

2019 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 \(What is Copyright?\)](#)

This video is one of a series of five planned copyright videos being produced for our 3-credit online information and media literacy course, MCMA 200. This course is a collaboration between the College of Mass Communication and Media Arts and Morris Library, and is co-taught by a library faculty member and an MCMA faculty member.

Copyright is a complex and often-misunderstood legal concept that many students don't find intrinsically interesting, despite its relevance to their daily lives. We hope this series of videos will help introduce students to its intricacies in a way that captures their attention and illustrates critical concepts more succinctly and clearly than a lecture or essay might be able to. However, these videos are meant as an introduction, not as the main course. We have used this video in two sections of MCMA 200 so far, and our analytics suggest that all or nearly all of our students viewed the video as assigned. A video intended for internal use only, view counts are low (~150 as of March 2019), but we are satisfied with its impact in the classroom as an introduction to this difficult concept.

2. [University of Ottawa Library / Université d'Ottawa \(Create a bibliography in Zotero \[University of Ottawa Library Zotero Bibliograd online course pilot project\]\)](#)

In 2017, Mish Boutet ran a pilot project to adapt a one-hour live Zotero workshop for students to an online module. The purpose of the pilot project was to find a feasible approach for creating sound learning modules in terms of time and resources. The one-hour workshop became 17 instructional videos amounting to just over 30 minutes of playtime. Each video contains captions, an interactive transcript, a full downloadable transcript, step-by-step instructions, full downloadable instructions, a review task and question, and contact information for follow-up. The performance is intended to sound conversational to help minimize the distancing effect of video. Feedback from students has been very positive. Students appreciate the ability to navigate through the module the way they choose. YouTube counts of individual videos in the course range from 14 views to 81 views. Further, both students and colleagues have been inspired by the module to try creating instructional videos of their own.

Additional credits: Patrick Labelle for creating the original Zotero Bibliograd workshop on which this online version is based and Yoo Young Lee for implementing AblePlayer interactive transcripts.

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).

3. **Duke University Libraries** ([Duke Forward Spotlight: Ashley Rose Young G'17](#))

In May 2017, Duke University wrapped up DukeForward, a 5-year comprehensive \$3.85 billion capital campaign supporting strategic priorities across the university, with a goal of raising \$45 million for the Duke University Libraries.

Thanks to the support of our donors, the libraries raised more than \$63 million, which was over 140% of our goal. To celebrate the end of the campaign, we produced video profiles of two students (one undergraduate, one grad student) to demonstrate how Duke students were already feeling the impact of the campaign's success.

The video shown here features Ashley Rose Young, then a PhD candidate in the History department and student employee in our Rubenstein Rare Book & Manuscript Library. Her story shows how her experience of working in the library helped her develop the skills to land an internship at the Smithsonian National Museum of American History. (Happy side note: Ashley is now employed full-time as a food historian at the Smithsonian, which is pretty much her dream job.)

The video was emailed to library donors and also shared via our social media channels. On YouTube, it has received 729 views to date, and 532 views on Facebook. Duke's Central Development office liked the video so much that they embedded it in the final DukeForward campaign impact report, which was emailed to all campaign donors and is archived online here: <https://impact.dukeforward.duke.edu/#3>.

Megan Crain in our development office organized, scripted, and directed the video. Aaron Welborn in our communications department assisted with production and logistics. And we contracted with freelance filmmaker Carson Mataxis to shoot and edit the film. We were extremely happy with the way it turned out. Although the video does not contain an "ask," we do consider it a fundraising video, as it thanks our most important donors and shows how we are being good stewards of their philanthropic gifts to make an important difference in the lives of students.

4. **University of Delaware Library** ([Student Success in Action: Mike Pfeifer's Story](#))

The video showcases the impact of library resources on student success by sharing the story of Mike Pfeifer, a University of Delaware alumnus of the Class of 2011. Through his use of the technology and resources in the library's Student Multimedia Design Center, along with the mentorship of expert staff, Mike was inspired to follow a creative career path as a commercial and documentary film director.

The goal of the video is to bring in potential donors and create advocates for the library, museums, and press who are dedicated to fostering future student successes. It

is targeted towards current faculty, staff, and alumni, with a focus on current and potential donors.

To reach this broad audience, the video will be disseminated through multiple channels. It will be embedded on the library's giving web page (<https://library.udel.edu/giving>), shared through social media, included in an electronic annual appeal, and featured on the web page for the library's "Giving Day" crowdsourcing project on May 15.

5. University of Iowa Libraries ([Working at the Music Library by Alex Spenceri](#))

In this film, Alex Spenceri—an undergraduate student majoring in music composition and winner of a UI Libraries' Student Employee Scholarship—describes how his studies have been enriched by working at the University of Iowa Rita Benton Music Library.

