

VCS Project Summary

Video 1: OHIO Founders Day Birthday Bash

We created a video about Ohio University's upcoming 220th Founders Day Birthday Bash, February 18, 2024, to raise awareness among current students, alumni, and community members about the event and its purpose. Founders Day is a celebration of the institution's rich history but also celebrates the achievements of students and alumni that enrich the OHIO community. The video features historic clips to honor the history of the university, clips from present day featuring student experiences, and clips from this year's 219th celebration.

The aim of this video is to encourage students, alumni, and community members to attend the Founders Day Birthday Bash in 2024. Another goal of the video is to engage with students who might not have previously attended the event and invite them to get involved.

Video 2: Cats' Cupboard

We created a video about the Cats' Cupboard, a food pantry on campus that provides students access to fresh, frozen, and shelf-stable food options. Athens county, where Ohio University is located, has a food insecurity rate of 18.2%; and Cat's Cupboard supports students in the area who may be affected by this. This video is filmed in interview style to reduce the barriers that may prevent a student from using the service.

The aim of this video was to see what students knew about the Cats' Cupboard, educate them about the service, and reduce the possible stigma associated with utilizing a food pantry.