and determine file location/sizes

June 21: Send communication to interns/co-ops

July 8: Follow-up with interns/co-ops to encourage submissions/check status and volume of content

Late week of July 15: All content sent to vendor to begin video production

Late week of July 22: Video is complete, sent to team for approval

August 2: Video displayed at Intern Breakfast

Events/Items to cover:

Intern Social Indians Game June 25 TBD

Intern Volunteering (July TBD)

Intern Challenge

Projects/Developmental Sessions