The film was produced for an annual campus wide fundraising effort called "We Are Phil." Phil stands for philanthropy. At Iowa, Phil is everyone who gives to the University of Iowa and everyone who benefits from those gifts. "We Are Phil" is a faculty/staff giving campaign celebrating the power of Phil on campus and encouraging faculty and staff to give to the UI people, programs, and projects that are closest to their heart. <http://wp.foriowa.org/facultystaff/>

We have noted that this category of the Arlies requires that the campaign mention a specific campaign goal. Please note that, although our film is intended to raise funds or attract potential donors to the UI Libraries, it does so without stating a dollar goal or name acquisition goal. This is because our campaign is part of a larger, university-wide effort. Campus participants in "We Are Phil" are prohibited from stating goals according to a policy set by the University of Iowa Center for Advancement.

6. Auburn University Libraries ([Tiger Giving Day 2019 AU Libraries Treadmills](#))

The development office of Auburn University Libraries produced this video in order to encourage donors to support our project. The purpose of this project is to install treadmill and stationary bike desks in the library to improve the health and well-being of students as they study.

Donors to this project have enabled us to purchase one of each. Contingent upon student usage, further evaluation will determine expansion of this initiative in the library.

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.

7. University of Alberta Libraries ([Research & Collections Resource Facility \(RCRF\) at UAlberta](#))

The Research & Collections Resource Facility (RCRF) at the University of Alberta opened in 2018. This is a second-generation facility for the university, so the purpose of this video is not to introduce the concept of remote storage (a previous facility opened in 1994), but rather to highlight many of the upgrades and changes realized with the new facility. We particularly wanted our community to see the fabulous reading room, a small yet beautiful and well-appointed facility with a stunning view (yes, the windows are glazed per conservation requirements).

8. University of North Carolina at Chapel Hill Libraries ([Student Curators Reflect on "Reconstructing Frankenstein's Monster"](#))

During the 2018 spring semester, students in English 295H at the University of North Carolina at Chapel Hill completed a daunting assignment: to curate a full-scale special collections exhibition marking the 100th anniversary of the publication of Mary Shelley's *Frankenstein*. In this two-minute video and accompanying story (see <https://library.unc.edu/2018/06/learning-from-frankensteins-monster/>), they reflect upon the experience that made them become, in the words of one participant, "a better researcher and student because of it." In addition to 330 views through the university libraries' YouTube channel, the video enjoyed excellent placement and response, including:

WEB

- University's main site: <https://www.unc.edu/discover/learning-from-frankensteins-monster/>
- College of Arts & Sciences: <https://college.unc.edu/2018/06/frankenstein-monster/>

SOCIAL MEDIA

- Libraries' Facebook (202 views): <https://www.facebook.com/UNCLibrary/videos/learning-from-frankensteins-monster/10155436576525969/>
- University's Twitter (1,222 views): <https://twitter.com/UNC/status/1009127672843292680> and <https://twitter.com/UNC/status/1007687982512402432> (with link to story and video on the university's website)

(As per the University's social media manager: "We got a great response last week when we tweeted a link to the UNC.edu version and would love to tweet out the full video as well. Our audience really enjoyed it.")

In addition, photographs by Aleah Howell, the library's visual and multimedia specialist, have been used broadly, including in the campus student newspaper: <https://www.dailytarheel.com/article/2018/04/frankenstein-exhibit-0425>

This level of sustained reach is notable for the university libraries. We found this to be a successful demonstration of a unique way that the libraries contribute to the learning experiences and success of Carolina students.

9. University of Rochester Libraries ([Rare Sheet Music Celebrates Frederick Douglass](#))

In 1847, Frederick Douglass was getting ready to leave England where he had lived to avoid being recaptured after his escape from enslavement in Maryland. To commemorate Douglass's departure from Britain, his close companion and fellow abolitionist, the Englishwoman Julia Griffiths, wrote the "Farewell Song of Frederick Douglass." Only two copies of the sheet music are known to exist—and one of them was acquired earlier this year by the University of Rochester's Department of Rare Books, Special Collections, and Preservation, River Campus Libraries. The only other known copy resides at the British Library in London. Subtitled "On Quitting England for America—the Land of His Birth," the song decries the United States as a brutish country. England is styled as the "land of the free, the land of the brave" while the lyrics lament "Alas! that my country should be America! land of the slave." This video depicts the song being performed by Eastman School of Music students Jonathan Rhodes '20E (tenor), and Lee Wright '03E, '18E (DMA) (piano) on December 3, 2018, at a Rochester community event to mark the end-of-the-year celebrations of the 200th anniversary of Frederick Douglass's birth.

