

Media Commons: Fall 2012 Semester Report

Prepared: January, 2013



Service Overview

Media Commons is supported by seven staff, four responsible for UP and working from Pollock Building, Sparks Building, the Knowledge Commons, and Colleges of Ag and EMS, two responsible for all Commonwealth campuses, and one overall coordinator. Additional support comes from approximately 80hrs/wk of lab consultant support. Campus consultants travel regularly in addition to supporting the campuses remotely. Media Commons facilities exist in the Pollock Building, Pattee Library, Sparks Building, Ag Sci, and EMS at UP, and at every Commonwealth campuses (20 campuses, not including Special Mission campuses). *This report includes two sections, each with separate information on UP and Campus operations.*

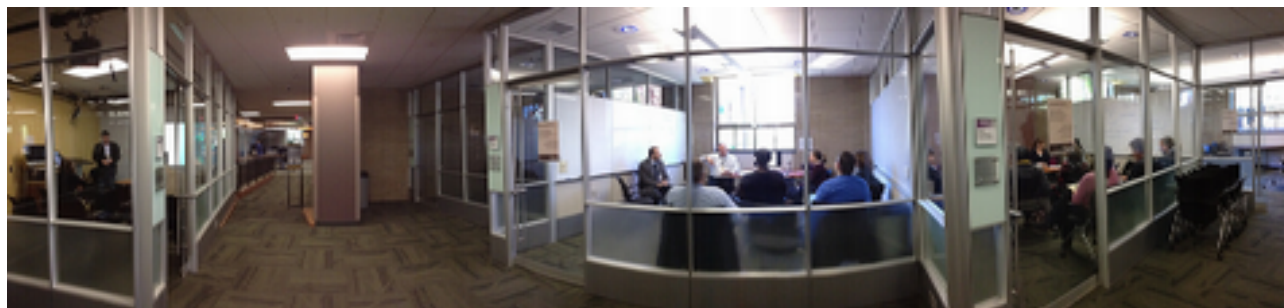
Executive Summary

In Fall 2012 the Media Commons continued to expand upon its success from the last year. At University Park, the Knowledge Commons installation grew in popularity and helped the Media Commons reach more students and faculty in Fall 2012 than in any other semester. Usage across the Commonwealth fluctuated slightly, possibly due to changes in the academic calendar or the events over that past year. Based on the success of the One Button Studio at University Park we've begun the process of rolling out the service to a handful of campuses. Building new relationships with faculty, innovative programming and customized events continued to contribute to the overall mission and success of the Media Commons during this semester.

A brief write up specifically covering our focused support and resources as well as an infographic can be found at:

<http://mediacommons.psu.edu/community/news/201301/fall-2012-semester-report>

Events



The annual Media Commons Tailgate was held at University Park on October 13th, 2012. This highly successful event attracted people from many campuses. Of the 52 attendees, 29% came from the campuses, 26% were faculty members, 57% were staff, 5% were students, and 12% were librarians. Dr. Susan Russell served as the keynote delivering a thought-provoking discussion on the educator's role in consuming and producing media. The event also followed a new program layout which featured a series of fast-paced concurrent sessions offered multiple times allowing participants to build their ideal conference.

The Lunch + Link sessions are a monthly gathering of Media Commons campus contacts - Librarians, IT staff, campus IDs - in which ideas are shared, questions are answered and a conversation takes place between all stakeholders. Traveling consultants also participated in faculty orientation sessions at several campuses and shared information with others via Deans of Academic Affairs and other contacts.

Mobile Media

The success of the Mobile Media Pilot using iPod Touches designed for multimedia creation continued in Fall 2012. Faculty participants for this semester included Dr. Peter Linehan from Mont Alto, Lori Hepner from Greater Allegheny, Maria Franco-De Gomez from New Kensington, and Dr. Kesha Morant William from Berks. More information on these pilots, including assignment plans and student feedback, can be found on the Media Commons' Mobile Media page:

mediacommons.psu.edu/mobilemedia



Facilities

With the success of the Media Commons facility in the Pattee Library Knowledge Commons and with much of that success attributed to the popularity of the One Button Studio, efforts were underway in Fall 2012 to open more One Button Studios at other campuses. While no new studios opened during Fall 2012, several campuses have planning in progress to add a One Button Studio over the next year.

