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Audio/Visual Department : Annual Report : 2008 - 2009

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**MEDIA SERVICES DEPARTMENT
ANNUAL REPORT
ACADEMIC YEAR 2008-2009**

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Instructional Services

The Library's 7500 sq. ft. Media Center has a large array of media and distance education technologies. A broadcast studio receives and sends conferences, USF credit classes, etc., using a Video Local Area Network (VLAN) and V Brick technology, satellite uplink and downlink, and Sony video conferencing systems. The Media Center has 6 large and small group listening and viewing rooms for all audio and video formats, a graphics lab, digitalization facility, a studio and control room, production room, dubbing and archive room, storage and repair rooms, and an instruction materials center and juvenile collection reading area that seats 44. Recently acquired computer technology now allows for digital storage and duplication of copyright-compliant audio and video learning resources. The Media Center staff offers additional audiovisual equipment, such as slide and data projectors, video cameras, digital still cameras, or CD players, for checkout. Media staff provides and maintains audiovisual classroom teaching technologies throughout USFSP. Each classroom is equipped, at minimum, with an overhead projector, television monitor, and VCR. Computer data projectors, DVDs, or document cameras are also provided in selected classrooms. The AV Department also provides for other on and off campus events and presentations, such as recording lectures, graduations, live web streaming, etc. and digital and analog photography. The campus USF Card Center is also located and operated within the Media Center by Library personnel.

The goal of the department is to provide fixed equipment at all service points. All of USF St. Petersburg's classrooms have data/video projection, DVD/VHS playback, and computers permanently installed.

2008-2009

1568 Courses/Classes/Sections supported in 49 classrooms.
90% of classrooms are "smart" classrooms.

2007-2008

1688 Courses/Classes/Sections supported in 49 classrooms.
90% of classrooms are “smart” classrooms.

2006-2007

1666 Courses/Classes/Sections supported in 47 classrooms.
60% of classrooms are “smart” classrooms

Previous yearly classroom delivery and set ups:

2005-2006	2251
2004-2005	2669
2003-2004	4068
2002-2003	2801
2001-2002	2263

Distance Learning

Distance Learning extends the University of South Florida St. Petersburg academic resources to help learners meet their educational goals by providing courses in a variety of disciplines and options in time, place, format, and delivery systems using technology. The Instructional Media Department of the Nelson Poynter Memorial Library makes available a large array of media and distance education technologies. The Department is responsible for the Video Conferencing facility located in the Poynter library. A satellite dish installation provides independent satellite downlinks. A Videoconferencing set up allows for worldwide communication. Digital audiovisual services are provided to faculty, students and staff to develop multimedia packages for teaching, delivery of information, learning and research. The staff of the Library's Instructional Media Services assists faculty in the form of consultation, design, and/or maintenance for online distance learning applications. Courses are offered online via the Internet, and typically utilize USF's Blackboard portal to gain access to course materials. Examples of distance learning formats include streaming video, podcasting, and hybrid, interactive CD and DVD's or any combination thereof. Online courses are offered as streaming video or podcasting and use high-speed Internet access; an active e-mail account and Internet access is required. Instructor interaction with students may be synchronous or asynchronous. The staff of the Instructional Media Services assists faculty with student use of all of these functions. When faculty prefer, the hybrid method includes courses using both synchronous and asynchronous software to provide faculty and students with options, such as 50% web and 50% face-to-face course. Instructional Media Services is responsible the teaching technologies found within the USF St. Petersburg smart classrooms. The Department is focused on supporting the University in its teaching, learning and research endeavors. The Department supports, services, and upgrades all of the equipment within campus teaching spaces and responds via its Help Desk to any problems that users may encounter. The department prides itself on quick response to requests, technical support, and other services. Digital audiovisual services are provided to faculty, students and staff to develop multimedia packages for teaching, delivery of information, learning and research.

2008-2009

7 studio courses, 0 satellite downlinks, 8 video/web/teleconferences, 7 Distance Learning courses recorded, designed, and digitized now distributed to over 3500+ students throughout the Academic Year.

2007-2008

1 studio course, 0 satellite downlinks, 4 video/web/teleconferences, 6 Distance Learning courses recorded, designed, and digitized now distributed to over 2400 students throughout the Academic Year.

2006-2007

1 studio course, 3 satellite/web downlinks, 31 video/web/teleconferences, 4 Distance Learning courses recorded, designed, and digitized now distributed to over 600 students per semester.

2005-2006

Two studio courses, two satellite downlinks, 19 video, web, and teleconferences, 6 Distance Learning courses recorded, designed, and digitized, now distributed to over 450 students per year.

2004-2005

3 studio courses, 36 studio broadcasts, 2 satellite downlinks, 28 video and teleconferences, 2 Distance Learning courses recorded, designed, and digitized, now distributed to over 200 students per year.

