2020 Arlies

<u>How-To/Instruction Films</u>: 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>Southern Illinois University Carbondale Library (<u>Online Library Research during the Pandemic</u>)</u>

    This video directs students in two first-year partner programs (English 101 and Communication Studies 101) to useful resources for keeping up to date with Morris Library's Covid-19 response, highlights our Ask-A-Librarian chat service, and provides basic step-by-step instructions for using our discovery service to locate and retrieve scholarly articles and ebooks.

    Although I try to avoid making videos that feature database interfaces (they change so often and sometimes without much notice), the pandemic and resulting library closures made it necessary. The video also had to be created very quickly in order to reach our students before their points of need windows passed.

    A teacher in one of our partner programs responded to the video, saying "Thank you for generating such a helpful and humane video for the students ... this is such a meaningful contribution." The video link has been shared among our partner programs as well as more broadly in the university community.

2. <u>University of Utah Library (<u>How to Load Your UCard at the Library</u>)</u>

    A story about a real life moose visiting the Marriott Library gave us the inspiration to create a moose puppet character that is learning how to use various aspects of the library. One of the most frequently asked questions at our library is how to load a UCard, the money/purchasing system on campus. We created this tutorial as a way to help those patrons as well as others across campus. This video is even featured on the official UCard website as a tutorial: <u>https://ucard.utah.edu/</u>.

    We also pushed this out via social media, newsletters, and other channels to get the widest reach possible.

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. University of Maryland Libraries (Preserve Maryland Basketball)

The purpose of this video was to spark interest and raise funds among fans of Maryland men's basketball to support a major digitization effort to preserve men's basketball heritage. The University Archives has more than 1,200 film reels and 2,800 videotapes of men's basketball footage spanning from 1953 to 2014. Many of these materials are fragile and in danger of being lost forever. The goal of the fundraising effort is to raise $500,000 in order to digitize all 4,000 pieces of film and video. Once digitized and preserved, every game, highlight reel, and interview will be available online, 24/7, through the University Archives digital collections.

The video, narrated by Johnny Holliday, the "voice" of the Maryland Terrapin football and basketball games since 1979, has helped raise just over $100,000 in gifts and pledges to the basketball preservation project to date. Approximately 40% of those funds were raised directly through a crowd-sourced fundraising project, where the video was first showcased. This project served as a lead generator for additional pledges after the campaign ended. Funds have since been raised through annual giving, peer-to-peer solicitation, and major gift requests. Legendary former coach Lefty Driesell also personally donated film and videotape to the collection, helping to build momentum behind the project. (https://today.umd.edu/articles/driesell-digitized-435a566f-efde-41ed-ac1c-d3d348e28ba1)

This fundraising project will take several years and the video was created in a way that allows it to continue to be leveraged in a variety of ways—including being shown on the jumbotron at basketball games.

4. University of Pittsburgh Libraries (The Textbook Project—Pitt Day of Giving)

This video promoted fundraising for the Textbook Project during the Pitt Day of Giving event. The target audience was the broad University of Pittsburgh community, including students, staff, faculty, alumni, and other stakeholders. Our goal was to recruit 40 individual donors for the University of Pittsburgh Library System (ULS) Pitt Day of Giving campaign.

Filming took place inside of Hillman Library, the central library of the University of Pittsburgh campus. The footage captures different students accessing course reserves, materials that instructors placed on reserve at the ULS to supplement classroom instruction. Specifically, it shows the students requesting, checking out, scanning, and taking notes from a textbook—all for free. Instead of traditional audio, text captions narrate the film. Not only is this convenient for the growing number of viewers who watch videos without sound, but it is also an accessibility measure for deaf or partially deaf viewers. Background music provides a lively accompaniment.

The captions site recent statistics about the rising cost of textbooks and the resulting burden on students. Then, the captions introduce and explain the Textbook Project. After describing the Pitt Day of Giving and our donation matching initiative, the video ends with a call to action, "Let's help students focus on what's in the textbook, not how to afford it." The final screen presents the donation URL, event date, and #PittdayofGiving.

