2016 ARLies

How-To/Instruction Films: In order to qualify for this category, the submitted project had to be created for use in a classroom or online course or as an instructional video to learn a new skill (e.g., How to Use Endnote).

1. Pennsylvania State University (Information Currency)
   This tutorial, on information currency, helps learners understand that different disciplines may view currency differently. This entire series of tutorials has been integrated into the curricula for PSU's foundational English, Communication, and English as a Second Language (ESL) courses.

2. Texas A&M University (Fair Use)
   The instructional video on Fair Use was originally created as part of ARL's Fair Use Week and we are now using the video as a Faculty tutorial. Metrics will include number of views after key milestones.

3. Florida State University (Make a Video Tutorial)
   This video was created in order to explain our video tutorial creation method in a short, focused, and fun manner. The audience of this piece is intended for faculty and staff members at academic and research libraries. It also serves as a model for some of the different features these videos can include. Outreach to non-traditional constituents has become an important effort for all academic libraries and videos are a familiar and fun way to provide short instruction on emerging technologies in library services.

4. University of California, Los Angeles (Mapping Your Research Ideas)
   UCLA Library created "Mapping Your Research Ideas" to help students with one of the core challenges of the research process: turning a broad and general idea for a paper topic into one or more research questions. Library staff have started consulting with instructors to assign the video before face to face library instruction sessions. This has resulted in better prepared students and more time for library staff to address course learning outcomes in their instruction. The success of "Mapping Your Research Ideas" has led to the development of additional videos addressing core challenges in the research process, and has opened the door for campus partnerships, including a co-authored instructional innovation grant, exploring foundational support for writing and research skills at UCLA.

5. University of Victoria (Plagiarism)
   The aim of the video is to teach students how to avoid plagiarism in college and university papers and is shown to many first year students in academic writing courses. The video is also relevant and important to the many other undergraduate students who come to the library seeking assistance with their academic papers.

Development/Fund-Raising Films: In order to qualify for this category, the submitted project must be intended to raise funds or attract potential donors to the library. A specific goal must be included (e.g. $10,000 or securing the names of at least 20 new friends for the library).

6. Cornell University (Bring Light to A.D. White)
This video was created in partnership with students to help raise money through crowdfunding to refurbish and modernize our iconic A.D. White Library. We surpassed our original goal of $15,000 within days, breaking a Cornell-wide record for crowdfunding. We ultimately raised $42,100 from 248 donors, matched one-to-one by Library Administration, to make additional improvements to ensure that A.D. White remains an inspirational space for future generations of students.

7. University of Washington (Proposed Conservation Center)
This film was created to show at a public fund-raising dinner of 200 to raise awareness of a matching grant for creating a new conservation center, and to get donations and pledges. As of Feb 10, counting all the gifts and pledges, we are only $55,000 away from the meeting the match! The new Conservation Center is near completion and move in was the first week in February 2016.

8. University of Massachusetts-Amherst (This Library is for the Birds)
This film was developed in order to send out in late March 2016 when the live stream video of nesting falcons atop our library building (http://library.umass.edu/falcons) is "turned on." The video is intended to ask current donors to the Falcon Cam (about 200 souls) to make a gift to support the camera again this year; it will also be shared on social media to generate new donors (goal of 25) throughout the mating, nesting, banding, and fledging season (roughly April 1– June 30).

9. University of California, Irvine (Gateway to Knowledge)
The "UCI Libraries: Gateway to Knowledge" film debuted at a co-sponsored event called "UCInsights." Today the film resides on the Libraries' website (6.7+ million annual virtual visitors) and YouTube channel. It was featured in the Libraries (Spring 2015) newsletter and email alert to all faculty and staff (15,000+ distribution list) and community supporters (3,000+ distribution list). Finally, it was also showcased at UCI's Homecoming in January 2016 and continues to be a key development, marketing, and community outreach tool for the UCI Libraries.

10. Iowa State University (Parks Library)
As a part of a friendraising/fundraising effort, the Iowa State University Library sponsored the Senior Day Iowa State women's basketball game on March 1, 2016. Included in the sponsorship was a moment of exclusivity during the game where all the electronic signage (scorer's table, ribbon board in the arena, scoreboard) displayed the library logos. At the same time, the accompanying video showed on the jumbo screen. The video was viewed that evening by the 8,000–10,000 fans in attendance and the event garnered 25 new library friends. The feedback from the video has been overwhelmingly positive as it captures the essence of the University Library in only a few seconds.