2003-2004

38 class sessions, 36 studio broadcasts, 4 satellite downlinks, 78 video and teleconferences

2002– 2003

49 class sessions, 17 studio broadcasts, 72 video and teleconferences

USF Card Production

2008-2009	2001
2007-2008	2127
2006-2007	1843
2005-2006	1693
2004-2005	2483
2003-2004	2745
2002-2003	2124
2001-2002	1706

Media Center Collections

The Instructional Media Collections of the Nelson Poynter Memorial Library serve the instructional and curricular needs of the USF St. Petersburg community and the individual study, scholarship, cultural enrichment and recreation needs of University students, staff, and faculty. The Poynter Library Media Center houses collections of juvenile fiction and non-fiction, now including 7474 titles. This collection serves the programs of the College of Education and the School of

Library and Information Science, as well as families of the campus community. The Instructional Materials Center (IMC) also provides educational games, kits, and visual aids for classroom use by education student interns. The Curriculum collection includes 752 fully cataloged and circulating items. All items circulate and are accessible through the Library's online catalog. The Instructional Materials Collection (IMC) includes juvenile easy-to-read, juvenile fiction, juvenile non-fiction, school textbooks, teacher's manuals, guides, games, kits, and paperbacks. The Media Collections contains DVDs, videotapes, cassette tapes, CDs, and slides. They all circulate for one week and are renewable.

	2008-2009	2007-2008	2006-2007
Audiocassettes	450	533	553
Cataloged IMC	752	767	764
Juvenile Books	7475	7320	7297
Videotapes	4651	5048	5078
DVD's	1954	1738	1535
CD's	781	662	616
CD Audiobooks	96	95	0
Kits	119	119	127
Slide sets	3	3	3
Online videos	1522	1651	1649
Total Items	17803	17760	17624

Media Center Circulation

	2008-2009	2007-2008	2006-2007
Audiocassettes	24	79	98
Compact discs	406	401	489
DVDs	4090	4084	4255
Juvenile	1587	1569	2851

Note: A cart of 120 Juvenile Books have been pulled from the Juvenile Collection and are on a Reserve Cart and get checked out about 100 times per year for specific Children's Literature assignments. Those multiple Reserve statistics are not reflected in the Juvenile circulation statistics.

Video Cassettes	1387	2042	2272
IMC (plus Kits)	204	198	50
Audiobooks	117	233	173
Total	7815	8611	10425

AV accounted for approximately 21% of the total Library Circulation.

Assessments

A USF SP faculty library satisfaction survey was created as a means to measure general faculty use and satisfaction with the services and resources available at

the Nelson Poynter Memorial Library. Responding faculty were consistently satisfied or very satisfied with the library's media resources (87%).

An assessment of the Media Collections circulation was done one semester after moving to the first floor. Increased visibility increased DVD circulation by 14% compared to circulation during the same period the previous year.

In response to the lack of Blackboard support at USFSP, Media Services' Instructional/Multimedia Developer and the librarian Head of Public Services completed an online course targeted at Blackboard trainers. A QuestionPro survey was distributed in advance of the initial training sessions to identify topics of particular concern. A second QuestionPro survey was implemented to assess the effectiveness of their initial faculty training sessions. It was hoped that 80% of respondents would find the training session helpful.

- *Summary of assessment data collected:*

In the original survey, 19 faculty members completed the survey. 47% had never used Blackboard except to submit class grades. 29.4% considered themselves to be basic users about to upload course materials. It was clear that training sessions were badly needed. Following the training, only 8 faculty members completed the follow-up survey. Of those responding, 50% of faculty found the training session to be helpful and 37.5% found it to be partially helpful. 87.5% would like to attend future training sessions. Creating tests and surveys was the most frequent need for future training (31.25%), while basic course building and communication (25% each) were also mentioned.

- *Use of results to improve services:*

In addition to the survey, additional comments and observations have led to the following improvements in the training process:

- Reduced workshop enrollment sizes: Initial training sessions were too large—22 participants attended the first session. With such a large group the levels of expertise of the participants were too varied making it extremely difficult to find a medium ground for training. Enrollment for future instruction sections were closed after 10 participants had enrolled.
- To make the sessions truly relevant, it became obvious that many attendees have unique and varied problems. The workshops work well for communicating general capabilities available in Blackboard but in many cases individual sessions were needed to walk an instructor through the learning process. To address this, the library Bb trainers distribute their business card at each workshop and encourage appointments for individual instruction. This process has resulted in more than 20 individual sessions to date.
- The trainers continue to market their services to the faculty, particularly after major changes to Blackboard such as the new version that was implemented in January.

Other Notable Initiatives and Accomplishments

In response to concerns about the procedure of having faculty, staff, and students having to come to ID Center, then having to go to the Cashier's Office to pay, and returning to the ID Office to have USF Cards made the department

installed a “cashless system.” Students no longer need to go to two departments in two buildings and there are no longer miscommunications about costs and payments. In addition, new software and printers were installed and updated to match what is used in Tampa. USFSP ID Cards now are printed with USF St. Petersburg on them and the department executed a total recarding for faculty and staff.

Successfully completed bid package for Instructional Technology for Science and Technology building.

A new TV information display monitor was installed on the first floor to monitor local news, and weather. Installed four new 28” monitor for student use in first floor study rooms.

Replaced all damaged VHS cases and repacked videos.

Conducted a media circulation statistics report and begun assessment on use for weeding VHS titles from the Media Collection.

The department is consulting with the new Student Union building planning committee.

Seven new Distance Learning courses were produced.

The department helped with the clearing of materials and shelves for the creation of The Poynter Corner. The media space was designed and equipment installed.

Took off inventory and disposed of additional obsolete equipment in the Production Room and Storage Room.

There has been increasing departmental support for Special Events such as Festivals, Convocations, building openings, celebrations, dedications, conferences, Campus Board meetings and other non-academic and classroom activities. These have increasingly required the services of IM Services at night and on weekends.

Additionally upgraded and updated the departmental website, including posting current information on newly acquired media items.

Created several additional online Distance Learning methodology tutorials.