

2021 Arlies

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.

1. Tulane University Library ([Hogan Jazz Archive Photography Collection](#))

This film, created in December 2020 as part of a series of promotional videos for Tulane University Special Collections, highlights the broad range of photos available in the Hogan Archive, a major repository used by scholars of American music history worldwide. The purpose of the film and the series is to promote awareness of the rich distinctive collections at Tulane, which focus on documenting the unique culture of New Orleans in all of its manifestations, particularly the centrality of music in one of America's most diverse cities. All photos highlighted are available freely to researchers online through the Tulane Digital Library.

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).

2. University of Alberta Libraries ([Dancik Collection at Bruce Peel Special Collections](#))

This video gives potential rare book donors a previous donor's perspective on the experience and on the merit of donating materials to Bruce Peel Special Collections. In particular, it shows the meticulous care and attention that the staff give to the materials and to their donors.

(I'm keenly aware that this video exceeds the three-minute time limit, but in silent protest of that arbitrary limit, I submit it nonetheless.)

3. UC San Diego Library ([Geisel Library Historical Timeline | 1970-2020](#))

This historical timeline video was created in support of the UC San Diego Library's 50th anniversary celebration of the university's flagship building, Geisel Library. Using digitized images from the Library's Special Collections & Archives to depict important milestones, the purpose of the video was to take viewers on a virtual journey back in time to learn more about the origins of the building and how it has evolved over the last five decades. The video is a supplement to the full timeline available at: <https://geisel50.ucsd.edu/timeline/index.html>.

Used as a marketing and fundraising asset throughout this yearlong celebration in email blasts and on social media, the anniversary campaign garnered nearly 50 sponsorships totaling more than \$122,000. Additionally, the video was used as a tool in the Library's Winter 2021 crowdfunding campaign which raised over \$3,200 from 45 donors.

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!

4. [University of Manitoba Libraries \(Top Five Library Tips You Need to Know\)](#)

This animated film gives a quick introduction to the top 5 library things that undergrad students need to know to be successful at their studies. It was created as a light-hearted introduction for students who may never have been on campus and were being overwhelmed with all the information of their first year of university while having to deal with online everything during the pandemic. It was widely circulated at the beginning of each term and lives as a news item on our library homepage.

5. [University of Miami Libraries \(Season's Greetings: A First-Class Boarding Pass From the University of Miami Libraries\)](#)

Created as the University of Miami Libraries' (UML) holiday e-card* for 2020, this multimedia experience offers users a unique, open-access "journey" through UML's Digital Collections at a time when most of our community was at home during the COVID-19 quarantine.

Promoting a brighter, more open tomorrow-while offering a brief moment of escape during unprecedented times-the e-card was delivered to University of Miami faculty, staff, students, donors, alumni, leadership, and the broader community with an opening message from UML Dean and University Librarian, Charles Eckman. Following the dean's message, recipients are invited to click a "Boarding Pass" which links to an Adobe Spark page where our "virtual travelers" are greeted by an interstellar terminal, where through its windows waits a gleaming rocket ship.

As the viewer scrolls down the page, they encounter the title screen for the video presentation, indicated by an orange "Launch" button. By clicking this button, the screen transforms into a virtual travel pod to explore the "cloud of the cosmos," a stylized destination where reproductions of UML's distinctive collections exist digitally, and are free and open 24/7 for teaching, learning, research, or just plain curiosity and fun. An uplifting, telemetric message narrates the video presentation of rare and unique materials, ending with an invitation to "Sit back, relax, and let memories-old and new-take flight. Connecting terminal: University of Miami Libraries Digital Collections."

After exiting the video component, the Spark page continues with a screen array of digital reproductions and a list of image citations, and concludes with an open invitation to explore all that UML's Digital Collections have to offer.

The holiday e-card was delivered on December 22, 2020, and the video presentation has since received over 1,500 views worldwide. Please note that the presentation is optimized for a desktop viewing experience.

* UML's 2020 holiday e-card: <https://mailchi.mp/miami.edu/uml-holiday-card-2020>

6. [University of Tennessee Libraries \(We Got Your E-Books\)](#)

When the first COVID-19 case was reported on the University of Tennessee campus in March 2020, the university made the decision to shift to remote learning. Campus buildings - including all libraries - were closed to the public and to the campus community, and remained

closed throughout the summer. Students could not physically check out a book. But, thanks to the UT Libraries' long-term investment in electronic resources, students have access to millions of e-books and serial titles, as well as databases to help them locate the most relevant sources. Also, as a member of the HathiTrust digital repository, our library was granted emergency temporary electronic access to an additional 1.5 million books for which the UT Libraries owns the print title.

