Presenters

• Lindsay Barnett
  Acquisitions and Electronic Resources Manager, CoC
  Collection development and selection

• Christine Fischer
  Head of Acquisition, UNC, Greensboro
  Technical services and workflows

• Howard Burton
  Host and CEO, Ideas Roadshow
  Pedagogy

• Audrey Powers
  Associate Librarian for College of the Arts, USF
  Assessment
Schedule

• 9:05 – 9:45  Collection Development – Lindsay
• 9:45 – 10:30  Technical Services & Workflows – Christine
• 10:30 – 10:45  Break
• 10:45 – 11:25  Pedagogy – Howard
• 11:25 – 11:45  Assessment – Audrey
• 11:45 – 12:00  Promotion – Christine
Why Streaming Video?

- Access
  - 24/7 availability
  - No need to watch DVDs on reserve in the library
- DVDs can be damaged or lost
- Courses offered online
- Flipped classroom model
  - assigned viewing outside class for later discussion face-to-face
What Students Want: Convenience
Student Expectations

- Available anytime and anywhere
- Appealing platforms
- Viewable on various devices
- Students are already comfortable using streaming content for entertainment
Faculty Perspective

- Online classes
  - Refer to the TEACH Act for permissible use of video in online instruction, http://copyright.uncg.edu/instructors/teachact.html
- Can benefit large classes – students view on own time
- Stimulates discussion, debate and learning
- Able to link to films from learning management system
- Documentaries as well as feature films
- Special features
  - Clips/playlists/closed captioning/transcripts
Other Use of Streaming Video

▪ Use outside the classroom
  ▪ Student Health Services (eg. psychotherapy.net via Kanopy)
  ▪ Division of Continual Learning
  ▪ Office of Sustainability (eg. Docuseek2)
  ▪ Staff Development

www.docuseek2.com / www.kanopy.com
Who Are They? [sampling]

[feature films]

[Offered through Midwest Tape; started with public libraries; pay per use; patrons have monthly limit]
Planning for a Streaming Collection

- Funding
- Inflationary cost increases
- Administrative support
- Staff time
- Renewals
Collection Development and Selection

- Access models
  - Subscription
  - Patron Driven Acquisitions (PDA)
  - Evidence Based Acquisitions (EBA)
  - Perpetual Access
## Purchase

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<thead>
<tr>
<th>Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Streaming Access (1-year)</td>
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<tr>
<td>Streaming Access (3-year)</td>
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<td>Streaming Access (Perpetual)</td>
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<tr>
<td>DVD</td>
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</table>

This title is also available in these video databases:

- Ethnographic Video Online
- Academic Video Online
- Premium Video Online
Streaming Media at the College of Charleston

- 20 purchases triggered in 1st quarter of PDA.
- Most PDA triggers had 5 or more plays.
- The MEF collection has had more than 750 plays in a one year period.

- Nearly 1,000 films accessed in a 1 year period.
- Top film viewed 290 times.

- More than 20,000 videos available through VAST: Academic Video Online.
- Top video got 92 plays.
Technical Services and Workflows

- Ordering
- Policies
- Cataloging
- Learning management system
- Local hosting
- Public performance rights
Ordering

- Faculty requests
- Request form on Libraries web site / Liaisons / Access Services / Acquisitions Department

Options
- Film producer or distributor
- Streaming platform
- Consortium

www.classicelectrics.com
“This license includes a DVD and the right to encode an unlimited number of digital files from it for three years and to deliver those files to registered students, staff and faculty in perpetuity.”
## Ordering example 2

<table>
<thead>
<tr>
<th>Plan</th>
<th>Duration</th>
<th>License Period</th>
<th>Closed Captioned</th>
<th>Video Resolution</th>
<th>Price</th>
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<td>5 years</td>
<td>No</td>
<td>Medium to High Resolution</td>
<td>$300.00</td>
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<td>Streaming - 3 Years, Institutional</td>
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<td>No</td>
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<td>$60.00</td>
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Policies [posted to LibGuide]

About

UNCG students and faculty: access online streaming films or music from a variety of free and subscription resources. Faculty - make sure you aren't ripping that DVD and violating copyright - instead try one of these sources. Off campus users: You will need to use your UNCG username and password to login and access these resources.

