



# Creating Homegrown Videos for Students & Teachers

# Michael J. Kennedy



MKennedy@Virginia.edu



# 1. Overview of Video Production



## 2. Modeling Videos for Teachers



### 3. Modeling Videos for Students



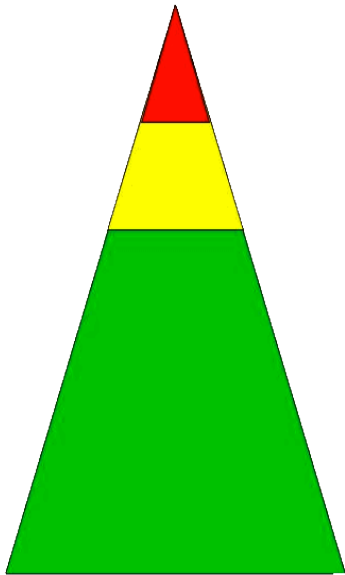
## 4. Conceptual Videos – Build Community

Part 1  
Basic

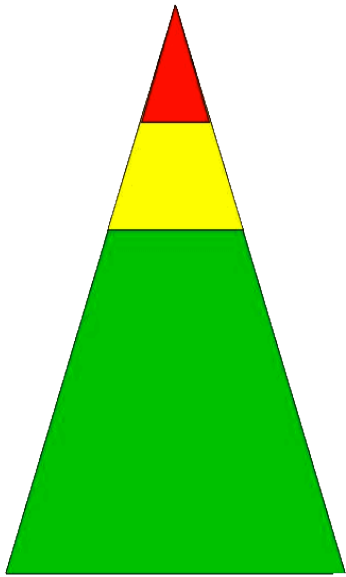
Recommendations



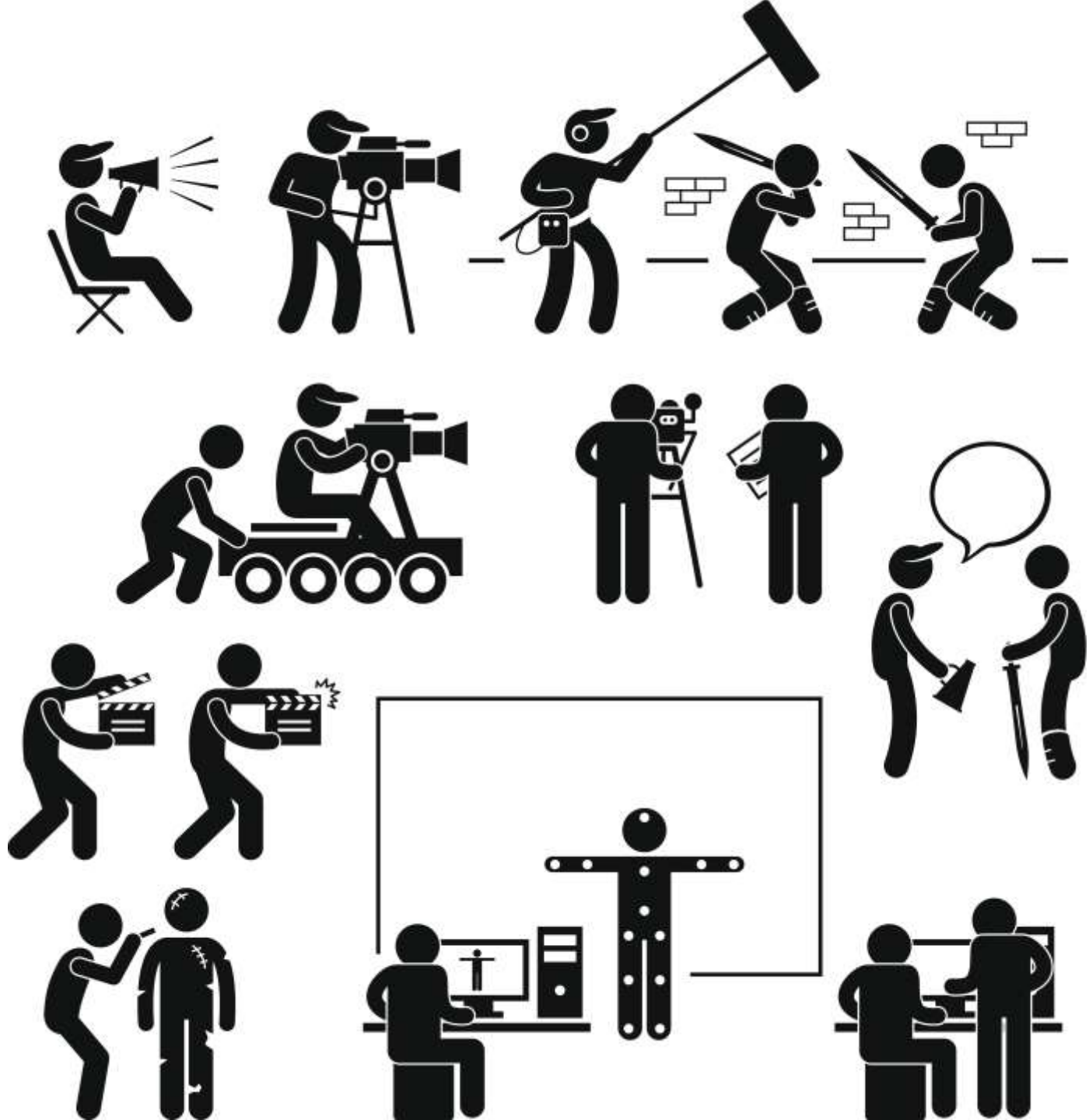
# At the Beginning: What Is PBIS?



