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

Jason Dupree
Southwestern Oklahoma State University, jason.dupree@swosu.edu

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Recommended Citation
Dupree, Jason, 'Fostering Campus-Wide Partnerships and Promoting Your University's Mission with a Library Media Studio' (2013). Faculty Articles & Research. 10.
http://dc.swosu.edu/libraries_articles/10

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The Media Studio is a stationary, work area for media production and post-production tasks. This space uses equipment and furniture arrangements to support multimedia equipment and software used in post-production work. To support these programs, the Media Studio was designed to be flexible for multiple uses, equipment and furniture arrangements.

**PLANING**

Upon examining other media studios at ACRL 2013, a proposal was submitted to the Library Director to renovate 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 setup to allow 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, I ordered special computer displays with reowned RAM and storage space.

**EQUIPMENT & SOFTWARE**

- **Software**
  - Sony Vegas Pro 12
  - Adobe Creative Suite 6 Production Premium
  - Quicktime Player
  - Lightscribe
  - Livid
- **Equipment**
  - Max Mixt
  - Dell Optiplex 790 (4GB RAM, 320 GB HDD)
  - Xenyx 802 Audio Mixer w/ 2 hand mics
  - Panasonic AG-HMC150 AVCHD Camcorder
  - CowboyStudio 2275 Softbox Lighting Kit
  - Lowcl ViP GO Pro Viewer Kit
  - SnagIt
  - Sony Vegas Pro 12
  - Audacity
  - Malwarebytes Anti-Malware

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

**OPERATIONS**

- Operating Hours: 8:00am to 10:00pm (By Appointment)
- Access: Open to Faculty, Staff, Students, and Community Users
- Staff: Media & Systems Tech (FT) and Head of Public Services (PT)
- Procedures:
  - Appointments are suggested.
  - 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) and is one of six state supported regional universities governed by the Regional University System of Oklahoma. Mission: Fostering Campus-Wide Partnerships

**TRAINING MATERIALS**

Campusguides - [http://campusguides.swosu.edu](http://campusguides.swosu.edu)
- Media Creation Room - Public room for quick, simple multimedia production projects
- Training materials - self-serve and faculty-use for complex multimedia production projects
- Self-paced tutorial videos / subtitles (engaging)
  - Add narration
  - Host online (multiple videos)
  - Resize videos in Spanish subtitles & narratives
- Training materials (PDFs)
  - Screencaptures (software use)

Fostering Campus-Wide Partnerships

**MARKETING**

- Campus-wide announcements
- University meetings
- Informal, targeted conversations
- Open house tours
- Classroom demonstrations
- Presenters & News
- University advocacy
- Accelerate throughput

Like Library Instruction, on campus and virtual class, was ramp to accommodate demand by students, faculty and university departments.

**OUTREACH**

- Student Recruitment and Retention
- Outreach to students, faculty, and staff
- Campus-wide partnerships
- Inclusion of teaching classes and classroom projects
- University meetings
- Campus-wide announcements

**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.

**PUBLIC RELATIONS**

- QR Code Video Library Tour - project “in process” to assist recruiters with library info to potential students

**UNIVERSITY ATHLETICS**


**UNIVERSITY PROGRAMMING**

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

**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.

**MEDIA STUDIO**

- Staff work on time-intensive projects
- Appointments are supervised
- (inform user of workflow timeline)
- (appropriate clothing, costumes/props, scripting)
- Staff work on time intensive projects
- (inform user of workflow timeline)

**GUARDIAN**

- Like Library Instruction, on campus and virtual class, was ramp 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 (after cooperation with Dept. of Distance Education)
- Raw production video - Chemistry course - [http://puma.be/2qRtx3I](http://puma.be/2qRtx3I)
- Classroom projects: Come to the school for children’s literature books
- SWOSU: YouTube Channel - [http://www.youtube.com/user/SWOSULibrarians](http://www.youtube.com/user/SWOSULibrarians)
- Teaching classes how to use the equipment for course project
- Knowledge: Computer Science, Technologies, Journalism, Elementary Education, Library Media & Technology

**MARKETING**

- “Thank You” Campaign Video - [http://puma.be/2qRtx3I](http://puma.be/2qRtx3I)

**PARTNERSHIPS**