

Laker Welcome Promo
Student Affairs Marketing
Summer/fall 2024
Script: Grace Hasley, Leah Erben

PROMOTIONS OFFICE

PROJECT SUMMARY:

- Objective & audience
- Quantity and style notes
- Distribution details
- Other notes:

<https://docs.google.com/spreadsheets/d/1qtZuZVu7VZ5PiJvPS7WdKWrtBkuIUPQCrxCaZTeKLw/edit?gid=422655743#gid=422655743>

Notes from Leah

My vision: the first section is very fast paced. It's almost like a monologue read by three people performing as one (they finish each other's sentences and sometimes the audio overlaps a little bit). I think it would be best to have each student read the full monologue and then cut it together in post.

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Student #1 = Abdul
Student #2 = Lizette
Student #3 = Paris

V2 - LE

VIDEO	AUDIO
LOCATION: Kirkhof Lawn STUDENT 1 speaks directly to camera	STUDENT 1: You're at the very beginning of your Grand Valley journey.
LOCATION: Little Mac Bridge STUDENT 2 speaks directly to camera	STUDENT 2: You're starting your next chapter.
LOCATION: Library (INT) STUDENT 3 speaks directly to camera	STUDENT 3: Throughout your time at Grand Valley, you're going to experience so many new things...
STUDENT 1 speaks directly to camera	STUDENT 1: ...and meet so many new people.
STUDENT 2 speaks directly to camera	STUDENT 2: You're going to change...
STUDENT 3 speaks directly to camera	STUDENT 3: ...and you're going to grow.
B-ROLL: students doing epic stuff (attending events, laughing, loving being Lakers)	STUDENT 1: Years from now, when you're done with college, who will you be?
B-ROLL: students doing epic stuff (attending events, laughing, loving being Lakers)	STUDENT 2: Who will you be?
B-ROLL: students doing epic stuff (attending events, laughing, loving being Lakers)	STUDENT 3: How will your GVSU experience change you?
B-ROLL: student organizations, career center	STUDENT 1: You might have some brand new passions, skills, or goals.
B-ROLL: Greek Life, OMA, LGBT Center, CWGE	STUDENT 2: Maybe you'll have new, meaningful relationships that will last a lifetime.
B-ROLL: a student leading (speaking onstage, speaking to a group)	STUDENT 3: You'll know more about yourself...
B-ROLL: student in class, student	STUDENT 1: ...what you want out of life...

studying, working hard and such	
B-ROLL: student smiling and looking directly at the camera and holding up the “anchor up” sign (if we happen to have that)	STUDENT 2: ...and who you want to become.
STUDENT 3 speaking directly to camera	STUDENT 3: But to get there, you’ll need to put in the effort.
STUDENT 1 speaking directly to camera	STUDENT 1: Your college experience is what you make of it.
STUDENT 2 speaking directly to camera	STUDENT 2: You’ll need to seek out new opportunities and get involved.
STUDENT 3 speaking directly to camera	STUDENT 3: Get involved.
STUDENT 1 speaking directly to camera	STUDENT 1: Get involved!
B-ROLL: campus events	STUDENT 2: So attend campus events.
B-ROLL: student organizations	STUDENT 3: Join a student organization.
B-ROLL: Advising, Campus Health Center, Counseling Center, AOD	STUDENT 1: Explore campus resources like Academic Advising, the Campus Health Hub, and more.
B-ROLL: service or civic engagement event?	STUDENT 2: Try something new.
STUDENT 3 speaking directly to camera	STUDENT 3: Your journey has already begun.
STUDENT 1 speaking directly to camera	STUDENT 1: Your journey has already begun!
STUDENT 2 speaking directly to camera	STUDENT 2: It’s time for Laker Welcome!
SFX: WOOSH VFX: Epic swiping transition	
B-ROLL: campus events	
GRAPHIC: Laker Welcome 2024 (we have an existing graphic for the event)	