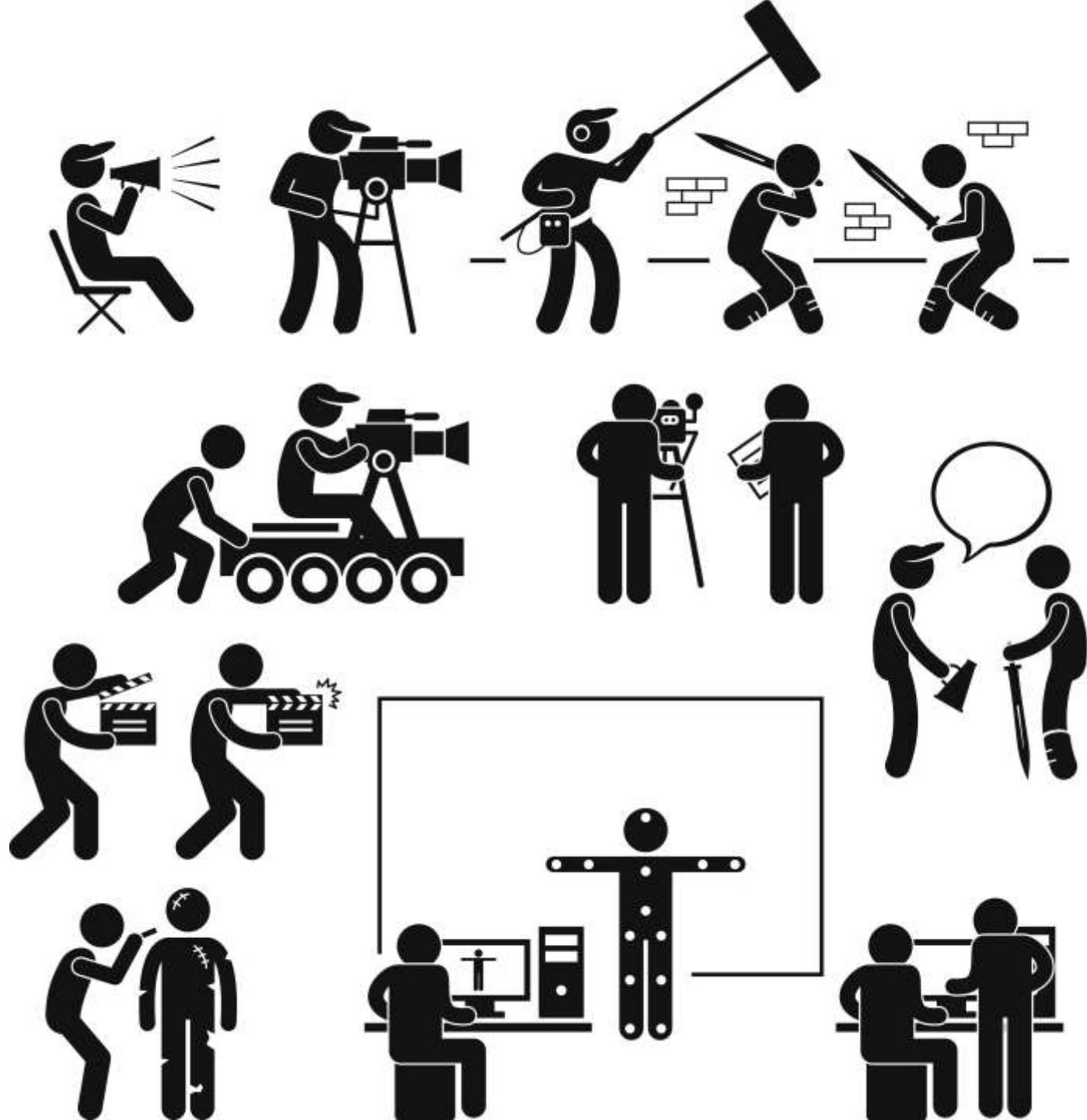




You Can  
Do This  
Without  
A Huge  
Production  
And a Ton  
Of Know-  
How...



