

Media Resources

Annual Report FY 2013-2014

Executive Summary:

A significant amount of Media Resources' staff's time this year was spent planning for a service point merger with CIT's walk-in area. This endeavor was, unfortunately, abandoned in the late Spring. Andrea and Erika are going to continue their collaboration and look for ways to continue to integrate services. We were able to evolve one of the key services in the collaboration into a Media Resources specific endeavor through the creation of the MadLab peer education program.

Debbie's position saw tremendous growth in both instruction and equipment circulation. Collection growth remained steady, though circulation declined. Reserves remains a steady and popular service.

Erika had interim responsibility for oversight of Carrier Access Services, while Elizabeth was participating in the London Study Abroad program. She also led Carrier meetings in Elizabeth's absence. Erika was on maternity leave during the summer of 2014.

Spaces:

No significant changes were made to Media Resources spaces this year, however we made small changes to respond to changes in services. A help desk was created opposite the circulation desk to provide a separate space for student workers to assist patron with more in-depth technology related consultations.

Resources:

OVC:

A significant amount of collection money went this year to the renewal of streaming licenses. It would be very beneficial if license renewal were factored into Media Resources' or a general collection's budget in anticipation of streaming licenses expiring, rather than needing to react to renewals from MR's standard allotment.

The Online Video Collection continues to grow modestly in light of paid subscriptions and the related reduction in need for unique licenses. No new

titles were added that required production, however some variance in total occurred, likely accounted for by license renewals: The collection total available on MDID increased by 54 titles this year. (as compared to 63 titles added in 2013-14, 78 added in 2012-13) OVC hit counts continue to be unavailable due to a vacancy in Andreas Knab's position.

Editing Lab:

Media Resources discontinued use of PCs in the editing lab, and have gone to a full Mac lab.

Created an image editing station with the installation of a Wacom tablet.

Created a dubbing station by locating all dubbing equipment to one computer and installing additional "source" equipment.

Marketing and Outreach:

Media Resources' staff coordinated with assistants and Rose library staff to create a browsing display. Media Resources and Rose library each have a display with 110 titles with location codes that can be tracked to create statistics from year to year, and compared between locations now that a baseline has been set.

Additionally, we created a AFI Top 100 display to draw attention to these more popular titles in our collection. Anecdotally, this has increased the visibility and circulation of these items.

Submitted regular weekly ads for dining services table tents alternating featured services and collections

Equipment:

Added new equipment including: HDMI cables, VGA cables, Magsafe 2 adapters, Presentation Adapters, Lightning Presentation Adapters, HDMI to HDMI Cables in rsv, HDMI to miniHDMI in rsv, rsv HDMI to microHDMI, and GoPro Cameras.

Services:

LMS Streaming:

BB streaming changed in name to LMS Streaming to account for the implementation of Canvas. The service remains popular with approval and denial totals similar to prior years.

BB Streaming videos (service formalized in 2009)	Total Requests approved and streamed	Total requests denied
2009-10	116	Unavailable
2010-11	262	23
2011-12	148	58
2012-13	160	36
2013-14	133	59

Instruction:

Debbie created several guides for the use of equipment and editing software including: "How to Shoot in Low Light Without a Flash" for Canon DSLR, The Ken Burns Equation for Shooting Historical Documentaries, Setting Up Over-the Shoulder Shots, Support Guides for camcorders, presentation adapters and GoPro cameras, and dubbing station.

Debbie taught 12 instruction sessions for faculty including: WRTC 585, WRTC 450, WRTC 484, HIST 441, GWTRC 103.

Tech Help Desk:

We created a pilot tech help desk program. The information we gathered informed our planning for the MR/CIT merger and ultimately the MadLab program.

MadLab:

Debbie initiated and planned a new peer instruction service that will be introduced in Fall 2014. The service will use students to teach classes on media production and is modeled after the similar iLearn program at Virginia Tech.

Unit Response to Work Life Satisfaction Survey:

Discussed Worklife Satisfaction Survey results at two departmental staff meetings.

Discussed and agreed on Departmental response to Worklife Satisfaction.

Department has had a new focus on professional development and communication as a result of our WLSS discussions.

Trends to inform setting BSC strategic initiatives or unit level strategic initiatives:

- Addressing increasing demand for media production support related directly to course need and for individual enrichment.
- Media collection growth and restraints of closed stacks.
- Insufficient systems for supporting streaming video collection
- Legal and infrastructure challenges to LMS streaming service
- Fragile and aging media collections, especially VHS
- Impending obsolescence of VHS format
- Expense and fragility of equipment collection
- Increasing complexity and specificity of media production software and equipment

“Cool Stuff:”

Everything we do is cool.

We are providing collections, equipment, and services that rival that of UVa and Virginia Tech, and with much less money, staff and space than those institutions.

Brief Statistical Data:

MR had 550 items on course reserve during 2013-14

Debbie repaired 168 pieces of broken equipment this year, a 20% increase over last year.

Debbie filled 331 equipment reservations, a 20% increase over last year.

Media circulation decreased approximately 25%, this was a surprise to us, but is in keeping with general declines seen in circulation of monographs.

Publications or presentations by members of unit:

- Debbie presented about MR services and equipment at the Blended Learning Institute

- Debbie taught a session about equipment at the Digital Humanities Conference.
- Debbie co-taught a class on video production at the 2014 CIT Summer Institute.