# 2018 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. <u>Northwestern University Libraries (Choosing Keywords)</u>

   This how-to instructional video briefly explains how to develop and select keywords for stronger search results. It is a remake of a previously-existing keyword video that had more than 11,000 views on YouTube. We updated the video to align with Northwestern's new branding and to tighten the instruction sequence.

2. <u>University of Iowa Libraries (Grove Music Online—a tutorial from the UI Libraries' Rita Benton Music Library)</u>

   Learn about this reputable encyclopedia for music, in print since 1879. This video covers:

   1. What kind of information Grove contains,
   2. How that information is organized,
   3. Tools, like works lists and bibliographies,
   4. And how to cite an article.

3. <u>UCLA Library WI+RE (Getting Started with Research at UCLA)</u>

   This video was designed to help undergraduate students identify as researchers and introduce the research opportunities available on campus. We interviewed student researchers from diverse backgrounds in order to encourage all students to get involved, regardless of their prior research experience.

   This video has been integrated into UCLA'S online cornerstone research workshop as part of the "Getting Started with Research" module. The Library has also reached out to instructors across campus to implement the video into undergraduate research courses. The full version of this video has received approximately 1,000 views since its publication last summer.

   Note: The version of the video submitted for the ARLies was edited to meet the 3:00 minute time requirement. The full version of the video is 3:40 seconds.

4. <u>University of Manitoba (What Are Predatory Publishers?)</u>

   As part of the University of Manitoba Libraries' website redesign, library staff created numerous instructional videos and text tutorials, named the "Help Hub." A series on predatory publishing and open access publishing was proposed and created for the Help Hub. The video introduces predatory publishing and describes why they should be avoided. The target audience is faculty and researchers, though the video is embedded in various parts of our library website. Ruby Warren, our User Experience

librarian, wrote the script and Justin Fuhr edited, created the animations, and did the audio for the video. GoAnimate was used to create the animation and Camtasia was used to edit the video. This video is currently the most viewed video that the University of Manitoba Libraries has produced. (Note—the video still references Beall's list and will be updated this summer).

**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).

5. Southern Illinois University Carbondale (Morris Library Day of Giving 2018)

   Fund raising film including live action and animated elements, intended to promote the Southern Illinois University Day of Giving, a fund-raising event in which each college (including the library) seek donations. The audience is potential donors, which for this event is defined broadly as anyone who might be persuaded to contribute even $1 to the library. Impact cannot be measured just yet—the event has not yet taken place. The video is being shared via social media and embedded on the institution's website. Initial feedback has been universally positive, with members of the test audience indicating the video presented the idea of donating to the library in a favorable light, and was lighthearted and enjoyable to watch.

**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.  <u>University of California, Berkeley, Library (Thanksgiving taste test: Trying historical pies)</u>

    With Thanksgiving approaching, the UC Berkeley Library Communications team decided to put some recipes to the test. So we turned the clock back—way back—by baking and taste-testing three historical pie recipes from our collections to see if they would satisfy the modern palate. We enlisted students and staff to be the taste testers. The recipes we chose come from books published in the 18th, 19th, and 20th centuries—well before Pinterest and the advent of the celebrity chef. Each recipe holds its own historical significance—and each gave viewers a taste of the Library's offerings and even, perhaps, baking inspiration for Thanksgiving.

    The team was aiming for engagement via social media tied to a major American holiday—and it worked: The piece was our widest-shared video yet, with 193 shares and nearly 23,000 views on Facebook, and 1,500 views on Twitter. Mashable.com linked to the video, too, which boosted our views on Vimeo and the Library's exposure to the general public.

    The video and accompanying article were featured on our Library website.

7.  <u>Kent State University Libraries (Digitizing the *Daily Kent Stater*)</u>

    The *Daily Kent Stater* Digital Archive has been a multi-year project to digitize every issue of the *Kent Stater*/*Daily Kent Stater* campus newspaper. The project, funded by the Kent State University Libraries, includes issues dating from February 1926 through December 2016. The video talks with those responsible for the project, shares alumni and family connections, and discusses its relevance to today's students.