<p>B-ROLL: students shopping, groceries, students moving in and setting up their rooms?</p> <p>TEXT V1: (overlay b-roll) Meijer Back to College Event Thursday, Aug. 22 8-11:45 p.m. Free shuttles from Lot C</p> <p>TEXT V2: (overlay b-roll) Meijer Back to College Event TONIGHT 8-11:45 p.m. Free shuttles from Lot C</p>	<p>STUDENT 2 VO: Join us at the Meijer Back to College event for a DJ, fun contests, and plenty of opportunities to collect move-in essentials.</p>
<p>B-ROLL: light breakfast foods on campus (muffins, pastries, and coffee), students listening to a speaker in Grand River Room and looking engaged</p> <p>TEXT: (overlay b-roll) How to Laker Friday, Aug. 23 10 a.m.-12 p.m. Grand River Room (Kirkhof 2250)</p>	<p>STUDENT 3 VO: If you're a fan of free food, you won't want to miss the How to Laker Breakfast. Come learn more about getting involved, campus safety, and other important campus resources.</p>
<p>B-ROLL: bus!</p> <p>TEXT: (overlay b-roll) Ride the Laker Line! Friday, August 23 12-3 p.m. Mackinaw or Kirkhof bus stops</p>	<p>STUDENT 1 VO: Get to know the Laker Line! This bus tour will introduce you to local landmarks, businesses, the downtown campus, and more.</p>
<p>B-ROLL: Laker Kickoff TEXT: (overlay b-roll)</p> <p>Laker Kickoff Friday, August 23 5-9 p.m. Kirkhof Lawn</p>	<p>STUDENT 2 VO: Attend Laker Kickoff to meet new people and celebrate the beginning of a new school year!</p>
<p>B-ROLL: Past beach clean-ups (if we don't have that, maybe general Lake Michigan b-roll?)</p> <p>TEXT: (overlay b-roll) Beach Clean-Up Saturday, Aug. 23 8 a.m.-2p.m. Meet in the Kirkhof Lobby at 8 a.m.</p>	<p>STUDENT 3 VO: Explore the shores of Lake Michigan and help out the planet at Beach Clean-Up!</p>

<p>B-ROLL: Kelly Family Sports center footage? I don't want to use footage from past Movies on the Field because it's a different location this year (unless the footage is tight on the screen and not so much showing the stadium)</p> <p>TEXT: (overlay b-roll) Movie on the Field Saturday, August 24, 8-10 p.m. Kelly Family Sports Center</p>	<p>STUDENT 1 VO: Watch a movie on the big screen!</p>
<p>B-ROLL: Campus Life Night</p> <p>TEXT: (overlay b-roll) Campus Life Night Sunday, August 25, 6-8 p.m. Parking Lot H1</p>	<p>STUDENT 2 VO: And learn everything you need to know about student organizations at Campus Life Night. Meet students who are involved, ask questions about different clubs, and collect free snacks and giveaways!</p>
<p>B-ROLL: students taking first day of class photos, students walking around campus wearing backpacks/holding books</p>	<p>STUDENT 3 VO: And of course, don't forget that classes start this Monday, August twenty-sixth!</p>
<p>STUDENT 1 speaking directly to camera</p> <p>TEXT: gvsu.edu/lakerwelcome</p>	<p>STUDENT 1: For information about EVEN MORE upcoming events like Speed Friending, Meet the Greeks, a comedy show, Labor Day Picnic, and Silent Disco, visit GVSU-dot-EDU-slash-Laker Welcome.</p>
<p>GRAPHIC: GVSU logo</p>	

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V1- GH

VIDEO	AUDIO
B-ROLL: Campus beauty and nature	STUDENT: Welcome to Grand Valley State University, Lakers. We're so glad you're finally here!
STUDENT speaking directly to camera	STUDENT: This is the beginning of your unforgettable journey of learning, making connections, and personal growth. Here at Grand Valley, your college experience is what you make of it. Here are some can't-miss events coming up this week to get you started.
B-ROLL: Students mingling and having a blast at the block party (or just on campus)	STUDENT: To make your on-campus housing feel like home, we are hosting two block parties where you can jam out to the DJ and get to know your neighbors.
B-ROLL: Students mingling and having a blast at the block party (or just on campus) TEXT: (overlay B-Roll) North Campus Block Party: Tuesday, August 20, 8-10 p.m. Kleiner Basketball Court South Campus Block Party: Wednesday, August 21, 8-10 p.m. South Campus Volleyball Court	STUDENT: The North Campus block party is on Tuesday, August 20th and the South Campus block party will be the next day, Wednesday, August 21st. Both will be from 8-10 p.m.
STUDENT speaking directly to camera	STUDENT: For this next event...*looks around* can you keep a secret? The Super Secret Club is at it again with another event. And this time, they're serving s'mores.
B-ROLL: Students attending Kirkhof lobby events	STUDENT: The Super Secret Club puts on events for students who want to get involved in Student Life, but aren't quite sure how.
B-ROLL: Students attending Kirkhof lobby events	STUDENT: If you're interested in enhancing your college experience by getting involved, don't miss the Super Secret S'mores Club in the Kirkhof

