Building Awareness: Connecting Faculty to Library Streaming Video Resources

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About Xavier University

▷ Private, non-profit university in Cincinnati, OH

▷ Full-time students: 7,112

▷ Full- time faculty: 406

▷ Library staff: 14

McDonald Memorial Library

Background

▷ In 2020, our library decided to transition from an open PDA (patron driven acquisition) program to a curated PDA for a major streaming video vendor.

▷ I created a survey to assist with curating the PDA program to align with faculty preferences and reported use, aiming to increase understanding of how Xavier faculty were using streaming video for research and instruction.

▷ The survey was also designed to learn more about faculty perceptions of the library's role in streaming video acquisition and to establish a baseline for training and promotion of these resources.

▷ After receiving IRB approval, a Qualtrics survey was administered to Xavier full-time faculty via email communication from library liaisons. †

†Survey ran from 10/21/20-11/6/2020. 94 responses received for an overall response rate of 23%.
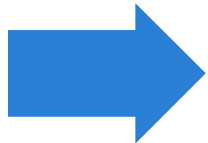
Selected Findings
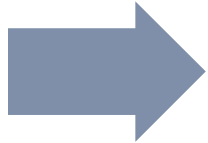
Streaming Video Use

76% of respondents reported they were using streaming video for instruction.

27% of respondents reported they were using streaming video for research.

Awareness of Library Resources

41% of respondents reported that they were unaware the library provided access to streaming video resources.

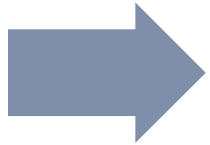74% of respondents reported that they were unaware the library had funds available to purchase streaming video.
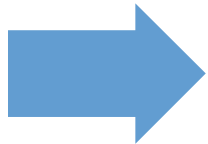
Sources for Content

Among respondents currently utilizing streaming video:

60% reported using streaming films from the library;

67% reported using commercial sources such as YouTube, with 19% reporting use of open access or public library resources.

Locating Content

Among respondents currently utilizing streaming video:

57% used library sources to find film and 78% used non-library sources; 40% reported using both library and non-library sources;

the most popular library sources were specific streaming databases and the library's discovery layer, EDS; the most popular non-library source was an internet search engine.
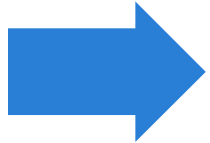
Interest in Training

60% of respondents expressed interest in training on utilizing streaming video for classroom use.

Takeaways

▷ Survey results showed that while respondents viewed streaming video as an important tool for instruction, there was less awareness of streaming video resources provided by the library. This pointed to a need for greater faculty outreach.

▷ In addition, respondents' methods for locating film suggested training could be offered on finding resources from the library. It may also demonstrate the need for improvement in resource metadata or films offered by the library.

▷ Many respondents reported using commercial resources for streaming, suggesting education on copyright, particularly fair use, would be beneficial.

▷ The majority of respondents expressed interest in training, indicating a need the library was positioned to fill.

Workshop Goals

Based on these findings, we decided to conduct a streaming video workshop with the following goals:

▷ Introduce faculty to streaming resources available through the library as well as other affordable and open content available for use.

▷ Collaborate with library staff and related campus stakeholders to promote resources and services related to streaming video.

▷ Address common issues associated with streaming video such as licensing and copyright.

Workshop Development

Topics Covered

▷ Streaming resources available from the library

▷ Streaming video licensing models

▷ Copyright

▷ Locating streaming video

▷ Streaming Video LibGuide

▷ Open Educational Resources

▷ Resources available from the Cincinnati Public Library

▷ Digital Media Lab services

▷ Teaching with video

▷ Librarian support

Engaging Staff Expertise

We identified which librarians would be best suited to cover various topic areas, resulting in participation from 8 librarians. Groups met in small teams to plan content based on focus area.

