

Watch This! Including Streaming Video in Our Collections

ANGELA DRESSELHAUS, EAST CAROLINA UNIVERSITY

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ECU

Public university, established in 1907

Fall 2016 Enrollment 28,962

72 master's programs

16 doctoral programs

Carnegie Foundation classification
Research University with Higher
Research Activity

UNCG

Public university, established in 1891

Fall 2016 Enrollment 19,653

65 master's programs

30 doctoral programs

Carnegie Foundation classification
Research University with Higher
Research Activity

Faculty - needs & expectations



- Preference for streaming over DVD/Blu-ray format
- Online and hybrid courses
- Flipped classroom model
- Convenience of embedding link in CMS, such as Canvas, Blackboard, Moodle

Student Experience



- Popularity of streaming
- 24/7 availability
- Viewable on a variety of devices
- Appealing platforms
- Convenience of course resources made available in CMS



DVD Use



- Inconvenient to watch DVD reserves in library
- Inconvenient for faculty to schedule DVDs
- Potential for damage/breakage/loss
- UNCG: 25% drop in circulation of entertainment DVD collection from FY2015 to FY2016
- ECU: 18% Increase in DVD circulation from FY2015 to FY2016

Other Units on Campus



- Office of Sustainability
 - Topics on recycling, water use, green initiatives
- Student Health & Counseling
 - Psychotherapy.net
- Staff Development
 - Topics on leadership, communication, recruitment

The Literature

- Increase in distance education drives demand for streaming video
- Streaming media workflows cross multiple departments
- Communicating, tracking, and complying with contracts and applicable copyright law is a challenge
- Conservative campus legal counsels often limit a librarian's authority to follow the lead of streaming rights advocates

Sara E. Morris
& Lea H.
Currie

To Stream or Not
to Stream?

doi:10.1108/NLW-
03-2016-0021

Q: If a film you were required to watch for class were available for digital rental at less than three dollars or as a DVD on reserve at the library, would you pay the rental rather than come to the library?

Result: 51% would rather pay for the rental.

Student Response: “I’d have no thought about coming to the library to check it out” (page 494)

Rebecca Schroeder & Julie Williamsen

Streaming Video: The
Collaborative
Convergence of
Technical Services,
Collection Development,
and Information
Technology in the
Academic Library

doi:10.1080/01462679.201
1.554128

“At Brigham Young University's (BYU) Harold B. Library (HBLI) transitioning to streamed video has required the unified expertise of subject librarians, acquisitions librarians, catalogers, and information technology personnel, as well as cooperation with the University's Office of Information Technology.” (page 90)

Kathleen
Carlisle
Fountain

Managing
Expectations and
Obligations: The
Librarian's Role in
Streaming Media for
Online Education

[http://dx.doi.org/10.
5703/1288284314954](http://dx.doi.org/10.5703/1288284314954)

When there is no contract in place, librarians and educators can look to copyright law to determine their use rights. (page 499)



**ALEXANDER
STREET**
a ProQuest Company



Acquisition Models

- Life-of-file license
- One and three year licenses are typical
- Patron/Demand Driven Acquisitions (PDA/DDA)
- Evidence-Based Acquisitions (EBA)
- Subscription

Collection Development
Budget
Ordering
Cataloging
Local Hosting

WORKFLOWS

Collection Development

- Faculty
- Subject specialist librarians (Library Liaisons)
- Favorite DVD producers
 - (e.g. Icarus Films and Bullfrog Films available through Docuseek2)

ECU Collection Development Policy

- Individual purchase requests are handled by subject liaisons
- Package purchases are considered by the Electronic Resources Review Committee

Budget

- Departmental firm order
- Dedicated movies fund for Kanopy and Swank
- Serials/database fund
- Campus IT funding
- One-time funding
- Due to circumstance, UNCG may need to let academic department pay - esp. PPR for film festivals or other special events
- No PPR purchases at ECU

Ordering

Options

- Film Producer or Distributor
- Streaming platform
- Consortium
- Collections purchased with 1x funding

Ordering example



“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.”

PRICING

College/Corporation/Gov't Agency
DVD + Site/Local Streaming License

\$300.00 Site/Local Streaming plus
DVD

College/Corporation/Gov't Agency
DVD License without Streaming Rights

\$149.00 DVD

High Schools, Public Libraries, HBCU &
Qualifying Community Organization
Discounted DVD License Without Streaming
Rights

\$79.95 DVD

Cataloging

- Vendor website OR email/spreadsheet from vendor
- MARC records, or...
- 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 [UNCG's system is WorldShare Management Services]
- OCLC attaches holdings based on match point [best match point is OCLC number, otherwise ISBN, etc.]

16,948
TOTAL PRODUCT ⓘ

15,928
MARC RECORDS AVAILABLE ⓘ

1. Download new MARC records since your last download

Your MARC records were last downloaded on 29 Sep 2016.

