



Statewide Communications Training Video Time Index

<u>Introduction</u>	<u>0:00 – 7:25</u>
- Welcome / Introduction	0:00 – 1:20
- Goals	1:20 – 2:05
- What is Organizational Communication?	2:05 – 7:25
<u>Part One: Communications Strategy</u>	<u>7:25 – 22:38</u>
- Overview / Intent	7:25 – 11:16
- Target Audiences	11:16 – 19:34
- Communications Committee	19:34 – 21:29
- Metrics for Success / Priorities	21:29 – 22:38
<u>Part Two: Communications Messages</u>	<u>22:38 – 32:05</u>
- Overview	22:38 – 23:30
- STEM Literacy	23:30 – 25:20
- Communications Process	25:20 – 32:05
<u>Conclusion</u>	<u>32:05 – 34:54</u>
- State Tools / Resources	32:05 – 33:05
- STEM Website	33:05 – 34:25
- Contact / Questions	34:25 – 34:54

View the video online at: www.pasteminitiative.org/resources/multimedia-tools.cfm

Video is also available for download in Flash (.flv) or QuickTime (.mov) format