An INCIID Project 2018
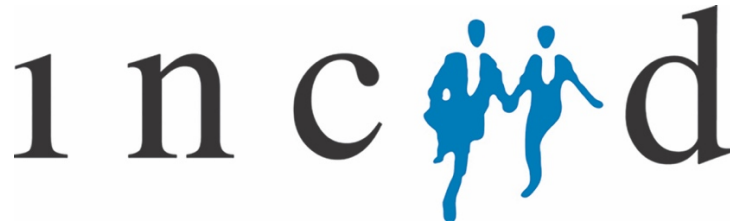

Adding Video Content to inciid.org

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March 2018

1.0   Project Overview: INCIID Video Content Project

The InterNational Council on Infertility Information Dissemination (INCIID - pronounced "inside") is a nonprofit organization that helps individuals and couples explore their family-building options. INCIID provides current information and immediate support regarding the diagnosis, treatment, and prevention of infertility and pregnancy loss, and offers guidance to those considering adoption and advocacy for those with special needs children.

INCIID was founded in 1995 during Infertility Awareness Week and has been successful in gaining a large market share of clients and an international reputation for providing valuable, trustworthy and cutting-edge information and interaction between consumers and reproductive industry professionals in real time using the World Wide Web as a vehicle for dissemination of information.

The INCIID group proposes the initiation of a multi-video content project to increase "stickiness" (repeat consumer visits) and amount of time consumers spend on the INCIID.org website and result in learning and self-advocacy. The project will result in the development of new content with the creation, production and editing of four e-learning videos to educate consumer visitors to INCIID. The videos will improve consumer understanding of how to approach progressive treatment goals enabling them to resolve issues of self-advocacy and select the appropriate treatment, agency or clinic in the quest to build their families.

2.0 Project Scope Management

2.1   Overall Goal: The INCIID group will create (film), edit and produce four 3 to 5-minute interview videos with specified industry experts over a six-month period of time.

2.2   Timing of the Project Launch in conjunction of the ASRM Meeting:

The American Society of Reproductive Medicine (ASRM) is a multidisciplinary organization dedicated to the advancement of the science and practice of reproductive medicine. The ASRM accomplishes its mission through the pursuit of excellence in education and research and through advocacy on behalf of patients, physicians, and affiliated health care providers.

The ASRM is committed to facilitating and sponsoring educational activities for the lay public and continuing medical education activities for professionals who are engaged in the practice of and research in reproductive medicine.

The ASRM meeting begins on October 6, 2018 in Denver, CO. INCIID plans to attend and showcase the four new content videos at their annual meeting.

Beginning the project by April 1, 2018 and completing it on September 30, 2018 in time for presentation at the American Society for Reproductive Medicine Conference.

The goal is to produce one video per each 4-week time period with an additional two weeks of extra time built in for other issues that may arise during production and editing (24 weeks total) Three meetings are to be scheduled within the early weeks of the project. The first two within the first two weeks and the

- One brainstorm meeting to create a list of industry professionals to interview (April 2, 2018)
- A second meeting to finalize the four experts (second week)
- A third meeting to document the scheduling of 4 experts over the first five months of the project. By scheduling filming early, we will have more time should we run into problems in post-production. (Last week of April). Experts to be scheduled on weekdays, May – August 15)

3.0   Project Staffing

Role	Position
Project Lead	Executive Director
Project Supervisors	Board of Directors (Geoffrey Sher, MD)
Co-facilitator 1.	TBA
Co-Facilitator 2.	TBA
Co-Facilitator 3.	TBA
Co-Facilitator 4.	TBA
Expert 1	Infertility SME
Expert 2	Surrogacy SME
Expert 3	Adoption SME
Expert 4	Attorney (Advocate Special Needs) SME

4.0   Change Management

Changes and re-evaluation should be considered during each step of the project and after decisions are made, new information is presented or the context of the projects changes.

Substantial changes to the video creation project will be assessed for their immediate and long-term effect to project goals and reviewed by the Executive Director. Some changes (substantial budgetary increases) may need executive board approval.
Changes to this document will be tracked by Version History (see chart in section 4.1)

4.1 Version History

[This chart provides for tracking changes in the development and distribution of the INCIID Video Project Plan. Use the table below to provide the version number, the author implementing the version, the date of the version, the name of the person approving the version, the date that particular version was approved, and a brief description of the reason for creating the revised version.]

