

# 2017 ARLies

**How-To/Instruction Films:** In order to qualify for this category, the submitted project must 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. Southern Illinois University Carbondale Library (Animal Reproduction Citation Style)

This video was produced in support of an embedded librarianship project. The video was, and is, used to introduce students to the history of citation and the existence of Animal Reproduction citation style prior to a major citation assignment. It has been played to completion a total of 65 times since it went online. That's actually a pretty high number, given that the video is used exclusively in a classroom setting. It is only formally used twice per semester.

2. University of Oklahoma Libraries (What is Discover?)

This creatively designed tutorial video is one of a series targeting undergraduate students to explain the purpose of and how to use library resources.

3. University of Oregon Libraries (UO Special Collections and University Archives: Comics and Cartoon Collections)

This video was the first in a series of Special Collections and University Archives (SCUA) video brochures that were designed to highlight collections of interest to undergraduate library users. The comic book collections in SCUA often serve to support the curriculum of the University of Oregon's interdisciplinary Comics and Cartoon Studies minor, the first of its kind in the nation.

Comics combine images with words in a unique way in order to communicate with and emotionally engage the viewer/reader. This video was designed with the same communication strategy in mind: high impact graphics and music, rather than text, drive the messaging.

The video has been distributed through social media channels (Facebook, Twitter, Instagram, and YouTube), highlighted in Comics and Cartoon Studies classes, shared with donors, and highlighted on the Special Collections and University Archives web pages. Unlike a print brochure, the video brochure is flexible enough for quick content updates and rapid redistribution on social media channels during special showings of the collection. The video has also been repurposed for display on our digital display system and transformed into a series of punchy GIFs.

We are extra proud of the video brochure project as it permitted two of our student employees (majoring in Cinema Studies) to create portfolio pieces while helping us to promote our unique library collections.

**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).

4. University of Guelph Library (The Carrels)

The University took a different approach to establishing fundraising priorities asking each academic unit to submit proposals for their areas. With a short-notice renovation project impacting a floor with a large number of carrels we thought it a good opportunity to use student voices to address the need. We envisioned a matching opportunity with alums and/or parents—in which we would split the cost of a carrel with a ballpark estimate of \$1,000 each. So the fundraising goal of \$350,000 represents half of the funds needed to replace the current complement. We used this video to make a pitch to the University senior administrators in early March and await an announcement on fundraising priorities. We were encouraged to share this broadly and I had the opportunity to do so with a group of alums during a FL fundraising visit mid-March.

5. University of North Carolina at Chapel Hill Libraries (A Bold Commitment to African American Archives at UNC)

A challenge grant of \$500,000 from the National Endowment for the Humanities will help establish an African American Collections and Outreach Archivist as a permanent position in the UNC Library's Southern Historical Collection. To meet the challenge, the Library must raise an additional \$1.5 million. This video was created to assist with fundraising efforts.

The video has been viewed 534 times on YouTube. A Facebook post that included the video reached 2,170 viewers, with 17 shares and 105 click-throughs to the video. Most significantly, the University's development office created a mini-site for the challenge grant, featuring an expanded version of the original video, produced and edited by the same Library graduate assistant employee who created the original:  
<http://shcchallenge.unc.edu/>.

Library fundraising and Southern Historical Collection personnel have shared this video with potential donors, and fundraising efforts are currently on track to meet benchmarks.

**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.

6. Georgetown University Library (Undiscovered Printmakers: Hidden Treasures at Georgetown University Library)

On Thursday, January 21, 2016, The Georgetown Library Associates hosted a reception and gallery talk on the exhibition Undiscovered Printmakers: Hidden Treasures at Georgetown University Library, with exhibition curator Katharine Malcolm. The exhibition evolved from a Hidden Collections grant from The Andrew W. Mellon Foundation and the Council on Library and Information Resources (CLIR) to catalog the personal collections of six significant 20th-century American printmakers: Helen King Boyer, Louise Miller Boyer, John De Pol, Marguerite Kumm, Kathleen Spagnolo, and Lynd Ward. It featured a wide range of artistic media produced by these six artists: preliminary sketches, original illustrations, trial proofs, book mockups, finished prints, and the tools used to create them.

Malcolm provided an overview of the exhibition and discussed the Undiscovered Printmakers cataloging project, including exciting new evidence uncovered regarding the artists' working methods, which illuminates the exploration of ideas and technical experimentation behind their finished works.

7. University of Chicago Library (How Uchicago Preserves a 150 Year Old Map)

Ann Lindsey, Head of Conservation for the University of Chicago Library, preserves a Civil War-era map in the Conservation Laboratory inside the Joe and Rika Mansueto Library.

