The AAP Evergreen Initiative

Purpose

You have spent a significant amount of time, creating your most excellent course content. The multimedia evergreen initiative will ensure your content remains relevant beyond its initial delivery. In this document, there are recommendations to help you create content that is evergreen.

The Evergreen initiative is not *one size fits all.* Some topics will not fit within this effort. Below are guiding principles for creating evergreen content.

General Recommendations

Shifting to evergreen content

Traditionally, a lecture is viewed as an educational talk from the instructor teaching the course. The shift to evergreen content moves to a space where the content is provided by accomplished experts in the field known as SMEs (Subject Matter Experts). The evergreen approach delivers timeless content without ties to a specific course or term. The topic is sustainable and lasting across the given program.

Tips for referencing events using evergreen content

When referring to past and current events, be sure to reference by the specific date and time.

For example:

1. Instead of saying "the last presidential election," say "in the 2016 presidential election."

2. Instead of saying "this current pandemic," say "the COVID-19 Pandemic of 2020."

3. Instead of saying "last year," say "in 2019."

Definition:

Evergreen content is content that is intended to be **timeless, sustainable, and lasting.** Although this content is designed to be timeless, we will expect to update this content every 3-5 years.
Use evergreen, classic popular references rather than pop culture references
Mentioning pop culture references may make the content more interesting to students, but it will likely have no long-term relevance because of the rapid changes in pop culture. For example, using a trendy Meme in an instructional video may not be trendy when the class is taught the next semester. This would likely need to be updated from term to term. Media containing classical references remains relevant.

Include stories and real-world examples
When creating evergreen content, it is not necessary to avoid personal stories or real-world examples. Personal, real-world examples will never go out of style. Just be sure the story supports the topic and doesn't become a distraction.

Video Recommendations

Evergreen content through modular design
Modular design offers the creation of smaller parts to make the larger whole. The smaller parts can be edited, updated, or replaced: this is useful for content that needs to be updated to stay relevant. Modular design can be done by segmenting the topic's static content like background and history, basic definitions, and applicability so that it could be used from term to term. Meanwhile, content that is changing and will need to be updated can be presented in a different segment or as a separate component.

Welcome videos and evergreen videos
Welcome videos are used to introduce the instructor to the students in a specific course. For all other instructional content, the instructors assume the role of valued authorities who provide information as Subject Matter Experts (SMEs). Presenting content as an SME enables the videos to be shared from term to term with more than one course.

Evergreen video titles
Be sure video titles clearly reflect the video's topic without using a date, week, or unit number.

Evergreen backgrounds
Consider what is being shown in the background when creating a video. Remove trademarked items and products with company logos. An uncluttered background is optimal in order to avoid the background competing for the attention of the viewer. Remove calendars and items dating the video's creation.

Graphic Recommendations

Images
When selecting images for your presentations, try to choose images that are up to date. For example, if you are looking for an image of the current President of the United States, it would be best to use a recent photo instead of a photo from five years ago. It's entirely possible that the person in the picture looks completely different now.

Evergreen, trend-free infographics
Infographics are valuable visual tools that enhance student learning. Many infographics are not evergreen, as their topic is fluid and shifting. The most common uses of infographics include displaying trends and statistical data over a certain period, which dates the content and establishes the need to be updated eventually. When possible, try to create Infographics for topics that are unlikely to change over time; this would make it evergreen.