Versio n #	Implemented By	Revision Date	Approved By	Approval Date	Reason
1.0	*Nancy Hemenway*	*03/04/2018*	*N. Hemenway*	*TBD*	*Provide a reason for the change here*

The team will track suggested changes and their effect in the Version History Log.
Each approved change will be incorporated into the plan once approved. Approved changes will

4.2. Stakeholders (Target Audience)

INCIID's target audience are consumer members, and the general public between the ages of 16-55). Also included as stakeholders are the professional members of INCIID including reproductive industry professionals (e.g. attorneys, physician specialists, therapists). The audience for this project are both professional INCIID members and consumers within the 6 million infertility-challenged patients or would-be patients. Stakeholders will need online access and a computer or other device to access and to benefit from the end-product (video)

5.0   INCIID Video Project Lifecycle (See Diagram)

The project is divided into four phases. Over a six-month period four separate and distinctive videos on four different topics related to the field of reproductive medicine are planned, created filmed, edited in post-production and evaluated and launched.

Each in the video series goes through the same mini-lifecycle based on the bigger overall goals of the video project. Time periods allotted for each of the four videos are four to six- week periods. The target goal is to plan, create and finish each video within a 4-week window. Eight weeks (total) of excess time (over the 6-month life of the project) are built into the lifecycle in case of difficulties or risks with subject matter experts (SME), scheduling, technical or equipment problems or for any other issues that may arise during post-production.

INCIID Video Project Lifecycle

6.0   Phase I: Planning Management

Each staff member will be in charge of one video. Other staff members will incorporate the rest of the team for each video project (of the four). Staff members are chosen based on individual experiences an expertise or passion for the video category.

During the planning phase the staff is assembled to brainstorm and discuss topics within the four topic areas and evaluate resources for planning the four videos over the next six months. Once topics of interest are decided, then SME are suggested. The team should select three topics of interest for each of the four videos. Once topics are narrowed for all four video productions (down to a selected topic), the entire team makes suggestions on SME to be interviewed for each video.

6.1 Smart Goals

INCIID staff will develop and complete 4 educational content videos of three to seven minutes in length, over a six-month period (beginning April 1, 2018 through September 30, 2018). Video are embargoed for a launch from the INCIID Website on October 6, 2018 at the beginning of the ASRM annual conference.

The videos will be embargoed until the start of the ASRM conference on October 6-10, 2018.

6.2 Conducting Video Research to Determine Topic and SME

SME may be Physicians, Geneticists, Therapists, Attorneys, Psychologists or any professional working within the Reproductive Medicine Industry or related industry. When selecting a topic think in terms of what would benefit our stakeholders. Look at other infertility websites (ASRM)

6.3 Topic examples may include (but are not limited to):

Video 1. General Infertility Suggested topics may include:
1. Multiple Pregnancy Loss
2. Transgender Issues and Reproductive Care
3. General Infertility Testing
4. New innovations in IVF
5. Unexplained Infertility
6. Pre-implantation Genetics

Video 2. Surrogacy topics many include:
1. Different kinds of surrogacy
2. Legal Ramifications (case law)
3. Finding a surrogate.
4. Third Party Reproduction (Egg donors, Sperm donors)

Video 3. Adoption Topics may include:
1. Special needs adoption
2. International Adoption
3. Foster Care Adoption
4. Preparing for Adoption

Video 4. Advocacy for Special Needs Children: INCIID has been supporting parents after infertility. Many of the parents have children with special needs, whether it be through pre-mature birth and time spent in the NICU or other birth defects. As a result, in January 2015, INCIID launched a section on our website to help parents navigate their rights particularly in the area of education for children with disabilities. Some topics may include:
1. IEP
2. Educational Testing
3. Psychological Testing and evaluation

4. 504 plans

6.4 Needs Assessment and Analysis

The main target audience for the video management project is a portion of the general public mostly of reproductive age and just beyond (averaging ages 16 – 55 years). A smaller target population going beyond 55 years of age may be parenting children with disabilities.

This body of prospective learners using the INCIID.org website, Facebook pages and Twitter account also include consumers, and professionals within the reproductive community industry (e.g. therapists, reproductive endocrinologists, OB/GYNs, fertility clinic staffing).

The comments by consumers through email, surveys, and phone calls indicate that many members making up the bulk of the INCIID community feel isolated and need good interactive information and support to successfully build their families through treatment or adoption.

INCIID hypothesizes that as there is an increase in the designated infertility population, and new consumers find out they have fertility medical issues, there is more and more need to have direct, readily available interactive information providing basic and current material. The goal of these videos is to provide current information, and appropriate treatment paths to make their quest to build a family as successful as possible

It is further thought many of challenges are due to lack of education about fertility, diagnosis and treatment when discovering the sometimes-overwhelming finding they may not be able to conceive without significant help or the fear experienced that a couple or individual that they may never be able to conceive or parent.

More than 3 decades of research confirm the many benefits of using video to assist consumers with mastery of a topic. Video motivates and enhances learning by holding the learner's interest. Moving images and visuals enhance memory and transfer of learning.