- Library policy on acquiring streaming film rights
- Subscription Sources
- Digital Campus help tab - info for faculty only
- Free Sources
- Streaming Music
- Copyright at UNCG

Library Policy

The library will help facilitate the acquisition of streaming film rights ONLY when the purchase is for perpetual ownership of the streaming film. Any acquisitions of streaming films will be purchased through the department’s material budget. In light of restricted budgets, if the streaming film isn’t available for permanent ownership then the library will attempt to direct the faculty member toward resources for pricing and purchasing options.

http://copyright.uncg.edu
Records

- Vendor website OR email/spreadsheet from vendor
- Gather data
- Populate a KBART [Knowledge Bases and Related Tools] file – specialized spreadsheet with standard headings – by copying and pasting data from MarcEdit or spreadsheet
- Upload KBART file into the OCLC knowledge base as a text file
- OCLC attaches holdings based on match point [best match point is OCLC number, otherwise ISBN, etc.]
Vendor Site MARC Records

MARC Record Download Tool
Pick one of the three options below:

1. Download new MARC records since your last download
   Your MARC records were last downloaded on 8 Jul 2015.
   Download 11 new MARC records

2. Download all available MARC records
   Download all 5090 available MARC records

3. Download new MARC records added since a specific date
   Use the calendar below to download MARC records that you have downloaded previously!
   record file containing all the records Kanopy made available from the date you enter.
   MARC records available from: 8 Jul 2015 10:30:39
   Download
Use this OCLC KBart Template to add a new collection or print serials collection to your WorldCat knowledge base.

You will not have data for every column in the OCLC KBART template. See the document "How to Add a New Collection" for formatting help, mandatory columns, and column definitions.

**NOTE:** The OCLC Collection ID is needed. Before you upload a new KBART file of titles, you need to add the collection in the OCLC interface. Get the oclc_collection_id from the properties tab of the collection in OCLC interface BEFORE uploading your KBART file of titles.

Delete this text box to use this template. Remember to save your file as .txt (tab delimited) before uploading the file.

**KBART file [26 columns; not all may be populated]**
The human scale
by Jan Gehl; Andreas M Dalsgaard; Signe Byrge Sorensen; Final Cut for Real (Firm); Kimstim Films.
eVideo : Clipart/images/graphics  View all formats and languages »
Language: English
Publisher: [Brooklyn, N.Y.]: [Distributed by] KimStim, [2014]
Database: WorldCat
Libraries that own this item: UNCG University Libraries

View now
The human scale, Docuseek2 - Streaming video - UNCG
Library Discovery Services
Learning/Course Management Systems

- One click access for students
- Embed links [the video player will appear “embedded” on your page]
- Persistent URL [click link on your page, and a new page will open with the video player in it]
Using DVD for Local Hosting

- Distributor may host streaming video or may offer option for local hosting
- If local, various options – be sure to ensure security
- One option is Google Drive [UNCG is a Google Apps for Education site]
  - Film is ripped and converted to mp4 file
  - Upload file to Google Drive
  - Settings: “People at UNCG who have the link” and “Prevent viewers from downloading”
  - File shared with instructor, who is set to “owner” + instructions to embed file
  - Students access through LMS after they authenticate
Duplication of Content

▪ Physical format and streaming
▪ Streaming video available on more than one platform

Modern times

Author: Charlie Chaplin; Paulette Goddard; Henry Bergman; Chester Conklin; St.
Series: Chaplin collection (Burbank (Los Angeles County, Calif.))
Edition/Format: DVD video : English : Full screen format  View all editions and formats

UNCG University Libraries (1)

View now
Modern times, Kanopy PDA US

[Hide item details]

