



IMP Visual Plan & Outline

Podcast - Robert

Vodcast - Bethany

Vodcast Editing - JD

Poster - Robert

Cover Art - Bethany

Website - JD

- **Design a site map for your podcast website.**
- **Include a description of which tool you will use to web design and justification for the selected tool.**

Podcast - Plan/Storyboard

Introduction of the Podcast – tagline and intro music

Music: Music will be a suspenseful yet engaging instrumental with the tagline playing in the background. The instrumental will be about 10-15 seconds.

Tagline: Teachers and Learners: When every person is a student and learning is a lifelong activity.

Sponsor audio clip

Chasing Passions is sponsored by Teachers for Change and SC Educators on the Move, Columbia Chapter. Teachers for Change is a local advocacy group assisting school teachers and administrators with advocating for better pay, professionalism, and respect for the Education profession. SC Educators on the Move is a national organization that prepares educators for other opportunities in and outside of the education profession.

Support for Changing Passions also comes from the University of Southson, College of Education. For more information about admissions and programs of study, please contact Yolanda Bagley at (803) 890-9021 or y.bagley@southson.edu.

Overview/Reminder of Series topic: Teacher Burnout

Robert: Hi and welcome to another episode of Chasing Passions. I'm Dr. Rob, alongside co-hosts, JD and Bethany. As one of the creators of this podcast, I currently serve as a L&D associate, working to provide employees with engaging, practical, and innovative learning opportunities. This podcast was created as a part of our Design and Development course but has since grown to continue

advising and guiding teachers in and outside of the classroom. I'll pass it over to JD to introduce himself.

JD: *introduces himself* And now, I'll pass it over to Bethany to introduce herself.

Bethany: *introduces herself* And now, I'll pass it back to Dr. Rob to get us started.

Robert: This podcast, Chasing Passions, dives into the lives and experiences of teachers all across the nation. Every episode will focus on topics and issues relating to teachers and sometimes, students. These topics will include things such as instructional strategies and practices, talent development, legislative and school district policies and procedures, teacher and student concerns.

-----transition music: (thinking school bell)-----

Overview of this episode on Teacher Burnout

Robert: With the COVID19 pandemic, social injustices, and lack of support

from many stakeholders, educators are feeling burned out, more than ever before. In this episode, we will focus on teacher burnout and discuss how we arrived here, how to cope with it, opportunities outside the classroom, and how skills transfer to other positions, if teachers are at their wits end. Recently, there has been an increased public focus on mental health (Hilinski's Hope, veteran suicide, Naomi Osaka, Calvin Ridley, et al.). Educator's mental health must also be discussed and nurtured.

JD: *discuss why mental health is important and matters*

Bethany: *adds to the mental health conversation*

Robert: So, do we think teacher burnout affects mental health?

Robert, JD, Bethany: (natural conversation here)

Robert: Teacher burnout is a realllllll thing yall. As a former teacher, it's a lot. But I often hear people ask how we got here – I'll tell you: poor funding, high emotional demands, inadequate preparation, a lack of respect for the profession (by a lot of stakeholders), and a lack of resources.

Robert, JD, Bethany: (natural conversation here)

-----transition music: (thinking school bell)-----

Robert: Well, what can teachers do to prevent this burn out? Here's some things that many can and are already doing: increase teacher autonomy, Understanding You Are Enough, support, keeping lines of communication open, recreation/personal/self-care, and good work life balance.

Robert, JD, Bethany: (natural conversation here)

-----transition music: (thinking school bell)-----

Robert: I must be real yall – sometimes, the prevention strategies don't work or simply aren't effective for several reasons and teachers feel stuck.

JD: Dr. Rob, I think that's a great segue into our next topic. I hope teachers aren't feeling stuck because there are a ton of opportunities out there for teachers, outside of the education profession.

Bethany: Yes, I agree, JD. I've seen (insert conversation here about former educators doing L&D)

Interview (placement in the episode to be determined)

Robert: You all are absolutely right. I landed an opportunity outside of education and I'm literally doing some of the same work, just with adults. I have a teacher friend, Maria, that's going to share about a little about her transition from K-12 to L&D for a fortune 500 company.

List the recommendations on how to overcome Teacher Burnout

Increase teacher autonomy, Understanding You Are Enough, keeping lines of communication open with administrators and parents, Recreation/personal/self-care, and Good work life balance.

Brief discussion of each recommendation

Increase Teacher Autonomy: Giving teachers more autonomy can improve job satisfaction and retention. The United Kingdom's National Foundation for Educational Research recently identified strong links between teacher autonomy and retention. Its findings suggest that involving teachers in activities that honor their independence and bolster their sense of feeling respected can significantly affect their morale and motivate them to stay. For example, rather than imposing goals on teachers, school leaders can involve teachers in goal setting.

Additionally, education leaders can consider how to give teachers more control over the curricula they select and the content they teach.

Understanding You Are Enough: When you are feeling burned out, it can be easy to think something is wrong with you, says Mathis. “It’s perfectly normal and healthy to have ebbs and flows in your profession,” she says. “It’s OK if you don’t jump out of bed every morning excited. There are good years and years that are tougher. “Know that you can always take time to regroup and reset. Your next group of kids or teaching year might be your best one yet!