6.5 Communications Overview, Audit and Evaluation of Resources 2018

INCIID Stakeholders	
1 Internal / Organization Stakeholders	• Volunteers/ Staff • Technical Support (Irve Towers) • Interns

	• Contractors • Board of Directors
1b. External Stakeholders	• General Public (18-55 years) with friends or relatives touched by infertility, pregnancy losses or adoption issues. • Scholarship Recipients (selected for a scholarship – with a fundraising requirement before match) • Scholarship Hopefuls: Those individuals and couples interested in application to the scholarship program • Parents of Children with Disabilities • Parents of adopted Children • Families who have used Reproductive Technologies • Alumni (Of INCIID) • Donors (General Public) • Grant funders • Sponsors • Contractors (products and services) • Media/Press • "Industry" peers (Infertility Industry for Profit businesses – for example Pharmaceutical Companies) • Businesses (LinkedIn) • Organizations with which your unit has membership (ASRM) (Individual Membership) • Other Fertility Industry Non-profits • Professional Members • Professional Organization (ASRM) • IRS (990 filing) • Accountant • State (Department Taxation-Annual Charity filing) • Annual Corporation filing - report

2: Communication methods used							
	Stakeholders			**Completed by**		**Importance**	
Communications Methods	Internal Stakeholders	External	Internal	Outside vendor	Major Tool	Minor Tool	

Direct Communications							
o Email	x	x	x		x		
o US Mail		x	x		x		
o In-person meetings			x				rare
Visual Communications							
o Advertising		x	x			x	
o Brochures		x	x				
o Signage		x		x		x	
o Newsletters		x	x				
o Photography	x	x	x		x		
o Video	x	x					
Strategic Communications							
o Annual reports		x		x	x		
o Copywriting		x	x		x		
o Editing		x	x		x		
o Messaging (Mission)		x	x		x		
o Press releases		x	x			x	
o Strategic plans	x		x			x	
o Scripts / presentations		x	x			x	
New Media Tools							
o Blogs		x				x	
o eNewsletters		x			x		
o Facebook		x			x		
o Flickr							0
o FourSquare							0
o Google Photos (Picasa)							0
o Mobile	x				x		
o Twitter		x			x		
o Vimeo		x			x		
o Wikis							
o YouTube		x				x	
o Webinar Software		x			x		
o Intagram		x				x	
o Google Tools Nonprofits							0
Feedback							
o Focus groups	x		x			x	
o Customer feedback	x		x			x	
o Surveys (survey monkey)	x		x			x	
Web							
o Website for consumers			x		x		

4: Community Services and Programs	
a. Events	- Donor events (fundraising – individuals in Scholarship program agree to do at least one community fundraiser before they are matched with a clinic.
	- Webinars (audio/video)
	- Community Meetings and/or Chats

	- IVF Scholarship Program Public Information Meetings - Support Meetings (one-on-one and group)
b. Executive director responds to Media requests	(Used to have a spokesperson but funding / staff cuts)
c. HARO to	(help out a reporter is a product of PR Newswire

5: Define communications challenges and wishes	
5a. Main communications challenges/barriers	1) Lack of adequate funding 2) Lack of Staff 3) Need to set up Google Analytics
b. Communications Wishlist	Attendance to Annual ASRM conference Consultant to set up Google analytics

6: Web Infrastructure (for Consumers and Industry Professionals)	
6a. INCIID works virtually	No Intranet only a Website
6b. Staff manages simple technical, graphic, and content components of the Website Content Management system (Drupal) c. Use both internal and External staff, volunteers and consultants	1) Technical: (consultant and volunteer) advises and manages high tech issues 2) Graphic: Internal 3) Content: Internal with use of SME (physicians, attorneys, therapists and other industry professionals.) Consultant developers for updates and security for Drupal

(INCIID owns the net and com domains also but all three domains point to inciid.org)	
Over 1000 Web site Articles	Drupal is a mix of static and dynamic
INCIID uses PHP for the dynamic Professional Member database.	
Content Management System is	Drupal
Web server hosting: on or off campus?	
INCIID Website (Sterling)	Website hosted offsite (on – Shared Server) In November 2017, INCIID dropped its two dedicated servers ($700/mo. down to sharing a server for $100 a month)
Visitors may leave comments	Memorial Gardens, Fact Sheets, Articles
INCIID hosts articles, video	
INCIID provides downloadable files	For some articles but not all
Features Search to find article and (by zip code to find professional members for treatment)	Also, Forms to donate, registration and forums to interact with other consumers. Donations are automated by Authorize.net – the payment gateway.
Need an Accessibility Review	Needed -
Website Audience	Consumers from 16-55 years of age Professional Members (Physician, nurses, Attorneys, therapists – working within the reproductive medicine industry.
Website redesign was completed 2014	Website could use a facelift or programming
We also need a way to track data	Google Analytics has not been set up but is needed
Additional Site tools:	