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. National Library of Medicine ([Wash and Learn](#))

The NLM-funded National Network of Libraries of Medicine makes local grants to a variety of libraries that leverage this funding with their skills and connections to serve local communities including families, parents, patients, advocates, nurses, physicians, and anyone who can use NLM information. This promotional video debuted at last year's Medical Library Association meeting and tells the story of just one of many such community engagements.

11. Temple University Libraries ([Behind the Scenes: An Inside Look at Temple's New Library](#))

Prepared by Temple University's Strategic Communications during the summer of 2018, this video provides a preview of the Snøhetta-designed Charles Library, roughly halfway through the construction process. The video was filmed on site and features an extemporaneous project narrative and thoughts about the building's features and characteristics by dean of libraries Joe Lucia. The building is scheduled to open for university access in early August of 2019.

12. University of Utah Library ([Wat Misaka & Arnie Ferron: Basketball and the Library](#))

The J. Willard Marriott Library at the University of Utah partnered with the U of U Athletic Department to raise awareness of the library's 50th anniversary and all that the library has to offer. A video was made honoring two U of U basketball players—now in their 90s—who have contributed their papers to Special Collections. Both gentlemen were eventually drafted by the NBA and hold a special place in the memory and heart of the University of Utah. Incidentally, one of the players, Wat Misaka, became the first person of color to play in the NBA—the same year that Jesse Owens became the first person of color to play professional basketball.

13. University of Michigan Library ([Welcome to the University of Michigan Library](#))

Our previous library orientation videos named a long list of specific services in the very brief time allotted. In this new video, we switched the focus to the results that students could expect by taking advantage of University of Michigan Library services, spaces, and collections.

The target audience is 6,000 incoming freshman attending their required two-day campus orientation the summer before their enrollment. Most will not be familiar with the resources and services available at an academic research library, and their library orientation session is brief. The student who says, "So it's not just books?" is delivering

one of our key messages—the library has a lot to offer, far beyond what they might expect.

Our goal was to welcome new students and convey the library’s limitless possibilities to facilitate just about any interest and to serve as their campus community, without overwhelming them with details and lists. At the very least, we know they were entertained—the groups watching laughed in all the right places.

14. Columbia University Libraries ([We Are Your Library](#))

The purpose of this video was to present human expertise as a key resource for our users, knowing that tools, services, and collections can sometimes overshadow the human aspect of librarianship. As libraries rapidly expand the range of job types and skill areas, we aimed to capture our own breadth and depth by profiling a sample set of our staff. The video was distributed in a Fall 2018 e-newsletter to the entire Columbia community (~65k recipients), as well as in “Welcome” emails to new students in 2018. The video currently has 1,500 views and climbing. We’ve heard positive feedback about the quality of the video and strong message from faculty, students, and staff.

15. University of Minnesota Libraries ([Goodnight Moon](#) and [“The ABC of It”](#))

To celebrate and promote the opening of the University of Minnesota Libraries’ exhibit, “The ABC of It: Why Children’s Books Matter,” several prominent Minnesotans read excerpts from the iconic children’s book, *Goodnight Moon*.

They include: Josie Johnson, University of Minnesota Regent Emeritus and civil rights leader; soprano Maria Jette; Chan Poling, musician and composer; Alan Page, retired Minnesota Supreme Court justice and NFL Hall-of-Famer; actor Bradley Greenwald; Dudley Riggs, improvisational comedian and founder of the Brave New Workshop; RT Rybak, former Minneapolis mayor and CEO/president of the Minneapolis Foundation; Karen Kaler, University of Minnesota First Lady; Tony Ross, principal cellist, Minnesota Orchestra; and Simran Mishra, president of the Minnesota Student Association at the University of Minnesota.

Tony Ross also performed “Schumann Lullaby” on cello.

The primary purpose was to promote the exhibit and several related events to friends of the libraries and to anyone interested in children’s literature. The events included an open house on Saturday, March 2, and the exhibit open house, attended by more than 300 people. As of March 7, 2019, we’ve had more than 2,000 views on YouTube, and on Facebook, we’ve had more than 12,000 views, 4,588 engagements, and 228 shares of the video.

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. Massachusetts Institute of Technology Libraries ([Heng Yi Cheng '18: "I can actually go out there and change the world"](#))

The purpose of the film was to showcase an example of the passionate and multidimensional students at MIT and the important role of student input in library (and institute) policies. The video was shared on YouTube, Facebook, and Twitter, as well as the libraries' website. As of February 2019, the video had 448 views on YouTube, 2.1K views on Facebook, and 389 views on Twitter.

17. Pennsylvania State University Libraries ([Many ways to say thank you! Giving Tuesday 2018](#))

On November 27, 2018, Penn State participated in Giving Tuesday, a day to encourage philanthropic support for nonprofit organizations.

The university libraries' focus was to raise funds for the student-centered University Libraries' Textbook Fund, an endowment for the acquisition of textbooks and course materials for students' use. While it eases non-tuition costs for students with financial need, the textbook fund benefits all students by providing enhanced access to required course materials.