8.  <u>Florida State University (The Dwindling Party)</u>

    A series of 4 videos meant to showcase what a "pop-up" book is. This was a fun series to use on Instagram, Twitter and Facebook to introduce our audience to some of the unique items in our collections.

9.  <u>McGill Library (McGill rare wintry mix)</u>

    The film was created to showcase the McGill Library's collections and more particularly to publicize the unification of four units under the umbrella of <u>ROAAr: Rare and Special Collections, Osler, Art and Archives</u>. The full citation for each item is included in the YouTube description. The total running time is one minute and seven seconds.

The film was linked to the 2017 McGill Library holiday e-card that went out to 1,688 students, faculty, staff, alumni and Library stakeholders on December 14, 2017.

The total reach on social media is listed below:

YouTube: 353 views (commenting was disabled)

Facebook:

Posted to Facebook December 24, 2017, and promoted via Facebook ads until January 1, 2018: "From our stacks to your eyes, we wish you peace and joy during the holiday season! Enjoy these animated festive scenes from McGill University Library's collection of rare and special materials. In September 2016, the McGill Library brought its four rare collection units—Rare Books & Special Collections, the Osler Library of the History of Medicine, the Visual Arts Collection, and Archives & Record Management—together under one umbrella. Together, the unified 'ROAAr' group helps showcase the unique holdings within each of the four branches through cross-unit collaboration, strengthening and distinguishing their rich collections and the Library as a whole. For more information or to explore more unique items from the collection:
http://www.mcgill.ca/library/contact/departments/roaar"
4,764 reached (majority between 18 and 24 years old)
3,462 views
62 likes; 11 loves
10 shares
(Views above include those generated by the video embedded as the cover photo for the Library's Facebook page)

Twitter:

Posted to Twitter December 21, 2017: "Season's Greetings from all of us at the #McGill Library! Festive images courtesy of #mcgillrarebooks
http://ow.ly/Vlnw30hns1X"
4,797 Impressions
418 Views
11 Likes
5 Retweets
(A still from the video was added as the cover photo for the Library's Twitter page)

**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.

10. <u>Virginia Commonwealth University (Look Inside the New Cabell Library)</u>

This video piece was created as a quick overview to showcase the newly renovated and constructed library building. It ran related to the grand opening March 16, 2016. The piece was embedded into an online, photo-rich print article published by the university and positioned on the university home page. It was also shared on social media and shown in our lecture hall on numerous occasions—before large community audiences, for donor events, and at new-student orientation events for fall 2016.

- The video posted on YouTube has received 2685 views.
- Shown in auditorium settings, we estimate an additional 3,000 views.
- It was embedded in digital articles on the university home page and on the VCU libraries homepage. According to Exposure's metrics, the article received 16,262 views since it was published in March 2016.
- The video did well on Facebook, as well.
  - o 62,828—number of views that lasted more than 3 seconds without any paid promotion
  - o 474,719—total reach
  - o 739,416—total impressions
  - o 930—shares
  - o 143—comments

11. <u>Simon Fraser University Library (Simon Fraser University Library—Sounds Great)</u>

We wanted a video to use during SFU's Welcome Week to welcome new and returning students to the Library. We were hoping for an evocative, short video that captured the ideas of explorations, connection, play, and imagination. Both students and library staff were involved in the production of the video. It has 851 views on our YouTube channel and after receiving feedback, we were able to quickly add closed captioning to the video to make it more accessible for our audiences. Thank you for considering our submission.

12. <u>MIT Libraries (Pilot Project: Using Drones in Svalbard and Death Valley)</u>

We wanted to highlight the innovative work being done by Senior GIS Specialist Daniel Sheehan, who had trained and been certified to fly drones in order to help MIT students and faculty collect data. We wanted the audience to come away saying, "I didn't know librarians did that." It was created by our video production intern, Jia Spiggle, and incorporates drone footage and video footage from Professor Kristin Bergmann's geology class trips to Death Valley and Svalbard, Norway. We shared the

video on YouTube and Facebook, where it has gotten 440 views thus far. Professor Bergmann was thrilled with the video and shared it on her own website.