Students were studying from home and library doors were closed. But the UT Libraries was still open for business, and librarians were still available to help students with their research needs.

We needed to quickly and engagingly let our patrons know how to access library services and resources in the COVID-19 era. We created several one-minute videos - "We Got Your E-Books" is our favorite.

In one minute, "We Got Your E-Books" conveys a few simple ideas: (1) There are several routes to locating e-books, including OneSearch on the UT Libraries website, as well as our subscription databases and e-book collections. (2) The HathiTrust digital repository - which gave UT users emergency temporary access to more than a million e-books - is well worth exploring for your research needs. (3) If you need additional help with your online research, our librarians are available through Chat on the Libraries' website.

Drawing on scripts created for our series of one-minute videos, Shelly O'Barr, a staff member from our Studio media production lab, wrote rap lyrics about how to access e-books, then passed the lyrics to her Studio co-worker Trey Hobson with instructions to "do a nice boom-clack beat and run with it." That's Trey rapping out the lyrics on "We Got Your E-Books." Shelly, who serves as the Libraries' official photographer and videographer, produced the final video.

We splashed the video across our social media channels, and it was amazingly popular, garnering these analytics:

- YouTube Analytics:

Views - 95 (<https://youtu.be/Qr4bCJ3vc38>)

Impressions - 428

Impression Click Through - 9.4%

Traffic Sources - Top 3 External

Facebook

Google Search

Twitter

- Twitter Analytics

Views - 410

Retweets - 8

Likes - 11

- Facebook Analytics

Views - 258

Likes - 7

Loves - 3

Positive comments included: "Love it!"; "This is beautiful"; "I LOVE the latest video you posted about HathiTrust and online access!"

We suspect "We Got Your E-Books" is the only rap song ever created about HathiTrust. You've got to hand it to Shelly and Trey . . . Anyone who sets out to make a rap video about HathiTrust and ends up producing a scroll stopper deserves an award!

7. University of Washington Libraries ([Access](#))

In Spring 2020 UW Libraries hosted our annual student video contest. The following is the award-winning entry by UW graduate student Long Hoàng Trần (陈黄龍) .

In his video "Access", UW graduate student, Trần describes the struggles of working remotely and the isolation that we have all come to know throughout the COVID pandemic. He describes how access to these remote resources have enabled his research and helped him explore his Vietnamese heritage. The video was created using UW brand assets and libraries video materials. Additional footage was shot by Trần in his own home. The entire :59 second film was created in COVID-safe conditions.

Trần's video made such an impression on the Libraries students, staff, and librarians that we were pleased to share with donors and constituents throughout the year. The video was eventually put on the UW libraries YouTube site and has had almost 1000 views since being added. In addition, the video has been shared with donors and Libraries constituents as part of fundraising initiatives for our COVID19 Libraries Emerging Needs Campaign that helped raised more than \$100,000.

At the start of the Fall semester the Libraries advancement team immediately thought of Trần when searching for student employees and hired him on as a student digital media assistant on the Libraries Advancement team. Since then, Trần has been an incredible asset to UW libraries, assisting with and directing Libraries video projects and helping our team think creatively about marketing UW Libraries resources.

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).

8. Duke University Libraries ([Library Takeout](#))

"Library Takeout" was composed, animated, and produced in the summer of 2020 by a staff member in Duke's Music Library, Jamie Keesecker.

With its playful animation, catchy chorus, and infectious beat, the video takes a simple set of step-by-step instructions for using a library service during the pandemic and transforms them into something unexpectedly funky, danceable, and fun. Soon after it was released, the video became a viral hit both on campus and off, racking up over 870,000 views on YouTube and

more than a thousand appreciative comments. There have been articles written about it, drum jam fan tributes, and the music streaming service Spotify even tweeted about it, calling it "the greatest library-focused track ever made."

"Library Takeout" is now one of the most widely viewed videos to come out of Duke University ever-not to mention a highly successful piece of outreach to our library users and supporters.

In light of its popularity, Jamie made the song available on the music streaming services Spotify and Apple Music. On Spotify alone, it has been played over 230,000 times.

The primary goal of the video is to explain quickly and simply how to use Duke's contactless Library Takeout system. Given the level of attention and engagement it has received, we can confidently say it succeeded at that. Thanks to the video's popularity, relatively few people at Duke can say they don't know how to check out books from the library right now. As a matter of fact, many fans of the video who have no connection to Duke whatsoever could easily tell you the steps. As one YouTube commenter noted, "How am I going to explain that my favorite song is an instructional video for a library I've never been to, at a school I've never attended?!"