6.6   Budget Estimate (4 videos to completion and launch)

Video Production Budget					
DESCRIPTION	QTY	RATE	PER	DISCOUNT	TOTAL
Pre-Production					
Planning Meeting days		$ 500.00	8 days	0%	$ 500.00
Office Expenses		$ 240.00	8 days	0%	$ 240.00
Pre-Planning Prep of SME			fee	0%	$ -
Sub-Total : Pre-Production					**$ 740.00**
Production		based on 8hr day			
Direction Staff Time		**$ 100.00**	7 days	0%	$ 700.00
Filming (4 half days)		**$ 200.00**	2 days	0%	$ 200.00
Audio Assistance SME		**$ 200.00**	2 days	0%	$ 200.00
Audio Setup for Filming		**$ 200.00**	2 days	0%	$ 200.00
SME Preparation (8 hours per video)		**$ 200.00**	4 days	0%	$ 200.00
Still Stock Photos		**$ 414.00**	180 days	0%	$ 414.00
Stock Video		**$ 474.00**	180 days	0%	$ 474.00
Media & Electronic Fees (inhouse0		$ -	fee	0%	$ -
				0%	$ -
Sub-Total : Production cost					**$ 2,388.00**
Post-Production					
Editing in-house (4 videos)		**$ 100.00**	10 days	0%	$ 1,000.00
Web/Flash Programming		**$ 50.00**	10 hrs.	0%	$ 500.00
Audio Editing (including with video)		$ -	hr.	0%	$ -
Stock Music -		**$ 250.00**	cut	0%	$ 250.00
Sub-total : Post-Production					**$ 1,750.00**
508 Compliance					
Accessibility Compliance		**$ 12.00**	10 hr.	0%	$ 120.00
Captioning Setup (included Video)		$ -	20 hrs.	0%	$ -

	Captioning			min	0%	$	-
TOTAL						**$ 9,876.00**	

6.7   Sponsorship, Press Kit and Branding

The executive director will revise the INCIID Press Kit and present requests for funding to prospective and current sponsors. INCIID goals and mission may include support for private industry goals while serving consumer interests. Since INCIID is a charity, sponsorships not only support consumer education without cost but also present incentives to independent corporations to garner consumer and professional attention in the field of medical technology diagnosing, treating and attempting to prevent infertility and pregnancy loss. Information provided on INCIID's site on the web is written by, or reviewed and approved by, experts in the field of reproductive medicine. Video content will be branded with sponsor

INCIID operates on the philosophy that an educated patient is the best self-advocate. INCIID remains well-positioned to serve as an infertility "Information and Referral" reference site.

Because we have an advisory board that covers a broad range of infertility specialties, we have the capability to examine the information floating about, evaluate it and present it in a format that is both medically accurate and understandable to the consumer.

7.0   Phase II: Project Setup

7.1   Team Collaboration, Requirements and Resources

Delegation Strategies are of paramount importance in any project but they are critical for our team because we are working virtually in different geographic parts of the country.
Although it is tempting to have an idea and automatically send those ideas randomly to team members via email, it is not a good idea. Key issues with email are follow-up and collaboration with everyone on the team. Instead of email we will use the INCIID Video Project Forum. In addition, we will have 4 sub-forums for each video 1-4). Each team member is required to check forum posts in the morning, midday and before close of business (4:30 pm ET). Each Friday, a group meeting is scheduled using video conferencing for 45 minutes or less using AdobeConnect or GoToWebinar. Use of the forum and video meeting is utilized to review ideas, any backlogs and discuss the completed work. Sessions are recorded by date for review at any time for team members. All documents (including notes about them) will be shared through this box.com link:
https://inciidinc.app.box.com/folder/48213995282

All team members have editor permissions. Be sure to leave notes and change dates with any documents uploaded to this folder. The entire team will work on each of the four videos. Each video will have a team leader that will oversee process and production including post production

and editing. The last day of each of the 4 video production cycles are used for debriefing. Due to summer vacations, holidays etc., dates may be altered. A final de-briefing and any adjustments will occur mid-September. The launch is scheduled for October 6th via the INCIID website. INCIID will use Constant Contact (Newsletter INCIID Insights) to alert our members and track click throughs.