This video had a crucial impact on our Pitt Day of Giving campaign. It appeared on our fundraising landing page, as well as our social media profiles. Essentially, it was our front-line content for potential donors. Please view our campaign page at https://www.pittdayofgiving.com/campaigns/university-library-system-1. On the Pitt Day of Giving, we received donations from 79 individuals—more than double our goal. We also raised more than double the funds raised in 2019. Thank to this video and our complementary communications strategy, the Textbook Project Pitt Day of Giving campaign was a great success.

<u>Collections-Focused Films:</u> 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.

5. <u>Ohio University Libraries (#MoveableMondays Highlights)</u>

   On alternating Mondays, beginning January 14 and ending on April 29, 2019, the Ohio University Libraries featured #MoveableMondays, a series of eight social media videos (and a cumulative nine-minute video) highlighting a moveable book found in the Rare Book Collection—in advance of the rollout of the Libraries' annual donor magazine, *Gatherings*, Spring 2019, and its feature story, "Pushing the Boundaries of Paper Engineering." The videos were published to @AldenLibrary with these cumulative results: YouTube (898 views), Twitter (676 views), Instagram (933 views) and Facebook (1,388 views)—as well as the nine-minute video to our online newsletter of over 10,000 donors.

   Although often regarded as a form of entertainment for children, many people are surprised to learn how many historical steps went in to creating a book that would actually "pop-up" when you opened it—and that the Libraries' moveable books are now being used for classroom instruction. Check out three of those historic steps in these three highlighted videos: "Astronomicum Caesareum," a facsimile published in 1540; "The Tricks of Naughty Boys," published in 1899 by Lothar Meggendorfer, a pivotal figure in the history of moveable books; and finally, "A Pop-up Field Guide to North American Wildflowers," a contemporary artist book by Shawn Sheehy with a meaningful LGBT message.

6. <u>University of British Columbia Library (UBC Library Acquires the Personal Archive of Hanne Wassermann Walker)</u>

   In Spring 2019, Rare Books and Special Collections (RBSC) at UBC Library acquired the personal archive of Hanne Wassermann Walker, a significant figure of pre-WWII Viennese cultural and social life who went on to emigrate to Canada, taking up residence in Vancouver where she lived until her death in 1985. This acquisition aligned with RBSC's mandate to focus on materials from BC and also highlighted RBSC's concerted efforts to increase documentation of the role of women in history. UBC Library Communications developed written and video content to tell this story and to promote this significant new acquisition on and off campus. Telling the story of the archive as well as how it came to UBC Library provided a unique opportunity to highlight the value RBSC and UBC Library offers not only to scholars on campus, but to members of the local Vancouver community.

   The video content created for this project (a 3-minute, 48-second-long video and a shorter 30-second video used for social media sharing) was the best-performing piece of video content created by UBC Library in 2019, seeing more than 4,000 views across social media channels (Twitter, Facebook and YouTube) and impressive engagement rates of 2.8% on Facebook and 1% on Twitter. This number does not include the

hundreds of times the video was played on eight screens across Library locations on the UBC Vancouver campus between March 9 and 16, 2019.

The video was also used as a tool to pitch the story of the acquisition to key media, strategically timed with International Women's Day, and saw coverage from local and national media outlets such as *The Vancouver Sun*, *The Vancouver Courier*, *North Shore News*, *Canadian Art Magazine*, *Galleries West Magazine*, and *BC History Magazine*, with some outlets even embedding the video into their online stories. Together, these publications reach an audience of approximately 2 million.

Link to the 30-second abbreviated social media asset: https://twitter.com/ubclibrary/status/1104066855692587008.

7. University of Miami Libraries (Etching One Hundred Years of Solitude: Gabriel García Márquez Through the Hands of Pedro Villalba Ospina)

Pedro Villalba Ospina's artistic evocation of the novel *One Hundred Years of Solitude*, by Colombian author Gabriel García Márquez, brings to life a story that immerses the viewer in a timeless and magical literary world of love and loss. This short video documents the exhibit—including Villalba Ospina's creative process and decades of research and work—as it was displayed on the first and second floors of the Otto G. Richter Library at the University of Miami from Fall 2018 through Spring 2019. "The Bibliophile Edition" of this book is housed in Special Collections at the University of Miami Libraries.