Another secret to its success is that "Library Takeout" is joyous, and this is worth emphasizing. It appeared at a time when people desperately needed cheering up, something to distract them from the ever-worsening churn of politics, pandemic, and racial prejudice that dominated the 2020 news cycle. By taking a rather mundane message and delivering it with a wildly disproportionate level of flair and funk, "Library Takeout" cut through the gloom and doom and connected with people on an emotional level. There's simply something uplifting about seeing people continue to be creative, even joyful, in the midst of adversity. As one YouTube commenter put it, "This is the only good thing to come out of the pandemic."

All of which is to say, it was a refreshing change to see something go "viral" in a positive way, as opposed to the very real and dreaded virus raging all around us. We may never be able to replicate the success of "Library Takeout"-in fact, we're positive we won't. (All those people who subscribed to our YouTube Channel are going to be pretty disappointed by our usual fare of instructional videos and event recordings.) But we feel fortunate to have come up with something that clicked with our users and supporters, at a time when they (and we) really needed it.

9. **[Southern Illinois University Carbondale Library \(EBSCOhost Database Search\)](#)**

During the 2020 COVID-19 pandemic, Morris Library's instruction program went online-only, so we needed to produce video versions of our database demonstrations for first-year students in English and Communication Studies. This video and several others were shared with our primary partner programs and pushed out to the entire first-year student population.

10. **[University of Delaware Library \(Browse the Shelf \(Virtually\)\)](#)**

Viewers will learn about the "Browse the Shelf" feature in our Library catalog, DELCAT Discovery. This feature allows users to simulate browsing within the library stacks in the virtual space. The audience for this video was UD students, faculty and staff during a time of remote learning, when the Library was open only for our "Pickup Service. The video continued to be relevant as the Library opened for the fall 2020 semester, but book stacks remained closed to continue our temporary access to Hathi ETAS.

The video was promoted by subject specialists to their campus departments, in our newsletter and on social media. Users can share the video in a variety of ways (email, embedding, social media, etc.) through the "Share" icon located within the video play window. The video is also available on our Library video tutorial page: <https://library.udel.edu/teaching-and-learning/tutorials/>. Although several tutorials were created during this time, this video was the most well received --as it was created during a time when everyone was missing access to the Library and the beloved book stacks.

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.

11. **Syracuse University Library** ([Welcome to the Blackstone LaunchPad & Techstars](#))

This video, created by a former student at the LaunchPad, introduces students, faculty, staff, alumni, donors, and community members to the LaunchPad. It is featured on the LaunchPad's website at: <https://launchpad.syr.edu/media-gallery/>.

12. **University of Alabama Libraries** ([What is the Alabama Digital Humanities Center?](#))

The purpose of this video is to market the Alabama Digital Humanities Center, a unit within the University of Alabama Libraries to faculty, instructors, and graduate students at UA. The ADHC develops partnerships with members of these constituent groups who wish to build and communicate creative / engaging / innovative web-based digital humanities projects for research and/or teaching purposes. This video also was intended to "put a face" on the ADHC's operations as our Digital Humanities Librarian and ADHC director is a relatively recent hire, which is why it was primarily built around interview footage. So the video is intended to raise awareness of the ADHC, show some notable / prominent examples of recent work, and increase collaborative opportunities for the ADHC from faculty, grad students, and instructors.

Work on this video began in late 2019, with the central interview footage filmed in Jan 2020. It was initially planned to be pushed as part of the Libraries marketing to incoming humanities faculty and grad students via orientation and outreach activities and workshops in fall 2020. We also planned to support the ADHC's marketing via email and other forms of outreach by embedding it on the central ADHC page (which sees a good deal of activity during fall semesters as the ADHC also hosts an annual digital humanities conference in October), communicating it to liaison librarians in the Humanities, and by working with the Libraries' Director of Strategic Engagement to market it by featuring it more prominently on the central libraries website, sending it out to relevant campus partners, sharing it via social media, etc.

COVID threw a wrench in operations at many levels, including for the ADHC. It was decided to delay publishing and publicizing the video / marketing the ADHC until we got closer to a return to normal operations. We expect this to be summer 2021 and onward. It has been posted to Vimeo and YouTube channels and is currently embedded prominently on the website of the ADHC. Our main metric for assessing impact will be based on whether there is any noticeable increase in new partnerships / collaborations / projects with the ADHC in the coming 1 - 2 year period. Views for the video are currently very low (under 50) across platforms, this is primarily because it has not yet been widely shared or publicized. We also will use YouTube Analytics tools for insight regarding viewers and views (geography, referral origin, viewer demos, times/dates of views, etc).