But the  
More Help  
& Support  
You Have,  
The Better!





**Team Process!**

Take the Help You Can Get



# Your Team Has Hidden Talents



## HANGOVER

You guys might not know this but I consider myself a bit of a loner.

I tend to think of myself as a one man wolf pack.



# Paradox of The Lone Wolf

Definitely Need  
A Director,  
But the Video  
Should Reflect a  
Team Vision &  
Purpose





Make Good  
Decisions About  
The Type of  
Video You Will  
Make



Should be High Level Conversation:

Really Dig into Data To Explore Which Behaviors are Targeted for Change, And What Function(s) Are at Play



# Equipment You Already Have *Can* Do the Job



# No One Should Pass on Making/Using Video Because of the Technology



But, With Some Things You Get What You Pay For



Canon XA-10  
with Rode NTG-2

# Sound Matters



# Clear, Steady Images Do Too!



# Angles Matter





A stage with three spotlights shining down on a wooden floor. The spotlights are positioned at the top of the frame, creating a dramatic lighting effect. The floor is made of wooden planks, and the overall scene is dark, emphasizing the bright light from the spotlights.

Remember the Lighting!

# Where's the Creativity?

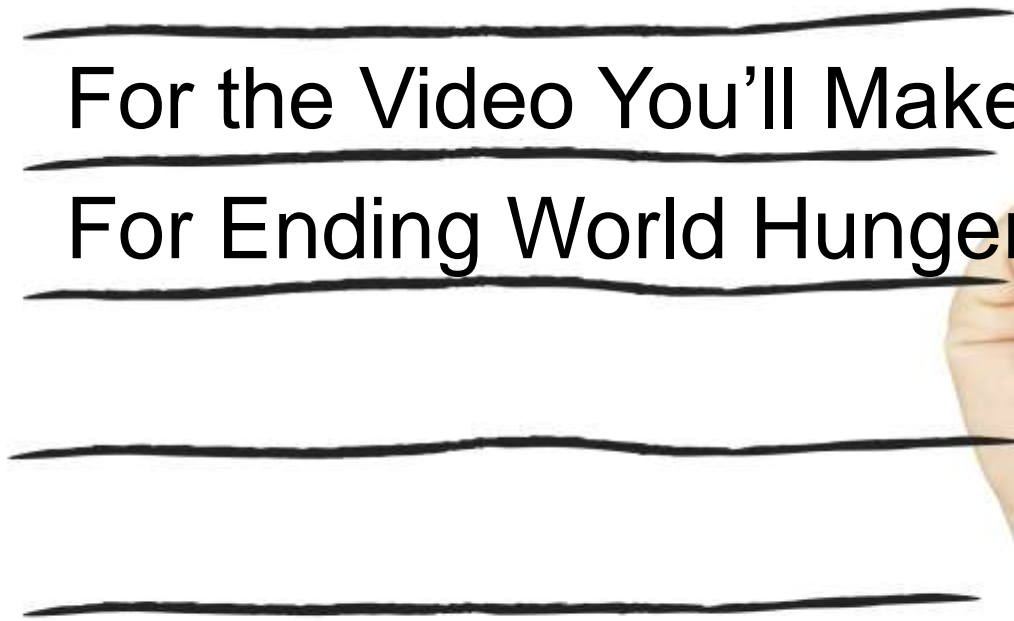


# MY GOALS

For Your PBIS Initiative

For the Video You'll Make

For Ending World Hunger



# MY GOALS

USA Make it out of Pool Play

KU Reinstate Football Program

Take Over World



Clear Story &  
Adherence to  
PBIS  
Principles  
Trump  
Everything



# PBIS Film Festival Judging Criteria

## PBIS Framework

- Positive wording / language:
  - Prescribed specific behaviors
  - Avoided “No”, “Don’t”
- Rules described in the context of school expectations and location
  - Safety in the hallway...
- Messages targeted “problem areas”
- Examples and non-examples provided
- Inclusion of students in the writing and production

## Production Quality

- Videos had one specific purpose
- Easy to follow
  - Smooth transitions, including titles
  - Logical story line
- In focus and steady camera work
- Audible, clear dialogue
- Music/sound effects are subtle, yet effective

## Homegrown SW-PBIS Videos

Group Videos

Group Activity

Sort: [Date](#) / [Alphabetical](#) / [Plays](#) / [Likes](#) / [Comments](#) / [Duration](#)



Moberly Middle School - PBIS - Respect in t...