With the support of our donors, the university libraries raised more funds in 2018 than any of the more than 70 groups across the university that participated! Our "thank you" reflects the diversity of Penn State's student population, offered in their own words.

18. Georgia Institute of Technology Library ([We are Library Next](#))

This film was created to do multiple duties—help with development, explain the nature of our Library Next project to both internal (on-campus) and external audiences as more than just renovations of the buildings, and serve as an inspiring piece to spark conversations about what the future holds for research libraries. The film is recently completed, and, as such, we do not have impact metrics.

19. University of Miami Libraries ([Disaster Relief Mapathon at UM Libraries](#))

As part of a global effort with various institutions, the University of Miami Libraries hosted a Disaster Relief Mapathon on September 29, 2017. The event was organized to assist with relief efforts for our neighbors in Puerto Rico and Mexico.

The University of Miami and South Florida community came together and contributed their time to an open-source mapping project. Volunteers traced roads and buildings

on satellite images to provide first responders with geospatial data needed for relief efforts.

The Mapathon was documented on UM's main news site (<https://news.miami.edu/stories/2017/10/mapathon-aims-to-aid-relief.html>) and was part of a Special Report (<http://respond.miami.edu/mapathon-aims-to-aid-relief/index.html>) published by the University of Miami.

20. University of Tennessee Libraries ([How To Get Into Hodges](#))

The doors of Hodges Library have squished just about everyone who has attempted to cross their threshold in the last 30 years. It's a moment of struggle, slight embarrassment, and humor that almost every UT alum of the last three decades has experienced; yet it feels like you're the only one when it happens to you. This video tapped into the total relatability of that struggle and offered our audience—all current and past library users—the chance to vent about something simple and to laugh at themselves and with their friends.

We created this film to help manage public perception of the door replacement at Hodges, as we anticipated mixed reactions to the change of these arguably iconic doors. Another reason was to reach a wider audience and start a fun conversation about the UT Libraries to show that our new presence on social media is approachable and has a sense of humor.

The impact of the short film was surprisingly enthusiastic. We shared it on Twitter, Facebook, and Instagram, where we received significantly more interaction than usual (see stats below). We exceeded our own expectation of creating new conversations with students and expanding our audience. It was really rewarding when students reacted as we hoped, setting us up perfectly for the announcement of the new sliding doors through a write-up on our website as well as through social media platforms.

The main UT Knoxville social accounts shared our posts about the doors to their much larger audiences, along with several other departments on campus. Another pleasing result was that the most popular local news channel picked up the story and covered it in an online article, which we also posted on our social pages, keeping the conversation alive. Additionally, through word of mouth, we received enthusiastic compliments from communicators in other departments on campus, members of the library community in Knoxville, and even an out-of-state job applicant whom the video had reached.

Results of video on Twitter: 62,500 views, 490 likes, 169 retweets, 17 comments
Tweet URL: <https://twitter.com/UTKLibraries/status/992477094218223616>

Results of video on Facebook: 36,400 views, 230 reactions, 527 shares, 138 comments
Post URL: <https://www.facebook.com/utklibraries/videos/1908355462516437/>

Results of video on Instagram: 280 views, 68 likes, 5 comments
Post URL: https://www.instagram.com/p/BiXtVHdHA_T/

Through the more than 150 comments on the video, we gained valuable student feedback about the importance of their entryways and their sentiment about the doors and topics surrounding them. We were able to use this feedback to inform the way we announced the replacement doors. Since construction would be an ongoing inconvenience, we ran with the humorous tone that many in our growing social media audience seemed to appreciate. Overall, this film helped us and the students make light of a somewhat inconvenient transition and to welcome an improvement to the library facilities that would make the space more accessible for everyone.

21. [Virginia Tech \(Tunnel Vision: Immersive technology brings the tunnels of Vauquois, France to Blacksburg\)](#)

The physical and virtual worlds come together in this unique immersive environment exhibit at the university libraries at Virginia Tech. Experience walking through post-World War I tunnels in the northern France village of Vauquois. This exhibit was created and curated to be rich in history, information, and to encourage empathy as users discover what it was like to be a soldier during that time.

<https://vtnews.vt.edu/articles/2019/02/univlib-vauquios-exhibit.html>.

The US Defense Intelligence Agency saw our Vauquois exhibit story and called us to learn more about how the VR is integrated with the physical replica of the tunnel.

A TV news story was produced at and about the exhibit by WSET Lynchburg, VA (ABC13 News) <https://wset.com/news/local/virtual-reality-event-lets-participants-experience-world-war-one>

Also, the Science Museum of Western Virginia marketing director is featuring the Vauquis video for their upcoming newsletter.