

Media Commons Fall 2015 Semester Report

Prepared: Dec 2015



Service Overview

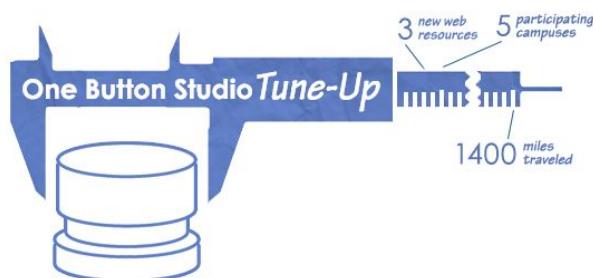
Media Commons is supported by nine staff, six responsible for University Park and working from Pollock Building, PAMS Library in Davey Lab, the Knowledge Commons and Colleges of Ag and EMS, two responsible for all 20 Commonwealth campuses, one working with Penn State Hershey and one overall manager. Additional support comes from approximately 80 hrs/wk of lab consultant support. Campus consultants travel regularly in addition to supporting the campuses remotely.

Executive Summary

Fall 2015 saw Media Commons formalizing support for mature technologies like the One Button Studio through the Tune-Up and enhanced partner resources while also expanding full-time staffing with strategic hiring, opening new installations across University Park and special mission locations. The new MAKEit event provided a controlled and inviting space for experimentation with horizon technologies like 3D printing and rapid prototyping in the context of innovative learning spaces - and pointed the way towards future challenges, areas for growth and paths to success.

One Button Studio Tune-Up

Starting officially in the Fall 2015 semester, Media Commons staff began providing full support for the One Button Studio spaces available at a growing number of locations across the Commonwealth. One particular offering in this vein is the new Tune-Up service that sees consultants providing a complete, in-person recalibration of OBS components as well as hands-on training for local support staff. Each visit is followed up with customized documentation and follow up support offerings, where needed. Since August, Tune-Up visits have been provided at the Abington, Altoona, Behrend, Berks and Mont Alto campuses and have accounted for 1,400 miles of travel for Media Commons staff.



In addition to the Tune-Up, Media Commons staff have also been integral in creating expanded web resources that enhance the One Button Studio experience for those operating the facility - both within and outside of the University. The Fall semester saw the launch of a brand new OBS set up guide (in iBooks and PDF formats), a live equipment list with up-to-date pricing and more troubleshooting materials on the Support Tool site, including studio calibration aides.

Facilities and Staffing

Kristen McAuley joined the Media Commons team as the new consultant specifically serving the College of Ag and College of EMS August 10th. Kristen is also managing the Media Commons' social media presence to

better communicate with all of our faculty and students.

Ryan Klinger became the Hershey campus libraries' new multimedia specialist as a part of Hershey's major library renovation. The renovation will include a new Media Commons space, not previously present at Hershey campus, as well as a One Button Studio, 3D printing capabilities, and more. Like Trace Brown and Alexandra Kowsh, Ryan will interface closely with the Media Commons team.

Online Modules

Interactive training modules continue to be an integral part of the training mix for Media Commons consultants across the Commonwealth. At campuses, these teaching resources are leveraged to make best use of in-person time with students, allowing for more focus on strengthening storytelling aspects of projects by off-loading iMovie training to out of class time.

The online interactive iMovie video modules were used in a preliminary study involving 50 ENGL 15 classes. 25 sections attended in-person iMovie workshops while the other 25 sections used the modules as their primary source of iMovie instruction. A pre and post test were implemented to compare the effectiveness of the methods. The study will be repeated in the fall pending IRB approval. This is an exciting new step for the Media Commons in scaling and assessing our online support strategies.

MAKEiT

MAKEiT was about thinking collaboratively with colleagues and students, learning through making, and creating solutions yourself instead of relying on outside sources. 80 attendees from 10 campuses, representing 15 colleges participated in the first TLT MAKEiT event.



As opposed to traditional session-driven events where attendees passively listen to a variety of speakers, MAKEiT featured hands-on activities that focused on four rising technologies: 3D printing, the Internet of Things, learning space design, and rapid prototyping.

Attendees of the 3D printing session designed a boat using 3D modeling software, and were able to see their designs evolve from the virtual to the physical. The Internet of Things session inspired attendees to think about ways to connect and customize their environments through the use of technology. In the learning space design session, participants built model representations of spaces meant to facilitate learning and foster student engagement and discussion. In the rapid prototyping session, participants were used littleBits and legos to build a technological solution to a defined problem by using the iterative design process.

Challenges

Across Commonwealth campus locations, retaining a strong base of returning clients while also receiving support for attracting new faculty is a continued delicate balancing act and requires buy-in from strategic administrative partners like Directors of Academic Affairs, Chancellors, Head Librarians and the like.