18 hours ago



PBS - A Parody of "Let it Go"

18 hours ago



PBS - "Let it Go" Parody Version 3

2 days ago



What is PBIS?

2 weeks ago

## Homegrown SW-PBIS Videos



Created by **Michael Kennedy** PRO

3 years ago

Schools across the country have been using homegrown videos to support school-wide PBIS (SW-PBIS) initiatives in elementary, middle and high schools for a number of years. This site was established in an attempt to gather examples of these videos into one convenient location so PBIS teams, trainers, and researchers can access them for educational purposes.

Here are links to excellent PBIS Videos that are online, but not on this site:

"Best Picture" at the 2010 PBIS Film Festival from Shawnee Mission West High School in Shawnee Mission, Kansas

Garbaggio:

[schooltube.com/video/35161d7d82034af9919/](https://schooltube.com/video/35161d7d82034af9919/)

From

...

+ More

Part II

# Modeling Videos

For  
Teachers



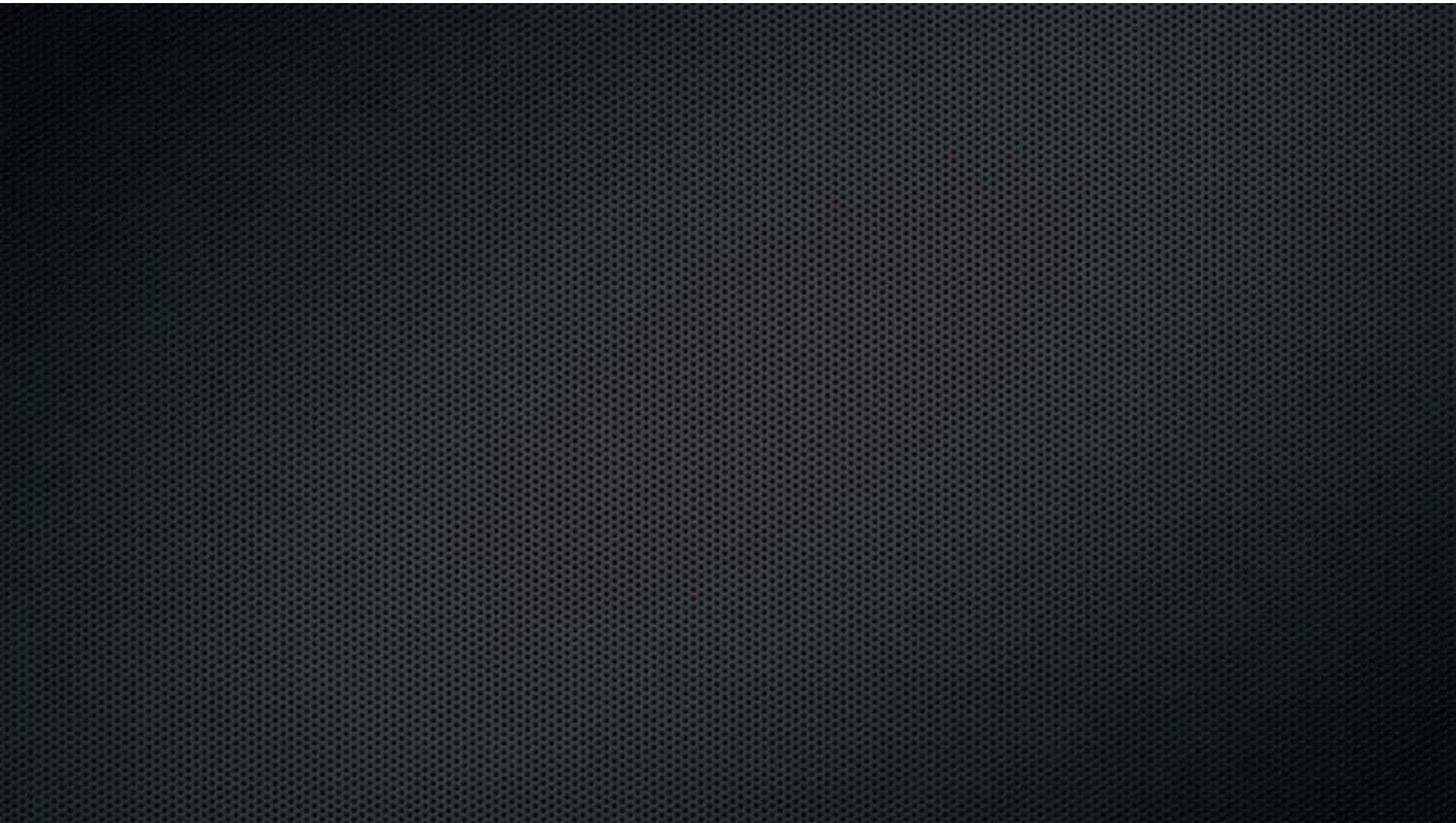




# “Serious” Modeling Videos

Maggie Hadfield, 2<sup>nd</sup> Grade Teacher  
Westview Elementary, Excelsior Springs







1. Use PBIS data to figure out what practice or strategy you want to focus on



Be really specific  
about who, when,  
where, and why

- Opportunities to Respond

- Precorrections

- Behavior-Specific Feedback Statements

- Teaching (or Re-) Expectations

- Using Reinforcements

- Using/Teaching Procedures & Routines

*MK-Approved  
Suggestions*



2. Make sure you know what the practice/strategy is (and is not) supposed to look like with 100% fidelity



Remember issues of context;  
specifically your school's  
PBIS expectations & culture,  
staff capacity, etc.





One practice at a time makes  
more sense than cramming  
a bunch into one video –  
Overwhelming!







# www.PBISMissouri.org



Follow @MOSWPBS

## Missouri Schoolwide Positive Behavior Support

Home

About

Administrators

Educators

Families

Teams



