## Why Involve Students as part of your creative team?

- Authenticity

- Peer-to-peer influence is powerful

- Fresh perspectives and trend awareness

- Professional development for students

- Increased relatability and engagement

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Define Your Goals

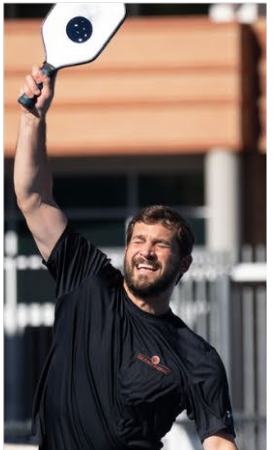- What are you trying to achieve?

- Who is your audience?

- What platforms will you use?

- What tone and style fit your brand?

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Undergraduate Student Enrollment, Ethnicity
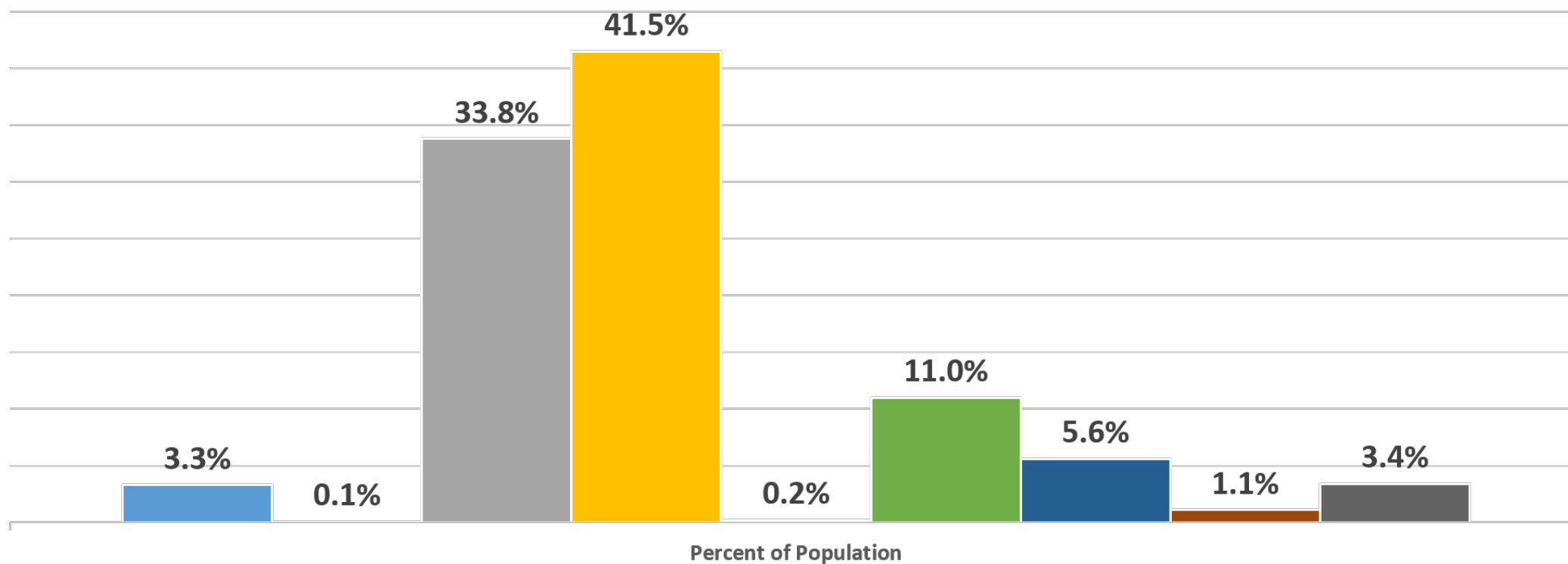
Creating a Safe Creative Environment

- Establish psychological safety

- Encourage open dialogue and "bad ideas"

- Foster mutual respect

- Normalize constructive feedback

- Empower student voices

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Brainstorming Techniques

- Rapid fire round robin

- Sticky notes or digital whiteboards

- What if questions

- Trend spotting sessions

- Use prompts and student personas

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QUARTERLY BRAINSTORM

Brainstorming

Identify and come up with ideas that help answer brainstorming questions relating to business, customers, products, etc. and share with the larger group to identify go-forward plans with our brainstorming template. Simply fill out the brainstorming questions, identify your ideas and solutions and add them to your groups list.

How to use this template

1. Identify your brainstorming topic.

2. Map out your brainstorming questions.

3. Note your ideas in the solo ideas section.

4. Note group ideas in the group ideas section.

5. Vote on ideas.

Explore more templates

Explore our collection of **300+ FigJam templates** by navigating to the templates modal in the top left of your screen.

Quick tips

Toolbar

It's at the bottom of your screen, with stickies, stamps, and anything you need.

Move and Zoom

Holding Spacebar, use the hand tool to pan around. Zoom controls are in the top right corner.

spacebar

Work with your team

FigJam's better with others. Click the **Share** button above to invite your team.

More helpful tools

Stickies

Press "S" to quickly add a sticky to the canvas.

S

Questions

What? l we...?

| What will we... accomplish next quarter? | What will we... | What will we... | What will we... |

How? ht we...?

| How might we... add value to company? | How might we... | How might we... | How might we... |

Who? ...?

| Who will... lead this team? | Who will... develop the new products? | Who will... | Who will... |

Solo Brainstorming

Teammate 1

What will we... accomplish next quarter?

Extend outreach

Teammate 2

Teammate 3

Who will... lead this team?

Sam!