<p>TEXT: (overlay b-roll) Super Secret S'mores Club Thursday, August 22, 4-6 p.m. Kirkhof Center Lobby</p>	<p>Center Lobby on Thursday, August 22nd from 4-6 p.m.</p>
<p>STUDENT speaking directly to camera</p>	<p>STUDENT: Now, I hope none of you have made plans for after convocation. Because at 8 p.m. tonight, we are taking a class photo!</p>
<p>B-ROLL: Class photo fun, show examples of past photos</p>	<p>STUDENT: After we wrap up, head to Lubbers Stadium where we will line up in the shape of the letters "GVSU" for your class photo. This photo will represent your first year as a Laker and the years of memories ahead.</p>
<p>STUDENT speaking directly to camera</p>	<p>STUDENT: Once the photo has been taken, the night is still young! Meijer is hosting the Back to College event exclusively for GVSU students.</p>
<p>B-ROLL: student life fun</p> <p>TEXT: (overlay b-roll) Meijer Back to College event Tonight, 8 p.m.-midnight Meijer pick-up locations Lot C</p>	<p>STUDENT: Head to the Meijer in Walker down Lake Michigan Drive for an evening made complete with a DJ, fun contests, and opportunities to collect dorm room essentials. This event will take place in the pick-up lot C at Meijer until midnight.</p>
<p>STUDENT speaking directly to camera</p>	<p>STUDENT: Good news, we've also got you covered for breakfast tomorrow morning at the How to Laker event.</p>
<p>B-ROLL: Students and staff interacting in a sit-down environment, also eating if possible?</p>	<p>STUDENT: At How to Laker, you can learn about getting involved, campus safety, and making your success a priority.</p>
<p>B-ROLL: Students and staff interacting in a sit-down environment</p> <p>TEXT: (overlay b-roll) How to Laker Breakfast event Kirkhof Center Grand River Room Friday, August 23, 10 a.m.-12 p.m.</p>	<p>STUDENT: If you'd like to have a delicious breakfast while receiving essential Laker tips, head to the Grand River Room on the second floor of Kirkhof from 10 a.m. to 12 p.m. on Friday, August 23rd.</p>
<p>STUDENT speaking directly to camera</p>	<p>STUDENT: If you've never tried out our bus systems, you'll want to attend this next event. Tomorrow afternoon, the Laker Line is inviting</p>

	you to embark on a journey of the Laker Line route!
B-ROLL: students on the laker line, Pew campus	STUDENT: On this tour, you'll explore local landmarks, businesses, and the downtown Pew campus. This is also a great way to get familiar with the Laker Line and its many stops.
B-ROLL: students on the laker line, Pew campus TEXT: (overlay b-roll) Ride the Laker Line! Friday, August 23, 12-3 p.m. Mackinaw or Kirkhof stations	STUDENT: So, hop on the Laker Line tomorrow from 12 to 3 p.m. at either the Kirkhof or Mackinaw stations and head to Pew campus station for free swag and ice cream.
STUDENT speaking directly to camera	STUDENT: If you're still unsure about the twists and turns of Grand Valley's campus, you're not alone! The Dean of Students Office is helping students get more familiar by offering tours of campus.
B-ROLL: Campus beauty and nature TEXT: (overlay b-roll) Campus tours Friday, August 23, 4-5 p.m. Cook Carillon Clocktower	STUDENT: Head to the clock tower on Friday, August 23rd from 4-5 p.m. for a walk through and a chance to connect with other Lakers. Stay tuned for more dates to come.
STUDENT speaking directly to camera	STUDENT: To properly begin your college journey, the Laker Kickoff Event is here to celebrate YOU!
B-ROLL: Students having fun on Kirkhof lawn	STUDENT: DJs, games, giveaways, and more; you don't wanna miss this event.
B-ROLL: Students having fun on Kirkhof lawn TEXT: (overlay b-roll) Laker Kickoff/Rec Fest Friday, August 23, 5-9 p.m.	STUDENT: Bring yourself and your campus neighbor to the front lawn of Kirkhof for the Laker Kickoff on Friday, August 23rd from 5 to 9 p.m.
STUDENT speaking directly to camera	STUDENT: For the students out there who love to give back and protect the planet, the annual Beach Clean Up is the perfect event for you.

