Video can be used in many different ways to support the training and outreach goals of ITCR Projects. Four examples of purposes (and there may be many more) include:

**A.** **Videos primarily focused on training**

1. Detailed training video clips that show users how to exercise functionality of the software

2. Overviews that describe the software product as a whole and identify how to find other resources

**B.** **Videos primarily focused on outreach**

3. Detailed outreach videos that describe use cases, functionality, support, algorithms, software history, tech stack, etc.

4. Explanation videos that are intended to help potential users understand quickly what your software product does and whether it could be useful to them

Based on our discussion from last time, and after consultation with ITCR program staff – we would like to propose the development of a set of explanation/outreach videos (#4) that can be used for the following goals:

**Goals:**

(1) Provide an easy and rapid mechanism for cancer researchers (and other users) to learn about your software product and determine whether it’s worth a more detailed evaluation

(2) Provide a way to showcase the ITCR products to NCI leadership, to advocate for the continued support of the program

**Suggestions for creating videos**

(1) Create short explanation/outreach videos for all U24 projects and self-selected U01 projects that have met the threshold of providing their software for use by others outside of their group.

(2) Keep videos short (5-10 minutes) and focused primarily on describing use cases and functionality. Try to answer the question “What does a potential user need to know to determine if my software will help them?”

(3) It would be useful for videos to have direct relevance to cancer researchers and use cases, for example by using cancer-related data, even though the tools themselves may be domain-neutral

(4) It would be helpful for videos to cross reference other ITCR projects. For example: (a) if you are collaborating with another ITCR project or (b) if output of your system could be input to another project

1. The Training and Outreach Working Group should explicitly consider 'branding' to enhance overall consistency in presentation, including shared 'title' format (title, contact PI / institution, ITCR affiliation) and explicit acknowledgement of NCI funding. Final details to be determined and communicated to PIs ASAP.

**Suggestions for dissemination**

(1) Expect and encourage individual groups to embed these videos on their own websites.

(2) NCI would also like to aggregate and embed them in NCIP Hub

(3) Posting your video as a Youtube video will ease #2

(4) Benefits and drawbacks of a separate NCI Youtube Channel are somewhat complicated

(5) In order for ITCR projects to derive maximal value, it would help if NCI/ITCR program took leadership in establishing cross-ITCR outreach and dissemination methods that individual projects could benefit from without each project having to create its own. Disseminating these videos could be a test run.