Ruskin High School Students and Staff brought the room to their feet as they preented on the importance of student voice in school improvmeent. (click the image to launch a WMV video file of their presentation)

## Home

The mission of Missouri Schoolwide Positive Behavior Support (MO SW-PBS) is to assist schools and districts in establishing and maintaining school environments where the social culture and behavioral supports needed to be an effective learning environment is in place for all students.

# www.PBIS.org



**PBIS** Positive Behavioral Interventions & Supports  
OSEP TECHNICAL ASSISTANCE CENTER

The Technical Assistance Center on Positive Behavioral Interventions and Supports is established by the U.S. Department of Education's Office of Special Education Programs (OSEP) to define, develop, implement, and evaluate a multi-tiered approach to Technical Assistance that improves the capacity of states, districts and schools to establish, scale-up and sustain the PBIS framework. Emphasis is given to the impact of implementing PBIS on the social, emotional and academic outcomes for students with disabilities.

SCHOOL



FAMILY



COMMUNITY



EVALUATION



RESEARCH



TRAINING



## current topics

### School Climate Transformation Grant Applicants

Please contact the PBIS State Coordinator in your state for information about SCTG grant applications



## upcoming events

Texas Behavior Support State Conference Administrator Preconference June 23rd, 2014 Region 4 Education Service Center



## presentations

Slides from Training & Conference Presentations.

[Presentations >](#)



## pbis blueprints

Blueprints for implementation, professional development, and evaluation of PBIS.

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From  
...  
[+ More](#)

www.PBISVideos.com

Effective Classroom Practices:

CLASSROOM PROCEDURES AND ROUTINES



06:42

HD



Other people may view this video via the Video Review Page: <http://vimeo.com/mjk/review/83932181/fc67ee0a0a> (Change Settings)