B-ROLL: Past beach clean ups	STUDENT: Spend this day of service on the beach at Grand Haven State Park where you can connect with dozens of other GVSU students while cleaning up the beautiful shoreline.
B-ROLL: Past beach clean ups TEXT: (overlay b-roll) Beach Clean Up Saturday, August 23, 8 a.m.-2p.m. Kirkhof Lobby to Grand Haven State Park	STUDENT: The Beach Clean Up goes from 8 a.m. to 2 p.m. Go to the Civic Engagement website to register today!
STUDENT speaking directly to camera	STUDENT: Who doesn't love a movie on the big screen? I know I do.
B-ROLL: students together on campus (movie on the field footage if available)	STUDENT: Bring your own pillows and blankets for a Movie on the Field! Get ready to laugh, cry, or scream in fright with your peers on the field at Lubbers Stadium.
B-ROLL: students together on campus (movie on the field footage if available) TEXT: (overlay b-roll) Movie on the Field Saturday, August 24, 8-10 p.m. Lubbers Stadium	STUDENT: This Saturday, August 24th, head to Lubbers Stadium at 8 p.m. until the credits roll.
STUDENT speaking directly to camera	STUDENT: Another great way to kick off the semester is by attending Campus Life Night!
B-ROLL: CLN legitness	STUDENT: At Campus Life Night, over 400 student organizations will be in attendance for you to peruse and discover what you might be interested in.
B-ROLL: CLN legitness TEXT: (overlay b-roll) Campus Life Night Sunday, August 25, 6-8 p.m. Lot H	STUDENT: Don't miss this opportunity to explore what's out there and connect with fellow Lakers at Campus Life Night on the Sunday before classes start, August 25 from 6 to 8 p.m. in Lot H.

STUDENT speaking directly to camera	STUDENT: Alas, the first day of school will roll around on the 26th. Luckily, the events will keep rolling on. Phew!
B-ROLL: Birds eye view of students walking near the clocktower? TEXT: (overlay b-roll) First Day of School Photos Monday, August 26, 10 a.m.-2 p.m. Cook Carillon Clocktower	STUDENT: On Monday, August 26th, the first day of classes, keep an eye out for the camera at the clock tower.
B-ROLL: Quick slideshow of past photos	STUDENT: As you walk to class, get a photo to commemorate your first day and have your photo in an album of memories that you can always look back on.
STUDENT speaking directly to camera	STUDENT: For a midweek-pick-me-up, the LGBT Resource Center is throwing a Rainbow Social!
B-ROLL: Events on Kirkhof lawn	STUDENT: At this welcome picnic, you can get to know the LGBT Center's resources and events with games, ice cream, swag, and more!
B-ROLL: Events on Kirkhof lawn TEXT: (overlay b-roll) Rainbow Social Wednesday, August 28, 12-3 p.m. Kirkhof East Lawn	STUDENT: The Rainbow Social will be on Wednesday, August 28th. Head to the Kirkhof East lawn from 12-3 p.m.
STUDENT speaking directly to camera	STUDENT: Wow, that's a lot of events! But there's even more where that came from. Check out GVSU dot EDU slash Laker Welcome for the full list of the dozens of events being put on this year. Remember, your college experience is what you make it. Have fun, and Anchor up!
GRAPHIC: DSA logo? OSL logo? Someone's logo TEXT: gvsu.edu/lakerwelcome/	OUTRO MUSIC