

switchboard

Using Multimedia to Promote Client Self-Sufficiency

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Today's Speakers



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Learning Objectives

By the end of this session, you will be able to...

Assess

your readiness to create multimedia content by considering staff capacity and budget constraints

01

Select

the best media format, aligned to your program context and goals, using a systematic decision-making framework

02

Identify

next steps, key resources, and rough timelines to begin implementing your chosen media format to meet clients' needs

03



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Think about the processes you explain to your clients over and over again. Name one process you wish you could stop having to re-explain.



Key Terms



Multimedia, such as short videos viewable on a phone, turn a repeated explanation into something someone can watch, pause, replay, and understand in their own time, in their own language



Virtual reality (VR) is a type of immersive environment that transports the user into a completely different space (a “virtual world”) where they can look around, move, and interact. The scenes are typically accessed via a **VR headset**.



360° video (also known as a surround, immersive, or spherical video) is made by recording views in all directions at the same time



Co-creation puts newcomers at the center of designing content (e.g., VR and gaming), ensuring their voices drive both what is built and how it works



Use case is a specific scenario or purpose for which technology will be used; how a user interacts with a system to achieve a particular goal

The Challenge and a Solution

- Caseworkers spend their **valuable time repeatedly** walking clients one-on-one through the same common processes
- **Multimedia resources**, like short videos, allow service providers to **communicate more efficiently** by creating an accessible tutorial and sharing it broadly



How have you incorporated multimedia into training for newcomer clients and staff?

- **Multimedia** creates low-stress practice environments that build confidence before real-world experiences
- **Visual, immersive formats** work across literacy levels and engage learners who struggle with text-based materials



What common process is this video teaching?





What common process does this video teach?

Does your team demonstrate readiness?

Look for three factors:

- Patience
- Willingness to troubleshoot
- Curiosity

If your team demonstrates all three, you have strong staff readiness.



Case Scenario: Low-Capacity Team

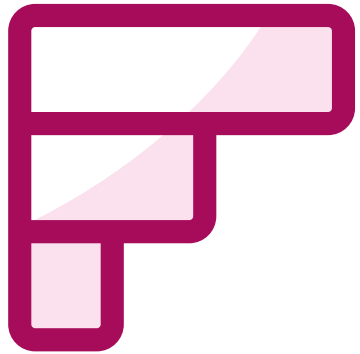
Meet Maria, a program coordinator in a mid-sized city.

Her team of four are often stretched thin. Every week, the same concerns come in from clients, Staff often find themselves repeating the same information multiple times a day. When her supervisor suggests creating some short videos to help, Maria explores her team's capacity.

There is no budget for making videos. Nobody on her team has filmed anything professionally. One of her case managers shuts down the moment technology is mentioned. The consensus from the team is they'll try something new if it doesn't take too long.

Maria reflects on her team's readiness and which media tool would be the best option to explore.





Based on this scenario, rate Maria's team's capacity for media making.



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What content do you need to deliver?



Consider whether your content is:

- ▶ **SHOWING: Process-driven**
Riding the bus, filling out a form, using a car seat
Best fit for video tutorials and orientation
- 🕒 **PRACTICING: Skill-building**
Job interviews, citizenship tests, doctor visits
Best fit for simulations, gamification, and VR experiences
- 💡 **EXPLAINING: Information-heavy**
Benefits eligibility, school enrollment
Best fit for repeated training and presentations
- ♥ **SHARING: Co-creation**
Newcomer stories, peer voices, lived experience
Essential part of all newcomer-facing media





Case Scenario: Help Maria choose the right media tool

Maria's challenge:

Every week, different clients call in with the same questions: "Which bus do I take?" Her four-person team is stretched thin.

Her supervisor's suggestion: "Create short videos so clients can access this information anytime."

Maria's specific needs:

- **Topic:** How to navigate public buses
- **Audience:** Recently arrived newcomers, limited English, varying literacy, most have smartphones
- **Goal:** Reduce phone calls by giving clients something they can watch when they need it
- **Constraints:** No budget initially, inexperienced team, limited time, low tolerance for complex technology





What type of media should Maria and her team create?



Decision Framework



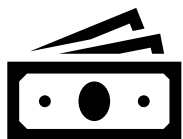
- **Decision Point 1: What is Maria's team teaching?**

- **Process-driven and visual** (showing step-by-step how to ride the bus)
- Eliminates: Written guide (literacy barriers; can't show movement and spatial navigation as well as a video can)



- **Decision Point 2: Is her team ready?**

- Limited patience + some troubleshooting + low curiosity = **Start with simpler formats**
- Eliminates: 360° video (steep learning curve), VR (complex), AI avatars (new tool to learn)



- **Decision Point 3: Budget reality?**

- \$0 budget + 4 staff + limited time = Quick **mobile video tutorials** using smartphones they already have

How do I pick the right media for my team?

Consider...

- Number of available staff members
- Time for media production
- Access to filming equipment
- Tech needed

... to determine the best media type, e.g., AI-generated videos, mobile phone videos, or a 360° media library





Artificial Intelligence for Microlearning



Patience: Does your team have a high tolerance for trial-and-error learning and technical glitches?