The addition of a new consultant at University Park to serve the colleges of Agricultural Sciences and Earth and Mineral Sciences was a great success for both facilities. Fall 2012 saw significant increases in faculty involvement from both colleges and student use of the existing Media Commons facilities.

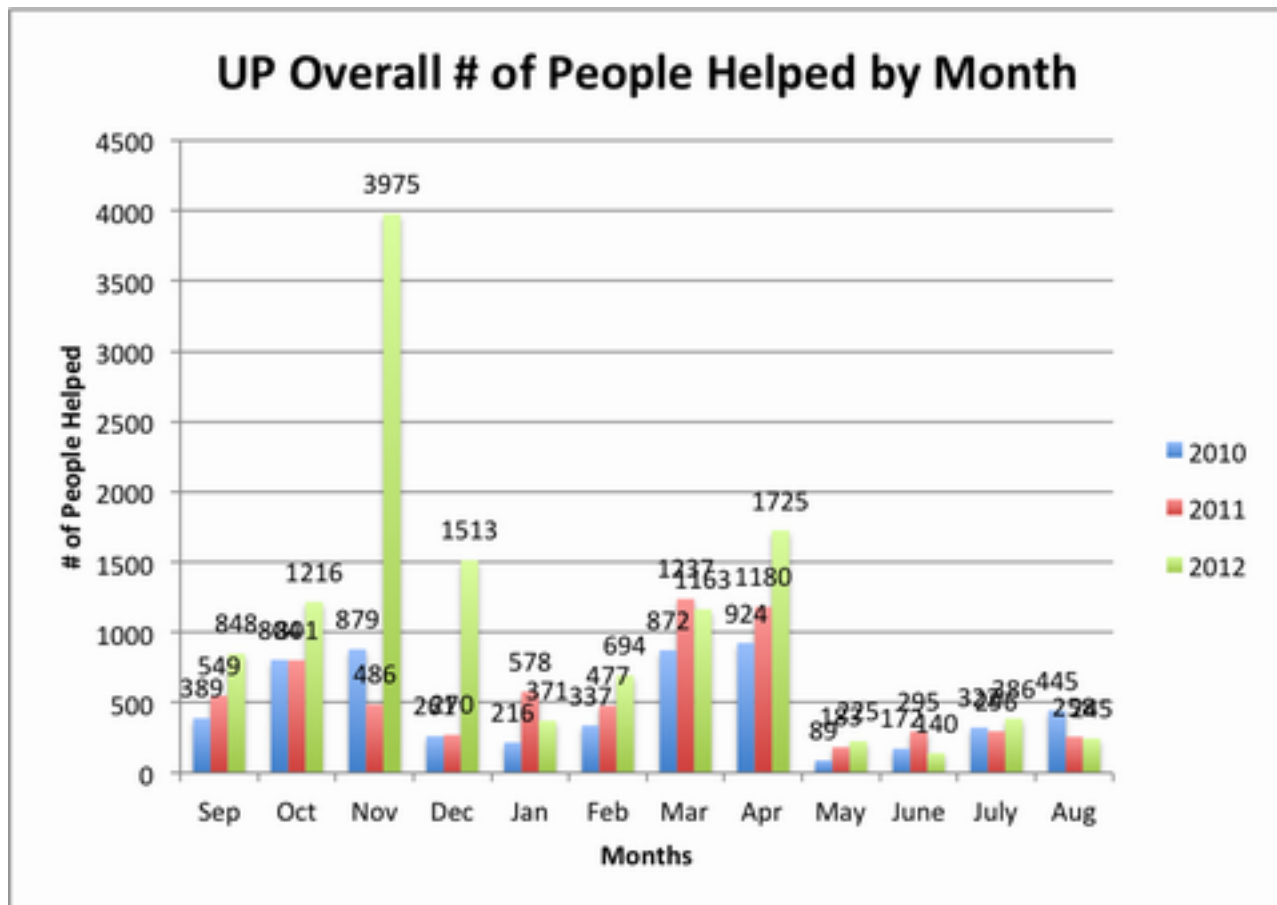
Challenges

Fall 2012 brought considerable challenges to the Media Commons at University Park in the way of significantly increased demand. More students were helped and more faculty were partnered with during this semester than any semester previous. New strategies were developed to help with the increased demand and to make sure no request for help was missed or not given its

due. A new method for requesting reservations, a form on the Media Commons website, was brought online during the Fall 2012 which greatly aided with organizing the steady flow of student requests for help.

