The BEEP Media Campaign

ASEFYLS4 Leadership in Action Project
AGENDA

01 Team Charter & Working procedure

02 About BEEP Media Campaign

03 The Leadership in Action
   (A Video Documentary)
TEAM CHARTER

WORK PROCEDURE
OUR MEMBERS

- TITH Chandara (Navigator) Cambodia
- Dean Chen China
- Keolydeth Hun Cambodia
- Miranda Bilger Switzerland
- Seak Por Cambodia
- Sinem Ishlek United Kingdom
- Sinan Charania Pakistan
- Michaela Knoskova Slovakia
- Mihai Constantinescu Romania
WORK PROCESSES

MEETING
At least 1 (one) team assembly will be held each month, at 17:00 Phnom Penh time (UTC+7) on the 4th Friday of each month, from June till November 2021.

TEAM ASSEMBLY
a moderator (who facilitates discussion and leads the meeting) and rapporteur (who summarises the discussion and draft meeting minutes) shall be designated. Team members will take turns to take on these roles.

FOLLOW-UP SYSTEM
team shall be divided into sub-groups according to the roles and tasks of each individual. The sub-group can decide their own working preferences and only need to update the progress to all the members in the monthly team meeting.

AGENDA
Before each team assembly, there has to be an agenda with clear and defined objectives, expected outcomes and a list of items to be discussed. Relevant materials for each agenda item will be circulated prior to the meeting - No meeting should proceed without an agenda and relevant materials.

TEAM ASSEMBLY
After each team assembly, there will be a list of action points, as well as relevant team members/sub-groups responsible for completing each action point. The assembly will review progress at the next session. Clarity of responsibilities is important, and team members should raise concerns if they are unsure about anything.

DRIVE
All related documents will be stored on a Google drive including meeting minutes, project materials, team brainstorming etc. This ensures that the materials uploaded are shared and accessible by each team member.
DECISION MAKING

- The Navigator will also be the group representative in presenting any deals or partnership and to bridge our diverse team to the local representatives in Cambodia.
- Polls on Slack will be used for confirmation amongst our group for relevant meetings and discussions.
- For any big or small decisions, we will first use the poll and follow the majority vote. This is to make sure that everyone’s voice is valued and fair.
- This group consists of responsible and busy individuals, so the load of work will be shared amongst several members whenever possible. This prevents the workload becoming a burden on anyone.

- The sub-group representative or team members are encouraged to propose any urgent meetings needed for their work progress or for decisions as a team. In this case, team members are encouraged to follow the group practices of providing schedule options, details, and agenda.
- Polls on Slack for important decisions such as meeting times or other important ideas within the project (rather than an open question on Slack or whatsapp group chat)
- The team leader will be the representative and have the final vote on certain tasks before releasing them to the public.
- Meeting proposals should come with options, description and meeting details. And it can be anyone to propose the meeting.

Everyone in the team will have equal responsibilities and will have a say in all decisions made. However, the Navigator will make the ultimate decision by overseeing the final draft of any work before any statements or content reaches the public.
There are several communication platforms to ensure a smooth interaction and frequent updates. The three following channels will be used throughout the leadership in action phase, though the sub-groups may prefer separate and personal chats. It is not compulsory for the whole team to be informed of every meeting happening within the group, only the updates on the task progression is needed. The three channels that will be used throughout this process are:

1. **SLACK** - will be the team’s official communication channel. Team assembly agendas, minutes, list of action points, and other important documents will be posted on SLACK.

2. **WhatsApp** - will be the team’s daily discussion and a normal interaction channel. The team’s WhatsApp group will serve as a platform for brainstorming and informal discussion. This channel can also be used for team check-in or for any other exciting life updates.

3. **Zoom** - will be the team’s video-conferencing platform for team assemblies, sub-group meetings and meetings with external parties (e.g. MoE of Cambodia, UNESCO Phnom Penh).

Our team communication means are not limited to these guidelines and channels. Each member is encouraged to propose alternatives to cater to their needs or issues.
As a team from diverse backgrounds and cultures, we all agree to be honest, open-minded and respectful of one another as a person, a teammate and as ‘brothers and sisters’. When any mistakes or issues arise, we are all expected to communicate in a constructive manner. Furthermore, when we require help, we are all committed to providing a helping hand in order to complete tasks and achieve our goals in the best way possible.
ABOUT BEEP MEDIA CAMPAIGN

BASIC EDUCATION EQUIVALENCY PROGRAM
(MoEYS – MoLVT – UNESCO)
<table>
<thead>
<tr>
<th>Project Title</th>
<th>“The BEEP Media Campaign”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Development Goal</td>
<td>SDGs4: Quality Education</td>
</tr>
<tr>
<td>Country/ies of implementation and/or online</td>
<td>Cambodia and Online</td>
</tr>
</tbody>
</table>
The project “Back2School - The BEEP Media Campaign” is a promotion and outreach activity to attract drop-out-school youth in Cambodia to register for BEEP. Participants will support the development of the campaign throughout all stages, from the identification of the target group, the development of the campaign strategy and content to the production of multimedia materials.
OBJECTIVES

EDUCATION
To raise awareness on the opportunities for those who had dropped out to get more information on how important education is

COMMUNICATION
To engage all stakeholders and increase the campaign reach nationwide

DEGREE
To raise awareness on the acceptance of the skill-training degree

YOUTH POWER
To empower the youth and their talents

CAREER
To mainstream the vocational career path

BACK TO SCHOOL
To increase reintegration of dropout students into secondary school and opportunities for further education
LEADERSHIP IN ACTION
A SHORT VIDEO DOCUMENTARY PROJECT
# A VIDEO DOCUMENTARY PROJECT

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Transforming lives: BEEP// Life changing experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>mini-documentary (Main Video)</td>
</tr>
<tr>
<td>Length</td>
<td>3-5min</td>
</tr>
<tr>
<td>Audience Target Group</td>
<td>Secondary and high-school students (ages 13-18), particularly drop out students in remote areas</td>
</tr>
<tr>
<td>Objective</td>
<td>To explain what BEEP is, and to promote BEEP among high school students as an alternative way of education, to encourage students to stay in touch with education. To see how the BEEP programme can benefit them. How it's a life-changing oppotunity. To highlight the importance of the BEEP programme in the youth's life.</td>
</tr>
<tr>
<td>Output</td>
<td>Main video focusing on students' experience/testimonial of BEEP.</td>
</tr>
</tbody>
</table>
Group and stakeholders 'Meeting
(MoEYS & UNESCO)

Sub-group Division

Content / Production

Submission of Storyline

Story brief, Interview Questionnaire, Shooting plan
Video Documentary Treatment

Discussion & Implementation

Delay the shooting & production due to covid19 lockdown/restriction
OUTCOMES

Final Shooting treatment

Supporting footages & documents

Shooting
THANK YOU