

## THE US DEPARTMENT OF STATE CALLS ON HIGHPOINT FOR EXPEDITED VIDEO CONTENT CREATION

The US Department of State (DOS) uses video content to help facilitate understanding of American foreign policy, culture, society, institutions, history, and values. DOS clients that need video products include the Secretary of State's office, the Under Secretary's office, the White House, regional public diplomacy offices, the Bureau of Educational and Cultural Affairs, Bureau of International Information Programs (IIP) regional and global offices, the DOS's Public Affairs office, and overseas posts.

### THE CHALLENGE

The DOS uses video content to introduce new US ambassadors to staff in the countries they will be serving. These introductory videos help new ambassadors transition to a country and introduce them in a way that helps their constituents become more comfortable during early interactions.

Since these videos are a high-volume product for the agency, HighPoint reevaluated how they were created to fulfill DOS's requests in a timely and efficient manner while maximizing DOS's ability to dedicate video production resources to other critical projects.

### THE SOLUTIONS



HighPoint developed and implemented a **repeatable and sustainable process:** employing green screen technology to reduce filming locations, standardizing the production process, and reducing the video runtime to 90 seconds each. The shorter videos are more aligned with audience expectations.



**Experienced video producers and coordinators handled projects from storyboarding through post-production,** gathering requirements for audio and video projects, preparing original and complex scripts, conducting interviews on a variety of subjects for government and private-sector sources, and selecting superior multimedia content.



As part of their **wide-ranging video work,** the HighPoint video production team used social media vignettes, animation, motion graphics-based explainers, and narrative stories in the form of short documentaries, infographics, PSAs, and memes. HighPoint can create subtitles and on-screen graphics in multiple languages, including those that are read right to left.

### THE RESULTS

**50%**  
**LESS TIME**

The HighPoint video production team brought resources together to quickly and efficiently meet the DOS's video content needs. The formula the company created — streamlining the video creation process, removing the need for on-location shoots, and standardizing video length — allowed HighPoint to shoot and edit introductory videos in roughly 50 percent less time compared to previous processes. These measures resulted in increased efficiency and lower costs to the DOS.



## ABOUT HIGHPOINT

HighPoint helps government agencies elevate experiences by improving the touchpoints through which customers interact with government. From contact centers and training to digital and data services, our team works with government agencies to more efficiently integrate the people, processes and technology that help government deliver on the needs of citizens and employees.

HighPoint is a privately held company with offices in Indianapolis, Indiana; Baltimore, Maryland; and Herndon, Virginia. For additional information about HighPoint, visit [www.highpointglobal.com](http://www.highpointglobal.com).



## OUR CERTIFICATIONS



**CMMISVC / 2**<sup>SM</sup>  
Exp. 2019-01-14 / Appraisal #25607

Assessed at CMMI:  
Level 2 for Services



**CMMIDEV / 3**<sup>SM</sup>  
Exp. 2019-01-14 / Appraisal #25607

Assessed at CMMI:  
Level 3 for Development



ISO 9001:2015 certification



## OUR CONTRACT VEHICLES

- GSA Professional Services
- GSA Schedule 70
- CIO-SP3
- EAGLE II
- GSA COE BPA for Contact Centers



## OUR CLIENTS

HighPoint helps citizens access healthcare, ensures that our troops are fed around the world, and connects the world to US diplomacy.

We deliver services for 15 government clients including the Centers for Medicare and Medicaid Services, Office of the Comptroller of Currency, Department of State, Defense Logistics Agency, and Department of Housing and Urban Development.