Project Team Members	Stakeholder Responsibilities
Executive Director Nancy Hemenway	- Oversees the entire process/project - Assignments for team members - Agendas for all meetings - Supervise & approve changes - Approves budget changes - Works directly with Board of Directors - Filming - Graphic Designs - Meets Technology needs for team - Coordinates technology and with IT (Irve Towers)
Subject Matter Experts on Topics Are responsible for content of the Video. TBD	- Expert 1 on Infertility (Physician – RE) - Expert 2 Surrogacy (Attorney/Clinic) - Expert 3 Adoption SME (Agency Head etc.) - Expert 4 Attorney/Advocate Special Needs Child
Board of Directors	Sponsors the project – works when necessary with Executive Director
Co-Facilitator 1. TBD	- Takes the lead on the **Infertility video**, makes assignments, tracks changes for approval, reports to director - Interacts with the infertility SME - In charge of setting date for filming schedule - Oversees Post Production Editing for Video 1 - Reports to Executive Director - Works cooperatively with 4 other team members *Tentative Timeline: **begin April 2, 2018 – May 11th***
Co-Facilitator 2. TBD	- Takes the lead on the **Surrogacy Project**, video, makes assignments, tracks changes for approval, reports to director - Interacts with the surrogacy SME - In charge of setting date for filming schedule - Oversees Post Production Editing for Video 2 - Reports to Executive Director - Works cooperatively with 4 other team members - In charge of setting date and coordinating filming schedule ***Tentative Timeline: May 14 - June 22nd***
Co-Facilitator 3. TBD	- Takes the lead on the **Adoption video**. video, makes assignments, tracks changes for approval, reports to director - Interacts with the adoption SME - In charge of setting date for filming schedule - Oversees Post Production Editing for Video 3 - Reports to Executive Director - Works cooperatively with 4 other team members *Tentative Timeline: June 25, - Aug 3th*

Co-Facilitator 4. TBD	• Takes the lead on the child **Advocacy video**, video, makes assignments, tracks changes for approval, reports to director • Interacts with the advocate SME • In charge of setting date for filming schedule • Oversees Post Production Editing for Video 1 • Reports to Executive Director • Works cooperatively with 4 other team members • *Tentative Timeline: August 6 – September 14th*
Evaluation	Feedback will be circular. Feedback and debriefing on each video takes place on the last day of each video cycle. An extra 2 weeks at the end has been built into the project to allow for changes, risks, and other issues that may come up. Filming and editing (post production for each video should take an estimated 4-5 weeks each. Final debriefing will take place in mid-September 3 weeks before the launch at the ASRM INCIID will use Constant Contact and a newsletter announcement and link to each of the videos. Tracking and analytics will use both Google Analytics and mechanisms built into Constant Contact

7.2   Filming: Preparing Subject Matter Experts

There are a number of decisions to make when setting up for an interview. The first decision is format or style. Do we want to produce the typical Q & A or a monologue style? Which style we produce will depend (somewhat) on the comfort and demeanor of our expert. There are pros and cons to each. When the SME hears the question, "Where were you born? He may answer in two words - "Washington DC. That answer will make no sense to the audience unless the they hear the question. SME can be instructed to answer in full sentences with subject and verb. "I was born in Washington, DC." Often, SME may forget and give answers without re-stating the topic. Some of these issues can be taken care of in post-production editing. Proper prepping of the expert and stopping to remind them can eliminate some of this and emphasizing to the expert that we can take care of most issues in post-production editing. This will help experts to relax more and that will aid in better quality interviews. In contrast to Q & A styling, there are positives to having an off-camera invisible interview otherwise known as a monologue style. Video interviews are an economical way to deliver interesting and thought-provoking content for INCIID's chief vehicle for dissemination of information – the Internet.

The main objective is to prepare your SME by frequent communication prior to filming to make them as comfortable and relaxed as possible when being interviewed.

Consider the environment when preparing the SME. Think about
- Noise levels (quiet, away for traffic or interruptions);
- Lighting;
- Dress and contrast to background. Whatever you do your job is to make the SME look the best they possibly can;
- Laptop or Desktop;

15

- Bandwidth (Most businesses will have good bandwidth but it is important to check because it will influence how you film long-distance);
- Sound, microphone: Lavalier microphones that give good quality are not expensive. Check the SME to see if they have any equipment. INCIID can offer to send a relatively inexpensive and easy-to-use microphone.

The project manager will act as director and team leader facilitators will all help produce the video content.

7.3   Equipment Preparation, Hardware and Software

INCIID's distance interviews can be conducted using SKYPE or preferably Adobe Connect. Each of the team members should practice using Adobe Connect and be prepared to help moderate the session we tape. As an alternative INCIID can use SKYPE but sound can be an issue. Use of Adobe Connect gives INCIID unlimited bandwidth and storage and we should take advantage.