At the campuses there has been a slight downward shift in the number of projects owing to a number of factors, including changes to faculty at campuses that have removed long-time Media Commons partnerships as well as shifting academic priorities. In response, consultants have been working closely with affected campuses to develop new programming and resources to attract new faculty from departments that have not previously worked with Media Commons. One Button Studio installations for presentation practice and lecture capture as well as more flexible, Knowledge Commons-style editing facilities will be key to expanding our reach and Fall 2012 saw the groundwork laid for future success through strategic collaboration with campus stakeholders.

University Park Semester Report Fall Semester 2012



Facilities Breakdown - Fall Semester 2012

University Park Location	# of Appointments	# of People Helped	# of Lab Con Appointments*	Computer Usage (Logins/Avg Length)
Pollock Building	15	30	153	1,338/1.4h
Pattee Library Knowledge Commons	1,079	4,446	62	6,279/1.1h (incomplete)
Sparks Building	122	200	No Lab Cons	1,574/1.1h

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Ag Sci Building	100	203	No Lab Cons	1,725/0.8h
Hosler Building (EMS)	28	48	No Lab Cons	1,484/0.9h
Location Total	1,344	4,927	215	12,400/1.1h
On Demand Workshops	119	2,629	No Lab Cons	
Total	1,463	7,556	215	12,400/1.1h

* Lab Consultants provide significant support in Pollock, however they are in the process of changing logging systems causing this semester's logs to be inconsistent.

Appointment Type Breakdown - Fall Semester 2012

Appointment Type	# of People Helped (UP)	# of People Helped (Campus)
Workshop (includes in-class on-demand workshops)	2,629 (34%)	1,410 (79%)
Walk-In	761 (10%)	4 (1%)
Scheduled	4,146 (55%)	251 (14%)
Remote	20 (1%)	117 (6%)

Notable Assignments: Fall Semester 2012

RCL 137H (CAS 137H/ENGL137H) - The College of the Liberal Arts

Students from 28 sections had several multimedia projects through the semester. The first was a TED Talk-style video presentation recorded in the One Button Studio. The second project was an iMovie video editing project.

12 Workshops, 28 One Button Studio Demos, 210 Appointments

BBH 302 - The College of Health and Human Development

Students were tasked with creating a 1 - 2 minute PSA covering a variety of topics centering around human health issues.

3 Workshops, 124 Appointments

CAS 100A - The College of the Liberal Arts

Students were tasked with using the One Button Studio to develop, practice, and record speeches before they delivered the speeches in class. The intent was for students to not only turn the videos in for a grade but to review the videos and refine their speeches.

3 One Button Studio Demos, 115 Appointments

EMSC 100S - The College of Earth and Mineral Sciences

Several sections of EMSC 100S assigned for the first time assigned media projects on a variety of topics. Each EMSC class represents a different department within the college.

6 Workshops, 12 Appointments

AEE 440 - The College of Agricultural Sciences

Utilized Media Commons for three multimedia assignments throughout the semester. Once completed, the assignments were integrated into an ePortfolio.