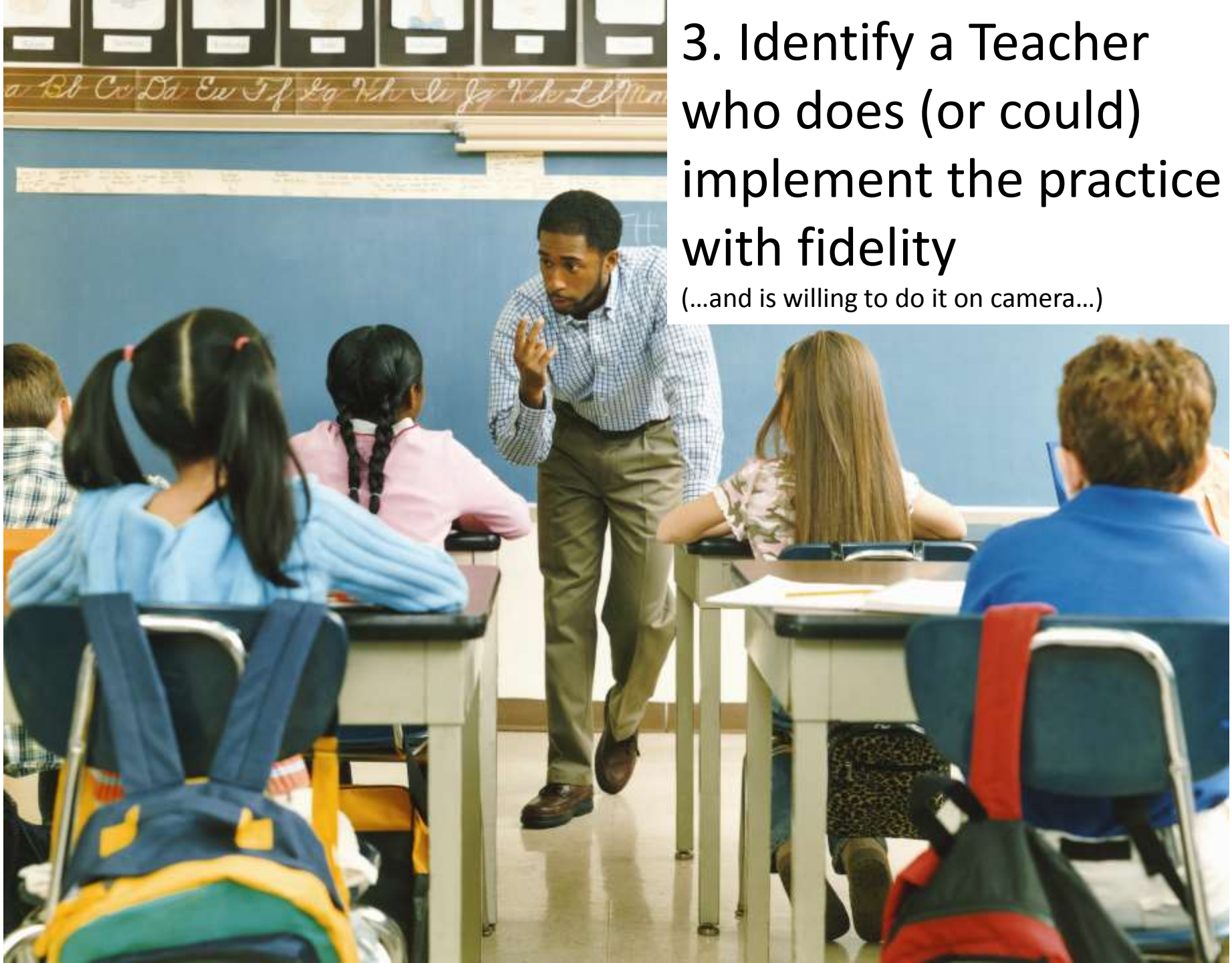


## Classroom Procedures & Routines

from **Michael Kennedy** PRO, 4 months ago / via iMovie NOT YET RATED

### 3. Identify a Teacher who does (or could) implement the practice with fidelity

(...and is willing to do it on camera...)





# Role Model

Someone whose behaviour  
is an example for others.





4. Get the students on board (acting, permissions, time)



## 5. Rehearse with meaningful feedback



# COACHING!!!



Once you have this video(s), Use it forever



Subs, Volunteers, Student Teachers, Parents, etc.



# Take a Minute

- With your teammates (or adopted teammates) brainstorm a priority practice/strategy within the PBIS framework that would make sense to model using video
- Come up with scheme to trick your role model teacher into doing it...
- When would you use your video to ensure maximum impact on your faculty?
- How will you follow up after viewing?

# Not Quite So Serious Modeling Videos





# **Not So Active Supervision**

# Identify a Problem



# Possible Problems

- Supervision in Halls
- Bus/Lunch Duty
- Limited Participation in School Reinforcement Initiative
- League Leader in Referrals
- PBIS Saboteur

# Exaggerate the Problem to a Silly Degree



# Find the Right Time for Filming



# As Needed: Make Sure the Kids Know



Find the  
Right  
Music

Or Write  
A  
Parody







CAUTION CAUTION CAUTION CAUTION

# Be Careful About Not Singling Anyone Out



CAUTION CAUTION CAUTION CAUTION

# Take a Minute

- What is a touchy area of improvement you'd love to undertake with your colleagues, but haven't been able to make headway?
- Any creative ideas?

# Part 3: Modeling Videos for Students



# Little Witches



Crane Elementary, Crane, MO

Daniel Davis, Charlotte Donnell, & Stephanie Vaught



# Chanyeana Jones & the Hallways of Doom

What are pressing issues  
with student behavior?



You  
Collect it,  
Here's a  
Great  
Chance to  
Use It!





