1. Project overview and ability to enhance diversity efforts in the college.

“UNCG See It to Be It” is a community outreach program directed by a multidisciplinary committee of faculty and staff from the College of Arts & Sciences and other UNCG business units to contribute to improving social justice for diverse students. The basic goal of UNCG See it to Be It is to create a series of videos, in partnership with Media Studies students, that give diverse middle and high school students the “inside scoop” on high mobility career paths and unfiltered guidance on how to get there. For academic year 2020-2021, we will develop three tightly edited 10-minute videos (one for each of three career paths), interviewing 5-6 professionals per career path/video representing a wide variety of gender, racial, and ethnic demographics.

The rationale for this project is that careers and the preparation necessary to enter careers tend not to be transparent to middle and high schoolers contemplating life goals. College grads often end up returning to school to pursue second careers—or even forgoing their dream altogether—in part because of lack of frank information that would inform whether a career is a good fit and how to pursue it. This is compounded for Black and Latinx students, low SES students, and would-be first-generation college students, who often lack the connections and informal career coaching available to White, high SES students due to persisting societal segregation. Students of Color may also rarely see people in their gender and racial/ethnic demographic in a particular career path, a further barrier to envisioning themselves in those careers. We submit that if we offer a way to “See It,” then they will be better able to “Be It.” Further, our web searches indicate that this effort will be relatively unique: although we identified generic career guidance videos, and resources intended for women (e.g., entering STEM fields or corporate leadership), we did not identify web resources with broad representation of diverse professionals, particularly targeted toward younger audiences.

This video series, hosted on a CAS webpage, disseminated to local middle and high schools, and shared via social media, will advance CAS’s diversity efforts broadly by helping to combat this disconnect when students are first mulling career paths. Although not the primary goal, it may also indirectly connect UNCG with potential students and the wider community.

2. Target audience and implementation plan.

A. Our primary target audience is middle and high school students in Guilford County, North Carolina who identify as people of color. However, because we will use universal design, we anticipate that the project will also indirectly benefit those seeking career information but who do not identify as people of color, do not live in Guilford County, North Carolina, or are not in middle or high school, including current undergraduates enrolled at UNCG and elsewhere.

B. Our implementation plan involves the following components:

i. UNCG Committee. A group of interdisciplinary and diverse faculty and staff have agreed to serve as a core committee and a separate advisory board for UNCG See It to Be It. The core committee anticipates meeting monthly (plus additional meetings as needed to meet deadlines), and the advisory board will review all meeting minutes as shared on UNCG Box plus
will consult as necessary. While this group is still in its early stages, thus far our roster includes, in alphabetical order: Paula Damasceno De Oliveira (Digital Media Commons), Justin Golding (Career & Professional Development), Jason Herndon (CAS Psychology), Elizabeth Keri (CAS Administration), Katie Machnnes (New Student Marketing, Enrollment Management), Gabriela Stein (CAS Psychology), Dorian Thompson (Alumni Engagement), Jaap-Jan Van Duin (Bryan School), Suzanne Vrshek-Schallhorn (CAS Psychology), and Kristen Wade (Students First / Student Success).

ii. Videography. Dr. Michael Frierson (frierson@uncg.edu) has agreed that in Spring 2021 his Media Studies course will produce three approximately 10-minute videos for this effort. Members of the core committee will meet virtually with students to plan and execute the videography and interviews as needed.

iii. Interviewees. The core committee and advisory committee will generate potential lists of local alumni and other Guilford County community members in each career for which the group develops a video. The goal is to interview 5-6 professionals per video, with particular care to recruit three to four people from underrepresented racial and ethnic groups, and one or two White individuals, with roughly equal representation across genders or slightly more women. The committee plans to target high social mobility careers that can propel students to high income brackets. The committee has not finalized the specific three careers to be covered in 2020-2021 (pending broader consultation with our newly formed committee), but potential high mobility careers we have discussed are medicine, law, and clinical psychology.

iv. Interview format. The committee will generate interview questions that prompt interviewees to share frank information about the pros/cons of the career, the necessary steps one needs to accomplish in order to gain access to the appropriate training programs, and moral support for the inevitable intimidation young students may feel when contemplating competitive career paths, or career paths for which their closest advisors (i.e., immediate family, family friends) have no direct experience or contacts.

v. Website. The UNCG College of Arts & Sciences staff (Ms. Elizabeth Keri, with assistance from Simone Parker as needed) have agreed to design and implement a webpage for See It to Be It content. The produced videos will be uploaded to a devoted public and searchable YouTube Channel and will be embedded in the UNCG site.

vi. Dissemination/Marketing. The core committee and advisory board will use their connections to reach out to Guilford County middle and high school principals and guidance counselors, primarily in the public and charter school systems to advertise See It to Be It video resources to their students. We will also promote the videos on social media, including Facebook, Twitter, and Instagram.

vii. Future steps. In future years, UNCG See It to Be It will develop additional videos on other career paths, and may also provide career shadowing contacts for Guilford County middle and high school students by saving a record of prior interviewees who consent to be contacted.
viii. Safety plan. All participants (interviewees, videographers) will follow appropriate local and CDC guidance for protection against COVID-19 transmission, including filming outdoors when possible, wearing masks when not directly on camera, remaining 6-feet or more apart, and washing hands or using sanitizer. All committee meetings will be held virtually.

3. Assessment mechanisms.

   To assess the **quality of produced videos**, for each video developed, we will survey all those who contributed (committee, advisory board, interviewees, Media Studies student producers, school counselors) regarding their satisfaction with the quality of the final product.

   To assess **our success disseminating materials**, we will gather information on page views of the UNCG webpage hosting these videos (embedded through a YouTube channel), and on number of views through YouTube, and will track the number of clicks/ impressions/ likes/ shares in social media advertising. Because our goal is to **produce and post** these videos by May 1, 2021, it is unlikely that we will have amassed a significant number of page views, likes, and shares (etc.) by end of Spring 2021, but all videos will remain available indefinitely, providing a cost-effective means for sharing career information with perhaps a generation of middle and high schoolers.

4. Estimated total budget, funding request, and justification.

   **Total Request:** $1,000.

   **Justification and budget:** $300 are allocated to support video-editing software licenses and storage media for large video files in Dr. Frierson’s Media Studies class that will produce the videos. $200 are allocated for purchases of the rights to stock music, photos, and video footage necessary to produce polished videos. $500 are allocated for marketing / dissemination expenses including advertising on social medial platforms and mailings to local school officials and staff.