Members: Anne Marie Candido, Lora Lennertz Jetton (chair), Phil Jones, Necia Parker-Gibson, Luti Salisbury

**Video Tutorials**

During this year the committee wrote and produced five new videos. For the reviewed scripts the committee edited the scripts, reviewed and approved the videos, discussed metadata elements, and approved the final productions in each case. Two additional full-length scripts and one short commercial script were reviewed and are pending production while one has not yet been reviewed. Over the course of the year, the committee reviewed scripts from one guest contributor, Steve Chism. Every member of the committee contributed scripts for review.

The committee continued to review all comments related to the videos, coming to the conclusion that the available videos did not require any significant editing this year. As the committee was also charged with reviewing new technologies for instruction, and as content providers could easily embed YouTube videos into their LibGuides, we agreed to add the remaining library videos into YouTube. CaptionTube which works with YouTube was used to create custom captioning. Twenty-five videos are now available on YouTube. A log of all videos is available in Appendix 1.

There were a total of 9233 views of video materials this year. This number is up from 2837 last year (225.45%). The great increase in use can be attributed in part to a) a full year’s worth of data being available for the webpage and b) the increased numbers of videos available on both the website and YouTube. 5390 page views can be attributed to YouTube, while 3838 views were directly from our website. While several videos are available for viewing on Facebook, the use was negligible. A chart identifying use from the libraries’ home page is available in Appendix 2. As expected, the geographic location of the users of library videos differs depending on where the videos are located. Access to the videos on YouTube has led to a more users outside of Arkansas. Maps indicating use of the library videos can be found in Appendix 3.

The committee continued to gather data from the user survey found at the end of the videos that are posted on the libraries’ web site. During the fiscal year there were 263 user surveys gathered. 248 surveys or 94% found the tutorials informative. Only 3% did not (3% did not respond to this question).

Some sample comments included:

- It was VERY nice! Thank you SO much
- I really liked this step-by-step instruction on call LC call numbers. It was very non-librarian friendly.
- Great job!
- Thank you. :-)
- Perfectly concise.

Our videos continue to be requested for links on other web sites, LibGuides and blogs. This recent request from ProQuest is one example:
“I recently found your tutorial "Finding Theses and Dissertations Worldwide (University of Arkansas Libraries)" and would like to highlight it from the ProQuest Trainers page on Facebook ([www.facebook.com/proquesttrainers](http://www.facebook.com/proquesttrainers)). We will be happy to attribute this to your library and/or its individual creator (if you’d like to share that name with me), your choice; would you mind if we include a link from our Facebook page? It’s a nice overview and we think other ProQuest users would find it useful, too.”

**Other Instruction Technologies**

The Learning Collaborative continued to provide instruction sessions on the use of Quizdom clickers to library staff during the Summer of 2009. While clickers were used in several classes in Fall 2009, it was determined in Summer 2010 that the libraries would not continue to support Quizdom in the library classroom. As the University is moving to a new universal clicker system on campus, members of the committee did participate in vendor demonstrations of both iClicker and TurningPoint in Summer 2010.

Members of the committee also participated as beta testers for the development of LibGuides - easy to use, web 2.0-based library guides and in meeting with university faculty who are developing distance education classes. As the university moves to a new courseware system, members of the committee have attended instruction sessions.

**Other Activities**

The group hosted a Library video contest during Library Week. We developed advertising, a YouTube site, contest instructions and application, and received funding. Unfortunately, our first effort did not receive adequate participation, though an award was given to a participating group.