The Spring 2016 term will see more direct efforts to create programming, services and support models that address needs identified in conversation held with these varied stakeholders throughout the Fall 2015 semester. Additionally, as the number of projects across the 20+ Commonwealth locations stays at or above those at University Park, creative strategies for spreading a finite number of consultants will be explored and will include more reliance on modules and offerings like remote critique sessions.

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A brief summary of this report and accompanying infographic can be found at:

<http://mediacommons.psu.edu/2016/01/fall-2015-semester-report/>

University Park Semester Report Fall Semester 2015

Facilities Breakdown - Fall Semester 2015

University Park Location	# of Appointments	# of People Helped
Pollock Building	160	245
Pattee Library Knowledge Commons	1203	3952
ASI Building	127	213
Hosler Building	87	142
Davey Lab - PAMS Library	86	113
Location Total	1663	4665
On Demand Workshops	109	2765
ENGL 15 Online Instructional Module use	1	792
Total	1773	8222

Appointment Type Breakdown - Fall Semester 2015

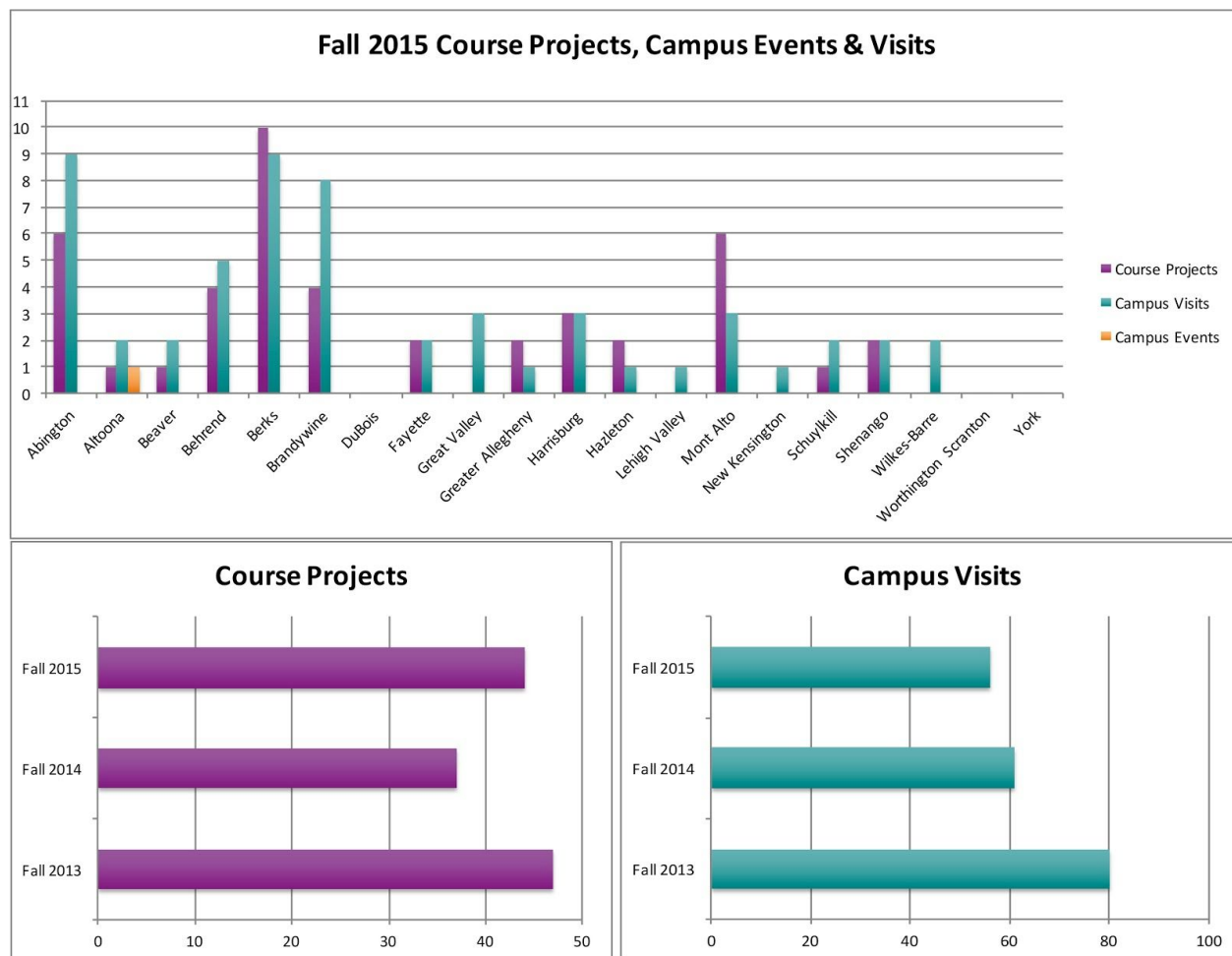
Appointment Type	# of People Helped (UP)
Workshop (includes in-class on-demand workshops)	2765 (34%)
Online Instructional Module Use	792 (10%)
Walk-In	687 (8%)
Scheduled	3927 (48%)
Remote	51 (0%)

