



JA Intro Video - Virtual Volunteer Guide

Students of all ages have a strong curiosity about the world and how it works. Our community volunteers continue to be a vital part of JA programs as they bring real-world relevancy to learning. Share your personal and professional experiences with them as they use our virtual platform to gain confidence and build hope for tomorrow.

Volunteer Role

As a virtual volunteer, you will share a prerecorded greeting to a JA classroom by creating a simple video using your laptop, tablet, or smartphone. In the video, you will greet the students, provide a short introduction to your career, and encourage students to continue working hard during distance learning. Your video will be viewed by students as part of their school's digital curriculum or with the guidance of their classroom teacher.

- ★ JA welcomes volunteers to record video with a **partner** - co-worker, friend, or family (18+) member

Time Commitment

Approximately 1 hour including prep, set-up, filming, and uploading your file to Dropbox

- ★ **Individual** volunteer recording – 3-5-minute recorded video ([Example](#) video)
- ★ **Partner** volunteer recording – 5-7-minute recorded video ([Example](#) video)

Volunteer Steps to Complete

- All volunteers must complete and sign the [JA Volunteer Registration Form](#)
 - Volunteers **must** be **18 or older** and only registered volunteers may appear in the video
- When working with a partner, determine a time to meet to plan and record the video
- Film your video and upload it to a [secure Dropbox folder](#) (further instructions on page 5)
 - You **do not** need a Dropbox account to upload your video to this folder
 - JA will review and edit your video with our JAUM branding
 - Your video will be uploaded to our YouTube channel playlist to be shared with classroom teachers and their students
- Review** information on **pages 2-5**
 - Preparing the Presentation – page 2
 - Presentation Outline – page 3
 - Creating your video – page 4
 - Submitting your video – page 5

Presentation Logistics

Individuals/Partners recording video located in the same household:

- ★ Choose and set-up a device for recording the video.
- ★ Choose to record video using the camera function on phone or tablet or using a team meeting platform to record on a mobile device or laptop.
- ★ If you choose to use a virtual meeting platform to record the video, the following links are useful resources on how to record on your preferred platform:
 - Zoom: [How to record to local device](#); [How to record to the Cloud](#); [Choosing a recording layout](#)
 - Microsoft Teams: [How to record a meeting in Teams](#)
 - WebEx: [Recording and Downloading your WebEx Meeting](#)
 - Google Meet: [Record a video meeting](#)
- ★ Identify who will press record and stop recording the video.
- ★ Do a test recording – make sure that the background is not distracting, and that all participants fit in the video frame and can be heard well.

Partners recording video located in different households:

- ★ Determine who will be recording the video, and which platform to be used for the recording.
 - Many virtual meeting platforms have an option to record. See the following links for resources on how to record on your preferred platform:
 - Zoom: [How to record to local device](#); [How to record to the Cloud](#); [Choosing a recording layout](#)
 - Microsoft Teams: [How to record a meeting in Teams](#)
 - WebEx: [Recording and Downloading your WebEx Meeting](#)
 - Google Meet: [Record a video meeting](#)
- ★ Work together to set a date and time to plan and record your presentation.
- ★ Schedule a pre-call/rehearsal prior to the video recording date.
 - ✧ Discuss roles and content.
 - ✧ Identify who will press record & stop recording and upload the video.
 - ✧ Do a dry run of the content that will be presented. Consider the option of recording the dry run as well to see how you are on camera during the recording

Presentation Format

Individuals

- Use the Presentation Outline on page 4 for your video.
- Be interactive, have fun, and feel free to ask questions not referenced in the outline.

(Link from pg. 1: [Example](#) recorded individual video to help plan the presentation)

Partners

- Each person takes 1 minute for an introduction.
- Each person shares their job story. There are two options for this part:
 - Each person shares a short narrative on their job. Use the questions in the Job Story section of the Presentation Outline (page 4) to guide you.
- OR**
- Alternate asking one another questions about your careers and daily life. Use the questions in the Job Story section of the Presentation Outline (page 4) to guide you.
- Both volunteers participate in the closing.
- Be interactive, have fun, and feel free to ask questions not referenced in the outline.

