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

Thank you.

Christine Fischer
cmfische@uncg.edu
336.256.1193