

## **Media Resources Annual Report 2011-2012**

### **Continuous Improvement of Services**

Billy Brett and Sarah Brett collaborated on a project to improve wording in records for streaming videos to better reflect access requirements.

The Media Resources Lab added Adobe Premiere Elements and Photoshop Elements to better align with services offered in CIT.

Media Resources acquired a Mac server for networking between workstations. This will be implemented for Fall 2012.

### **New Services Offered**

To assist students, faculty and staff with increased use of teleconferencing tools headsets and webcams were added to the equipment loan inventory.

We increased high-end equipment available for advanced projects with the addition of a three-point light kit, two dual memory camcorders and five solid state memory drives.

In collaboration with CIT, Media Resources expanded services to students involved in media creation through the development of a tiered service plan.

Media Resources headed a project to bring the student scheduling software "WhentoWork" to JMU Libraries. Billy Brett served as the coordinator of this effort. A report on the outcomes of the initial year of service is forthcoming.

### **Trends Observed in Patron's Use of Services**

Media Resources Circulation

	Circulation	% of total	% change
Total	39,905	100%	+13%
Media	17,840	43.9%	+12%
Laptops	22,060	56.8%	+14%

2011-12 saw an increase in media reserves due to an expansion of the criteria for placing items on reserve. 5,250 total items were placed on reserve this year.

There's been a significant decline in both the number of requests for Blackboard streaming and the number of requests approved for streaming. This corresponds to the increase in availability of titles available streaming through other sources.

There was an 88% decline from Fall 2010 in the number of streamed videos and a 177% decline from Spring 2011.

Number of streamed videos Fall 2011: 56

Number of streamed videos Spring 2012: 35

Number of streamed videos Summer 2012: 57

Total number of distinct professors 2011-12: 53

There was a 51% increase in the number of scheduled and fulfilled equipment loans over 2010-11.

There were 20,924 hits in the OVC.

### **Maintaining Strong Collections**

The collections were an important focus in Media Resources this year. Two significant projects took place to make the collection more diverse, streamlined and contemporary. Judy Hinegardner completed a major weeding project. All audiocassettes have been removed from the collection and 930 VHS titles have been withdrawn. These represent titles that existed in the collection on DVD or that had one circulation or less in the last seven years.

We added approximately 2000 new DVD titles this year, including a new collection of Bu-Ray DVDs.

78 new streaming titles were added to the Online Video Collection. There are 2,678 total titles in the OVC. New features such as embedding videos and an "options" menu were launched by CIT.

Billy Brett digitized Ed Latham's World War II oral history cassettes for Special Collections.

### **Important Collections Acquired by Purchase or Gift**

While 2011-12 was a year of significant growth in all areas of the media collection, one important acquisition was the addition of the complete Criterion Collection on DVD. Criterion includes definitive additions of many classic, independent and foreign films and will improve the usefulness of the Media Resource's collection to those studying the history of film or the art of the cinema.

### **Changes in Spaces or Facilities**

After 30 years of remarkable service the orange carpet in Media Resources was retired. We are please with the addition of new carpet tiles, and the fresh look they've given to MR.

We've reduced the number of viewing carrels in Media Resources, as their use has continued to decline.

### **Changes in Unit's Organization**

Patti Williams retired from the JMU Libraries this year. Her position has been revised and will now be the Media Resources Lab Manager. A search to fill this position was ongoing at the time this report was written.

### **Planning Efforts**

Media resources and CIT staff developed and implemented a plan to improve support to students in media creation. Following a tiered service model students will now have access to CIT facilities and expertise for help with their media-based projects. In addition MR and CIT staff began collaborating on a number of projects including course-specific instruction and the CIT digital storytelling workshop.

Brian Simmons and Erika Peterson worked with Carrier Public Services in the first phase of the Learning Commons redesign.

### **Conferences and Training Attended**

Brian Simmons and Erika Peterson attended the Consortium of College and University Media Center's Conference in South Padre Island, TX.

Judy Hinegardner and Erika Peterson attended National Media Market in Las Vegas, NV

Erika Peterson attended the Charleston Conference.

Brian Simmons completed the JMU Success Series and the work of his group resulted in the creation of the bus finder tool:

<http://www.jmu.edu/navigatejmu/busfinder/>

### **Publications and Presentations**

Erika Peterson co-presented with Cheri Duncan the paper "You Ought to Be in Pictures: Bringing Streaming Video to Your Library."