# Specifics in Video Matter



# Define Behavior

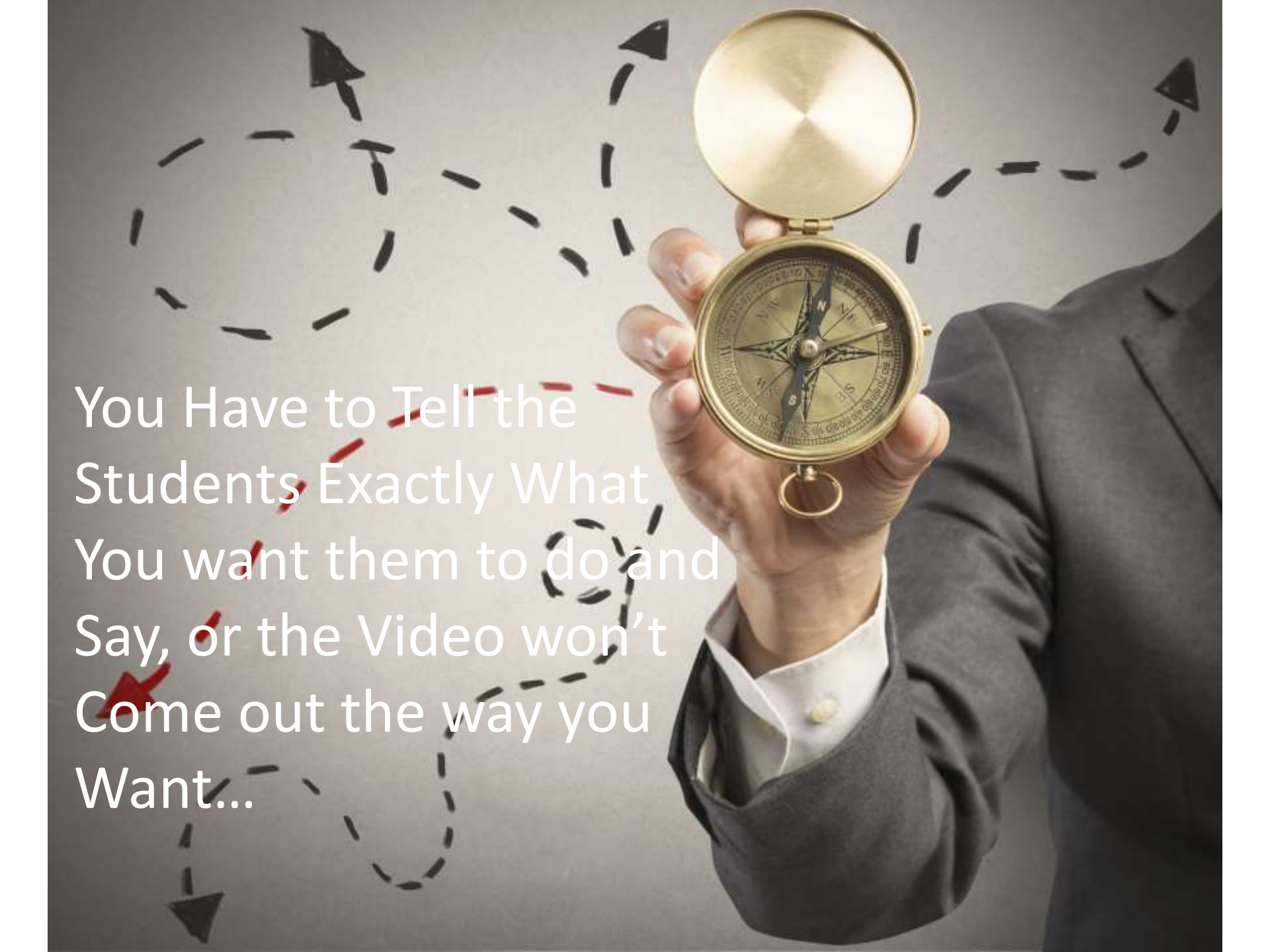


What Does  
It Look Like?



What Does  
It Not Look Like?



A hand in a dark suit jacket holds a brass compass. The compass is open, showing the needle and the face with cardinal directions. The background is a plain, light-colored surface. Several dashed black arrows point in various directions, suggesting a path or a choice. A few solid red arrows also point in different directions, contrasting with the dashed lines.

You Have to Tell the  
Students Exactly What  
You want them to do and  
Say, or the Video won't  
Come out the way you  
Want...

# Calling All Music (or Inclined) Teachers!



This Man is  
A Living Legend  
For a Reason...







With Appropriate Caution... Just Give them the Keys



With Appropriate Guidance... Just Give them the Keys



Teachers Playing Students = Guaranteed Comedy



# It's Cool to Use Your Future Child Actors



But Remember You Might Hook Some Students  
Who Aren't As Engaged if You Gave a Chance



# Video Self-Modeling with Students with and without Disabilities Is an Effective Practice



Remember:  
What is your story?