13. <u>University of Arizona (We are the University of Arizona Libraries)</u>

The film was originally created as an outreach tool to inform our new university president, Robert Robbins, about how UA Libraries transcend traditional library roles and services. It will also be used for a number of other purposes, including donor cultivation. Since the video was just recently created, at this point our only measure of impact is President Robbins' reaction, and he loved it, especially its linkages to themes of the 4th Industrial Revolution, one of his favorite topics. (The video was designed to highlight those linkages.)

14. <u>Columbia University Libraries (Freedom of Information Archive)</u>

This video highlights how the Columbia University Libraries joined Matthew J. Connelly (Professor of History and Director of the Institute of Social and Economic Research at Columbia) to support the Freedom of Information Archive, the world's largest database of declassified documents. In an era of unprecedented government and official secrecy, the Freedom of Information Archive provides public access to a wellspring of knowledge, enabling the dissemination of information worldwide. The archive is one of an increasing number of examples of the vital role that libraries play in sharing information in the present digital age. (More about the project itself at http://www.history-lab.org)

This video was embedded in an email campaign to donors and prospects to communicate the impact of giving to the Libraries and encourage gifts before the close of the calendar year. The video was also embedded in an email newsletter to all current Columbia faculty, students, and staff to raise awareness about the increasingly complex role the Libraries play in scholarly work, particularly faculty-driven projects.

We raised roughly $7k in unrestricted gifts as a direct result of the email appeal (not including gifts that came in as a result indirectly). The video went to 65,000 recipients, though we don't have view counts on the embedded versions.

15. <u>Duke University Libraries (One for the Books/National Library Week 2017)</u>

We wanted to use the occasion of National Library Week (April 9–15, 2017) to organize a "One for the Books" bookface social media campaign. We captured photos of people in front of Perkins and Lilly Libraries doing bookface poses, using the tagline "I'm one for the books." Bookfaces are an established social media trend. Librarians and other book lovers post them on social media apps like Instagram, using hashtags like #Bookface and #BookfaceFriday. These photos were compiled, curated, and shared via library social media channels (primarily Facebook and Instagram). At the same time, we produced a video of our bookfacing activities, which did double-duty as the spring solicitation video for the library development office.

Finally, the "One for the Books" social media campaign kicked off our new annual fund advertising campaign aimed at Duke alumni, the successor to our "Crazy Smart" ad campaign. All of the ads (which appear first in Duke Magazine, distributed to 160,000 Duke alumni) feature highly staged and professionally photographed bookface tableaus. The tagline is a simple double-entendre. "One for the books" is idiomatic for something so important or momentous that it should be recorded for posterity. But in this context, it also conveys the sense of being supportive of books, reading, and—by extension—libraries. The bookface ads all include some version of this simple pitch: "When you make your gift to Duke, make it one for the books."

Video impact measures:

> YouTube views: 547
> Facebook views: 8,100
> Facebook Video likes (42) and shares (36)

The video was shared for one week as the hero graphic on duke.edu, the university's main homepage. It was also featured in "The Week at Duke in 60 Seconds," a brief round-up of weekly university news produced by Duke's Office of News and Communications. The link was also shared and retweeted by numerous university-related social media channels, including the Duke Alumni Association.

Anecdotal feedback from students, our faculty Library Council, and communications colleagues around campus has been overwhelmingly positive. This is one of the best videos we've produced in the last few years. It was also great fun to work on.

**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. <u>University of Michigan Library (With everything that goes into it...)</u>

    The film was intended as a digital New Year greeting card for Library donors and friends.

    The Library's graphic designer cut out images from various Library collections, and the production company Big Foot Media animated the images and wove them into video taken around the library.

    Media views of 6200+ were derived from various Library channels, where the video was loaded separately (not embedded): YouTube, Facebook, Twitter, and the Library's digital magazine.

    We've received positive feedback from donors, staff, and other communicators from across the U-M campus.

17. <u>The University of Texas at Austin (UT Students 3D Print a Six-String Electric Violin)</u>

    In preparation for the 2018 "Re-think it: Libraries for a New Age" conference to be hosted in Austin, the University of Texas Libraries pursued the production of a film using a story identified from our campus community about an innovation resulting from library resources, space or tools in order to demonstrate how the Libraries are preparing for the future. After a period of collecting and considering ideas, we settled on the work of a Ph.D. candidate in the Butler School of Music's Entrepreneurship Program who discovered a score in the Fine Arts Library that he'd been passively seeking for several years. Performance of the piece required a 6-string violin that he was able to design and produce using the 3D printers in the library's Foundry makerspace with the assistance of one of the library's student technicians (a senior in the university's engineering school).

