

#MyACCCASTory | Guidelines for submitting video content

HOW to submit your video:

In order to maintain consistent branding, we ask that you submit “clips” of video where you answer one question per clip. ACCCA’s communications team will edit the video, add titles, music and transitions. You just need to focus on telling your story!



Some tips for your clips:

1. Have whoever films you ask the questions off-camera. You will need to pause a beat or two before responding, then answer so that the question is built into your answer. (For example: Who connected you to ACCCA? “The person who connected me to ACCCA was...”) The reason for the short pause is to create “handles” for the video editor to transition between clips and not cut off what you are saying as you begin speaking.
2. Write out what you want to say ahead of time and rehearse a few times. Be willing to do a few “takes.”
3. Pay attention to your background in terms of what is going on around you, ambient noise, lighting etc. You will look best in natural light vs. indoor lights.
4. Save your clips as MP4 or MOV (Quicktime)
5. Create a folder and upload to DropBox and send a link to Susan Bray (director@accca.org)

WHAT to include in your video:

Member Profile Questions:

ABOUT YOU

Name:

Position Title:

College:

- Number of Years in current position:
- Number of years as an administrator:
- Who or what inspires you to be a better administrator?

- What do you find is currently the most challenging part of being an administrator at a California community college?
- At this point in your career, what are you most proud of?
- Who is the person who most influenced you professionally and why?
- If you were mentoring someone new to their administrative career, what would you advise them to do their first year on the job?

Optional Testimonial Prompts (feel free to comment on any of the following as well as the Profile questions.)

- Who was the person who connected you with ACCCA, and how has your membership/engagement in ACCCA helped you develop as an administrator?
- What ACCCA programs have you attended, and what insights or connections from those experiences has had the greatest impact on your career (describe a leadership opportunity or a successful team effort you've had and how you applied what you learned in an ACCCA Program.)
- Describe a challenge you had to overcome as an administrator and how your ACCCA network and skills help you rise to that challenge?
- What is a lasting memory you have from an ACCCA event? Perhaps a speaker or connection you made had a significant impact on your career. Describe what happened that made that difference for you.

