

November 2023 Webinar

Capture and Motivate: Reigniting Youth Collaborations and Engagement

Presenters:

Ralph Nickerson, Guadalupe Hernandez and Erika Ortega

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Love Notes Curriculum



Recruitment Building the relationship

■ Initiating Relationships

- *Introduction of the organization and program as a team*
- *Offer a parent night to introduce the program to them*
- *Continued communication to create relationships with the health and counseling coordinators*



Partnership Meetings

- Partnership Meetings
 - Set up zoom meetings with the contact person, to ask and answer questions, most importantly solidify dates
 - Send out confirmation email of meeting details
 - Revisit for finalization before scheduled date



Press Kit



- Dates confirmed
- Curriculum overview
- Consent links
- Calendar evite
- Survey links

*A week before the scheduled date, send a reminder email about the consent forms and confirming once again the dates.





TEAM PLANNING

- BRAINSTORM NEW APPROACH- ICE BREAKERS
- REVIEW LESSONS
- ADAPTABILITY



Student Retention

- Setting the tone
- Incentives
- Create Rapport
- Healthy competition
- Reward/Appreciation





REAL TALK FROM
REAL STUDENTS



Project C.A.M. Capture and Motivate



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WWW.BEEBUSY.ORG

MEET THE TEAM



RALPH NICKERSON
MULTIMEDIA DIRECTOR



JEREMY TILLIS
MULTIMEDIA SPECIALIST



BEE BUSY, INC

About Me



Director of Marketing and Social Media Bee Busy Inc

Over thirty years in tv news and video/film production

**Former professor at Hampton University, Art Institute of Houston,
and Texas Southern University**

Former teacher at Hightower HS and Royal Palm Beach HS.

Three-time EMMY Winner

Two Edward R. Murrow Awards for investigative reporting



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HOW TEENS LEARN



The Basic Principle for CAM

**“Tell Me and I Forget;
Teach Me and I May Remember;
Involve Me and will I Learn”**

HOW TEENS COMMUNICATE



A recent survey conducted by Common Sense Media shows that teens are more likely to get and share information via social media. More than half of teens get news a few times a week from Instagram, Facebook, Twitter (now X), and TikTok. Facebook is the least popular for teens.