8. University of Miami Libraries (Heritage)

This film seeks to provide a meaningful description of the Cuban Heritage Collection (CHC) and its mission as a scholarly resource and as a space for exploring and engaging with cultural heritage. The film's narrative reflects upon the relationship of collections to people and communities, memory and cultural experience—on an individual and community-wide level. To achieve this we sought to capture voices from throughout our local and University communities. These individuals speak on the importance of the CHC, but also about heritage as a universal concept, something that stays with us, and that inspires and informs the present. The film's visuals reflecting present-day Cuban American community/city life relate to how present moments are part of the broad web of cultural experience, which collections document and seek to preserve for the use of students and researchers. The fact that collections are for everyone is a significant point we want to make with this film, but it's also that community builds collections—that individual stories and experiences from all parts of a community can make an impact within and beyond the community for generations to come.

**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.

9. Brigham Young University Library (Start Here | Start at the Library)

Having decided on "Start Here" as a multi-year promotional campaign for the library, we sought to create a video to be part of the campaign to kick it off. We came up with the idea of a student who has all the best intentions to excel on a school assignment but, through a misinterpretation, misses the mark completely. Faced with this reality, his instinct kicks in and he runs to the library to start his assignment the right way. Production took under 4 months from brainstorming the idea to posting to YouTube (while working on a few other projects at the same time). The team that created it is the BYU Library's production unit, which consists primarily of student employees from a wide variety of majors.

10. Duke University Libraries (Thank a Librarian)

We used the occasion of National Library Week 2016 (April 10–16, 2016) to organize a "Thank a Librarian" social media campaign. We captured photos, video, and stories from people around campus holding up whiteboards on which they had written something about how a librarian helped them recently. The photos were compiled, curated, and shared throughout the week via library social media channels (Facebook, Twitter, Instagram) using the hashtag #ThankALibrarian.

We were also able to hire a professional videographer for part of the week, which allowed us to cap off the campaign with this short, upbeat video that we shared and promoted widely. Our initial goal was to convince 100 people to thank a librarian, but we were thrilled and overwhelmed when we got nearly 300 participants!

11. McGill University Library (McGill Library Welcome Video [Chinese])

In 2015/2016, student ambassadors and library staff across different departments successfully translated, edited, and recorded Library Welcome videos in French, Arabic, and Chinese. The video featured in this submission is the Welcome video recorded in Chinese (266 views, 4 likes). All 6 welcome videos (English, French, Spanish, Chinese, Persian, Arabic) are featured alongside short "How-To" tutorials on the Library's orientation page (<http://www.mcgill.ca/library/orientation>) and the multilingual services page (<https://www.facebook.com/mcgill.library.mses/>), and are included in other marketing collateral from the First Year Office and Office for Graduate and Post-Doctoral Students.

12. Purdue University Libraries (Why I Love Purdue Libraries 2016–17 Contest—First Place Winner)

For the last few years, Purdue University Libraries, with the support of the Purdue Federal Credit Union, has sponsored the “Why I Love Purdue Libraries” video contest. Students (undergrad and grad) are encouraged to produce videos that show why they love Purdue Libraries and enter their video productions in the contest.

The entered videos are voted on by members of the Purdue Libraries Undergraduate Student Libraries Advisory Council (USLAC), and three winning (for first, second, and third place) are selected by the USLAC members.

This video is the first-place winner in the 2016-17 contest. The producers have agreed that we can submit the video in the ARLies contest.

13. Texas Tech University Libraries (DocDel Horse’n Around)

This video’s purpose is to publicize the Document Delivery service to the Texas Tech University community. Document Delivery allows users to request items held by Texas Tech Libraries and libraries around the world. This is a free service for faculty, students, and staff of Texas Tech University, Texas Tech University distance students, Texas Tech Law School and Texas Tech Health Sciences Center. The video has been viewed countless times on stationary monitors throughout the University Library, has received 281 impressions on Twitter, and 784 views on Facebook.

14. University of Connecticut Libraries (Why do you love the Library?)

The video was created to show our donors how much UConn students love the library as a thank you for their support. The video was produced by a student from the Digital Media & Design program with the help of a new student group, the Homies (named after the Homer Babbidge Library). It was sent to 230 donors on Valentine’s Day and posted on our social media channels. As of this submission, it has been viewed 97 times. We also received several e-mails back from our donors who were appreciative of the video and seeing the students involved in the Library.