# Bigger & Longer Isn't Better in Video

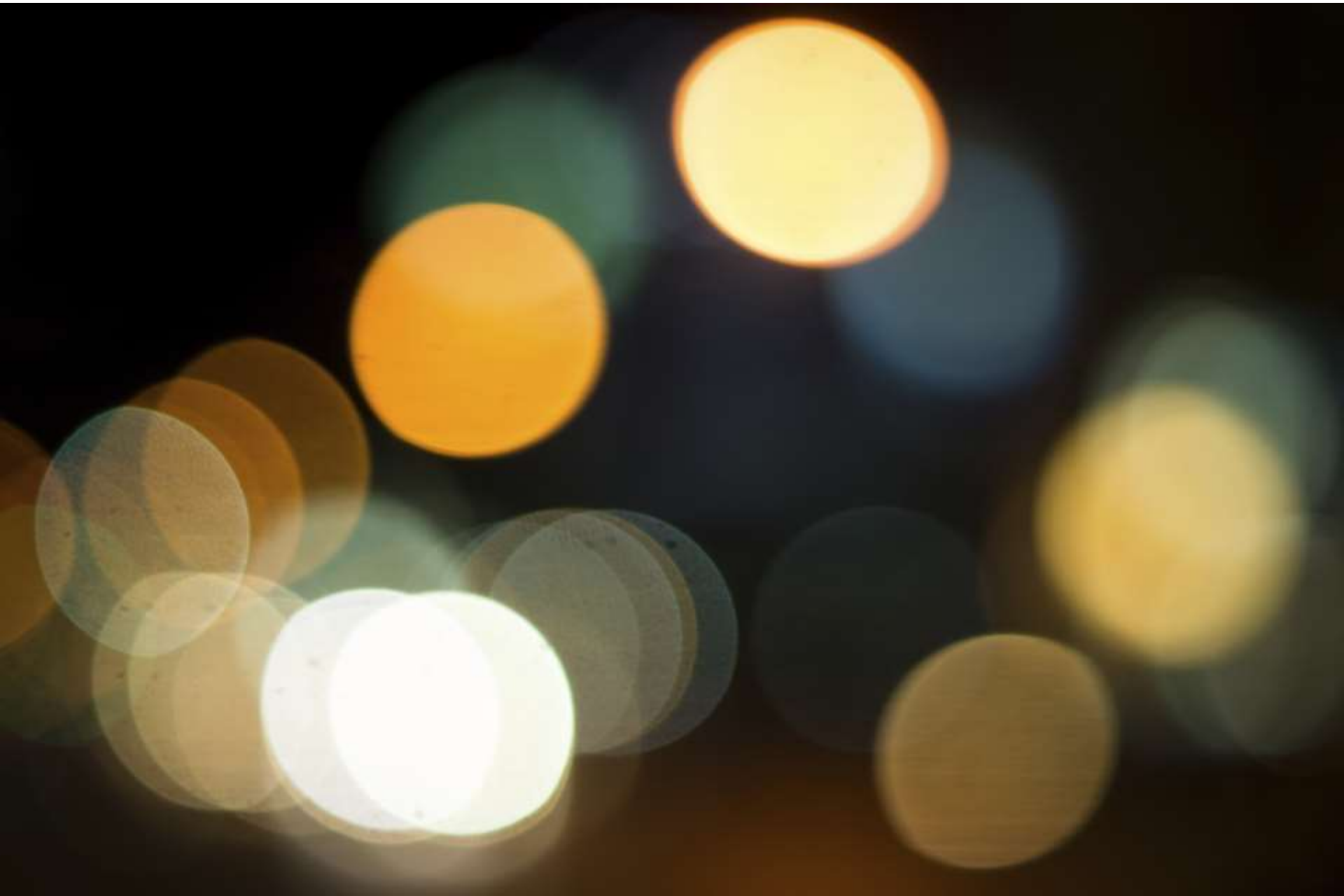




# Be Clear & Crisp With Your Storytelling



# Abstract or Artsy Videos Might Soar Over Kids' Heads



Videos aren't fairy tales, what else are you doing to support Your PBIS initiative?



# Take a Minute

- What are areas of improvement for students at your school?
- Which lend themselves to the video format?
- What are current approaches to supporting behavior(s), and how might the video interact with those approaches?



# Part 4: Conceptual Videos

# Videos for School Engagement









Cast of  
Thousands



Err on Side  
Of Inclusion



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