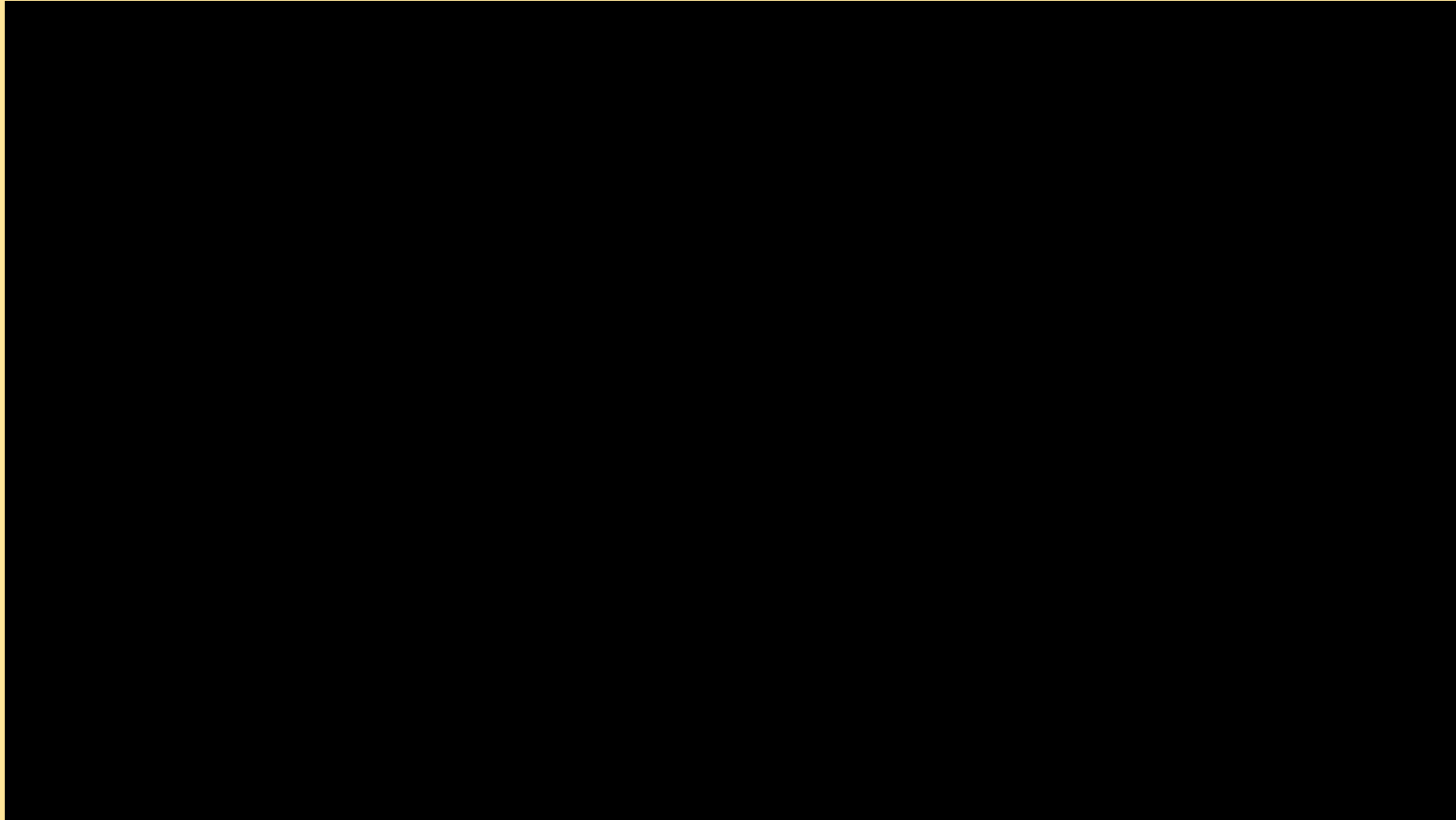
THE POWER OF VIDEO AND SOCIAL MEDIA



What is media?
How is it different from “social media?”
Using your power for good.



“PUT THE STUDENTS IN CHARDE OF TEACHING”



TEENS TEACHING TEENS



BASIC LESSON PLAN

- Week 1: Intro to course/ Social Media/ “Love Notes”
- Week 2: Basic Principles of Cinematography/ ”Red Flags”
- Week 3: Interviewee-Interviewer Dos’ and Don’ts/ “Teen Pregnancy”
- Week 4: Video Editing Pt. 1
- Week 5: Video Editing Pt. 2
- Week 6: Basics of storytelling and writing
- Week 7: Pre-Production (casting, Crew, blocking, readthrough)
- Week 8: Production (shooting the film)
- Week 9: Post-Production (Editing, poster, social media promotion)
- Week 10: World Premiere

GEAR NEEDED

DSLR CAMERA
TRIPOD
THREE LIGHT KIT
BOOM MIC
COMPUTER
HARDDRIVE

Pod Casting 101



How To Add Media To Your Program On A Budget

1. Use your phone
2. Free software is everywhere
 - a. Adobe Rush
 - b. Blackmagic Resolve (free version)
 - c. iMovie
3. Get donations from local video production companies.



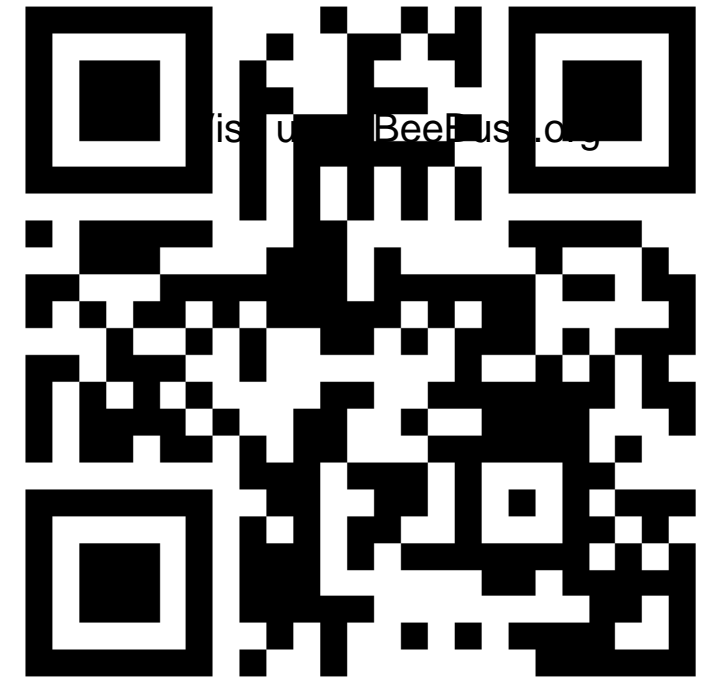
Q&A



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