(Link from pg. 1: [Example](#) recorded partner video to help plan the presentation)

Presentation Tips

- The key to a smooth presentation is practicing the presentation and plan what will be said ahead of time.
- Encourage taking time to write out a script or take notes on how to share the answers to each question in the Presentation Outline (page 4).
 - If writing a script (optional) – check out a [video series](#) on benefits & how-to tips
 - Notes/script during recording → place notes behind the camera to ensure level eye-contact.
 - Feel free to read the questions out loud during your video if that helps you to stay organized.
- The questions in the outline are meant to be a guide. Structure video in the way that feels most comfortable and allows an authentic and engaging presentation.
- Before video recording session stretch out face and mouth, yawn with noise (helps tremendously)

✧ Speaker Energy

- Use facial expressions, hand gestures, vary the pace of delivery and emphasis.
- Create ‘virtual body language’ – be animated, inject your personality
- Stand or sit up straight and gesture like you are talking to an audience in person.
- Be conversational and use the word YOU as if you are speaking to one person



Elementary

Students learn well through stories and examples.



Middle School

Students make connections based on personal interests and experiences. Students respond well to authenticity and real world examples.



High School

Many high school students are forming their work and consumer experience and can draw from these examples when they engage with Junior Achievement. They respond well to respect and coaching.

Presentation Outline

Volunteer Introduction

- Name and pronouns
- Your job title and company
- Fun facts about you - Share visuals to bring life to your stories (pets, special objects, photos of you)
 - Who is in your family or household?
 - What do you do for fun?
 - Do you have any special talents?
 - Do you have any pets?

Job Story

- Tell students about your career:
 - How long have you been with the company?
 - What do you do at work?
 - What skills are needed in your field?
 - ✦ (if applicable, highlight any bilingual needs in your industry. Many students are bilingual/trilingual, and it is valuable that our community celebrates this skill)
 - What training or education did you do for your job?
 - What is unique about your job?
 - What do you like about your job?
 - Add anything else you'd like to share about your job story.

Relate to Students

- Talk about how your life, like theirs, has changed due to COVID:
 - How has your day-to-day work changed? How is it the same?
 - ✦ Commute, workspace, increase in Teams, WebEx, Zoom meetings, attire, increase in emails, creative ways you and your team has stayed engaged, etc.
 - What changes have you (and your family) had to make?
 - What are you doing to stay positive?
 - Add anything else you'd like to share about yourself with the students.
- Acknowledge the challenges of their learning environment (distance learning, hybrid, etc.)

Closing

- Provide words of encouragement and reassurance to the students, especially in these uncertain times.
- Celebrate their resilience and perseverance.
- Pass it back to the teacher who will start their JA lesson.

Creating Your Video

Setting the “Stage”

- Find a quiet location, without background noise from television, radio, family members, etc.
- Keep the background behind you neutral, away from distracting elements.
- Use ample lighting to make sure you can clearly be seen. Your lighting source should come from in front of you and not behind you. Please experiment with lighting first before recording.

Video Framework

- Create video by using the camera on device, or recording on a virtual sharing platform
- Feel free to use props, tools, or pictures to help explain your work.

Ready, Set, Action!

All that is required is a laptop (recommended), smart phone, or tablet. Use your device’s video function to record your introduction. Below are best practices to help get you started. Refer to page 2 for resources on specific platforms.

Laptop

- Open your camera function, start your video.
- Start virtual meeting using the screen sharing platform – press **record** on toolbar.
- Utilize a screen sharing function if you’d like to share photos or files in your intro.
- Once you end your recording, you will be able to download and save the video file.

Smart phone or tablet:

- Stabilize device to avoid shaking. Use tripod, stand, or someone film the video.
- If a person is filming you, they should sit, or rest their elbows on a flat surface to be a “human-tri-pod”
- Record the video in landscape mode (also known as horizontal or sideways).
- Do not use a flash. No flash needed if you have good lighting.
- When using a phone - make sure that the person who’s filming does not cover up the microphone near the charging port with their hand.
- Export your video in one of the following formats:
.MOV, MP4, M4A, ProRes, Gif, MXF, WAV, AIF, AAC, JPG, PND, PSD.

That's a Wrap! – Time to Submit Your Video

Once you've finalized your video, please upload the file to JAUM's Dropbox via this [link](#).

IMPORTANT – please **NAME** your file using the instructions below:

- **Individual** Volunteer recordings – name file:
“First Name.Last Name_Company – Intro Video”
*Example: “John.Doe_Junior Achievement – Intro Video”.
- **Partner** Volunteer recordings – name file:
“Your First Name – Partner First Name_Your Company – Intro Video”
*Example: “John - Judy_Junior Achievement – Intro Video”.

Thank You!!