University Park One Button Studio Overview

Spring Semester 2015 Usage Statistics

OBS Location	# of People	# of Videos Created	Total Duration of Videos
Pattee Library Knowledge Commons (two studios)	2472	6095	9 Days and 13 hours
Pollock Building	158	755	33 Hours
ASI Building	78	180	9 Hours
Hosler Building	108	800	25 Hours
Davey Lab - PAMS Library	104	495	24 Hours
Totals	2920	8325	13 Days, 11 Hours

Commonwealth Campus Semester Report Fall 2015



The charts above illustrate course projects, campus events and related campus visits to each location for the Fall 2015 semester as well as comparing each to the past two Fall terms. Media Commons campus consultants traveled on 56 occasions in support of 44 projects and 1 event across the state in the Fall 2015 semester. These figures represent another high ratio of campus visits to number of projects (1.3:1) continuing the trend started in Fall 2014 of more engaged class interactions due to consultant proximity. Similar to the Spring 2015 semester before it, Media Commons consultants leveraged interactive iMovie and Overview training modules to maximize higher level class visits for storyboarding and critique sessions.

Campus	Campus Projects	Campus Events	Campus Visits	# of People Helped ⁴
Abington	6	-	9	267
Altoona	1	1	2	30
Beaver	1	-	2	11
Behrend	4	-	5	148
Berks	10	-	9	486
Brandywine	4	-	8	248
DuBois ³	-	-	-	-
Fayette ²	2	-	2	26

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Great Valley ¹	-	-	3	-
Greater Allegheny	2	-	1	36
Harrisburg	3	-	3	165
Hazleton	2	-	1	29
Lehigh Valley ²	-	-	1	1
Mont Alto	6	-	3	80
New Kensington	-	-	1	1
Schuylkill	1	-	2	177
Shenango	2	-	2	11
Wilkes-Barre ³	-	-	2	1
Worthington Scranton	-	-	-	3
York	-	-	-	1
Total	44	1	56	1721

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

4 Campus # of People Helped represents only class training and follow up support, not appointments

Appointment Type Breakdown - Fall Semester 2015

Appointment Type	# of People Helped (Commonwealth)
Workshops	1589 (92%)
Scheduled	71 (4%)
Remote	61 (4%)

Commonwealth One Button Studio Overview

OBS Location	# of Videos Created	Total Duration of Videos
Abington	589	13 hrs, 40 mins
Altoona	_1	_1
Behrend	543	18 hrs, 34 mins
Berks	1764	34 hrs, 55 mins
Brandywine	428	12 hrs, 20 min
Harrisburg	259	13 hrs, 52 min
Mont Alto	349	6 hrs, 34 min
Totals	3932	4 Days, 4 Hours

1 Due to technical issues, One Button Studio computer was re-formatted during the semester

Notable Assignments

Behrend: CAS 100H

Students in Anne Campbell's CAS 100H engaged in their annual Fall community caring presentations, using video to capture stories about each local non-profit or other type of committed regional group doing social good. This semester, Anne added several elements to the course, including a split between the MC overview and resources and later dedicated iMovie editing workshops. Students also provided rough drafts for critique leading to stronger final submissions.

1 MC overview & storytelling workshop, 1 remote rough draft critique, 1 iMovie editing workshop

Fayette: CHEM 110

Sebastian Jezowski hit the ground running with media in the classroom as a new instructor, creating a plan to populate a YouTube channel with simple chemistry experiments. Interested students meet outside of classroom to use iPad minis in a three camera shoot and then edit everything together collaboratively before posting online for extra credit.

1 MC overview/mobile media workshop, 1 follow up Q&A and support session

Brandywine: EARTH 111

Dr. Laura Guertin challenged her students to complete a podcast revolving around one of the principles of Earth Science. These podcasts were to be well researched, with many citations, and well scripted to result in a professional product. Students worked with both Libraries and Media Commons to complete their projects. The podcasts may be used in the future by a local PBS station.

1 MC overview/GarageBand workshop, 1 open project critique session

Berks: SOC 030

Dr. Lauren Martin asked her students to create videos that focused on different elements of the current American family. The videos were to be done in a "news-style" format. The videos were to be informational, presenting research on the different topics. The students were required to film interviews with others, and have them share their thoughts and experiences of the topic.