    Libraries advancement staff worked with the digital content team in the university's communications office to create two versions of the film: a long version (3+ minutes) that would be presented at the national conference (along with a live performance with the instrument by the Ph.D. candidate), and a short version (<2 minutes), designed for promotion on the university's homepage and via social media channels the following week.

    Project principals felt the story had great potential for appeal to a broad audience with the goal of exemplifying the university and its libraries as building environments for student collaboration, creativity, and innovation. Analytics seemed to bear out those expectations.

Facebook: 60,000+ views
Twitter: 7,000+ views
YouTube & Vimeo: 15,000+ views

The successful distribution resulted in the video being excerpted in media worldwide, featured in various blogs related to 3D printing, design and maker/DIY news, as well as in aggregator sites, and news and other media covering general topics.

Examples:

"Student team breaks the mold with 3D-printed 6-string violin"

"Three UT students spent a year designing and 3D printing a six string violin"

"3D printing brought this stunning six-stringed custom violin to life"

"This $10 3D-printed instrument sounds exactly like a violin"

https://www.facebook.com/icablenews/videos/vb.186040714921338/799360450256025/?type=2&theater

https://www.discovery.ca/Shows/Daily-Planet/video?vid=1247430

"Watch this student play his one-of-a-kind 3D-printed violin"

Long version: https://youtu.be/zr-14wasql0

18. <u>Stony Brook University, SUNY, Libraries (University Libraries Host Disaster Relief Map-athon for Puerto Rico)</u>

This 1:52 min video is the compiled and edited version of a 2-hours-long video taken of the Map-athon event hosted by the Stony Brook University Libraries in Fall 2017. The event fostered engagement of several academic departments across the University and attracted several hundred participants, including students, faculty, and staff. The event was a humanitarian effort to help relief workers in Puerto Rico by reconstructing maps in an open source online environment to reflect structural and topographical details of hurricane-devastated areas in Puerto Rico. The video was the center piece for post event promotion, hosted on the Libraries site and University's main site and on YouTube: https://youtu.be/fuoq63fFpwA

This potentially resulted in thousands of views within the University community. Consensus of feedback was to host more of these map-athon events for other disaster areas. A second map-athon event was held in November 2017.

19. <u>University at Buffalo, SUNY, Libraries (UB Libraries News: Fake or Fact—Are You a Genius?)</u>

UB Libraries News is a video project introduced to students and faculty to test their capacity to identify fake news. This film was one of many broadcast in the spring of 2017 through the UB Libraries website and YouTube channel. The first half of the film was the news portion where the story featured a clip of the video in question, which ran on Monday. This story is based on an internet article claiming those who have four

particular traits make them a genius. Nicole, the anchor, asks viewers if the story is fake or fact. Viewers were then encouraged to use their CRAAP test skills and cast their vote through UB Libraries social media platforms. On Friday, the "reveal" half of the film was broadcast; this includes a recap of the story and the results of the votes received earlier in the week. Turns out the story was true and the most intelligent people happen to swear, be messy, talk to themselves, and stay awake later. The truth of the story revealed, viewers were given reasons why the story was fake or not and each video ended with highlights of UB Libraries students and faculty could explore. The purpose of the film was to encourage the UB community to use the libraries' resources to always fact-check information and to utilize the Libraries' recording equipment, the One-Button Studio, which was used to create the films. This film was viewed by several hundred faculty and students, who also voted their opinion.

20. University of Southern California Libraries (USC Libraries 2017 Holiday Message)

USC's 2017 holiday video was a unique way to acknowledge the work of their employees at the end of another 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 them an integral part of USC academic life. With this holiday video, people who made the place work so well are celebrated in a fun and quirky video by talented animator and filmmaker, Dom Soo. 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, it is also sent as a promotional piece to vendors, colleagues, and collaborators at other institutions.