

Video Recruitment Features

Description

Gold, Silver, and Bronze awards may be given for innovative recruitment videos. Entries must have been produced specifically for your institution and not for, or in conjunction with, other associations or groups.

Subcategories

- a. Traditional video, DVD, CD or film
- b. Non-interactive features that use Flash

Judging Criteria

The judges specifically will look for:

- How objectives met your institutional mission;
- Creative ideas;
- Program's content, scripting, photography, soundtrack, and editing;
- Understanding of the target audience(s);
- Institution's mission and how well it is communicated;
- Budget and creative use of available resources; and
- Results.

Entry Instructions

Do not enter your entry in more than one electronic media category. If entries have a multiple purpose, choose the category that best fits.

1. Upload to the awards website your video file or provide a link to the video online.
2. Label your entry with its title, format, and length.
3. Submit completed entry form online to CASE.