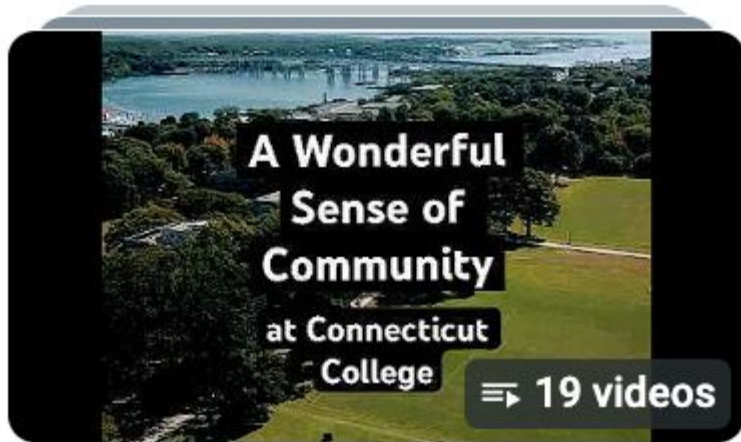




A social media video series that answers the question, “Why get a liberal arts education?”



CONNcise - A Minute with Connecticut College

[View full playlist](#)

The entire CONNcise playlist can be found on [YouTube](#)

Top Performing Videos



Top Performing CONNCise video on YouTube: [Joyce Bennett](#), Professor of Anthropology, on indigenous women's activism in Guatemala.

- 403 views
- Average view time of 0:40, 0:01 more than average
- Shown-in-feed 957 times



Top Performing CONNCise video on Instagram: [Shou Ping Liu](#), Assistant Professor of Music on taking the student orchestra to Japan and the importance of music in a liberal arts education.

- 11,092 impressions
- 456 engagements
- 4.2% engagement rate



We've learned a lot about what works for our audience on YouTube and have changed the editing style of this series to improve engagement. Initially, we led with the series branding and title card but later in the series we pivoted to starting with the speaker's story to give it more of a hook. The videos above show examples of both editing styles.

CONNcise features a wide range of members of the college community on topics of interest to a wider audience.

Alum

[David Grann '89](#) - reflects on the impact his liberal arts education had on his career path as a writer and historian.

Faculty

[Eric Vukicevich](#) - explains how the Sprout Garden serves the entire Conn community as a sustainable farm and outdoor classroom.

Student

[Jack Lavorel '25](#) - speaks about his summer internship with the New London Historical Society.

Staff

[Persephone Hall](#) - shares how the Hale Center for Career Development encourages students to explore potential careers that reflect their interests.

In addition to being featured on social media, CONNcise videos are used across various channels.



Alex Gianninas

Assistant Teaching Professor of Astronomy

Expertise: Astronomy, Astrophysics, Engaging students in the scientific method and Debunking common misconceptions about science

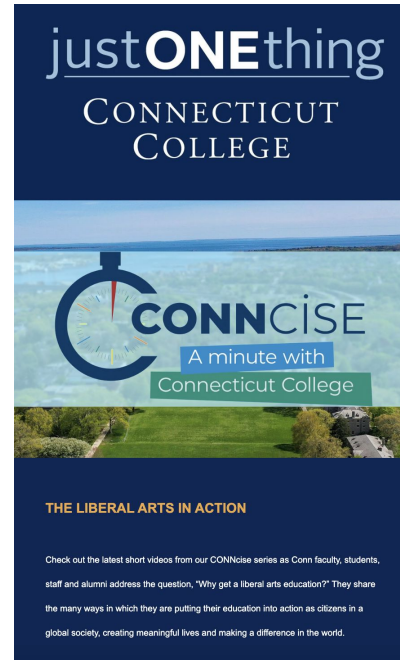
Areas of Interest:

Fundamental parameters of white dwarfs, Pulsating white dwarfs, Extremely low-mass (ELM) white dwarf binaries as gravitational wave sources, model atmospheres

[Alex Gianninas Faculty Profile](#)



[Find a Conn Expert Webpage](#) which features a faculty member's CONNcise video as an example for media contacts to learn more about their expertise ahead of interviewing them.



Screenshot from **Just One Thing**, a newsletter from the Office of Advancement highlighting the CONNcise video series.