Jackson Library Instructional Film Collection—Ask at Check Out Desk  Available  DV4250-4251
Replacement of VHS

- Continued use of VHS
- Seek to replace actively-used VHS with DVD
- Cannot simply reformat without permission
- DVD and streaming video may not be options for some films
Public Performance Rights

- With some platforms, free to screen these streaming videos to a non-paying audience on campus
  - organizations and clubs
  - training
  - residence life
More on PPR

▪ May acquire public performance rights with initial purchase or included per the streaming video platform

▪ Otherwise, contact the distributor – or Swank (for feature films)

▪ Information that may be requested:
  ▪ Date of event
  ▪ Location
  ▪ Number of attendees expected
  ▪ Who is attending/audience

▪ Rights holder may send DVD to be returned after event
Managing and Maintaining Streaming Collections

- Renewal timeline

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<td>Resource Code 4</td>
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- Resource Name: Kanopy Streaming Service - Media Education Foundation Collection
- MEF Collection
- Description: The films in the Media Education Foundation (MEF) Collection encourage critical thinking about the social, political, and identity and culture. MEF films are especially well suited for use in Women's Studies, Sociology, Race Studies, and
- Subject: Film Studies
- Notes: 2014 MEF collection 138 titles
- Notes: 1-year subscription: 3/27/14 - 4/29/15
- Notes: 1-year subscription: 5/4/15 - 5/31/16
- Notes: Trial: January 10, 2014 to January 21, 2014 (Username: COC Password:)
- Usage Statistics: www.kanopy.streaming.com
- Username: COC
- Password:

<table>
<thead>
<tr>
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<tr>
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</tr>
<tr>
<td>Fixed Field Date</td>
<td>20140110</td>
</tr>
</tbody>
</table>
Maintenance Continued

- Losing access and removing records
Pedagogy

Howard Burton

Host and CEO, Ideas Roadshow

Harnessing Opportunity
Assessment

• Databases assessed
• Faculty collaborations
• Library assessments
  • Use statistics
  • Surveys
• Faculty assessments
  • Quizzes
  • Essays
Liaison
College of the Arts
Architecture / Art & Art History / Museum Studies / Music / Theater & Dance
Faculty Requests

• Performance studies

• Development of online courses
  • Transition from face-to-face instruction to online instruction
Streaming Video Program

- Survey of Jazz
- Great Performances on Film
- History of Dance
- Theatre and Culture
Library Assessment

Use Statistics

• Theatre in Video (2015)
  • 1087 Views

• Digital Theatre Plus (August 2015)
  • 679 Plays Viewed
  • 392 Hours
Library Assessment
Surveys

• Theatre in Video n = 89
  • 79% Viewed additional videos
  • 100% Overall content was excellent, very good, good
  • 27% Personal viewing beyond the assignment
  • Comments:
    • Very positive
    • BUFFERING ISSUES
    • Need more productions
    • YOU GUYS ARE AWESOME
Library Assessment

Surveys

• Digital Theatre Plus  n=96
  • 86% Viewed additional videos
  • 100% Overall content was excellent, very good, good
  • 61% Personal viewing beyond the assignment
  • 98% Useful to studies

• Comments:
  • Positive comments
  • Rewind/fast forward not easy
  • Recommendation: Create 1 playlist of videos from all vendors
Faculty Assessment
Discussion Questions & Essays

• What is Theatre – Created clips (Theatre in Video)
  • View clips from 4 productions
    • Discuss the ways in which the clips support or do not support your definition of theatre

• Into the Woods by Stephen Sondheim; directed by Timothy Sheader (DTP)
  • View production, interview and production notes
    • Critique production based on the director’s statements of his interpretation of the text

• All My Sons by Arthur Miller; produced by John Dalston (DTP)
  • View production and read module overview and study guide
    • Write a character analysis essay

• Indonesia, China and Africa productions (Kanopy)
  • View international productions
    • Compare eastern theatre practices to western theatre practices
Faculty Assessment

Quizzes

In the video clip from *Playboy of the Western World*, which of the following occurs?

