

# Multimedia – Long Form Video

## CFAES Distinguished Senior Award *The Ohio State University*

### **Objective or purpose of project:**

The purpose of this video was to recognize the 2022 CFAES Distinguished Senior Recipients. In previous years an in-person event had been held to honor these students. Due to the pandemic, the planning group worked collectively with the CFAES Marketing & Communication team to create a video premiere for the honorees. The video was shared on YouTube on Wednesday, March 23, 2022, at 7:00 pm. Twenty-six students were identified for this honor in 2022 and recognized in the video along with CFAES leadership, nominators, and mentors. The Distinguished Senior Award honors academic, disciplinary, and professional excellence in the College of Food, Agricultural, and Environmental Sciences (CFAES). It is the most prestigious undergraduate award in CFAES, recognizing our top graduating seniors each year from each of the academic units on the Columbus campus. The selected students' accomplishments and activities have benefitted their communities, their academic unit, the university and/or their future profession. The award honors students who exemplify the CFAES mission in areas such as academics and scholarship, research and innovation, service and involvement, and influence and leadership. Recipients are our future innovators and thinkers who have made an impact in and outside the classroom—those who inspire us with their passion, pursue opportunities, rise above challenges, and epitomize our core values: excellence, diversity and inclusion, and integrity.

### **Audience:**

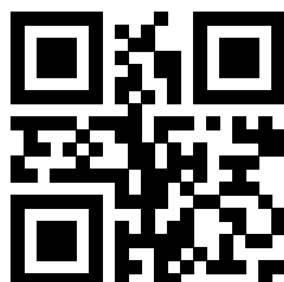
Distinguished Senior award recipients, parents, friends, alumni, faculty, staff and supporters.

### **Project Outcome:**

The video received over 1,086 views to date. This exceeded our expectations as in previous years the in-person event was for 250 people.

### **What makes this project exceptional?**

The impact this video had to tell the student stories and recognize their accomplishments was tremendous. CFAES leadership was extremely pleased with the content gathered in this video and has been able to use it for other projects as well. As we consider the student recipients, this video allowed them to celebrate and be recognized with those near and far. It was a recognition they shared on social media as well as with family and friends. The creativity, planning, execution and finished project stands out for our college and deserves to be recognized as a recipient of the Publication and Projects award. The idea was innovative and our intended audience shared feedback with us which directly impacted the decision to continue with a video recognition for 2023 in addition to the small in-person reception.



Watch the CFAES  
Distinguished Senior video.