Willingness to troubleshoot: Will staff persist when technology doesn't work as expected?

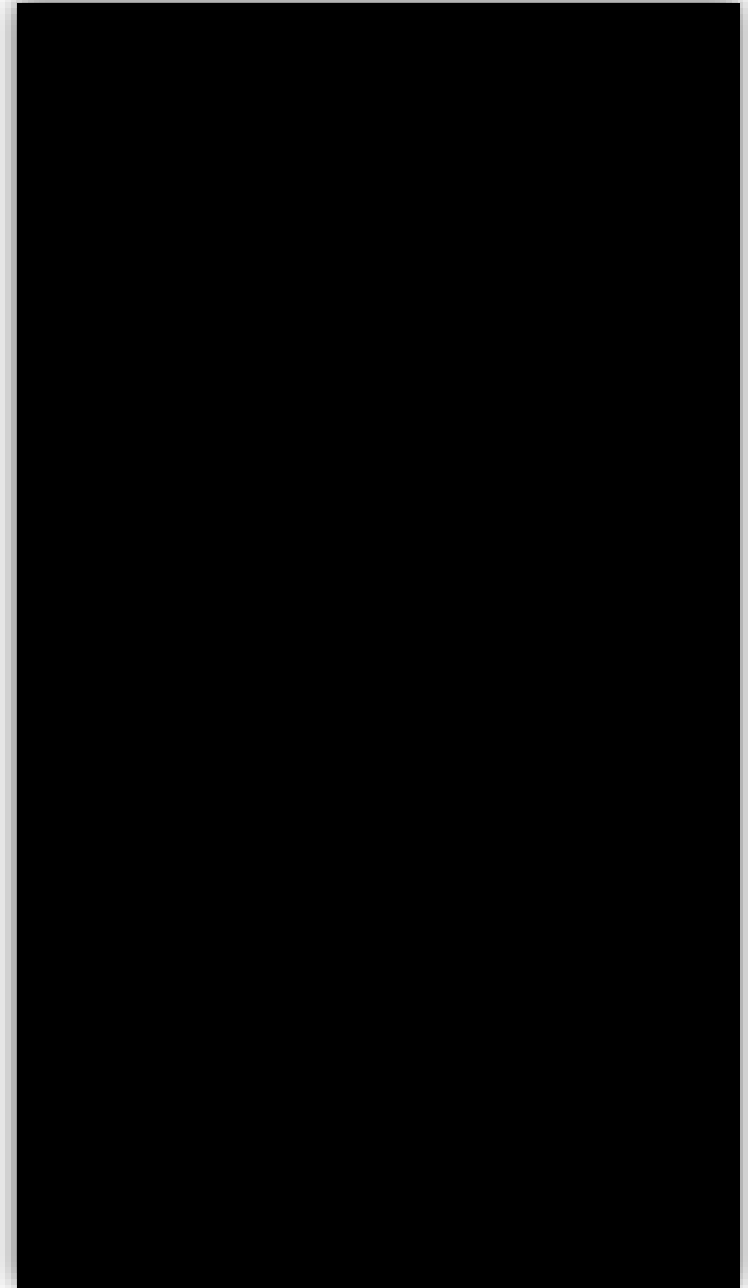


Curiosity: Does your team get energized by experimenting with new tools?



Example of AI Avatar Training

- Assists with time and resource constraints
- Use for procedural information only (e.g., health care navigation)
- Allows multilingual content creation without needing on-camera participants from each background (but note: cultural and linguistic review is a non-negotiable)
- Easy to make frequent updates (e.g., policy changes, resource updates)





Seattle University Modules

How did the Seattle team show staff readiness to make 360° videos?



Patience: Does your team have a high tolerance for trial-and-error learning and technical glitches?



Willingness to troubleshoot: Will staff persist when technology doesn't work as expected?



Curiosity: Does your team get energized by experimenting with new tools?



Bridging the Gap

What does full VR programming look like?



Patience: Does your team have a high tolerance for trial-and-error learning and technical glitches?

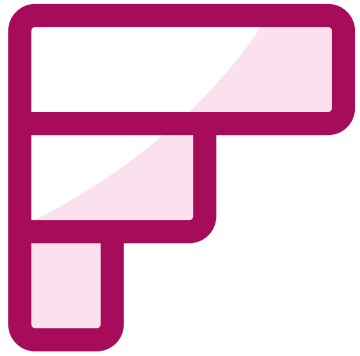


Willingness to troubleshoot: Will staff persist when technology doesn't work as expected?



Curiosity: Does your team get energized by experimenting with new tools?





Which media format best aligns with your program context and goals?



Identify

next steps, key resources, and rough timelines to begin implementing your chosen media format to meet clients' needs

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Case Scenario: From Choice to Action

Maria asks her team three questions:

1. **WHAT** do we need to create? (content planning)
2. **WHO** will produce it and **HOW?** (production planning and resources)
3. **WHEN** will we do it and **HOW LONG** will it take? (timeline planning)





What exactly should this video show?

