

Media Resources Annual Report 2012-2013

New Services Offered

- Implemented Thunderbolt storage drive
- Created online equipment reservation request form
- Created equipment trouble ticket for tracking returned damaged equipment
- Created equipment and software tutorial materials
- Designed and implemented new browsing collection based on AFI's top 100

Trends Observed in Patron's Use of Services

- Video circulation was stable, though other aspects of MR circulation services saw drastic changes. Laptop circulation fell 31% from last fiscal year, while equipment and accessory circulation both increased more than 30%.
- Total reserve count increased slightly and course reserve circulation increased 32%.
- Overall Media Resources total circulation was stable at around 39,000.
- The number of titles streamed through Blackboard increased slightly at 8%.
- The number of scheduled and fulfilled equipment loans continued the trend of dramatic annual increase at 63%.

Maintaining Strong Collections

- The Music Library's media collection was transferred to Media Resources. Additionally this collection was weeded and more than half the VHS titles were upgraded to DVD.
- Older media formats have continued to be withdrawn from the collection. We have withdrawn 2854 videos from the collection as of 6/30/13.
- In collaboration with Cataloging, we have re-cataloged and re-labeled over 4500 DVDs since January 2013. Billy has also created new cover art for more than 500 DVDs.
- 63 titles were added to the OVC.
- Significant increase in high quality equipment and accessories including:
 - 3 shotgun microphones and mini-shoe adapters
 - 3 portable memory card readers
 - 3 USB professional microphones
 - wall chargers and cables for phone and iPad charging
 - 2 microphone boom pole kits
 - 2 Apple USB Superdrives
 - 3 professional fluid head tripods
 - 2 Canon HD camcorders
 - 5 DSLR cameras
 - 5 Zoom lens for DSLR cameras
 - 3 GoPro Cameras and harnesses

- 2 Wacom tablets
- 6 InDesign licenses
- 1 projector to check out to students
- Macbook Pro with advanced video editing software
- Various cables for camcorders and microphone

Planning efforts

- Debbie and Brian led a cross-campus group to look at improved efficiency and coordination of equipment circulation procedures.
- Media Resources sponsored a trip to Virginia Tech for members of Digital Services, CIT and Media Resources.
- Erika and Elizabeth Haworth planned and led a joint retreat for their departments.

Changes in Unit's Organization

- Media Resources underwent a significant reorganization with the creation of two newly defined roles—a coordinator of public services and an equipment loans/media production manager.
- We hired Debbie Pugh to fill the vacancy left by Patti Williams retirement, though in a redefined position.
- Media Resources has taken on a larger part of new title processing for the collection. This has resulted in improvements in the accuracy and aesthetics of the video collection.

Conferences Attended and Training

- Judy and Erika participated in video creation 101 as led by Brian and Billy.
- Judy attended the National Media Market and participated in workshops they held. This was a great opportunity to meet vendors JMU acquires media from throughout the year.
- Debbie attended the CCUMC conference.
- Debbie completed the “Graphic Design Toolkit Primer” training through CIT.
- Brian attended the ASG conference.
- Brian attended MBTI training and a session on dealing with distressed students offered through Human Resources.
- Media Resources department attended two SDI training session.