The INCIID video project is a computer-based production with deliverables destined to be housed on the INCIID.org website. INCIID has purchased several professional editing programs available for Mac and PC. Post-production editors should be skilled in one of these: Camtasia (Mac and PC), Final Cut (Mac only) and Adobe Premier Pro (Mac and PC). In edition INCIID also has access to Audacity Adobe InDesign, and Adobe Audition (Mac and PC)

Each team leader facilitator in charge of their individual video will work with the instructional designer who is the most skilled in post-production editing. INCIID will appoint one video editor for all 4 videos. That editor will be in charge of post-production and assign parts within post-production to individual team members.

Video editing can project jump cuts. Because we are shooting from a distance, we will not normally have access to B-roll. INCIID has accounts with BigStock photos and stock video. We are limited to 5 separate stock video clips and 5 stills (royalty free) stills per day, so planning shots is extremely important. When doing post-production edits, the editor and other team members can go into Bigstock with a shot list and save clips and photos beyond what we can download each day. Planning shots is of paramount importance. Using stock video and stills to take care of jump cuts will help to produce quality video content.

7.4   Accessibility Management and 508 Compliance (for Website Deliverables)

All INCIID videos should be produced and delivered in a way that ensures those viewing them can access the content. Our videos should be 508 Compliant. While disabilities are not an issue for many, imagine if a client must use a keyboard instead of a mouse (for those who have arthritis) or another user who needs to use a screen reader but the website wasn't built for this accessibility feature. These are just a few of the issues consumers with disabilities have when they encounter a website that is not 508 compliant. For video production and to be compliant we must include:

- A transcript; should capture all spoken audio plus on-screen texts and descriptions of any key visuals.

- Captions; are text versions of audio content. All of our editing software has this function for creating captions. Captions not only help the hearing impaired but also non-native English speakers.
- An audio description
- An accessible media player supporting closed captions, an audio description that toggles on and off, media buttons operated without use of a mouse with labeling so consumers who are blind can use a screen reader and the player should be html5 accessible across all major browser. Th project manager will assign a facilitator to research ABLE Player: https://ableplayer.github.io/ableplayer/

7.5   Risk Management (Chart)

Risk Assessment Probability Matrix for the INCIID Video Project

Tasks	Risk Severity	Risk Probability	Risk Levels	Classification	Responsible Personnel
Videos (SME) are not scheduled properly (Dates are not solid)	Acceptable	Possible	Medium	Communication	Project Manager/Team Facilitators in each specific area (Infertility, Surrogacy, Adoption and Advocacy)
Technical issues with software and/or filming	Objectionable	Possible	Low	Technical	Project Manager Facilitator working in tandem with Manager
Post Production Editing	Objectionable	Probable	Low to Medium	Technology& Time Intensive	Project manager and Facilitator responsible for video editing. TBD as well as facilitators for each video.
SME canceling & re-scheduling	Objectionable	Possible	Medium	Communication, Education, Training	Project manager – and area facilitators
Deliverables	Acceptable	Possible	Very Low	Technical	Project Manager
Budget	Acceptable	Likely	Medium to High	Cost	Project Manager

Videos are not scheduled appropriately – Subject Matter Experts (SME) all have busy schedules (physicians, attorneys, advocates and adoption experts). Because of rushed and busy schedules, dates need to be booked at the beginning of the project with alternative dates if necessary. Team leaders for those specialties should check with their SME and communicate well before the taping schedule to be sure the dates are working out. If there is a need for alternative dates, there should be enough lead time as not to disrupt any of the other filming schedules. Filming can be timed for all four videos within the first 3 months but all filming should be scheduled in the early weeks of the project.

Technical issues with filming and software – While filming, technical issues may arise, that can affect the schedule as well as the quality of the videos. Although many issues can be

enhanced or corrected in post-production, we want to get the best quality when filming the first time. The videos are being filmed at a distance.

Decisions on where the filming will take place, (the setting), and the equipment needed on both ends needs to be determined. Determining the SME (setting), familiarity with equipment for taping both sound and video, and any practice or training on equipment or need to specify equipment needed for each expert should be handled before filming. This will vary by SME because some SME are more experienced with the video process and regularly use and set up their own equipment. Some offices have a media consultant and they streamline the process and can work directly with the project manager and facilitators to make the set up seamless.

If there are sound problems (particularly if we don't find them, we may need to re-record. During the development phase, instruction will be tested and feedback provided in order to alleviate potential issues.

Post-Production: Editing is the most time-consuming event within the entire project. Video and sound editing is time-intensive. The Project manager will determine what software will be used for post-production management of editing. INCIID owns Final Cut, Premiere Pro and Camtasia. Project manager is familiar with all three and will aid the main editor in determining what will be used for each video.

SME Communication and Training: The risk for these issues is highly possible because the videographer is not located in the same facility as the SME. Filming/taping from long distance can present some challenges. Each facilitator for each SME should be checking in with the expert to be sure the SME understands the process. Some SME will need more "hand-holding" then others and some will need more explanation than they think they need. So careful communication regularly with your SME contact is important for the success of the project.