Open Lines of Communication: Teachers experiencing symptoms that lead to burnout should receive attention from administrators or people in a position to take direct action in response.

Recreation/Personal & Self-Care: Set some time aside on the weekend or in the evening to do something that benefits you physically or mentally.

What relaxes and refreshes you? Some ideas include:

- Practicing meditation
- A quick morning yoga routine
- Taking a walk and experiencing nature
- Reading a chapter of your favorite book
- Creating a sleep schedule (and sticking to it!)
- Relaxing with your drink of choice and favorite reality TV show

Work Life Balance: When you start feeling teacher burnout, step away from it. Leave your work at work: the thoughts of grading, curriculum planning, field trip permission forms, responding to parents’ emails, report cards to fill out... the list goes on.

Instead of working around the clock, try this: pull out a pad of paper and write down everything that needs to get done over the next two days. Once your list is complete, choose the top three tasks. These are the must-do tasks for tomorrow that will make the day more manageable.

Now that you’ve figured out how to make the next two days easier, let go of your work and prioritize yourself for the rest of the night. Make a delicious dinner, read your current book, watch your favorite Netflix series, or get to sleep early.

Review of recommendations

So now that we’ve discussed the causes of burnout and how we can “fix it”, what steps are you going to take to overcome burnout? How can you assist those around you with not losing their “fight?!”

Robert, JD, Bethany: (natural conversation here)

Final advice from Robert, JD, and Bethany

Robert: Stay the course. I'm often reminded of a quote by the late great Pat Summit, "Serving women is my passion. Basketball is my avenue." I truly understand what she meant by that now. I have a passion for helping and serving kids but I was burned out and it was time for change. I made the change and now I'm working on finding other ways

JD: *advice*

Bethany: *advice*

State the topic for the next episode in the series

Next week, we'll discuss changes to the SC Teacher Evaluation System.

Thank you for joining

Thank you all so much for tuning into another episode of Chasing Passions.

Ending tagline for podcast

"...and remember, never stop learning!"

Timeline for Podcast (Subject to Change)

00:00 - 00:30	Podcast Intro
00:31 - 00:45	Sponsor Audio Clip
00:45 - 01:15	Overview of Series/Introductions
01:15 - 02:00	Overview of Episode
02:00 - 03:00	Teacher Burnout Overview
03:00 - 04:30	Teacher Burnout Discussion
04:30 - 06:00	Teacher Burnout Prevention Overview
06:00 - 07:30	Other opportunities for Teachers Discussion
07:30 - 09:30	Interview
09:30 - 10:30	Recommendation List
10:30 - 11:30	Recommendations Discussion
11:30 - 11:45	Final Advice
11:45 - 11:50	Next Episode Topic
11:50 - 11:55	Thank you for Joining
11:55 - 12:00	Ending Timeline for Podcast

Marketing Poster Description

The marketing poster will contain promotional information with relative images, graphics, and formatting to market the podcast on Teacher Burnout. The poster will include the podcast name, podcast logo, and the co-host names.

The poster will contain the same colors as all other graphics and podcast/vodcast images - all of which are set to be viewed on a white background.

The poster layout will be created on 8.5 x 11 paper and can be viewed on any electronic device. The font size and type will enhance the poster in a way that contributes to its visibility and readability.

Vodcast - Visual Plan/Storyboard



NOTES:

Opening – music with a jingle (“atthetop” in Camtasia) – the jingle will play for 3 seconds then script starts.

Script: welcome to Rebuilding a career after teacher burnout.

Transition to next screen



NOTES:

Opening – music with a jingle

Script: Introducing your hosts Robert Harris, JD Dillensnyder and Bethany Pendley.

Transition to next screen.



NOTES:

Opening – music with a jingle

Script:
Today our conversation focuses on teachers who simply couldn't overcome the burnout they experienced in the school classroom and are making a career change. A teacher may think they have to start over, but actually.....

Animations: The term "burnout" will fade in and out

Transition at the beginning of "actually" to next screen



NOTES:

Opening – music with a jingle

Script:

.....have skills and expertise that easily transfer to positions in a business environment.

Transition to the next screen.



Interview process for teachers who are rebuilding a career after leaving the classroom

NOTES:

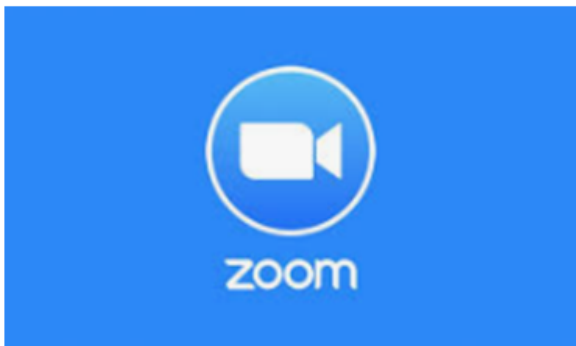
Opening – music with a jingle

Script:

We will specifically talk about the interview process for teachers who are rebuilding a career after leaving the classroom.