13. [University of Iowa Libraries \(Welcome IOWA class of 2024!\)](#)

This video was created for the University of Iowa's online orientation for the freshman undergraduate class of 2024. The video was embedded in IOWA's orientation site (<https://newstudents.uiowa.edu/orientation>) for students entering in fall 2020. We also shared it through the UI Libraries' Facebook, Twitter, and Instagram channels.

14. [University of North Carolina at Chapel Hill Libraries \(Graduate student combines rare books with art in library project\)](#)

In 2020, graduate student Lulu Zilinskas received an Incubator Award from the UNC-Chapel Hill University Libraries (<https://go.unc.edu/Jt5g2>). Incubator Awards provide stipends for creative student projects that draw inspiration from the special collections. Zilinskas, who is a graduate assistant at the Wilson Special Collections Library and a graduate student at UNC's School of Information and Library Science, wanted to combine her printmaking skills with her love of rare books in order to celebrate and demystify the collections. Despite the pandemic, Zilinskas adapted and persevered. Her project and the video itself demonstrate the power of library collections to inspire discovery and creation.

UNC-Chapel Hill's University Communications produced the video, which supports several pillars of the University's strategic plan (<https://carolinanext.unc.edu/>), including "student success" and "discovery," and which aligns with University Communications' priority of showcasing unique Carolina experiences for prospective students and families. As of March 2, the video had received 190 views direction on YouTube, along with 8,223 view on social media platforms. The web page where it was featured (<https://www.unc.edu/discover/graduate-student-combines-passion-for-art-and-the-library/>) had been viewed 579 times. We will revisit the video as a promotional item when the Incubator Awards resume post-pandemic.

15. [University of Utah Library \(How to use Virtual Browse\)](#)

Patrons have been missing the feeling of browsing books. Jordan explains how you can still browse the book shelves virtually through our website.

Publicity/Marketing Films—COVID 19 Focused

16. [Arizona State University Libraries \(ASU Libraries: We're Here for You!\)](#)

In the early days of the COVID-19 Pandemic, ASU Libraries wanted to reach out to students, faculty and staff to let them know our resources and services were still available to them. It started in Slack when someone shared a video from UC Berkeley highlighting their library services. A groundswell of volunteers from across ASU Libraries made short videos about something they thought the community should know. Our multi-media developer pieced it all together to create a warm and inviting video for connecting to our community during an uncertain time. The outcome is a fast-paced, cheerful and informative video that was disseminated near and far.

17. [Auburn University Libraries \(Ralph Brown Draughon Library Resumes Operations During the COVID-19 Pandemic: Fall 2020\)](#)

After being completely closed in the spring and then partially open during the summer, AU Libraries prepared to have all students back with full services and only slightly reduced hours. This video became a major tool at presentations around the campus to show faculty and

administration that the Ralph Brown Draughon Library had taken proper precautions and was ready to have all students return to the building.

18. University of California, Berkeley Library ([We're here for you](#))

"We're here for you"

At the start of the pandemic - when lockdowns began, classes moved online, and anxiety was running high - the UC Berkeley Library wanted to show students and faculty members that even though our buildings were closed, the staff of the Library was working hard for them.

So we asked a diverse range of librarians and staff members to film a supportive message to the campus community: "We're here for you." We highlighted a few of the services we could provide from our homes away from campus and took a tone of unity and reassurance: Yes, things are weird - but we're still here to help.

The "We're here for you" video was a rousing success, quickly becoming one of the UC Berkeley Library's most shared videos, racking up more than 10,000 views across all of our platforms. And its reach extended well beyond our campus. Other universities called to ask how we created it, and we were hat-tipped via social media in videos that were inspired by ours. The video was seen around the world - in fact, France's University of Montpellier Library offered its own rendition.

The reception and impact of the video was better than we could have imagined. We had accomplished what we had set out to do: to send the message, at a time of great uncertainty, that libraries and librarians are here for you, always.

19. University of Wisconsin-Madison Libraries ([We Can Help!](#))

As the early days of the pandemic slowed into summer, the Libraries helped lead the way for our campus to "return" to work - even though the Libraries never truly closed. Early on the Libraries helped transition the campus to a remote structure and then continued to expand digital services to ensure users had as much access as possible before we were able to begin allowing people back to our spaces. Highlighting the many services we have had for years, but were often "behind-the-scenes" suddenly became front and center.

20. Vanderbilt University Library ([Vanderbilt Librarians are Here for You!](#))

As the world went into shutdown for the pandemic in March 2020, Vanderbilt Library staff virtually came together to share this simple message, "we're still here for you." As with most great projects, it took a team on-screen and off to master the technology, create, coordinate and produce this video. Project sponsored by Valerie Hotchkiss. Kashif Graham, Phil Nagy, and Jake Schaub served as editors.