Technical Services

Head of Library Systems

Head of Collections Services

Acquisitions & Electronic Resources Librarian

Public Services

Head of Library Systems

Assistant Director of Public Services

Head of Access Services

Head of User Experience and Assessment

Digital Initiatives Librarian

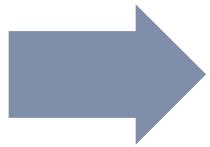Instruction and Reference Librarian
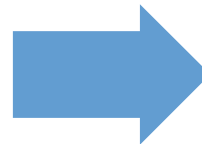
Focus Areas

1. Library resources and purchasing and licensing streaming video

2. Digital Media Lab services and copyright

3. Open access, OER, and public library resources
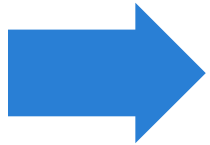
4. Teaching with streaming video

Identifying Campus Partners

Digital Media Lab

Librarians already worked closely with the University's Digital Media Lab on issues such as copyright and accessibility, so we reached out to this department's director to facilitate his participation in the workshop.

Center for Teaching Excellence

The library often partners with the Center for Teaching Excellence to offer programs, and it is an established resource for faculty teaching and development. In order to increase faculty "buy-in", we promoted the workshop through this department's communications to faculty.

Library Resources and Purchasing and Licensing Streaming Video

Focus Area One

▷ How to find streaming video from the library

▷ How to locate films to request for purchase

▷ How to submit a purchase request

▷ Licensing models available
  ○ Differences in commercial vs. institutional licenses
  ○ Overview of subscription vs. PDA model for access

Digital Media Lab Services and Copyright

Focus Area Two

▷ Digital Media Lab services
- ○ Canvas (LMS) video integration
- ○ Captioning support for faculty created content
- ○ Media conversion services

▷ Streaming video copyright
- ○ Copyright overview
- ○ Fair use
- ○ Who to contact for copyright questions

Open Access, OER, and Public Library Resources

Focus Area Three

▷ Open access resources for video and limitations of utilizing open access such as content stability

▷ Overview of open educational resources and quick tour of Library's OER LibGuide

▷ Information about Cincinnati Public Library's Teacher Card
  ○ How to obtain a teacher's card
  ○ Benefits of card such as ability to get digital cards for students
  ○ Streaming resources available from the public library

Teaching with Streaming Video

Focus Area Four

▷ Benefits of streaming video
- Use of flipped classroom model through assignment of video for at home viewing with class time used for discussion and activities
- Video as a way to reinforce concepts and address different learning styles
- Student benefits such as the ability to speed up or slow down video and re-watch content

▷ Engaging students with streaming video
- Ways to improve engagement such as use of annotations, questions, and quizzes
- Use of short videos or clips instead of lengthier content to keep student attention and reduce cognitive load

Specific tools available such as EDPuzzle and Films on Demand quiz feature

Streaming Video Workshop

January 2021

▷ We conducted the workshop over Zoom. We utilized breakout rooms organized by focus area to allow for questions and further discussion at the end of the workshop.

▷ The presentation was recorded, and the recording and slides were shared with participants.

▷ Time: 1.5 hours

▷ Number of Participants: 18

Tips for a Successful Workshop

Content

Consider shorter, more focused workshops on one topic such as OER resources for streaming video.

▷ We received feedback from the University's Library Committee to provide a shorter version of the workshop so more faculty would be able to attend

▷ Based on this feedback, we conducted an abbreviated version in August 2021, but it was challenging to cover identified content in a meaningful way

▷ It may be beneficial to offer an overview session with subsequent focused sessions for interested faculty

Tailor content to your faculty's needs.

▷ Think about feedback or questions received from faculty about streaming video such as how to create clips or how to ensure needed films are available in order to develop relevant training

▷ Consider conducting a short survey to establish areas for training or promotion

Format

Consider offering asynchronous training materials such as a LibGuide or short recorded videos to allow faculty to engage with and learn about content when it's most meaningful to them.

▷ Our biggest limitation was time (ours and faculty's)

▷ In both workshops, we promoted the library's Streaming Video LibGuide as resource for training and content

Utilize virtual meetings as appropriate.

▷ We received a larger number of attendees when the workshop was offered in a virtual format compared to in-person

▷ With many Covid restrictions still in place, a virtual format may be a more effective mode of delivery

Engagement

▷ Continue to promote resources on a regular basis rather than offering a single workshop or training session

▷ Consider other campus stakeholders who you can work with to promote resources and services and to engage with faculty

▷ Utilize librarians' established relationships with faculty such as via an existing liaison program to offer targeted, relevant information about video resources

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Thanks!

Any questions?

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