

UNC Greensboro and Our Experience with Swank Digital Campus

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I'm glad to talk today about our experience with Swank Digital Campus.

The University of North Carolina at Greensboro

- Public university, established 1891
- 18,167 students
- 65 master's programs; 30 doctoral programs
- Carnegie Foundation classification: Research University with High Research Activity
- The University Libraries are Jackson Library and the Harold Schiffman Music Library

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Let me start with a bit of an introduction to our school. UNC Greensboro is part of the University of North Carolina system. We were established in 1891, and we currently serve 18,000 students.



Here's an exterior shot of our library along with a photo of some students in Jackson Library, our main library. We get lots of traffic, but we know that many students never visit – or they take classes online.

Plans and Transitions

- Strategic plan goal AY 2010-2011
 - The UNCG Libraries will develop and provide resources and services in order to support distance education and online learning
- Entertainment DVD and instructional film collection was transferred from the Teaching & Learning Center (TLC) to Jackson Library in October 2010

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So, what led us to Swank Digital Campus? One of our strategic plan goals for the 2010-2011 academic year was focused on supporting our students' distance education and online learning experience. We wanted to provide additional services and resources, including broadening our streaming video options. Also in October during that year, the entertainment and instructional DVD collection and related services were moved from the Teaching and Learning Center to our library. Prior to that our streaming resources were primarily online collections like those from Alexander Street, Ambrose Video, and Films on Demand. What we hadn't been offering was streaming for *feature* films.

Getting Started with Swank

- Demonstration of Swank Digital Campus for Library Liaisons and faculty in fall 2010
- 1-year pilot of 101 films beginning in Jan. 2011
- Funding from Libraries' Distance Education budget and the TLC for the pilot year
- Year two and beyond has been funded exclusively from the Acquisitions budget

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In fall 2010 our Distance Education Librarian contacted Swank, and Sarah Garegnani came to campus to demonstrate Digital Campus to our Library Liaisons and faculty who were curious. The initial focus was to serve faculty teaching online. We started a one year pilot with 101 films with funding from both our library's distance education collections fund and the TLC. After that first year, all the funding has come from the Acquisitions budget.

Streaming Media: Digital Campus Help

Home/Subscription Sources **Digital Campus Help** Free Resources Pay-Per-View Sources Stream

Public Performance Rights for Screening Media

Basics

Basics of Digital Campus Films: (steps on how to use are below)

- Over 18,000 films from major Hollywood studios available
- Instructors must select films and embed in Blackboard/Moodle for students to view
- Instructors can customize lesson plans for each film-- use this in place of creating clips.
- Plan ahead--it can take up to 10 days to receive film if no one else on campus has used it before
- Must be embedded in a password protected LMS like Blackboard/Moodle/Canvas, but can stream in class through Blackboard/Moodle

NOTE: You must renew your film every semester if you wish to use again!

LibGuide help for faculty

Steps for getting a film


Digital Campus (Note: general info can be found via our database page or streaming films libguide)

Step 1. Search Digital Campus Catalog (no password necessary) to see if the film available to purchase.
***NOTE:** If you already have our Digital Campus password, log in to their portal and see if the film is already available, then simply grab the link and embed! (See how to in BB)

Step 2. Request the film using the online form. Receive an email < 10 days that its available in our UNCG Digital Campus portal.

Step 3. Log in to our UNCG Digital Campus portal and find your film. Click on the image of the film cover and it will show up at the top. (See how to in Blackboard)

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On our Streaming Media LibGuide, we added a tab with information for faculty explaining how to request films. We had sent funds to Swank, and films are charged as they are added. We license films on a per semester basis.

