



## BRIEF OVERVIEW AND RELEVANCE

The US Navy Afloat Training Group provides general environmental awareness training for Navy sailors, covering such topics as Uniform National Discharge Standards, Regulator Interactions, Ballast Water Exchange Recordkeeping Requirements, and management of Regulated Garbage. Jacobs produced and filmed several concise videos (less than five minutes each). We provided the videos on DVDs for training in a basic understanding of the laws that govern these topics and Navy unit and Afloat commanding officer responsibilities to adhere to compliance laws, policies, procedures, and Best Management Practices.



## General Environmental Awareness Training DVD Development, NAVFAC Atlantic

US Navy Afloat Training Group

### PROJECT SCOPE

- Theme/Content (3 “takeaways” per video) and Script Development
- Film Location Scouting (Naval Station Norfolk and Naval Amphibious Base Little Creek)
- Navy Reservist Actor Identification and rehearsal
- Vendor-filmed Video Approval Incorporating Naval Comments
- Video Replicating
- Training DVD Assembly and Shipping

### CHALLENGES

The Navy tasked Jacobs with developing these videos to provide a relatable platform to train their young recruits, which presented several challenges, including a tight filming schedule, as Jacobs had to work around the Navy training schedule. It was challenging to:

- Find enough local Norfolk reservist actors
- Identify appropriate Navy-owned filming locations that didn't impact mission-critical activities, and coordinate approvals with the Navy, their technical experts, and legal authorities within the schedule
- Respond and adapt to impacts and constraints caused by the COVID-19 pandemic

### KEY ACCOMPLISHMENT

During planning and script development, worked closely with the Navy to confirm information communicated in the scripts was legally accurate and clearly addressed the content the Navy wanted to convey to their recruits.

Exceeded the client's expectations, delivering the project on schedule and receiving positive feedback from the client, Public Affairs Office, and legal group indicating the videos were entertaining, while clearly communicating the necessary “takeaways”. The NAVFAC PM, Robert Kemether, noted, “I just wanted to tell you how well I think things are going. The clip you sent looked really good. Both Devin and Carroll are quite pleased with your efforts so far, and since they are the customers here, that's a good thing.”