

Building on the “Profiles of Success” project, HPNEC is launching the Video Profiles Project – a collection of one to two minute videos highlighting the success of your Title VII or Title VIII program and showing the programs in action. Videos will be featured on a Profiles of Success YouTube channel, available to the general public, and can be used in a variety of ways to promote your Title VII and Title VIII programs!

Submissions are encouraged by Feb. 28, 2011

Please submit all videos via email to Shannon Curtis at scurtis@aamc.org



Video Profiles Project

Things to Talk About:

- What your program does
- Where your program located (institution, city, state)
- Who participates in your program (Students? Residents? Faculty?)
- Who your program benefits and how

What to Feature:

- Title VII or Title VIII grantees
- Students, residents, or faculty in a Title VII or Title VIII funded program
- Beneficiaries of a Title VII or Title VIII funded program
- All of the above!

Tips for Success:

- Be creative! Keep your videos to 1 to 2 minutes, but show your program’s most compelling story.
- Be sure to clearly introduce yourself, your location, and your Title VII or Title VIII program at the beginning of the video
 - Example: “Hi! I’m Joe HealthProfessional and I’m a student at XYZ University in City, State. I’m getting my Master’s of Science in Nursing thanks to the Title VIII advanced education nursing program. “
- Avoid the lead grantee talking behind a desk for the entire duration of the video
- Don’t feel the need to professionally edit these videos! Brief, casual, fun videos are perfectly acceptable
- Work with your communications office in creating a video profile

By Submitting a Video Profile, You:

- Certify that no government monies were used to create the video profile;
- Certify that all copyrightable work in the video is your own or you have obtained formal permission from the copyright owner
- Grant the Health Professions and Nursing Education Coalition (HPNEC) a royalty-free, perpetual, non-exclusive, worldwide license to reproduce, distribute, modify and otherwise adapt the video profile in all media formats;
- Authorize HPNEC to use your name, likeness and school affiliation in connection with the campaign and your video profile and have received authorization of same for anyone else who appears in the video profile; and
- Acknowledge that the video profile will be made publically available on the internet.