There are no new MARC records to download

2. Download all available MARC records

Download all 15928 available MARC records

Example from Kanopy

Set a schedule to download MARC records w/ PDA model

Citizen Kane : A Critical Analysis by Robert McKee / TVF International (Firm).

Other author/creator	Films for the Humanities & Sciences (Firm)
Other author/creator	Films Media Group.
Other author/creator	TVF International (Firm).
Format	Electronic and Video (Streaming)
Publication Info	New York, N.Y. : Films Media Group, [2013], c1991.
Description	1 streaming video file (27 min.) : sd., b&w.
Supplemental Content	Part of the Films on Demand collection
Subject(s)	Welles, Orson, 1915-1985. Citizen Kane (Motion picture)--Criticism and interpretation Motion pictures--Study and teaching.

[More information about this title](#)



Available Items

Library	Location	Call Number	Status	Item Actions
	Electronic Resource	Access Content Online	✓ Available	

Local Hosting

Distributor may host streaming video or may offer option for local hosting; only possible if library obtains permission for streaming rights

If local, various options - be sure to ensure security

One option is Box

- DVD is ripped and converted to .mp4 file
- Upload file to Box online storage
- Settings: “People in your company” and “Preview the shared item only”
- Properties: “Set expiration link”
- Sharing: “Share Link” and “Embed Widget” - so faculty can place in CMS
- Students access by authenticating through Canvas (ex. CMS) and Box

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]



Policies - posted on LibGuide

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.

Securing Public Rights

Individuals and organizations are responsible for obtaining performance rights for all publicly screened media. Some companies to contact to secure (license) PPR:

- Swank Motion Pictures, Inc.
- Kino International
- Criterion Pictures USA
- Modern Sound Pictures

Licensing

NEGOTIATIONS, RESTRICTIONS, RENEWALS, END
USERS

Negotiations

- Collection development policies guide negotiations
- Work towards an agreement that respects business needs and educational needs
- Work towards signing a master agreement that can be updated with addendums for newly acquired material

Restrictions

- Common restrictions to avoid
 - Only registered students
 - No public performance
 - Must be physically present in a classroom
 - Must police users to ensure compliance

Renewals

- ECU negotiated renewable contracts (with notice) for database products
- ECU prefers Life of File purchases when we replace high use VHS titles
- ECU shifts the burden for renewal notification to the distributor for locally hosted content

End users

- Licenses content only for the use of all authorized users regardless of physical location
- Users are presented with a general statement that defines acceptable use



Information for Instructors

- [Fair Use and the Classroom](#)

Use of copyrighted material in the classroom generally falls under two different areas: displaying and copying.

- [Online Classes and the TEACH Act](#)

The TEACH Act, passed in 2002, updates existing copyright law to address the issue of displaying copyrighted material in digital classroom settings.

- [Video in the Classroom](#)

Best practices for using video in physical and online settings.

Public Performance Rights (PPR)

- Typical for documentaries for educational institutions
 - Classroom use in person and online
 - On campus with no admission charge
 - May allow only for campus community, not wider public
- Contact media producer or distributor
- Entertainment films - contact Swank Motion Pictures

Unauthorized Public Exhibition of Movies

The concept of "public performance" is central to copyright and is the main issue of protection for these intellectual properties. Most of the persons participating in movie productions depend upon royalties for a major portion of their payment for work performed.

Promoting Streaming Video

Library resources

- Subject guides/LibGuides
- Information literacy sessions
- Post in news/spotlight section of library home page
- Share information with faculty at departmental meetings
- Set up a booth at events

Vendor resources

- Online webinars or in-person training for subject specialist librarians and faculty
- Promotional materials, such as customized posters, fliers, postcards
- Run free trials

Promoting your Docuseek2 streaming collection

Docuseek2 provides a number of tools to help you promote your Docuseek2 streaming collection to your users. We have tools built into the site, tutorial videos, how-to tips from other media librarians, as well as flyers and postcards that you can download and customize — or let us know, and we can customize them for you and send you copies.



Flyers and posters



Postcards



Carolina Consortium supports North and South Carolina libraries

An institution is member if it is a participant in at least one deal

Most deals are do-it-yourself, i.e. contact rep directly

- Academic Video Online: Premier - Alexander Street
- Digital Campus - Swank Motion Pictures >Kanopy
- Digital Theatre Plus >Docuseek2
- Films on Demand >Ideas Roadshow
- Music Online: Listening Package - Alexander Street [streaming music]

Lyrasis also offers deals





Don't forget we have access to these!

- Films on Demand Video Collection
- NC LIVE Video Collection [including PBS, Masterpiece Theatre, Scientific American]
- Nursing & Allied Health Database - ProQuest [browse Video Training Programs]

Future Steps



- Assessment
 - Review usage data
 - Compare acquisitions models & platforms
- Evaluating new providers
- Tracking workflows in CORAL

Thank you!

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Slides Available:
https://works.bepress.com/angela_dresselhaus/45/

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