

Media Resources

Annual Report FY 2014-2015

Highlights for Dean's Report to Academic Affairs, covering these specific areas if applicable (please review [JMU's Strategic Plan](#) for further information):

1. Quality Programs (i.e., Academic and Other Programs)
 - a. MadLab- In the Fall of 2014 Media Resources launched the MadLab program, which provides instruction to students in the use of various media production tools. Courses have included iMovie and Photoshop tutorials, using DSLRs for filmmaking, using Media Resources equipment, creating professional head shots, digital portfolio creation, and more. The program has received very positive attention and feedback from both faculty and students. This specifically engages quality programs through supporting faculty in their desire to give innovative assignments that prepare students for careers that require media fluency. As more and more faculty and programs move in this direction the need for this type of support will increase.
 - b. Equipment Circulation- Media Resources circulates a diverse variety of high quality equipment to support students and faculty in media creation. Equipment includes DSLR cameras, dual memory video camera, sound recording equipment, GoPro Cameras, tripods and light kits, smart phone video creation kits, laptops, projectors, PA systems, microphones and more. As more and more assignments focus on media creation students and faculty need access to appropriate tools. This support of media creation makes the teaching of innovative classes possible.
 - c. Media Lab- Media Resources provides a 10 station media creation lab for the JMU community. Software available includes the Adobe suite, iMovie, Garage Band, Toast and more. As more and more assignments focus on media creation students and faculty need access to appropriate tools. This support of media creation makes the teaching of innovative classes possible.
 - d. Media Collection- Media Resources provides access to a diverse, high quality, high circulating collection of film titles in both streaming and physical formats. The Libraries' ability to provide access to this material makes the use of video in pedagogy possible.

2. Madison Collaborative
3. Vision/Engagement (i.e., JMU's Model of the Engaged University)
 - a. VAAMPS- The Director of Media Resources participates in an innovative collaboration between Media Librarians across the state. The group is currently working on collaborative collecting and preservation strategies.
 - b. Community patrons- Media Resources provides access to the video collection to Harrisonburg community members, as well as students and faculty at VIVA member institutions
4. Diversity
 - a. Video Collection-The Media Resources video collection has a large representation of international film, film by minority and women filmmakers, and documentary film representing a variety of distinct people and culture. Recent acquisitions have included expansions to our holding in film from Arab countries and Indian Cinema.
 - b. Cinemuse- Brian Simmons is co-advisor to the [Cinemuse](#) club.
5. Efficiencies
6. Recognitions & Accomplishments
 - a. Student Employees- Student employee projects (for course work, but produced in part with MRC equipment and support)
 - i. [Marlene McDonald "Won't Pipe Down" Documentary](#) (shown at local theater)
 - ii. "Harrisonburg's Finest Printer Museum" documentary and article in JMU's "Port and Main" (Amelia Walters, Tyler Bisson, Nick Saunders, Gina Gatti, Marley McDonald)
 - iii. Staff members involved with 2015 Reel Change film festival, showing activist documentaries, facilitating panel discussions, and hosting a benefit with proceeds supporting an orphanage featured in one of the films.
 - b. Book- Duncan, Cheryl J., and Erika Day Peterson. *Creating a Streaming Video Collection for Your Library*. Lanham, MD: Rowman & Littlefield, 2014.
7. Other
8. Comprehensive Campaign/Funding

Executive Summary:

This year was one of both steady growth and innovation in Media Resources. Our media collection continues to develop and adapt to changes in user needs and instruction. While we saw a slight decline in circulation, it was not as significant as that experienced by other service points.

Equipment circulation continues to grow. New equipment added this year focused on enhancing the functionality of our existing equipment. Debbie saw a large increase in reservations and repairs.

Media Resources piloted an exciting new program this year, called MadLab. Madlab is a peer tutoring program focused on media creation. We have also been able to expand our individual consultation services with MadLab students.

We underwent a significant space reorganization, which created to separate zones in the department, one focused on the media collection and the other on media creation.

Sadly, longtime employee, Judy Hinegardner, retired this Spring. This has left a big hole in our department both personally and professionally.