Cost: Although this video project is straight forward, project involving video/audio and editing can become complex. There are multiple stages of implementation (i.e. setting up shots, taping from a distance, preparing the SME – all of which take planning. A 60- minute video that needs to be reduced to 5 minutes takes planning and possible extra resources to execute. There may be extra cost involved and more people (consultants) necessary. Planning, goal setting, balancing the scope of the project and tracking resources and spending can keep the budget in check.

8.0   Phase III: Managing the Project

8.1 Timelines and Milestones (See Chart)

8.11	**Video 1 (Fertility):**	April 4-May 11th
8.12	**Video 2 (Surrogacy):**	May 14 – Jun. 22nd

18

8.13   **Video 3 (Adoption):**   June 25th – Aug. 3rd

8.14   **Video 3 (Special Child Advocacy):**   August 6th – Sept. 14th

8.2   Subject Matter Experts

Subject matter experts (SMEs) are integral to the development of the videos. Selecting each will be imperative to the success of not only the launch of the videos but also the accuracy of the content.

Here are some things to think about as the team goes about making a list of SMEs for each category of the 4 videos we plan to produce, and launch.

Some of the best SME may be somewhat controversial, they may do things a little differently but still stand out (in a good way). Some Res (reproductive endocrinologists) for example (Geoffrey Sher comes to mind) may be a bit of a "maverick" but still operates ethically. Look for experts who will go that extra mile for their patients. Look for SME who are in the trenches doing the research, doing the actual work. They are in the "same boat" as the patient, not waving at them from the dock!

Look for experts who can explain what they do and why in terms patients can understand. Review videos on YouTube, go to their websites. While we want SME at the top of their game, we also need them to be relatable to consumers. The best SMEs break the medicine, or legality down into the "down to earth" and practical. Reproductive endocrinology, adoption issues, advocacy have various complexities. You want your SME to be able to break their points into digestible chunks that non-experts can easily listen to and understand.

Absolutely key to our production is for SME to be available, and willing to be interviewed. Each should have an assistant to work with us that can help the SME and support the filming and post production scheduling. Be sure to get at least two dates from each; a primary date, and also an alternative or back-up date.

19

Most of the physician SMEs, are not going to be the most patient so it is important to make the process as "tedious free" as possible. An assistant to the SME can possibly run interference. Be sure to cultivate a solid relationship with both the SME and the assistant.

8.3   Progress Reports

Team leader (project manager) for each video should do a weekly progress report. The report should be written and include

. Project identifiers.

- Video name
- SME
- Leader
- Date of report
- Status (by week)

Summarize and review the overall health of the project, risks encountered, unexpected expenses or any other issue that arises. Each report should be cumulative. At the end of the project you should have a running tab of each of the 6 weeks covered. Each of the reports is due 24 hours after the last day of the project week.

8.4   Change History Reports Based on Analysis and Re-evaluations

Use of the change history charting (section 4.1) in conjunction with the progress reports provides for a streamlined development Video Project Plan. Using the sample table to provide the version number, the author implementing the version, the date of the version, the name of the person approving the version, the date that particular version was approved, and a brief description of the reason for creating the revised version should lower risks to the project and help everyone stay on top of issues as they come up.

8.5   Post Production Editing

Video editing and turning our raw footage into content is the heart and soul of the project. The editing will be what stakeholders will see that draws on their understanding of what the staff produces. The goal is to help the learner, the consumer, the main stakeholders understand what to pay attention to that will enhance their understanding of the content of the 4 videos.

The market place for editing software is competitive. INCIID has access with Adobe Creative Cloud and Mac software professional editing software. INCIID should not have to add any more. Staff will either use Adobe Premiere (Mac or PC) or Final Cut (Mac Only) Keep in mind that video editing is very demanding of memory.

8.51   Other Accessibility (Web 508 Compliance)

For in-depth information on video accessibility, see DigitalGov.gov's article: Create Section 508-Compliant Videos on Your Government Websites.

8.6   Budget Re-evaluation

With each filming and editing of the videos, facilitators may find it necessary to purchase an app or font or tool of some sort. The facilitator as team leader for each of the video projects should be in consistent weekly communication with the program manager to re-evaluate the project needs. This is particularly important with the first video. The expectation for the first video is to tackle infertility because it is the topic of note and the most familiar for all staff. Extra time is built in for the first video to fine tune it so when the process is repeated staff can apply streamlined process as well as budget. Re-evaluating the budget thoroughly for the first video, should allow more masterful use of timing for the other three videos within the project.