Collections-Focused Films: In order to qualify for this category, the submitted project must highlight book(s), document(s), photograph(s), sound recording(s), collection(s), or other item(s) from the library's holdings.

11. Duke University (Lisa Unger Baskin Collection)
    This short video was produced to highlight the acquisition of the Lisa Unger Baskin collection, and to make researchers, students, and library visitors aware of it. The video was released this month (February 2016), to coincide with the launch of a new website about the Baskin Collection and a small exhibit of materials from the collection highlighting the contributions of women in science and medicine. The Baskin Collection just went live so it is impossible to measure its impact yet.

12. Harvard University (Black Cake)
    The Emily Dickinson manuscripts are a cherished part of Houghton Library's collections and while it is her poems and letters that are most often celebrated, we have also long dwelled on the poet's lesser known lines: "2 Butter. / 19 eggs. / 5 pounds Raisins." Librarians of Houghton Library, gathered in early November, to bake a Dickinson's manuscript recipe for black cake, from which these lines come. One day after what would have been Emily Dickinson's 185th birthday, we invited the Harvard library community to Houghton to preview our video and share in the black cake. For those who could not join us at the birthday party, we posted the video of our cake baking. For a venture calculated to spread goodwill and show a joyful side of our sometimes imposing library, we are pleased to have shared this video and experience so broadly. We plan to follow up on the success with another cake baking video, this time featuring Eccles cake made from a manuscript in the Houghton collections and celebrating the important collector, Mary Hyde Eccles. To date, the video has received 4,188 views; it has been available, in a slightly longer form, on our library's blog and website and on YouTube.

13. University of Minnesota (Inside the Archives)
    The film was created to highlight the vast breadth and depth of the Department of Archives and Special Collections at the University of Minnesota Libraries and our wonderful staff of curators and archivists. The film reached more than 28,000 people on Facebook (we had about 2,000 followers at the time), was shared 133 times, and received many likes and comments, such as: "Thank goodness for the curators!" and "What a fantastic video—more of and from the many archives at the U of Minnesota please!"

14. University of Oklahoma (Galileo's World)
    Using only images from our own history of science collections, this short film was a "save the date" for the opening of our cross-campus "Galileo's World" exhibition. We embedded the video at galileo.ou.edu, or website for the exhibition and have received over 1700 views to date. The exhibition, open August 2015 consisted of over 300 works from our special collections on display in 7 locations on all 3 OU campuses illustrating the multidisciplinary nature of research.

15. University of British Columbia (Uno Langmann Collection)
    In March 2014, UBC Library developed a media campaign to announce a $1.2 million donation from a Vancouver art collector to the University of British Columbia, the Uno Langmann Family Collection of BC Photographs. Materials developed for the press release included a Flickr flipbook and a short video interview featuring select images and an interview with Uno Langmann, the donor. The media campaign netted a huge response from local and national print and TV media within the first 48 hours for the Library and the University.

Publicity/Marketing Films: In order to qualify for this category, the submitted project must be intended to promote knowledge of and appreciation for the library, services, spaces, or expertise to a particular audience.

16. Vanderbilt University (Digital Humanities)
One in a series of short videos about Scholarly Communications activities at Vanderbilt's library. The video quickly conveys complicated concepts using speed drawing and a playful approach.

17. University of Utah (Alex Carr)
This video was created as a cooperative endeavor between the J. Willard Marriott Library and the David Eccles School of Business as a marketing piece. The objective was to illustrate, through the story of student and entrepreneur Alex Carr, how the Marriott Library's librarians and staff work with students in-depth to support their success.

18. Texas Tech University (The Digital Media Studio)
The purpose of this film is to promote the equipment available from the Digital Media Studio within the Texas Tech University Library. The Digital Media Studio provides digital cameras, digital camcorders, GoPros, tripods, monopods, flashes and microphones that students can check out for class projects or for extracurricular/independent projects. With the fast-paced, "quippy," and sarcastic tone, this humorous film is for the Texas Tech student target audience body. This film has been viewed 503 times via YouTube and Facebook, and has been viewed countless times via four stationary monitors throughout the University Library.