15. University of Texas at Austin Libraries (This is the University of Texas Libraries)

Originally conceived as a 7-minute overview of the vast library system at The University of Texas at Austin (full version: <https://youtu.be/eQoSZbfYNfo>), this 2+ minute edit was created by UT Communications to promote the Libraries in a university homepage feature on Vice Provost and Director Lorraine Haricombe’s efforts to bring open access to the university. The longer cut was developed to serve initially as a tool for development efforts presented in controlled viewings, and only recently has been deployed more broadly as informational/marketing content for the Libraries. Twice presented to large groups of staff and donors, respectively, the film has received roundly positive feedback.

**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!

16. Cornell University Library (This is a Library)

This slideshow was created in January 2017 and posted on digital screens and social media. On Cornell University Library's Facebook account, the video had around 7,500 views and 750 reactions and shares; but several individual images of the digital screens posted by library users or staff on a variety of social media channels went viral, with thousands of retweets, Facebook shares and Tumblr notes. People tagged their home libraries asking them to create similar signs, and at Cornell we received several requests from other libraries to adapt it.

17. Johns Hopkins University Libraries (The Raven [short version])

This video was produced with Mind in Motion, a local company started by two recent JHU grads. The short version, which we promoted via our various social media channels, was aimed at the campus community and the larger Baltimore community. The video helped us to announce the opening of "The Enigmatic Edgar A. Poe in Baltimore & Beyond," our major exhibition of Poe material at the George Peabody Library.

The video also served as a teaser for the full-length version, which we released on Halloween (see: <https://youtu.be/xMiwQve0hM8>).

The video includes librarians, faculty members, and administrators from Johns Hopkins as well as members of the Baltimore community. (More than 30 individuals were filmed in a variety of locations around JHU and Baltimore, including at Poe's grave and in the crypt, spots that can be seen in the short version.)

The short version had more than 1400 views on YouTube and was shared across Facebook and Twitter by various schools and divisions at Johns Hopkins.

18. Texas A&M University Libraries (Who Are You?)

We executed a marketing/diversity campaign promoting one simple idea that the Libraries is and will always be a place where everyone is welcome: whatever religion, race, size or shape, sexual orientation and, most importantly, however they describe themselves.

Our campaign began as window clings that were placed on the windows that line the sides of several Libraries and at the entrances. The side window clings are 18 feet tall. We also did posters and a set of banners on the library that faces our academic mall.

The extension of the campaign has been videos. This video is a teaser designed to lead viewers to look at other videos on our social media channels which each focus on one

individual. The individual videos have been successful with many of them being viewed over thousands of times, and each person talks about how they define themselves based on their race, their status as father, mother, or child, religious beliefs and one of our most popular videos showed a student who used the word "different" to describe himself because he has autism.

Our campaign has been written about in our local paper as well as the school newspaper and we have received accolades from the University Administration and students themselves.

19. University of Kansas Libraries (Generosity to KU Libraries impacts all Jayhawks)

Production for this film began in early 2016, with the hopes of telling the compelling story about the critical roles KU Libraries play in discovery, innovation, and learning at the University of Kansas. The film was developed for viewing by current and potential donors via in-person visits from the KU Libraries development director. While this is the primary audience, the film speaks to all University of Kansas stakeholders, as the libraries are uniquely positioned at the crossroads of the educational and research process. Contributions to the libraries benefit student success through classroom instruction, one-on-one research assistance, facilities that co-locate the resources students need to excel academically, and more.

The film highlights experiences from a faculty member, librarian, student, and current donors, in order to demonstrate the breadth of individuals utilizing KU Libraries' resources and expertise. While the film will largely be shared in one-on-one meetings, it will also be strategically disseminated on the institution's website and social channels. Additional footage from the interviews will be transformed into short testimonies for future social campaigns.

20. University of Southern California Libraries (USC Libraries 2016 Holiday Message)

Our annual holiday video is a unique way to acknowledge the work of our employees at the end of an always-busy year. The USC Libraries produce a large slate of exhibits and events large and small, along with more traditional work involving special collections, acquisitions, instruction, and all of the public-facing and behind-the-scenes work that makes us an integral part of USC academic life. With this holiday video we celebrate the people who make the place work so well in a fun and quirky video. We use a talented animator and filmmaker, Dom Soo, who did the first version while still a student—this 2016 submission marks his third holiday video. The message is a way for Dean Catherine Quinlan to say thank you and for the personnel to see the year's work in a way they can share with others. While the video is a message from the Dean to the faculty and staff and board, we send it as a promotional piece to vendors, colleagues, and collaborators at other institutions. We send the link to the video first via e-mail from its location on the USC Libraries YouTube channel. We follow it up with social media posts on Twitter and Facebook. And we encourage all USC Library personnel to forward it on as well.