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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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Southwestern Oklahoma State University Libraries



## MEDIA STUDIO

## OUTREACH

## PARTNERSHIPS

### PURPOSE

The Media Studio is a stationary, 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 institutions and current industry standards for multimedia equipment and software used in post-production work. To support these programs, we ordered special computers designed with extended RAM and storage space.

### EQUIPMENT & SOFTWARE

**Software**  
 Sony Vegas Pro 12  
 Adobe Creative Suite 6 Production Premium  
 Audacity  
 SnagIt  
 iLivid  
 Lightscribe  
 VLC Media Player  
 Windows Media Player  
 Quicktime Player  
 Prompt Dog  
 Freesound



**Equipment**  
 Mac Mini  
 Dell Optiplex 790 (8GB RAM, 930 GB HD)  
 Drives—DVD, SM, SD mini, CF/MD,  
 MS/Pro/Duo  
 Panasonic AG-HMC40 AVCHD Camcorder  
 Canon IIG10 Camcorder  
 CowboyStudio 2275 Softbox Lighting Kit  
 Lowel VIP GO Pro Vision Kit  
 Xenyx 802 Audio Mixer w/ Hand mics  
 Teleprompter & LCD TV Stands  
 Sony MDR-XD200 Stereo Headphones  
 Audio-Technica ATR-6550 Condenser Mic.  
 UHF Dual Channel Wireless Mics -Head, & Lav

\*mobile furniture, panels, stage furniture, cables, bulbs, memory cards/portable HDs, gaffers tape

### OPERATIONS

Operating Hours: 8:00am to 5:00pm (By Appointment)

Access: Open to Faculty, Staff, Students, and Community Users

Scheduling: Reservations made online by Media Studio Project Form - <http://bit.ly/RAYwaT>

Staff: Media & Systems Tech (FT) and Head of Public Services (FT)

#### Procedures:

- Appointments are supervised
- Staff provide preliminary instructions prior to visit (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.

**Values:** We are committed to high standards for instruction, administrative services, research, scholarly and creative activities, and service to the university and community.

**Vision:** Commitment to advancing and maintaining technologies that optimizes university operations and classroom and student distance learning.

**Strategic Planning:** Focus on student success to help students discover and achieve their educational and life goals; have an academic environment that fosters innovation through experimentation with and adoption of "high impact" and the "best" educational practices; focus on optimizing technology to meet the educational and administrative needs of SWOSU.

### TRAINING MATERIALS

Campusguides - <http://campusguides.swosu.edu>

Media Creation Room - public room for quick, simple multimedia production projects  
 Media Studio - appointment-only facility for complex multimedia production projects

Self-paced tutorial videos w/ subtitles (ongoing)

- Add narration
  - Host online (multiple venues)
  - Recut videos in Spanish subtitles & narration
- Training manuals (PDFs)  
 Screenshot captures (software use)



### MARKETING

- Campus-wide announcements
- University meetings
- Informal, targeted conversations
- Open house tour
- Classroom demonstrations
- Posters & flyers
- University advocates
- Accreditation Showpieces

Like Library Instruction, an online form and calendar was setup to accommodate demand by students, faculty and university departments.



### 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/ZqRk74BhE>

Classroom projects

- Commercials for supporting children's literature books  
 SWOSU YouTube Channel - <http://www.youtube.com/user/SWOSULibraries>
- Reading children's books (podcast)

Teaching classes how to use the equipment for course projects

- Kinesiology, Computer Science, Technology, Journalism, Elementary Education, Library Media & Technology, Business

### 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

Library Displays - adding videos to make displays more appealing <http://youtu.be/KJqkcYsSkfY>

### 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 Athletics YouTube Channel - Football Team Introductions <http://bit.ly/10kyBsi>

SWOSU Women's Golf - Featured Video (team website) <http://bit.ly/10FNG58>

Raw Production Videos - [http://youtu.be/1H-1Me6C\\_iQ](http://youtu.be/1H-1Me6C_iQ) and <http://youtu.be/BcwVxj5ulqM>

### UNIVERSITY PROGRAMMING

Library Showcase - <http://www.swosu.edu/library/showcase>

Produced a speaker series highlighting researchers, authors, performers, and others; recorded to DVD and placed on reserve.

BookGrowl Podcast - <http://www.swosu.edu/library/bookgrowl>

A series of interviews with SWOSU faculty, administrators and others about noteworthy books and movies.

### INSTITUTIONAL ADVANCEMENT & COMMUNITY STAKEHOLDERS

A power partnership, the Executive Director for Institutional Advancement, Foundation & Alumni has assisted the Library when renovations became stalled. After the initial task of creating "thank you" videos from students who've been awarded scholarships, we've continued to partner on endeavors to showcase various campaigns. Her continued support has allowed us to partner with community stakeholders important to the university.

SWOSU Student Testimonial - <http://youtu.be/VTk6M9PIV-o>

"Thank You" Campaign Video - <http://youtu.be/Om5jnl2cpE>