19. Massachusetts Institute of Technology (Welcome to MIT)
The orientation video was created to introduce new MIT students to the Libraries' spaces, services, tools, and events. The video was sent to incoming students and is featured on the Libraries website. It has been viewed more than 1,300 times.

20. Southern Illinois University Carbondale (Morris Library)
"Introduction to Morris Library" is a white board video that was created as an entertaining promotional video to be shown during freshman orientation. It has subsequently been used in all introductory freshman library instruction sessions. The amount of views after a single semester exceeded our expectations, and we were elated by the positive response from students and instructors alike. Based on the results, we produced a series of videos for use by our first-year instruction partners to supplement their library instruction sessions. "Introduction to Morris Library" has recently undergone heavy revision. The link in this application is the most recent version.

Free-Form Films: Other than meeting submission requirements, there are no rules for submitting in this category, either because the project does not fit into any of the other categories or defies categorization altogether. Bring it on!

21. Brigham Young University (Book Sync Battle!)
Two lyrical leviathans battle it out armed with nothing more than their favorite audiobooks. We were looking for a creative way to highlight some of the library's resources and landed on audiobooks (we hadn't promoted them before). The video was released Fall of 2015.

22. Oklahoma State University (Library Creativity Award)
This feature video sets out to inspire Oklahoma State University students and highlight the creativity in all of us. This video is featured on several different media outlets including Ostate.tv, Oklahoma State University's video communication platform, YouTube, Twitter, Facebook and Instagram. Impact will be measured by number of submissions received for the LCA as well as total number of views on the social media channels.

23. University of Southern California (Grizzles—Lost LA)
A co-production of the University of Southern California (USC) Libraries and public television station KCET, LOST L.A. is a new TV series that brings Southern California history to life by marrying archival materials with innovative forms of documentary storytelling. Our submission is an excerpt of the segment "California's Lost Grizzly," directed by Laura Purdy. This episode was widely viewed on the night of its first airing (1/27/16) with a .3 rating in its premiere broadcast, which translated into 16,000 gross households. KCET has rebroadcast this episode of Lost L.A. several times on both its local broadcast channel and on its national satellite channel, LinkTV. We estimate that, including rebroadcasts and online streaming, more than 200,000 households have viewed this episode.

24. University of Guelph (Introduction to Scholarly Communication)
The video is a short introduction to scholarly communications. It is targeted towards undergraduate and graduate students, but can prove useful to people from any discipline. It can currently be found on the University's Library YouTube channel, and is linked to from the Library website. It has 891 views.

25. University of California, San Diego (Library Staff Network)
Last summer, the UC San Diego Library rolled out a new intranet called LiSN, which stands for Library Staff Network. The Library's Internal Communications team needed to promote the new intranet and bring about a change in the way staff thought about our intranet, so an internal marketing campaign was launched. We wanted everyone to see their peers using the site and talking about it, and by showing colleagues doing humorous and sometimes unexpected things made our intranet seem more approachable and appealing. And it worked! We compared user statistics for our old intranet and our new one and in the first 2 months after the new site was rolled out, we saw a 75% increase in time spent on the site, a 43% increase on the number of pages that people visit each time they come to the site, dramatic increases in all the operating systems used to access the site, and a 25% decrease in the bounce rate for the site. And best of all, we saw a 650% increase in pageviews meaning that the amount of organizational content that is being accessed and seen by users increased by 650% over the old intranet. This particular video was viewed in LiSN 185 times, received 25 'likes' by staff, as well as 5 comments.

26. <u>University of Tennessee (Librarians Being Awesome)</u>
    Our film, "Information Is Our Game: Librarians Being Awesome," grew out of a series of sports-themed marketing collateral we created over the past two years, using a series of "trading cards" (like baseball cards) with a simple message: there is a designated librarian with subject expertise in your field of study. The trading cards were followed by several whimsical videos depicting librarians pitted against top-notch athletes. The videos were publicized via campus listservs to students and to faculty, and were used as "bumpers" (brief ads that run before the main feature) on our campus' free movie streaming channel. We also compiled film clips of some of our athletically-gifted faculty and staff for a capstone video to the "Information Is Our Game" marketing campaign. This video has been featured on our Libraries' homepage and has been used as a "bumper" on our free movie streaming channel, where it was viewed nearly 3,000 times during January and February. It has received almost 1,000 views on YouTube.