

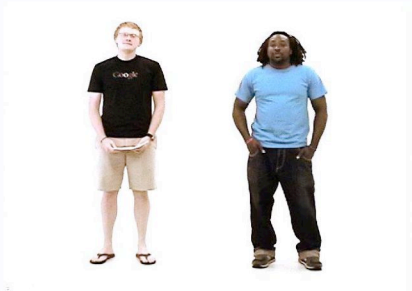
Marketing the Visual Resources Center to Students Through Web Videos





Why Marketing and Why Video?

- **Extending interdisciplinary user base**
- **Increasing awareness among current student users**
- **Acquisition of video-editing skills**
- **Outreach to students through current popular technology**



Student Feedback and Awareness

- “I would feel more like asking a librarian in Peeler whose specialty is art information for help. I would feel like their answers would be informed, and that I could tell them about my work and they could help me find what I need in relation to it.”
- “The last suggestion would be to make people more aware of what a resource the library is. I think if more people were aware of the things you guys can do, then it would be frequented more often.”

Space Changes



Old...



New arrangement.



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FITS Workshop



- guided pre-workshop planning and preparation
- one-on-one support
- dedicated workspace
- structured work-time
- group enthusiasm





Project Timeline

March	Designed the project and goals
April	Wrote a proposal for FITS workshop
May	Developed our storyboards and scripts Met with FITS staff: ascertained technology needs Pre-workshop filming of Prevo, Branch and VRC shorts Participated in FITS workshop
June	Filmed Music Library move
July	Shot the rest of the VRC shorts Completed editing on Prevo and VRC shorts
September	Drafted and distributed student library awareness survey Posted videos on YouTube, campus cable, library website
October	Reviewed data from student survey
December	Completed editing of Music video
February	Distributed follow-up library awareness survey.



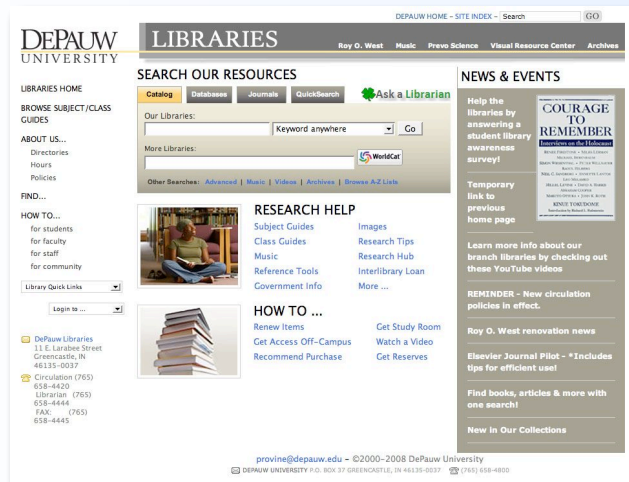
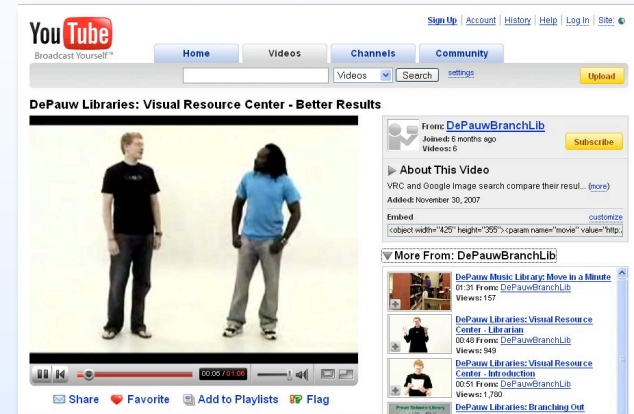
Equipment

Production	<p>Cameras (MiniDV): Panasonic PV-GS55, Sony DCR-HC26</p> <p>Tripod: Bogen</p> <p>Microphone: Shotgun microphone attached to a boom pole connected to the camera's audio through an XLR cable that ran into a XLR/2.5mm converter</p>
Post-Production	<p>Hardware: Mac G5, combo deck, DVD-R, 200 GB external drive</p> <p>Software: Final Cut Pro, DVD Studio Pro, Finale</p>



Marketing Venues

- YouTube
- Facebook
- Library Website
- Campus Television
- Faculty Word of Mouth
- Library Instruction Sessions





Things We Learned

- Plan ahead for prop, equipment and lighting needs
- Get familiar with your equipment
- Use best quality for your budget
- Allow ample time to recruit actors
- Locate necessary technology, media and assessment services
- Brainstorm ideas from other sources
- Explore multiple distribution venues