The screenshot shows the University Libraries website for The University of North Carolina Greensboro. The header includes the university logo and navigation links for Prospective Students, Current Students, Faculty & Staff, Alumni, and Community & Friends. A search bar is located in the top right corner. Below the header, the main content area is titled "University Libraries" and features a navigation menu on the left with links such as "University Libraries Home", "Borrow, Renew, & Order Materials", "Help With Research", "Libraries & Collections", "Services", "Hours", "How Do I...", "Library Spaces", "About the Libraries", "Friends/Events/Giving", and "Contact the Library". The main content area is titled "Request Films from UNCG's Digital Campus (via Swank Motion Pictures)". It includes a search bar with a "Search" button and a "ask us!" button. Below the search bar, there is a section for "Online Request Form" with fields for Name, UNCG Username, Email, Phone, and Film Title(s) & year(s) (e.g., Gladiator, 2000). A red callout box highlights the form with the text "Form that faculty members use to request a film". The footer of the page includes the slogan "do something bigger altogether" and the UNCG University Libraries logo.

We created an online form for faculty to request Swank films. Faculty also work directly with an Access Services staff member who coordinates instruction-related film needs.

Using the Films

- Faculty embed links in Blackboard; campus is transitioning to Canvas
- Closed captioning
- Clips
- Unlimited simultaneous users
- 24/7 access
- Film available for full semester for as many faculty as wish to assign it
- Flipped classroom model: students may be assigned to watch films for later discussion in class

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Besides just the large number of films that are available from Swank, we like the platform and the features being offered. Faculty embed links in the LMS and can use them to build assignments. Closed captioning is available, and faculty can create clips. Any number of student can access a film at the same time, anytime of day. As many faculty as wish can assign the same film during the semester of access. It's really convenient for faculty to set up lessons in a way that has students viewing films outside of class for later discussion as a group.

Top Ten Titles AY 2014-2015

<i>Titles</i>	<i>Fall 2014 Uses</i>	<i>Titles</i>	<i>Spring 2015 Uses</i>
krush groove	430	krush groove	336
Beat Street	341	Citizen Kane	329
Citizen Kane	291	Beat Street	297
Do the Right Thing	240	The Searchers	224
Exit Through the Gift Shop	227	Double Indemnity	219
Boyz in the Hood	187	Taxi Driver	189
Hotel Rwanda	187	New Jack City	162
Taxi Driver	163	Apollo 13	125
New Jack City	160	Hotel Rwanda	122
Erin Brockovich	149	Lincoln	112

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I think it's interesting to see which titles get the most use. Here are the top ten films for the fall and spring semesters of the 2014-2015 academic year. There are six films that appear in the top ten both semesters. All but one of these streaming videos appear in the top twenty films for each semester. Our total uses for all films during the last academic year was 8,143.

Promoting Swank Digital Campus

- <http://uncg.libguides.com/streamingfilms>
- Library Liaisons keep faculty informed
- Swank offers promotional materials, including customizable posters
- Faculty Center Takeover - 1/23/2015

Talked with faculty
about our range of
streaming video offerings



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Because we are continuing to acquire Swank films through the original title-by-title model, we don't load MARC records into our catalog. Use is strictly per class in the LMS. As I mentioned earlier, we have a Streaming Media LibGuide, and we use that in promoting Swank to our faculty. Library Liaisons, our subject librarians, talk to faculty about streaming resources and attend departmental meetings. Swank has promotional materials, including posters that can be customized. And we had a very fun event this past January – the library sponsored a Faculty Center Takeover. We had several tables set up, including one for streaming video. We had the chance to talk to faculty and demonstrate our various streaming packages.

Carolina Consortium

- Member institutions participate in the title-by-title model (some long term customers) or the new database packages deal (early adapters and new customers) to serve their particular needs



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Academic libraries and some public libraries in North and South Carolina are members of the consortium. Participation in at least one CC Deal counts as membership. At this point we have some members who continue with Swank's original title-by-title model and others have committed to the new database package deal. I'll be listening to what Lydia shares, because I expect that UNCG will be transitioning to the database model, too.



Thank you.

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Thanks.