Sac State student takes top prize in video contest

Sacramento State student Ya’Shalan Nelson, who will begin her senior year this fall, is the grand prize winner of the Your Roadmap to Success Video Contest sponsored by Higher One, a Connecticut-based company that partners with colleges and universities to improve graduation rates. She and Sac State will receive a monetary award in support of student success initiatives.

To view Nelson’s award-winning video, which was featured at the President’s Convocation to Build Campus Unity, go to www.youtube.com/watch?v=ZkN0CmfeqiM.

Nelson is a member of Sac State’s Educational Opportunity Program (EOP) and the Film Studies program. She’s also employed in Housing and Residential Life, and works with a crew of 10 people to help with conference preparations. She plans to work in the Peer and Academic Resource Center, creating videos to promote tutorial services and student academic success campus-wide.

Passionate about the power of perseverance, Nelson plans to be an accredited film editor after graduation. She wants to work with young people and create media to shape community ideals. Her ultimate goal is to bring media to those who need it most to communicate their thoughts and ideas as a form of self-expression.

The overall contest was for students at Higher One’s member/client institutions who have the company’s products. As part of the competition, entrants were asked to create a two-minute video, answering questions about the tools and resources their college or university provides to help them be successful students.

The video had to answer the following:

- What specific tools and resources does your college/university provide to you in your quest to achieve your degree?
- How have you benefited from these resources?
- If you could offer one recommendation to a new college student about using your campus’s tools/resources, what would it be?

Judges considered the following criteria:

- Quality (both content and technical): 25 percent
- Creativity/originality: 25 percent
• Clarity and completeness of response: 50 percent

For media assistance, contact Sacramento State’s Public Affairs office at (916) 278-6156. – Alan Miller

Sacramento State is making a difference in California’s Capital Region and beyond. We offer a life-changing opportunity for our 28,000 students, preparing them to be leaders in their professions and communities. Our professors are known for their dedication to great teaching. And our location in the capital of the nation’s most populous state allows students to pursue unique internships and research.

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