Milestones:

- Piloted Madlab peer instruction program
- Judy Hinegardner retired
- Space remodel

Spaces:

Media Resources implemented a significant space redesign to highlight the distinct services we offer. We reversed the location of the viewing carrels and media production lab to create two distinct zones in the center. This also allowed for better placement of the Media Resources help desk. In addition to this redesign we added a new media production collaboration station and soft seating areas. These changes were made over the summer, and their impact on services in Media Resources will be observed in the coming year.

Resources:

OVC:

Eleven new titles were added to the OVC this year:

Baboon tales

Pornland : how the porn industry has hijacked our sexuality

Brand new you : makeover television and the American dream

Consumerism & the limits to imagination : an illustrated lecture with Justin Lewis

Fire in the blood

Joystick warriors

Falafelism

Salaam dunk

Art of resilience

Just a piece of cloth : four Muslim women, four perspectives on wearing hijab

Cairo station

Media Resources submitted a [proposal](#) to investigate the acquisition of a new streaming video management system, NJVID.

OVC stats are available [here](#).

Marketing and Outreach:

This was our first full year with AFI top 100 display and companion website. This display gives added value information about films in our collection, with tangible and virtual content. We also created a staff picks browsing display of approximately 100 titles, rotating each semester. Both displays have unique location codes in our ILS. Patron and staff feedback have been very positive. Of Media Resources total media circulation, 25% (1,713) were display items (8% AFI, 17% Browsing).

Equipment:

New equipment added this year:

1. MXL Videographer's Kit for Cellphone Rig
2. Revo Shoulder Rig for DSLRs and Cameras
3. 3D television and glasses

Services:

LMS Streaming:

The LMS streaming service has remained steady.

SUMMER 2015:

Number of videos streamed: 42

Number of professors using this service: 21

SPRING 2015:

Number of videos streamed: 55

Number of professors using this service: 28

FALL 2014:

Number of videos streamed: 41

Number of professors using this service: 25

Instruction:

Demand for media instruction has grown significantly. This can be attributed to both increasing demand and the increased visibility of the service. It is unclear how long this trend will continue, but careful thought needs to be put into planning for this service.

ACTIVITIES	2012-13	2013-14	2014-15
Class Taught	7	12	29
Number of Students Taught	98	124	549
MADLAB Trainings	0	0	10
Technical Publications & Tutorials Created - Print and Web	20	17	40
Tech Support Lab Interactions	155	157	160

MadLab:

With the increasing integration of digital humanities into higher education pedagogy and the world outside the university, it became clear to Media Resources that students needed more support and instruction to negotiate the rigorous learning curve in multimedia assignments. To fill this unmet need, Media Resources launched the new, innovative program, MADLab: the Media *MindSpace*, in August 2014. MADLab offers free, fun 1 hour workshops that are created and taught by peer teachers to help other students learn skills and software for creating videos, podcasts, and using video and photographic equipment.

The program has been so successful in its first year because the MADLab team has approached the objectives for the workshops using both transformational leadership principles and self-directed team structures. The program has the goal to be guided by peer teaching, peer leadership, and the concept of the innovative 'unclassroom.' To achieve that, the peer teachers create lesson plans, create original classes, and in all ways, have been given the authority to be equal partners. This innovative approach meets the needs of today's learner, both for the student who works as a MADLab Technology Teaching Associate but also for the JMU students who attend a MADLab class or ask for assistance in the Media Resources editing lab.

The MadLab first year report can be found [here](#).

Tech Help Desk:

We expanded our tech help desk program by staffing with MadLab students. We hope with the redesigned space the tech desk will be more prominent, and students staffing the desk will be better able to see and respond to patrons using the lab.

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:

Debbie repaired 238 pieces of broken equipment this year, a 30% increase over last year.

Debbie filled 630 equipment reservations, a 90% increase over last year.

Media circulation decreased approximately 7%, while we are unhappy with the decline, this is much less than the overall rate of 23% seen across all service points.

Publications or presentations by members of unit:

Duncan, Cheryl J., and Erika Day Peterson. *Creating a Streaming Video Collection for Your Library*. Lanham, MD: Rowman & Littlefield, 2014.