Video Program Needs Assessment

Project title: _____________________________________________________________
Date: _________________________________________
Department: ___________________________________
Proposed completion date: ________________________
Requesting person(s): ____________________________
Phone: ________________________________________
Fax: __________________________________________
Email: _________________________________________
University account: ______________________________
Estimated budget: _______________________________

• Program Description

1. List objectives of this program.

2. Describe this program.

3. Why is this program needed?

• Program Purpose/Goal

4. This program will be primarily used for? (check only one)
   □ In-house communications □ Recruiting □ Training general public
   □ Public relations □ International training □ Other _________________

5. The primary goal of this program is to (check only one):
   □ Inform □ Teach □ Change attitudes □ Cause a specific behavior to occur

6. Is there a subject matter expert available?
   Name: ___________________________________________
   Campus address: ___________________________________
   Campus phone #: _________________________________
   Email: __________________________________________
• **Intended Audience(s)**

7. Describe the primary audience for this program.
   Occupation: ________________________________
   Average age: __________
   Educational level:
   ☐ Less than high school ☐ High school ☐ College ☐ Graduate

8. Describe the secondary audience for this program.
   Occupation: ________________________________
   Average age: __________
   Educational level:
   ☐ Less than high school ☐ High school ☐ College ☐ Graduate

9. What is the primary audience’s knowledge level of this subject?
   ☐ none ☐ low ☐ medium ☐ high

10. What is the audience’s interest level?
    ☐ none ☐ low ☐ medium ☐ high

11. Who should see this program?

12. Will people view this program ☐ individually, ☐ or as a group? If viewed primarily by a group, how many people will be in that group? _________

13. Will this program be a stand-alone program? ☐ Yes ☐ No  If no, who will develop print/www materials to go along with the program? Please provide name, address, phone number and email.

• **Approval(s)**

14. Who at the university will have final approval of the production?

15. Are there persons outside the university that will have a roll in the approval process? ☐ Yes ☐ No  If yes, please provide name, address, phone number and email for each.

16. Are all of the people involved in the approval process also involved in the planning and production process? ☐ Yes ☐ No
• **Budget**

17. What is your anticipated budget? $____________

18. Any copyright or royalty issues to address?

18. How many VHS copies of the production are needed? _________

**NOTE:** If a project is being done for or funded by or being funded by a non-university client, a letter of commitment will be needed before work can begin. The letter will need to contain the following: 1) approval to proceed with the project, 2) amount of money approved for the project and 3) who and where to send the bill to.