2 MC overview/iMovie workshops

University Park: EM SC 100S

Students in Dr. Paul Markowski's course created a video manual depicting "how to kill or stop a tornado (or hurricane)". Students had no engineering constraints on what tornado destruction method they created. The video had to depict a method that would work, without violating any laws of physics or causing collateral damage worse than the tornado or hurricane would produce.

1 MC overview/iMovie workshops

Website Overview

The Media Commons website saw continued growth in traffic during the Fall 2015 semester, racking up nearly 100,000 page views from 36,940 unique visitors, an increase of 20% year over year for the same term. As in the previous Fall semester, a large portion of visitors come from inside the Commonwealth (11,971), which is to be expected. However, the remaining 68% of visitors originate across the United States and 163 other countries, representing a truly global audience for Media Commons content.

Get Inspired: Teaching Across the Commonwealth



Faculty Stories

This section of the Media Commons site aims to give our faculty clients from across the Commonwealth a space to share their stories: where their project ideas came from, what goals they had for their students and how Media Commons helped bring it all together.

[Watch More Faculty Stories](#)



Faculty Case Studies

Thinking of adding a media project to your classroom but not sure where to begin? Get inspiration from Penn State faculty all across the Commonwealth. Each case study features examples of outcomes, grading rubrics and more so that you can choose elements to add to your course.

[See All Case Studies](#)

Brochure Assignment Tutorial

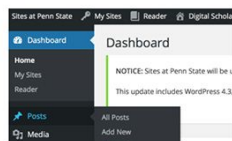
For the NUTR360 Brochure assignment, there are a couple of steps that you will need to complete (if you haven't already) in order to get your six sections of your brochure grouped together.

First, you will need to learn how to create a category and assign those categories to a post. By creating a separate category for your brochure this will allow you to sort your brochure posts by simply clicking on that category.

Creating Categories

Categories will allow you to curate your posts into different sections of your research topic. In this case, they will be used to allow you to sort your brochure posts.

To begin creating a category, navigate to your Dashboard again. Once there, in the left hand column, hover your cursor over "Posts" and select "Categories" from the slide-out menu.



Need Project Help?

[Contact Us](#)



Stay Connected



The Latest

Media Commons Holiday Schedule Update
Final Cut Pro: Exporting Your Finished Movie
Final Cut Pro: Basic Editing
How to Upload Your Exported Video to YouTube
Introduction to Basic Editing in iMovie

How to Use Green Screen in iMovie

To use your green screen footage in a bigger project, first edit it the following way: export it, and then import the new file. Not doing so will cause you to be unable to use cutaways, text, or transitions with your green screen footage.

To use green screen in iMovie, first start with an empty project and select the background you would like to use.



Drag and drop the background video or image into the timeline.



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Free Media Library

Copyright law is complex and sometimes intimidating. But if you ever plan to share your work publicly, on a website, blog or ePortfolio, it is essential to make sure that any use of third-party media is legal. Fortunately, we have assembled some resources to make this process easier.

Why Is Copyright Important?

Understanding intellectual property issues for online media is far from straightforward, but learning the basics of copyright law will help you:

- Identify media for use in your projects
- Protect and share your work online
- Teach concepts of fair use in your classroom

[Learn More About Copyright](#)



Citing Sources

Do you need to build a works cited page for your project? Not sure how to properly cite media sources according to the guidelines for your area of study? Try the University Libraries Citation Guide!

A sampling of top and new content from Fall 2015

Across the site, the Free Media Library continued to be the top visited page, with an additional 1,075 visitors (making use of our Creative Commons content clearinghouse over the previous term (7,742 vs 6,685). Following behind were the Green Screen tutorial (3,824), the Students page (2,660) and the University Park appointment request form (2,045). This top content marks an interesting shift back towards Penn State-specific content despite the increasingly broad audience for the site as a whole, perhaps pointing towards a more varied base of content for non-University visitors.

mediacommons.psu.edu Usage Statistics (August 24 - December 19)

- 36,940 unique visitors viewed content across 46,425 visits
- 98,734 page views
- 78.65% of visits were from new visitors
- 2.13 pages/visit
- 1:49 per visit spent interacting with the site
- **Acquisition:** 24,804 visitors via Google, 7,214 direct, 1,282 via clc.its.psu.edu, 434 via Bing
- **Locations:** 25,441 visitors from the U.S., 1,770 from the U.K., 1,555 from Canada, 1,356 from Australia
- **Top content:** Free Media Library, Green Screen tutorial, Students page, UP appointment request form
- **New content:** Faculty Resources (600 visits), Sites at Penn State tutorials (224 visits)