Teammate 4

What will we... accomplish next quarter?

Resolve issues

Group Brainstorming

What? l we...?

| What will we... accomplish next quarter? | What will we... accomplish next quarter? |
| Extend outreach | Resolve issues |

Pro tip

Start a voting session by clicking the icon. Use stamps to vote on your favorite ideas, and final tallies will be automatically counted when the session ends.

How? ht we...?

Who? ...?

Who will... lead this team?

Sam!

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Collaboration Tools

- Asana

- Google Drive

- Canva

- Figma

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Role Distribution

- Creative Lead

- Script Writer

- On Camera Talent

- Videographer

- Editor

- Analytics Tracker

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Pre-Production Process

- Idea Approval

- Script Outline

- Shot list or storyboard

- Equipment and location planning

- Assign responsibilities

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Filming Best Practices

- Keep it short and engaging

- Prioritize vertical format (9:16)

- Use natural light when possible

- Capture B-roll and ambient sounds

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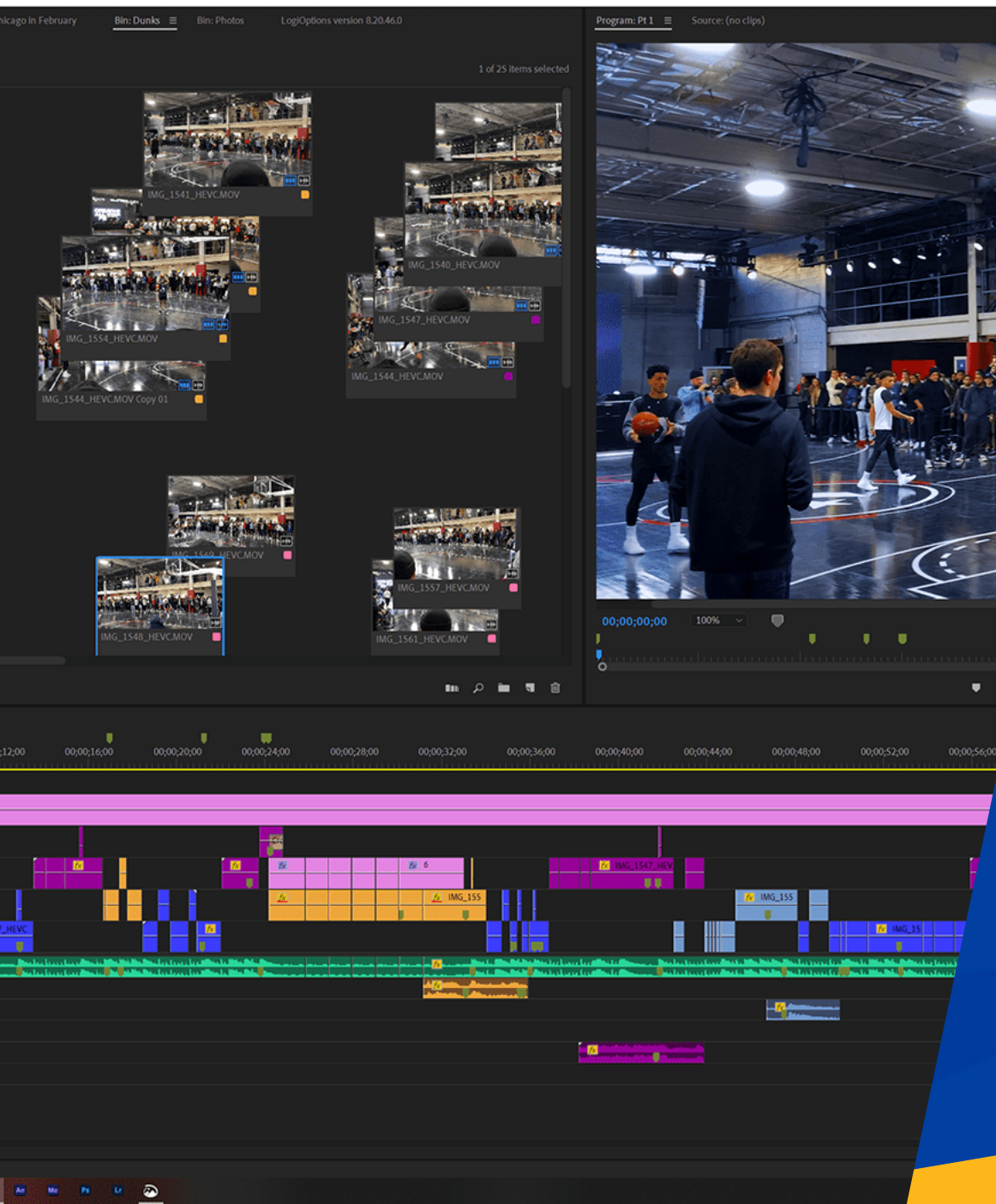
Editing Tips

- Match platform style

- Use captions and screen text

- Incorporate legal music

- Test draft cuts with team

- Maintain brand consistency

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Publishing & Promotion

- Schedule content with tools

- Pair videos with captains/hashtags

- Tag accounts and locations

- Engage with comments

- Track performance with analytics

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Feedback & Iteration

- Review

- Discuss what worked and what didn't

- Use performance metrics

- Encourage peer feedback

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Keep Students Motivated

- Celebrate wins

- Provide learning opportunities

- Offer creative freedom

- Share content impact

- Build strong team culture

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Final Thoughts

- Student creativity is powerful

- Collaboration leads to richer content

- Structure supports freedom

- Keep it fun and purposeful

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Questions?

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