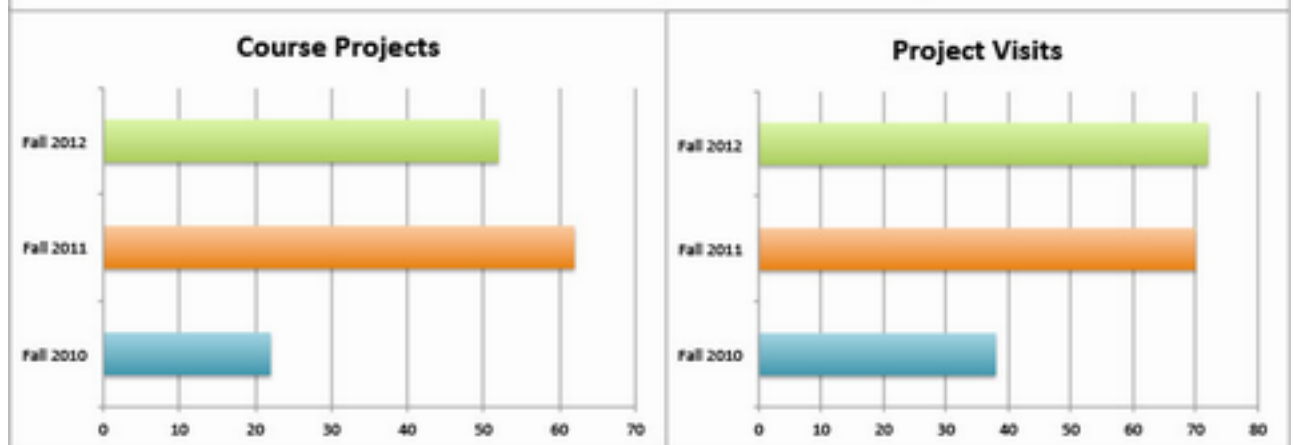
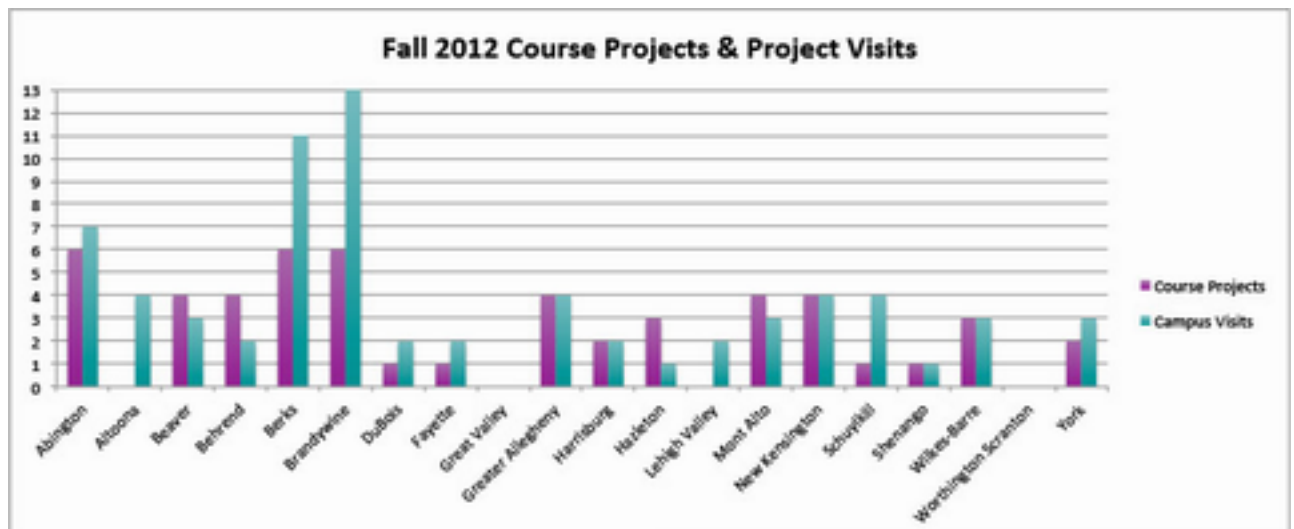
2 Workshops, 22 Appointments

Knowledge Commons One-Button Studio Overview

Fall Semester 2012 Usage Statistics

- One Button Studios located in the Knowledge Commons (rooms W132 & W134) were reserved for 612 hours.
- Users created 2,618 videos totaling 160 hours.
- There were 461 appointments with 3,355 people helped.