The Learning Collaborative sponsored and information session for all library staff on the use of BlackBoard and how the libraries might integrate with this courseware.
Appendix 1 – Video creation dates and details

Interlibrary Loan 1 - Registering for Interlibrary Loan
Scriptwriter – Tess Gibson
Initial video – February 2007
Edited and revised – September 2007
Online survey added – September 2007
Edited and revised – August 2008
Closed Captioning – May 2009
You Tube – December 2009
You Tube Captioning – December 2009

Interlibrary Loan 2 - Requesting Interlibrary Loan Materials
Scriptwriter – Tess Gibson
Initial video – May 2007
Edited and revised – September 2007
Online survey added – September 2007
Edited and revised – November 2008
Closed Captioning – May 2009
You Tube – December 2009
You Tube Captioning – December 2009

Interlibrary Loan 3 - Managing and Retrieving your Interlibrary Loan Items
Scriptwriter – Tess Gibson
Initial video – May 2007
Edited and revised – September 2007
Online survey added – September 2007
Edited and revised (with survey) – November 2007
Reviewed no edits – November 2008
Closed Captioning – June 2009
You Tube – December 2009
You Tube Captioning – December 2009

Explanation of Find It!
Scriptwriter – Luti Salisbury
Initial video – July 2007
Edited and revised – September 2007
Online survey added – September 2007
Edited and revised – September 2008
Closed Captioning – May 2009
You Tube – December 2009
You Tube Captioning – December 2009

What is the Difference between a Scholarly Journal and a Magazine?
Scriptwriter – Steve Chism
Initial video – August 2007
Online survey added – October 2007
Edited and revised – September 2008
YouTube and MySpace versions created – September 2008
Added to Facebook Group – September 2008
Closed Captioning – May 2009
Added to Facebook Fanpage – June 2009
You Tube Captioning – December 2009

InfoLinks 1 – An Overview of InfoLinks, the Library Catalog
Scriptwriter – Deb Kulczak
Initial video – August 2007
Online survey added – October 2007
Added to Facebook Group – July 2008
Edited and Revised – November 2008
Closed Captioning – May 2009
Added to Facebook Fanpage – June 2009
You Tube – December 2009
You Tube Captioning – December 2009

Course Reserves -- Finding Materials in Course Reserves
Scriptwriters – Steve Chism, Tim Zou
Script compilers – Donna Daniels, Necia Parker-Gibson
Initial video – September 2007
Online survey added – October 2007
Reviewed no edits – May 2009
Closed captioning – June 2009
You Tube – December 2009
You Tube Captioning – December 2009

InfoLinks 6 - Author Searching in the Library Catalog
Scriptwriter – Necia Parker-Gibson
Initial video (with online survey) – October 2007
Edited and revised – September 2008
Closed Captioning – May 2009
You Tube – December 2009
You Tube Captioning – December 2009

InfoLinks 3 - How to Read an InfoLinks Record for a Book or Other Non-journal
Scriptwriter – Elizabeth McKee
Initial video (with online survey) – November 2007
Edited and revised – June 2009
Closed captioning – June 2009
You Tube – December 2009
You Tube Captioning – December 2009

How to Read a Call Number
Scriptwriter – Necia Parker-Gibson
Initial video (with online survey) – January 2008
Edited and Revised – August 2008
YouTube and Myspace – August 2008
Added to Facebook Group – August 2008
Closed captioning – May 2009
Added to Facebook Fanpage – June 2009
You Tube Captioning – December 2009

Finding a Journal Article
Script writer – Patricia Kirkwood
  Initial video (with online survey) – February 2008
  Closed Captioning – May 2009
  You Tube – December 2009
  You Tube Captioning – December 2009

Dissertation 1 – Finding Dissertations and Theses in InfoLinks, the Library Catalog
Scriptwriter – Luti Salisbury
  Initial video (with online survey) – March 2008
  Closed Captioning – May 2009
  You Tube – December 2009
  You Tube Captioning – December 2009

Dissertation 2 – Finding Theses and Dissertations Worldwide
Scriptwriter – Luti Salisbury
  Initial video (with online survey) – April 2008
  Closed Captioning – May 2009
  You Tube – December 2009
  You Tube Captioning – December 2009

InfoLinks 2 – Personalizing InfoLinks Using My Library Account
Scriptwriter – Deb Kulczak
  Initial video (with online survey) – November 2008
  Closed Captioning – May 2009
  You Tube – November 2009
  You Tube Captioning – November 2009