<u>Publicity/Marketing Films:</u> 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.

8. <u>Massachusetts Institute of Technology Libraries (Welcome, New Students!)</u>

   The video is aimed at the incoming first-year class of MIT undergraduates as well as other new students. We wanted a fast-paced and friendly introduction that highlighted collections you might not expect, showcased different library spaces, and showed our approachable, welcoming staff. The video was shared on YouTube (1,600+ views), Facebook (2,400+ views), and Twitter (7K views), where it was retweeted by the main MIT account. It was also shared in an email from the Libraries director to all incoming students.

9. <u>Ohio State University Libraries (The Ohio State University Libraries: Igniting Learning and Discovery)</u>

   The purpose of this video is to showcase The Ohio State University Libraries and to demonstrate the expanded role an academic research library fulfills, not just within the confines of campus, but within the larger community. We promote innovative research and creative expression; advance effective teaching; curate and preserve information essential for scholarship and learning; and share knowledge and culture with our local, state, national and global communities. We are a vibrant, dynamic community of dedicated faculty and staff redefining what a university library can and should be.

   The audience includes current students, faculty, university administration and staff, donors, supporters, peers and experts and, based on the response we have received, our message has resonated with them.

   The video has been shared on University Libraries' website, in email communications to supporters and via social media. In just four short months, it has garnered nearly 18,000 impressions and 570 engagements on Facebook as well as more than 750 views on the website and on YouTube.

   The video has been used by our development officer as an introduction to potential donors. Since incorporating it in her "cold call" messages, she has seen an increase in meeting confirmations. One prospective donor, a lecturer with California State Long Beach, wrote, "Before I forget: that video was marvelous. I want to share it with everyone concerned here as an aspirational message and vision for collaboration."

   The video was initially shared with University Libraries' faculty and staff during a general meeting. Several people commented afterward with one in particular stating, "It makes me proud to work here!"

   After seeing the video, Skip Prichard, President and Chief Executive Officer of OCLC, wrote, "What a terrific video showcasing the OSU libraries. The repositioning and future orientation should be a case study."

6

Liv Gjestvang, Associate Vice President for Learning Technology, The Ohio State University, wrote, "I loved this video. What an amazing story about OSU libraries and your vision for your work. So awesome. I'm sharing this in my team newsletter."

10. University of Alabama Libraries (We've Got Something For You at The University of Alabama Libraries)

The purpose of this film is primarily informative—focusing on the services, spaces, and collections found at our five branch libraries in the University of Alabama System. The content and tone is meant to portray a balance of the traditional (print collections, databases, special collections) with the future-facing spaces, services, and initiatives we emphasize. The intended audience is broad, including (in the order of priority) prospective and incoming students and parents, members of the campus community, new faculty, alumni and potential donors, and other community stakeholders.

Although the message is relatively simple and the production budget was minimal, the production process itself was rather complex, with over two dozen interior and exterior location shots, several dozen extras, time-lapse video, animation, and homemade rigs for camera motion.

The impact for the video thus far has been measured in terms of views (about 550 via our Vimeo link and about 400 via our YouTube channel), and it has been utilized in marketing, outreach, and fundraising efforts (e.g., sent out to student success and orientation departments, placed in various stakeholder newsletters, played in Libraries board and community gatherings) and is featured in the "Giving" section of the Libraries website as well as pinned as the first video for newcomers to the Libraries' YouTube channel.

The Libraries are currently undergoing major renovations, and we plan to update the video content of this project as the renovations come on line to keep the video as current as reasonably possible through the 2020–2021 academic year. During this time, we are continuing to use it as a general promotional video for the various marketing messages and outreach campaigns that we're involved in. We've solicited feedback from Libraries administrators, and, informally, from Libraries' faculty, staff, student staff, and various stakeholders throughout the production process. We sought to be as inclusive and thorough as possible while limiting the message to the real highlights of what we offer. The completed video was been distributed to all staff, faculty, and administration of the Libraries and has received very positive feedback thus far.