Commonwealth Campus Semester Report Fall Semester 2012



Campus	Campus Projects	Campus Visits	# of People Helped	Logins
Abington	6	7 Trips	204	814/1.0h
Altoona ³	0	4 Trips	18	203/1.6h
Beaver	4	3 Trips	48	719/0.4h
Behrend	4	2 Trips	179	105/0.8h
Berks	6	11 Trips	282	462/0.9h
Brandywine	6	13 Trips	465	1,427/0.8h
DuBois	1	2 Trips	16	12/0.1h
Fayette ²	1	2 Trips	15	36/0.5h
Great Valley ¹	N/A	0 Trips	0	N/A

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Greater Allegheny	4	3 Trips	100	13/1.3h
Harrisburg	2	4 Trips	62	N/A
Hazleton	3	1 Trips	49	67/1.0h
Lehigh Valley ²	N/A	2 Trips	0	469/0.9h
Mont Alto	4	3 Trips	90	99/1.2h
New Kensington	4	4 Trips	107	101/0.8h
Schuylkill	1	4 Trips	34	197/0.8h
Shenango	1	1 Trips	18	15/1.2h
Wilkes-Barre	3	3 Trips	56	216/0.9h
Worthington Scranton ³	N/A	0 Trips	0	132/0.6h
York	2	3 Trips	39	293/0.7h
Total	52	72 Trips	1,782	5,380/0.9h

1 *Special Mission Campus: not an "official" Media Commons installation, but still receives support*

2 *On campus dedicated support provided*

3 *No requests for travel from this campus*

The charts above illustrate course projects and related campus visits to each location for the Fall 2012 semester as well as comparing each to the past two Fall semesters. Media Commons campus consultants traveled on 72 occasions in support of 52 projects across the state in the Fall 2012 semester.

Notable Accomplishments: Fall Semester 2012

Altoona: MC Editing & One Button Studio - Downtown Installation

Planning began for the development of a new, combined Media Commons editing and One Button Studio space at the downtown campus location. Recently revitalized by the inclusion of the Sheetz Center for Entrepreneurial Excellence, this area of campus plays hosts to students taking courses in Business, Communications and Nursing. Through collaboration with the campus CIO, IDS and facilities team, the Aaron 10 space will provide students in the downtown location with a convenient and engaging option of media creation.

16 hours of planning time, 4 trips this semester

Mont Alto: IST 110/SRA 11

For several past semesters, John Henry's students had been assigned a video project in which they were to identify a technology and discuss its history, present use and future trajectory. They had done this with no Media Commons training and many were frustrated by the process and called in to the hotline with basic questions. For Fall, MC reached out to John and scheduled in-class training, resulting in a 100% reduction in follow up phone calls - and much happier students.

1 iMovie/Storytelling workshop

Behrend: SUST 200

Ann Quinn's students were asked to identify environmental and sustainability issues affecting the Erie region and create videos that explained the topic and then offered viewers a call to action to get involved with making the area better. Videos were then presented as part of a student-taught lesson to high schoolers in inner city Erie. (This project was the completion of a Faculty Fellowship from Summer 2012)

1 iMovie/Storytelling workshop, 1 Critique session, 1 appointment

York: BA 321

The students in this Business Administration class were asked by their instructor, Ed Jenkins to create a 1 - 2 minute video using iMovie. The videos were to be based on one of the habits in the 7 Habits of Highly Effective People by Franklin Covey. The Franklin Covey company made videos, which the instructor used as examples. Here is an example of what he was looking for, [video](#).

2 iMovie workshops, 1 Critique Session, 1 appointment

Berks: SSED 430W

This project centered around upper level Education students at the Berks campus. They are all required to have a Macintosh laptop. The instructor, Jessica Schocker, had her students create a "Virtual Field Trip" video of an exhibit at a museum in Reading, PA. They completed this to show in their student-teaching classes. The videos were to be between 2 and 10 minutes, and done in iMovie on their laptops. The students received permission to film the exhibit and interview the creator of the exhibit. The instructor wanted the students to complete this before mid-semester.

1 iMovie Workshop, 1 Open Support Session, 1 Appointment

Website Overview

MediaCommons.psu.edu Usage Statistics (Aug 27 - Dec 17)

- 75,611 Visits from 61,861 Unique Visitors (up 32% from Spring 2012)
- 138,085 PageViews (up 30%)
- 1.83 pages/visit (up 3%)
- Top content: Free Media Library (CC-resources), Student service page, Tutorials, and Faculty Pedagogical Support