

UNC Greensboro & Kanopy

Christine Fischer
Head of Acquisitions

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The University of North Carolina at Greensboro

- Public university, established 1891
 - 14,000 undergraduates
 - 3,000 graduate students
- 72 master's programs; 27 doctoral programs
- Carnegie Foundation classification Research University with High Research Activity

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UNC Greensboro is one of the seventeen institutions that make up the University of North Carolina system. We're classified as a Research University with High Research Activity.

Streaming Film Issues

- Courses offered online
- Rights to foreign feature films
- Low response rate from distributors
- A need for options to use the whole film or just segments, with faculty creating clips
- Funding
- Inefficient, if tracking rights title-by-title

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So what was the climate on campus that had us turning to Kanopy? We've offered streaming video options for years, but more recently we've had a strong need on campus for more platforms with current documentary and instructional films. The number of courses being offered online keeps increasing, and some departments – such as Languages, Literatures and Cultures – were moving many courses online that had relied on DVDs as part of their classroom instruction. They needed rights for streaming. Whether domestic or foreign, distributors did not reliably reply to email requests about streaming rights for DVDs in our collection.

Typically faculty wanted to have access to entire films rather than just brief clips, so the TEACH Act did not apply. And we really did not have funding to acquire streaming rights title-by-title. Another issue is that tracking those rights would be time consuming and inefficient.

Student Experience with Streaming

- Online streaming, e.g. Netflix, Amazon Prime
- Increased use of electronic devices for viewing
- Expectation that streaming will be an option, rather than DVDs viewed in class or the library
- Easy access – 24/7 availability
- Suits flipped classroom model
- Easily embedded in Blackboard, Canvas, etc.



areksvg (2012). *Phone icon* [SVG]. Retrieved from openclipart.org

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Students have access to lots of streaming sources, and they are used to having access at any time on any device they choose. Streaming as part of their curriculum would simply be expected. Having a chance to view videos outside the classroom for later discussion in class, is an effective model. And faculty liked the fact that links can be embedded in Canvas as part of course management.

Kanopy as a solution

- Purchased one year rights to several films
- Worked with the platform / usage data
- Then decided on PDA option
- Paid sum up front
- All the films that are available through PDA
- Licensed on 4th use
- Invoiced quarterly

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We were very interested in Kanopy after being introduced to them at the Charleston Conference in 2013. We licensed rights to a few films for one year, took some time to work with the platform, and checked use data. With that information, we decided to go with their Patron Driven Acquisition option. We paid an amount up front and are licensed on the 4th use. They invoice quarterly.

A faculty member needed a transcript for a film her students would be viewing. One wasn't available, so we contacted Grant. Kanopy was able to provide the transcript within 24 hours, in time for the assignment.

Promoting Kanopy

- <http://uncg.libguides.com/streamingfilms>
- MARC records in catalog
- Kanopy offered live webinar for library staff
- Library Liaisons (subject specialists) notified faculty + included in Instruction sessions
- Kanopy provided customized posters – display near library entrance and in Media Studies Department

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We've put effort into promoting Kanopy to faculty in particular and to the general UNCG community. Some of the basic methods include listing Kanopy on the Streaming Films LibGuide **and** in the database a-z page, plus we add MARC records for titles into the catalog. We included a link in the Spotlight section of the library home page.

At the start of the fall semester, Grant offered a live webinar for our subject librarians and the staff who are involved with media. The timing was arranged so librarians could see the platform and the kinds of films and distributors that Kanopy offers. Then with that fresh exposure, they were able to talk to faculty and email links, plus they included streaming in instruction. To get the name out more broadly, Kanopy sent us customized posters and bookmarks that we put near the reference desk. We also sent posters to our Media Studies Department.

More ideas

- Kanopy Virtual Film Festival – offered in October
 - posted on **Spotlight** on library home page
 - posted on our databases page
- Faculty Center Takeover – 1/23/2015
 - showed films and user features on laptop
 - distributed promotional materials, including bookmarks and flyers

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We really liked the Kanopy Virtual Film Festival that was held in October, and we encouraged faculty to take advantage of that.

Our favorite event for the year has been our Faculty Center Takeover at the end of January. These Takeovers give faculty from across campus a chance to get together for social time with food and drink and lots of chatting. It was the University Libraries' turn to host the event, share our services, and reintroduce faculty to our resources.

So, a colleague and I had one table set up for streaming video. We showed the Kanopy platform on a laptop and helped faculty locate films in their disciplines. They wanted to see the features such as creating clips. We had flyers and bookmarks for them as takeaways.



Faculty Center Takeover – a chance to highlight services, including streaming



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Here we are sharing information about Kanopy.

Public Performance Rights

- We are free to screen these streaming films to a non-paying audience on campus
 - organizations and clubs
 - training
 - residence life
- Institutional initiatives can benefit
 - Office of Sustainability
 - Student Health Services [counseling videos]

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Faculty have lots of questions about public performance rights, and the Acquisitions Department has been a resource for that.

We're always happy to let faculty, staff, and students know that Kanopy films can be screened on campus to a non-paying audience. This is great for clubs and Residence Life. We had lots of interest from Student Health Services about training films on counseling topics. We also sent information to our Office of Sustainability, because Kanopy has lots of films on the environment.

Kanopy has been a good fit for us.