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Fostering Campus-Wide Partnerships and Promoting Your University's Mission with a Library Media Studio

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Fostering Campus-Wide Partnerships and Promoting Your University’s Mission with a Library Media Studio

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MEDIA STUDIO

- PURPOSE
  - The Media Studio is a centralized, work area for media production and post-production tasks. This space supports the curricular projects undertaken by students, designed to assist the Department of Distance Education with recording faculty lectures, and complement the service of providing multimedia equipment that circulates. Although a small facility, the Media Studio was designed to be flexible for multiple uses, equipment and furniture arrangements.

- PLANNING
  - Upon examining other media studios at ACRL 2011, a proposal was submitted to the Library Director to repurpose one of the old classrooms no longer being used. In the proposal, this classroom would be renovated with a new stage area, carpet, and sound absorbing material for the walls and ceiling area. The room would be mapped for space to allow sufficient workspace and the necessary furniture required for this facility. It would also require some additional sound reducing measures for the adjoining server room. During the renovation process, I consulted other instructors and current industry standards for multimedia equipment and software used in post-production work. To support these programs, we ordered special computers designed with enhanced RAM and storage space.

- EQUIPMENT & SOFTWARE
  - 
    - Software
      - Adobe Creative Suite 6 Production Premium
      - Audacity
      - Quicktime Player
      - SonicStage
      - Premiere Pro
      - Final Cut Pro
      - Audacity
      - Sony Vegas Pro 12
      - Microsoft Office 2013
    - Hardware
      - Mac Mini
      - Dell OptiPlex 790 (4GB RAM, 500GB HD)
      - Drives—DVD, SD, mini, CF/SDM, 1TB, 500GB, etc.
      - Cameras—Audio Technica ATR-6550 Condenser Mic.
      - Xenyx 802 Audio Mixer w/ Hand mics
      - Lowcl ViP GO Pro Visions Kit
      - Mac Mini
      - UHF Dual Channel Wireless Mics - Head & Ur
      - Screencaptures (software use)
      - Campusguides - http://campusguides.swosu.edu
      - Media Creation Room - public room for quick, simple multimedia production projects
      - Self-paced tutorial videos w/ subtitles (ongoing)
      - Campusguides - http://campusguides.swosu.edu
    - Train Materials
      - Self-paced tutorial videos w/ subtitles (ongoing)
      - Host videos (multiple versions)
      - BookGrowl Podcast - http://www.swosu.edu/library/bookgrowl
      - Raw Production Videos - http://youtu.be/3mBEo1pIBG
      - Raw Production Videos - http://youtu.be/0lyBsi
      - Raw Production Videos - http://youtu.be/VTk6M9PIV-o

- OPERATIONS
  - Operating Hours: 8am-5pm (By Appointment)
  - Access: Open to Faculty, Staff, Students, and Community Users
  - Staff: Media & Systems Tech (FT) and Head of Public Services (FT)
  - Procedures:
    - Appointments are supervised
    - Staff provide preliminary instructions prior to use (appropriate clothing, costumes/props, scripting)
    - Staff provide guidance and training (if desired)
    - Classroom Instruction provided
    - Staff work on time-intensive projects (inform user of workflow timeline)

- SUPPORTING THE UNIVERSITY’S MISSION & STRATEGIC PLANNING
  - Southwestern Oklahoma State University is one of 25 institutions in the Oklahoma State System of Higher Education. SWOSU is one of six state supported regional universities governed by the Regional University System of Oklahoma.
  - Mission: Fulfilling its role as a cultural and educational resource for western Oklahoma, the University provides distance learning opportunities, continuing education associated with career enhancement, personal development, and cultural growth. Performances, exhibitions, and research that enhance knowledge and enrich society are supported and services to communities are provided through academic departments and university agencies.
  - Vision: We are committed to high standards for instruction, administrative services, research, scholarly and creative activities, and service in the university and community.
  - Values: We are committed to high standards for instruction, administrative services, research, scholarly and creative activities, and service in the university and community.

- TRAINING MATERIALS
  - Summer 2013: Add narration
  - Fall 2013: Host videos (multiple versions)
  - Raw Production Videos - http://youtu.be/3mBEo1pIBG

- MARKETING
  - Library Showcase - info@swosu.edu
  - Library Showcase - Library Showcase - info@swosu.edu

OUTREACH

- FACULTY AND CLASSROOM
  - Our original intention was to support faculty who create lecture content for online courses and assist students with multimedia projects who couldn’t afford to purchase the equipment and software necessary to complete such tasks.
  - Recording faculty lectures: joint cooperation w/ Dept. of Distance Education
  - Raw production video - Chemistry course - http://youtu.be/3mBEo1pIBG
  - Classroom projects
    - BookGrowl Podcast - http://www.swosu.edu/library/bookgrowl
    - Raw Production Videos - http://youtu.be/3mBEo1pIBG
    - Raw Production Videos - http://youtu.be/0lyBsi
    - Raw Production Videos - http://youtu.be/VTk6M9PIV-o

- STUDENT RECRUITMENT AND RETENTION
  - With inclusion of teaching classes and classroom projects, the unspoken philosophy of student retention is to develop working relationships between faculty and students.
  - QR Code Video Library Tour - project “in process” to assist recruiters w/ library info to potential students

- UNIVERSITY ATHLETICS
  - Introduction videos were recorded of each member of the SWOSU Football Team, Baseball Team, Softball Team, Women’s Cross Country Team, Women’s Volleyball Team, and Men’s & Women’s Golf Teams.
  - SWOSU Women’s Golf - Raw Production Videos - http://youtu.be/3mBEo1pIBG
  - SWOSU Women’s Golf - Raw Production Videos - http://youtu.be/3mBEo1pIBG

- UNIVERSITY PROGRAMMING
  - Library Showcase - Library Showcase - info@swosu.edu
  - Library Showcase - info@swosu.edu
  - Library Showcase - info@swosu.edu
  - BookGrowl Podcast - http://www.swosu.edu/library/bookgrowl
  - A series of interviews with SWOSU faculty, administrators and others about noteworthy books and authors

- INSTITUTIONAL ADVANCEMENT & COMMUNITY STAKEHOLDERS
  - A partner to the library, a group of stakeholders who provide guidance and support for the Library Media Studio.
  - BookGrowl Podcast - http://www.swosu.edu/library/bookgrowl
  - A series of interviews with SWOSU faculty, administrators and others about noteworthy books and authors
  - BookGrowl Podcast - http://www.swosu.edu/library/bookgrowl