

Glassboro Education Foundation, Inc.

Send the completed application to the attention of:

*Danielle Sachor
Beach Administration Building
Joseph L. Bowe Blvd
Glassboro, NJ 08028*

A. General Information

Applicant(s): Patricia Yanez

School: Glassboro High School

Principal: Dr. Danielle Sneathen

Grade Level or Subject: Film|TV levels 1 to 4

Phone: (school) 8566522700 x8276 (Home): 8563321791

E-mail(s): pyanez@gpsd.us

B. Statement of Assurances:

The applicant hereby assures the Glassboro Education Foundation that:

- 1. The applicant(s) meet(s) the eligibility criteria.*
- 2. The activities and services for which the grant is sought will be implemented as written.*
- 3. Any monies not expended within the school year shall revert back to the Glassboro Education Foundation, unless permission to carry it into the next school year is granted.*
- 4. All publicity releases regarding a funded project will acknowledge the Glassboro Education Foundation and/or a particular mini-grant sponsor as the funding agency.*
- 5. The grant recipient(s) will submit a final report summarizing the project's evaluation results.*
- 6. The Board of Education authorizes the filing of this application.*

We do hereby certify that all of the facts, figures and representations made in this application are true and correct to the best of our knowledge and that the assurances as stated above are understood and will be followed in their entirety.

Patricia Yanez

Signature of Applicant

Dr. Danielle F. Sneathen

Signature of Principal

Please note: from this page on, please do not include your name or your school in any of your descriptions as all applications are coded to prevent bias.

C. Project Title and Description

Title of Project: Glassboro High School Promotional Video

Subject Area(s): Film and Television

Approximate Number of Students Participating: 50 per semester

Project Starting Date: As soon as equipment is purchased *Project Completion Date:* End of each semester

Need: Describe the problem or deficiencies that exist which require the improvements described.

Glassboro High's AV program does not have the camera equipment necessary to create higher aesthetical content. We are currently using consumer cameras with automatic settings. The budget the program has is not sufficient to build on filmmaking equipment such as the cameras needed with manual settings (DSLR cameras). With low quality image and sound, it is difficult to create appealing videos that could be used to promote GHS.

Strategy: Briefly describe your plan to alleviate the need/problem.

GHS's AV program could emulate that of a media production business in which students' projects are "client" based. The first project (the focus of this grant proposal) is to create a GHS promotional video in which all the great things happening at GHS are shared with the world. In other words, the first "client" students would have is their school. In this way not only are students creating meaningful content they can be proud of, they would also contribute to promoting the high school as a whole in a positive way.

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D. Objectives, Activities and Evaluation Techniques (This page may be duplicated if necessary)

Objectives	Program Activities to Accomplish Objectives	Completion Date	Evaluation Techniques
<p>To create a promotional video of Glassboro High School that can be used in GHS's social media to share all the academic and extra-curricular activities we offer here.</p>	<p>Students will learn the basics of photography (with cameras that have manual settings or DSLR cameras).</p> <p>Students will study the use of video as a marketing tool.</p> <p>Students will put aesthetic rules into practice when composing videos.</p> <p>Students' footage will be revised and curated (by a panel of staff) to determine what will be included in the final cut.</p> <p>Students will edit the higher quality footage and the best finalized video will be the one shared via social media.</p>	<p>Each class should create one promotional video per semester (per group).</p>	<p>Image quality will be visually evident when comparing productions done so far and those completed with the appropriate cameras.</p> <p>If the promotional videos are shared via the school's social media platforms, we could easily measure the audience's response with the amount of likes these videos get.</p> <p>In the mid to long term, GHS's positive and appealing online presence could eventually help attract more students to our high school.</p>

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E. Itemized Budget

<i>Materials/Equipment</i>	<i>Services</i>	<i>Evaluation Techniques</i>
<u>Item(s)</u>	<u>Item(s)</u>	<u>Item(s)</u>
<u>Cost</u>	<u>Cost</u>	<u>Cost</u>
3 Canon DSLR Camera kits with 2 lenses (\$449 each) = \$1,347 3 tripods \$89.95 each = \$269.85 3 external hard drives \$59 each = \$177 3 SD cards \$47 each = \$141		
<u>Sub-total:</u> \$1,934.85	<u>Sub-total:</u>	<u>Sub-total:</u>
		<u>Grand Total</u> \$1,934.85