9.0   Phase IV: Closeout and Wrap-up

9.1   Evaluation Management (See Final Video Project Evaluation)

9.2   Distribution

The four-video distribution through INCIID.org website is embargoed until the first, second, third and fourth days of the American Society for Reproductive Medicine Conference in October 2018. Potentially the launch will also coincide with co-joined Webinars and INCIID Insights News Letter,

9.3   Privacy Concerns

INCIID has a strict privacy policy as a Virginia corporation operating on the World Wide Web.

INCIID, Inc., is a Virginia corporation the operating the website --- http://www.inciid.org   INCIID regards the privacy and security of user information as a critical and significant component of the service that we offer to our users. (Please see also our Legal Disclaimer)

Links to other websites. INCIID cannot held responsible for the privacy practices or the content of referring website or sites linked to INCIID. You should be careful to review any privacy policies of such other organizations before registration at their respective web sites.

Cookies. Part of the INCIID registration process will involve placing a "Cookie" on your computer. This is necessary so that the INCIID site can "recognize" you when you log onto a bulletin board or chat room. As previously stated, the ONLY purpose for which this information will be used is recognition. No other Internet site can use the cookie placed on your computer by INCIID. Cookies are pieces of information that a web site transfers to your computer's hard disk for record-keeping purposes. Cookies do not personally identify users. INCIID uses cookies to log you in and out of our bulletin boards.

Summary. Except as provided in this privacy Policy, no data or information which personally identifies you will be shared with anyone. Some of your information may be shared on a collective basis only, as a part of a larger set of statistics (for example, statistics that indicate the percentage of traffic frequenting certain bulletin boards or geographic areas).

9.4   Security Concerns and Data Sharing

Registration. All information on our site may be freely read or viewed. However, if you want to participate on any of the interactive areas of INCIID, including but not limited to leaving comments and interacting with others, you will be required to register. At the time of registration, you may be prompted by our registration forms to provide certain personal information to us, including your name, city, state, zip, contact number and email address. In order to further protect the privacy of our registered members, both former and current, we ask that you not publicly inquire about them on the forums, but instead email your inquiry directly and privately to that member.

Registration Data. We use Registration Data to for demographic information and sometimes to send you information about INCIID and our services. We also use it to help us understand what our community needs and wants so we can provide it. The information we gather is kept strictly confidential and is generically used in preparation for funding proposals to potential sponsors. In other words, your personal information will never be released to anyone for any marketing or solicitation purpose. The only situations in which INCIID will release personal information about any participant on our site is when that individual has violated the of use within our electronic forums to the point where authorities are contacted. This would include but not be limited to: incidents of spamming, illegal sale or distribution of prescription medications, personal attacks on other participants or threats of bodily harm to self or others. We also use this demographic information to help tailor our website to the needs of our "niche" community.

9.5   Releases and Copyright

All images, video clips and other graphics content is either owned, created or licensed to INCIID or INCIID uses it under a Creative Commons License.

9.6   Final Video Project Evaluation

Our final evaluation should include a critical look at each category for each of the videos produced. The criteria are based on the overall (smart objective) that the INCIID group will create (film), edit and produce four 3 to 5-minute interview videos with specified industry experts over a six-month period of time. The Videos are individually and collectively launched from Vimeo.com through embedding them on the INCIID.org website but are embargoed until the ASRM conference begins October 2018

- Our SME should see a final draft and give feedback (not on execution or design) but the content within their area of expertise. Subject knowledge should be evident and benefit the audience. The purpose of each video should be clear.

- Introductions and closing (including credits) should be attractive, hold attention and motivate the end user / consumer to watch the entire video.

- There should be no grammatical mistakes in the captions.

- Audio should be clear, consistent and balanced.

- The video should be smooth without obvious jump cuts.

- The transition should be smooth. Graphics should blend in, be appropriate to the subject matter and fade in and out as appropriate.

- Background music (introduction and conclusion) should enhance not distract.

- There should be a title in the introduction, links to the SME and credits at the end.

The videos embedded on the INCIID.org website collect analytics through the INCIID Vimeo business account. INCIID staff will collect comments available to consumers through the INCIID website. Analytics via Vimeo will show how many minutes of videos are viewed including finishes.

Stakeholders

In addition, INCIID will create a simple survey for consumers through the use of the Constant Contact Newsletter mechanism, Social Media, and comments on the INCIID website (Drupal Content Management vehicle).

Subject Matter Experts

INCIID Staff will create a brief survey for the SME interviewed. The evaluation form should include comments and evaluation of the process as well as the finished product.

Evaluation of ROI

If consumers are getting information that is new, usable and appreciated (by comments and surveys) and if SME want to continue evolvement and sharing the video recordings, the ROI will be valuable. The ROI falls within our mission and strengthens our base which should strengthen monetary donations to the INCIID mission allowing us to create more noteworthy content.