Before filming a simple mobile video tutorial about riding the bus, Maria needs to answer:

1. What's the **core problem** this video will solve?
2. What are the 3–5 **essential moments** clients must see?
3. What **information** do clients already have? What's missing?





What tools, time, and funding does Maria need?

- Identify free or low-cost editing software
- Use smartphones or other camera equipment
- Identify low-cost audio tools
- Use lamps and other lighting sources
- Have access to share video via platforms clients already use
- Allot 24 hours for media production
- \$0–\$50 for software





What are some media-making best practices?

Co-creation leads to best practices...

- Conduct a thorough needs assessment with staff and newcomers
- Identify a technology lead on your team
- Schedule a private consultation and training
- Establish client consent and safety procedures
- Create a feedback system to continuously improve content





Key Takeaway

As you consider integrating multimedia into your programming, focus on **sustainability, accessibility, and collaboration.**



This is important whether you're creating a 2-minute mobile video or a complex VR experience.



In one or two words, what's the biggest insight you'll take away from this session?



What multimedia format will you explore, and why does it fit your team's capacity and program context?



Questions?

Type your question in the Q&A



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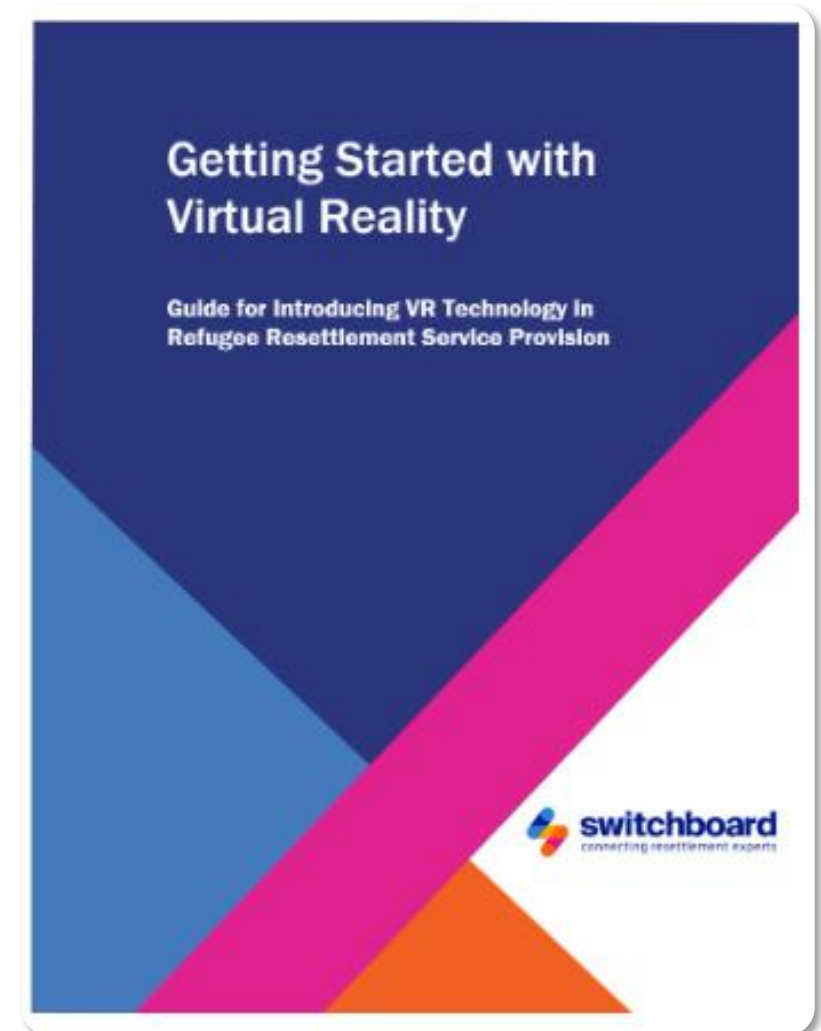
03



Recommended Resources

Learn More About Media Making

- **Blog:** [Co-creating Virtual Reality Videos to Support Newcomer Youth](#)
- **Blog:** [The Eight Stages of Co-creation: Tips for Refugee Service Providers](#)
- **Toolkit:** [Getting Started with Virtual Reality: Guide for Introducing VR Technology in Refugee Resettlement Service Provision](#)
- **Microlearning Video:** [Creating Quick Tutorial Videos for Clients](#)
- **Blog:** [How 360° VR Videos Are Transforming Resettlement](#)





Recommended Resources

Client Consent and Safety

- **Guide:** [Collecting Client Feedback Data](#)
- **Forum:** [Meta's Safety Center](#)

Media-Making Alternatives

- **Toolkit:** [Using AI in Service Delivery - A Readiness Framework](#)
- **Video Series:** [Supporting Afghan Newcomers' Mental Health through Digital Literacy](#)
- **Blog:** [How States and Other Refugee Service Providers are Using Infographics to Engage Communities](#)
- **Blog:** [Innovative Ways Newcomers Are Using Technology](#)
- **Guide:** [A La Carte Digital Literacy Resources](#)



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