Finding Research Materials on the Libraries’ Home Page
Scriptwriter – Anne Marie Candido
  Initial video (with online survey) – December 2008
  Closed Captioning – May 2009

How to read a Citation
Scriptwriter – Steve Chism, Patricia Kirkwood
  Initial video (with online survey) – April 2009
YouTube and MySpace edits – April 2009
Added to Facebook Group – April 2009
Closed Captioning – May 2009
Added to Facebook Fanpage – June 2009
You Tube Captioning – December 2009

The Libraries’ Home Page: An Overview
Scriptwriter – Anne Marie Candido
  Initial video (with online survey) – June 2009
  Closed Captioning – June 2009
  You Tube – December 2009
  You Tube Captioning – December 2009

.pdf or. html? That is the Question
Scriptwriter – Luti Salisbury
  Initial video (with online survey) – June 2009
  Closed captioning – June 2009
  You Tube – July 2009
  You Tube Captioning – December 2009

Identifying the Author or Who Wrote That
Scriptwriter – Patricia Kirkwood
  Script submitted – June 2009

InfoLinks 7 - Printing and Exporting Records from InfoLinks, The Library Catalog
Scriptwriter – Luti Salisbury
  Initial video (with online survey) – August 2009
  Closed captioning – August 2009
  You Tube – December 2009
  You Tube Captioning – December 2009

Posting Library Materials in Your Blackboard Course
Scriptwriter – Lora Lennertz Jetton
  Initial video (with online survey) – August 2009
  Closed captioning – August 2009
  Added to BlackBoard Support – Global Campus – August 2009
  Add on BlackBoard – Campus – September 2009
  You Tube – November 2009
  You Tube Captioning – November 2009

InfoLinks 8 - Find More through the Libraries’ Catalog
Scriptwriter – Steve Chism
  Initial video (with online survey) – October 2009
Closed captioning – October 2009
You Tube – December 2009
You Tube Captioning – December 2009

InfoLinks 4 – Keyword Searching in InfoLinks, the Online Catalog
Scriptwriter – Necia Parker-Gibson
Initial video (with online survey) – October 2009
Closed Captioning – October 2009
You Tube – December 2009
You Tube Captioning – December 2009

InfoLinks 5 - Advanced Keyword Searching in InfoLinks, the Online Catalog
Scriptwriter – Luti Salisbury
Initial video (with online survey) – October 2009
Closed captioning – October 2009
You Tube – November 2009
You Tube Captioning – November 2009

Evaluating Web Resources
Scriptwriter – Anne Marie Candido
Script approved – October 2009

Who Cited Whom?
Scriptwriters – Phil Jones, Necia Parker Gibson
Script approved – December 2009

Video Ads

Renew Online and Avoid Fines
Scriptwriter – Lora Lennertz Jetton
Initial video (with online survey) – June 2008
Closed captioning – May 2009
You Tube – December 2009
You Tube Captioning – December 2009

The Research Paper Wizard
Scriptwriter – Lora Lennertz Jetton
Initial video – October 2008
YouTube and MySpace Edit – October 2008
Facebook Group – October 2008
Closed captioning – May 2009
Facebook Fanpage – June 2009
You Tube – December 2009
You Tube Captioning – December 2009

What are LibGuides?
   Scriptwriters – Phil Jones, Lora Lennertz Jetton
   Script approved – April 2010

Subject Videos

Oxford Music Online: Featuring the Grove Dictionary of Music and Musicians
   Scriptwriter – Lora Lennertz Jetton
   Initial video – November 2008
   Closed captioning – May 2009
### Appendix 2 - Web use of videos

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Note: The numbers indicate the usage of videos and PDFs for each title.
Appendix 3: Library Video user maps

**Figure 1: Geographic Distribution of US users of the Library Videos on YouTube**

**Figure 2: Geographic Distribution of US Users of Library Videos on Our Web Site**
Figure 3: Arkansas users of Library Videos on Our Web Site