



Youth Skills Training Video Proposal

An invitation for local agriculture leaders to help grow the next generation of precision ag talent

PREPARED FOR

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What We Heard

Dawson-Boyd has earned a Minnesota Youth Skills Training (YST) grant to connect students with real, hands-on careers in precision agriculture. Students are learning drones and data, agronomy, equipment operation, and crop consulting, with partners that already include Titan Machinery, Centrol Crop Consulting, St. Cloud State University, and local ag businesses.

The program is ready. What it needs now is more community partners. Internships, apprenticeships, job shadowing, site visits, and guest instructors only happen when local farmers and ag businesses open their doors to students.

Why ag partners are not stepping forward yet

We believe there are three barriers that keep good partners on the sidelines:

- **Awareness.** Many farmers and ag business owners have never heard of YST or do not know the district is asking for their help.
- **Uncertainty.** Some assume hosting a student is complicated, risky, or full of paperwork they do not have time for.
- **Time.** Ag is a demanding business. Partners need to see that there are ways to help that fit their season and their schedule.

Who this video is for

The primary audience is the local ag community: farmers, co-ops, equipment dealers, agronomists, crop consultants, and ag service businesses in and around Dawson and Boyd. They know the industry needs skilled young workers. They need a clear, simple picture of how they can help.

A secondary audience is families, students, and the broader community, who will see the program as a reason to be proud of Dawson-Boyd and a path to a career close to home.

Our Approach

Captivate leads the strategy, the scripting, and the production. Dawson-Boyd leads the relationships, the program expertise, and the decisions only the district can make. Here is what guides the plan:

1. Make the ask clear and specific

Ag partners will not respond to a general request for help. The video shows the full menu of ways to get involved, from a one-time site visit to a paid internship, so every viewer can find a role that fits their operation and their season.

2. Let partners and students tell the story

A farmer is more likely to believe another farmer than a brochure. The videos center on current partners, students, and district leaders in real fields, shops, and classrooms, so local ag leaders can picture their own operation as a classroom.

3. Built on StoryBrand

We build every message on the StoryBrand framework, which puts the audience at the center of the story and casts the organization as the guide with a clear plan.

- **The hero:** A local farmer or ag business owner who needs skilled workers who understand modern, tech-driven agriculture.
- **The problem:** Finding and keeping young talent is hard, and helping a school can feel complicated.
- **The guide:** Dawson-Boyd, with a grant-funded program, a clear structure, and staff ready to do the legwork.
- **The plan:** Learn about the program, choose a level of involvement that fits, and connect with the district.
- **Success:** A pipeline of local talent and students who build ag careers right here at home.

Draft core message: *Your operation can be their classroom. Help us grow the next generation of ag leaders.*

Scope of Services

A complete video package from kickoff through delivery. All deliverables are built to Dawson-Boyd's brand.

Strategy and scripting

- Message development grounded in the three barriers and the StoryBrand framework.
- Creative brief, interview questions, and script outlines for district review.
- Talent preparation for students, partners, and staff appearing on camera.

Filming

- One full day of onsite filming at the school and partner sites in and around Dawson.
- Interviews with students, current ag partners, and district leaders.
- Students at work with drones, data, and equipment, plus drone footage where conditions and regulations allow.

Video production

- One program explainer video (60 to 90 seconds, horizontal) for the website, partner meetings, email, and community presentations.
- Two vertical social videos (15 to 30 seconds each): one on why partner, one on how to get involved.
- Professional editing, motion graphics, licensed music, and color correction.

Who Does What

Dawson-Boyd keeps the parts only the district can own. Captivate carries the planning and production so your team stays focused on students and partners.

Captivate leads	Dawson-Boyd leads
Messaging strategy and scripts	Program details, final approvals, and branding
Interview questions and talent preparation	Identifying students, partners, and staff to feature
Filming direction, production, and drone footage	Scheduling partner sites and securing student permissions
Editing, motion graphics, and music	Reviewing drafts and providing consolidated feedback
Captions and audio descriptions (if needed)	Sharing videos through district and community channels
Suggested post copy for social videos	Following up with interested ag partners

Timeline

About seven weeks from kickoff to delivery. Harvest offers the best visuals but is also when partners are busiest, so we will set the filming date with the district to fit both. This schedule can be adjusted based on your needs.

WEEKS 1 to 2 Kickoff and scripting

- Kickoff with Holly and the program team; confirm goals, key messages, and featured voices.
- Creative brief, interview questions, and script outlines delivered for review.

WEEKS 2 to 4 Scheduling and filming

- District secures partner sites, students, and permissions; Captivate provides a production list and schedule.
- Full filming day at the school and partner sites.

WEEKS 4 to 6 Editing and review

- First versions of all three videos, followed by two rounds of revisions.

WEEK 7 Delivery and launch

- Final videos delivered with captions, audio descriptions, and suggested post copy.
- Videos ready to share with the ag community at meetings, online, and on social media.

Investment

Captivate's complete scope totals \$8,000.

Description	Estimated Cost
Strategy, messaging + scripts	Included
Onsite filming (1 full day, including drone footage)	Included
Program explainer video (60 to 90 seconds)	Included
Vertical social videos (2)	Included
ADA captioning + audio descriptions	Included
Total Investment	\$8,000

Terms

- 50% due at signing, 50% on completion of the engagement.
- Fees cover Captivate's strategy, filming, and video production services. Third-party costs such as paid social promotion are carried by the district.
- Additional filming days, videos, or translated versions can be quoted separately.

Why Captivate

Captivate Media + Consulting is a public sector communications and video firm that works almost exclusively with school districts, government agencies, and nonprofits. We have supported more than 400 clients across Minnesota, Wisconsin, and beyond.

- We know workforce campaigns. We have partnered with other schools on apprenticeship and career pathway campaigns, so we understand how to recruit partners and participants.
- We specialize in schools, including rural districts in Greater Minnesota, and we know how to film respectfully with students.
- Our messaging runs on a proven framework, so every piece answers the barriers that keep partners from saying yes.
- We carry the load, so your team can stay focused on students and partners.

Next Steps

- Confirm the direction and scope fit Dawson-Boyd's goals.
- Share key program details and the partners, students, and staff you would like to feature.
- Sign a contract and schedule the kickoff so filming can be planned around the ag calendar.