

Steps in the Realistic Job Preview Development Process

1. Secure funding (could be grant, in-house, in-kind, etc.).
2. Identify a video production company to produce the video.
3. Convene an Advisory Committee with representatives from across the state and all levels of the agency including HR, caseworkers, and county/region administrators. The Advisory Committee is expected to provide oversight and direction to the overall project.
4. Determine how information will be collected on what to include in the video. Develop a critical task survey. Possibilities include focus groups, one-one-interviews, and quantitative surveys.¹
5. Collect information on key material to include in the video via focus groups and surveys.
6. Analyze information for common themes.
7. Present survey analysis to Advisory Committee.
8. With Advisory Committee, prioritize information on material to be included in the script. Identify any additional information.
9. Develop script (video producer will do this) or interview guide that should illicit the desired content. Note, the script is more of a loose guideline rather than a word-for-word script.
10. Obtain feedback on script from Advisory Committee.
11. Finalize script.
12. Recruit cast for video. When selecting cast, consider race, gender, age, length of experience, and geographic locations.
13. Make arrangements for film locations and include a diversity of backgrounds and locations.
14. Shoot video (usually over a 2 -3 day period).
15. Work with video company to do the initial rough cut.
16. Preview draft with Advisory Committee and solicit feedback.
17. Edit video for second cut.
18. Submit video to Advisory Committee for final approval.
19. Finalize video and packaging.
20. Develop a roll out plan for video (e.g., how will it be accessed, web or DVD; announcements to counties/regions on availability).
21. Develop a survey to track impact of video.
22. Track results of video impact.

¹ This process was originally developed by Michelle Graef, at the University of Nebraska