We have included the Vimeo link in this submission form because the video quality is superior to YouTube's platform. YouTube, however, is our primary video distribution platform as it has advantages in terms of user base, discoverability, and accessibility. The YouTube URL is here: https://youtu.be/2pdxdUnnVn0.

11. University of Delaware Library (Gaining Ground: A 3-Minute Preview)

   Gaining Ground facilitates First Year Seminar students' active exploration of resources in the library and museums that can help them succeed throughout their time at UD. This 75-minute activity is themed around *Educated: A Memoir* by Tara Westover, and allows students to reflect on their past learning experiences and their goals as college students. Students explore artwork and historical artifacts, chat with librarians, find a book in the stacks, and create multimedia. Demo link to associated self-guided tour (hosted on Qualtrics platform): http://www.udel.edu/007092.

   Watch this video for a glimpse of the activities students engage in as they complete Gaining Ground.

12. University of Manitoba Libraries (Unbreakable: The Spirit of the Strike)

   The two minute "Spirit of the Strike: UNBREAKABLE" video, requested by head archivist Shelley Sweeney, was created by library and archives staff to commemorate and promote an exhibit of photographs, newspapers, publications, and artefacts of the Winnipeg General Strike of 1919 presented by the University of Manitoba's Elizabeth Dafoe Library Archives & Special Collections. The video was requested not only to promote Elizabeth Dafoe Library's collection but also to commemorate and honour those within history who influenced both the labour movement and development of unions in Canada. The Winnipeg General Strike of 1919 happened between May 15 and June 25, 1919, around Portage and Main in the centre of the city. It was estimated that 30,000 workers left their jobs to protest working conditions, which resulted in the largest strike in Canadian history. The spirit of rebellion by the Winnipeg labour strikers towards the more wealthy business class is reflected in the video through shouts and angry or stoic faces seeking justice against poor labour conditions and wages. The music acts as a counterbalance in the video to keep it light.

   This video was a lot of fun to shoot and direct with the staff dressing up in costumes or participating in a way that was not typical of their library or archival jobs in front of a camera, such as shouting, making angry faces, or acting as rebellious labourers or business class.

13. University of Toronto Libraries (Dissent: An Escape Game @ Robarts Library)

   Since 2017, the University of Toronto Libraries has been building escape game-based orientation activities to introduce new undergraduates to library services, collections, and spaces, with an average of 300 players taking part each year. This short film was shared with students and staff primarily through the library's social media feeds, and acted both as a driver for early registration and as an introduction to a seminal historical moment in the library's history: the 1972 student protests demanding open stacks at the new Robarts Library and the subsequent violent break-up of their occupation of the University President's Office.

   Using historical footage and images from the University of Toronto Archives and newspaper clippings accessed via our digital collections, our team of student staff and

librarians have worked to create a two-minute film that could spark excitement in both the library as a space and its place in our university's modern history.

The video itself has been viewed 396 times on YouTube, 465 times on Instagram, and 1,300 times on Twitter. Using a shortened URL imbedded in the video and in these posts, we were also able to drive visitors to the library's main website where players could learn more about the game, register to play, or begin exploring our library online.

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!

14. University of California, Berkeley Library (UC Berkeley Librarians Answer the Web's Most Searched Questions)

    Librarians are at the heart of everything we do—from helping build and preserve our world-class collections, to answering a dizzying assortment of research questions, to helping faculty and students as they work on a variety of projects, from class papers to dissertations and books. We wanted to show our social media audience how vital librarians are to the whole university community, but in a fun, unusual way. So we put our librarians to the test. Google autocompletes questions in the search bar as you type, hinting at what other people have searched for online. So we presented some of those most-searched (and sometimes strange) questions about librarians and their work to our staff. The result is a lighthearted look at the very substantial contributions of the library to our world. The video was one of our most viewed of 2019. It was posted on the Library's main website, shared on social media, and UC Berkeley campus PR also shared it on their social media accounts. It had more than 5,000 views on Facebook and nearly 4,000 views on Twitter.

15. University of Missouri Libraries (Marie Concannon on her "Prices & Wages" Guide)

    Marie Concannon talks about the types of information, related to economic factors, that can be found on her popular "Prices & Wages" guide and why she thinks some viewers browse the guide.