Here are your hosts, Robert, JD and Bethany

Animations: The sentence will build as the words are spoken.



NOTES:

Music stops and Robert, JD and Bethany begin conversation about interviewing.

Script:

Host 1 (JD) will kick it off. When teachers are not happy, students are not happy. If a teacher has tried to overcome burnout but is still unhappy, then time to move on.

Most people who get degrees in education – its because they have a passion for sharing knowledge and facilitating learning. Just because a teacher decides to leave the classroom, it doesn't mean they have to give up their dream to teach.

Host 2 (Robert) – That is right – (building on what host 1 is saying) many teachers may not realize this, but there are many occupations that require teaching skills. For example – business instructors in any area – they must be skilled in adult learning principals. Mention other professions that teachers could work in.

Host 3 – (BP) I've never taught in a school classroom, but I know from experience, most business instructors that I've worked with (including myself) are not trained educators. I was a technical expert in my field and sometimes, learning and development leaders believe that if you can do the job well, then you can teach others to do the job. While that is sometimes true – its not always. There is a real need for individuals with skills in teaching and skills in developing learning content in many corporate jobs. It's important for teachers who are making a career change to understand just how marketable they are in business and focus on those skills during the interview. JD – what do you think teachers need to focus on preparing for an interview at a company after leaving the school classroom?

NOTES:

Script:

JD will share his insight about interviewing.

(Robert was in the classroom and now works in business.)

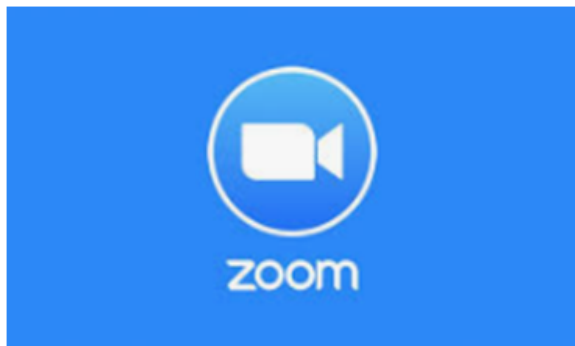
Robert, when you left the classroom and interviewed with a company in the private sector – tell us about your interview with your current employer.

Robert – will share his experience – making a couple of good points during his response.

Bethany will add another point. I have teacher friends and we share war stories. The corporate world is very different than teaching in the classroom. Changing your mindset about who you are and what you want to offer the world. Focus on talking point about pointing out the skills to sell yourself – make sure you create a solid LinkedIn profile that acknowledges highlights skills that businesses are looking for. (there is a book out there – YOU CAN CHANGE YOUR CAREER

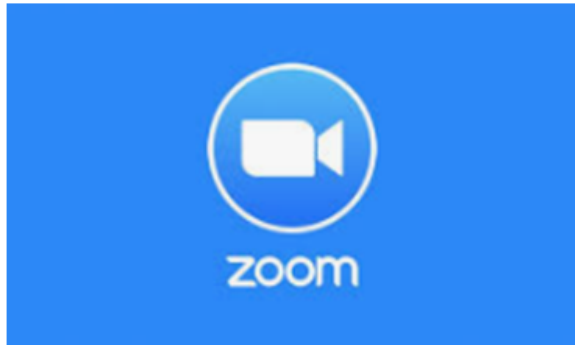
JD – wrap up

Other ideas for teachers: Get your name out there, create your brand and manage it, networking – find ways to connect with key individuals



NOTES:

After zoom is recorded, Bethany will use Camtasia to incorporate the music, narration, storyboard images and words into the video.



NOTES:

Outro – jingle starts again

Thank you for viewing Rebuilding a career after teacher burnout.

For more information

- 1.
- 2.
- 3.

Remind viewers about the podcast and how they can find out.

Introduce the next vodcast topic.

Cover Art



WEBSITE MOCK UP WITH ADOBE XD

<https://xd.adobe.com/view/ea9fdd41-9f56-4119-b8df-a24faef0d298-bfcc/?fullscreen>

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Award-winning experts sharing their love of learning, development, and design



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DR. ROBERT HARRIS
Placeholder Title



BETHANY PENDLEY
Placeholder Title



JD DILLENSNYDER
Senior Instructional Designer



Worth Every Minute

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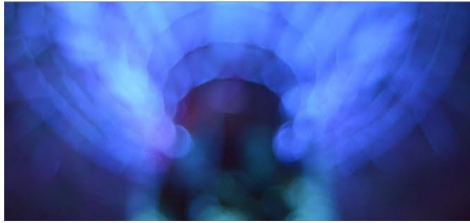
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ABOUT ROBERT

Tagline

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ABOUT BETHANY

Tagline

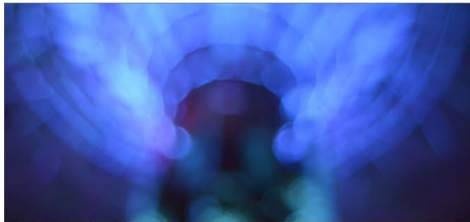
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ABOUT JD

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EPISODE DESCRIPTION

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