- Correct answer: 52% of your students correctly answered this question.

Attempts: 83 out of 83

In the video clip from *Atsumori*?

- Correct answer: 83% of your students correctly answered this question.

Attempts: 83 out of 83

The video clip from *Nightwalk* shows the play taking place in

- Correct answer: 86% of your students correctly answered this question.

Attempts: 83 out of 83
Faculty Assessment

Discussion Questions & Essays

• See a local production (*U.S. Drag* or *Pantomime*) and view a video of a production (DTP)

• Essay responses
  • ...impressed with the quality of the production. I felt like I was there in the theater.
  • ...acting, setting, directing was incredible...I did not miss a single thing that happened in the play.
  • ...this production shows the importance of pacing and knowing your role onstage.
  • ...amazing production...superb acting techniques witnessed within the production.
  • ...Professor [name] said comedy is performed at a high level, but I never really understood it until now.
Marketing

- Embedded in Subject Guides (Best Bets and Media)
- Created an Images, Audio and Video Subject Guide
- Emailed faculty detailed information about access
- Invited to teach more classes
Promoting Streaming Video

- LibGuides
- Library Liaisons/Subject Librarians attend academic department meetings and keep faculty informed
- Vendors offer customizable materials – posters, bookmarks; may also contact faculty directly
- Webinars for librarians & faculty
- Special events, such as Faculty Center Takeover with information tables
## UNCG Streaming Media: Home/Subscription Sources

### Home/Subscription Sources
- UNCG students and faculty: access online streaming films or music from a variety of free and subscription resources.
- Faculty: make sure you aren't ripping that DVD and violating copyright. Instead, try one of these sources. **Off campus users:** You will need to use your UNCG username and password to login and access these resources.

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<td>Streaming Music</td>
<td>Pay-Per-View Sources</td>
</tr>
<tr>
<td>Copyright at UNCG</td>
<td>Streaming Media</td>
</tr>
</tbody>
</table>

### Subscription Sources
- **Ambrose Videos:** For students, faculty or staff at UNCG libraries, the over 1,200 streaming films from Ambrose Video Publishing are available for you to view from anywhere. These video clips and programs cover nine subjects from art, to economics, to science and have unlimited synchronous users. The most popular collections include: *The BBC Shakespeare Plays*, *A History of Christianity: The First Three Thousand Years*, *The Ancient History series*, *Human body: The Sensory System, and Healing and the Mind*. Faculty - you can link these videos into your Blackboard classes.

- **Academic Video Online:** This link searches cross platform for all 5000+ *Alexander Street Press* videos. These collections have unlimited synchronous users, and can also be embedded into Blackboard courses too. Faculty - another cool feature is that you can create your own clips. You have to first create your own personal sign in... but then you can create a clip of a video for your class, create notes annotating along with the clip, and then save and add to your course in Blackboard.

### Search Alexander Street Press specific collections:
- American History in Video - largest collection of video for the study of American history.
- Counseling and Therapy in Video - largest video collection for study of social work, psychotherapy.
- Dance in Video - 250 dance productions and documentaries at 250 different institutions.**
If streaming video is a resource you’d like to use in your courses, consider some of the platforms available through the University Libraries.

**Docuseek2**

Docuseek2 offers over 800 documentaries in many subject areas but with a special emphasis on sustainability, the environment, social justice and gender studies. All the films are available for streaming exclusively through this platform.

http://docuseek2.com/cart/index

Permanent links can be embedded into Canvas, and you can make clips. For a sample film, click this link to Struggle

https://login.libproxy.uncg.edu/login?url=http://docuseek2.com/v/a/Wcn/1/0/0

**Kanopy**

The Kanopy platform offers more than 12,000 videos with subjects including media and communication, global studies and languages, health, the arts and social sciences. Distributors include the Criterion Collection, First Run Features, and New Day Films.
Questions?

Thank You!

Enjoy the Conference