Media Commons Spring 2013 Semester Report
Prepared: May 2013

Service Overview

Media Commons is supported by eight staff, five 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 Spring 2013 the Media Commons focused on refining the services provided to students and faculty at each of our locations. This strategy consisted of the addition of new equipment based on research and use demands, integrating and updated version of the One Button Studio in more locations, and reinventing workshop and training material to better serve everyone. Strengthening new relationships with faculty in colleges across the University will help us better integrate Media Commons services and is a strategic goal. We've also been attracting large enrollment courses interested in using the OBS and scaling services to fit the demand.

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

http://mediacommons.psu.edu/2013/06/spring-2013-semester-report/

Events

In January, Media Commons partnered with the Learning Design Community's traveling IDs to offer two faculty engagement events for both the eastern and western regions of the state. Held at both Berks and Fayette, these events focused on ways in which TLT offerings including clickers, lecture capture, video projects and the like can and do enrich the classroom. Both sessions were well attended, bringing out 37 people who met the traveling IDs and took away valuable ideas to be used in their own teaching in coming semesters.

Media Commons also hosted an experimental event at the Greater Allegheny campus in April. Entitled "Dinner & A Movie," the evening event brought faculty and staff together for a viewing of the documentary *PressPausePlay* and was followed up by a meal and discussion of the concepts of digital creativity explored in the film. Feedback was entirely positive and attendees recommended holding more events of its sort as a way to generate excitement for MC resources at other campuses.

A brown bag lunch and discussion was held for the Ecosystem Science and Management department of the College of Agricultural Sciences at University Park. Six faculty from the department attended and listened to one of their colleagues discuss a successful media project they had conducted in conjunction with the Media Commons during the previous semester. The brown bag events continue to be an excellent method of outreach for University Park.

Mobile Media

The Mobile Media Pilot expanded to include projects completed on iPad mini devices during the Spring 2013 semester. Students in two courses - MKTG 344 at Behrend and COMM 001/AM ST 105 at New Kensington - used the devices to capture consumer feedback and their experiences while traveling abroad in Ireland, respectively. Students greatly appreciated the expanded screen size for editing work and improved battery life over the iPod touch devices. More information can be found in the project profiles for each class, including summaries of student feedback and outcomes.

Facilities

Work continued during Spring 2013 on the One Button Studio installations at three campuses across the state. Altoona, Mont Alto and Harrisburg will each be opening brand new OBS spaces by the end of May. Preview open houses have been held/are being planned to get faculty ready for these new resources to be integrated into Fall 2013 course work.

Ryan Wetzel became the Media Commons University Park Coordinator in January 2013 and now oversees the five Media Commons locations and wage staff that work at UP. With this adjustment in responsibilities Ariel Siegelman was hired as additional wage staff to work in the Knowledge Commons facility to continue providing a high level of support to students.

Challenges

University Park increased the number of students and classes it worked with over the Spring 2013 semester. The most improved areas were the use of the One Button Studio, now in its second semester of being firmly integrated in a number of courses, and the colleges we have a special relationship with, like Agricultural Sciences and Earth & Mineral Sciences. The success we've had with these colleges suggest that the methods employed to interface with them work. We are currently investigating how we can use these methods to work with the other colleges of the University and are taking steps to begin that process.

The Commonwealth campuses experienced a small uptick in the number of course projects over the previous year's Spring semester (40 vs. 37), though consultants are still working with campus contacts to create programming and scheduling strategies that fit best with the new priorities at many of the campus locations. Tailored events were held throughout the state to reach out to faculty and staff regarding the ways that Media Commons could be integrated with wider TLT offerings and the response has so far been positive. Along with new resources like One Button Studio spaces and new offerings with campus traveling IDs in the Fall 2013 semester, campus consultants feel confident that growth will continue.

University Park Semester Report
Fall Semester 2012

UP Overall # of People Helped by Month
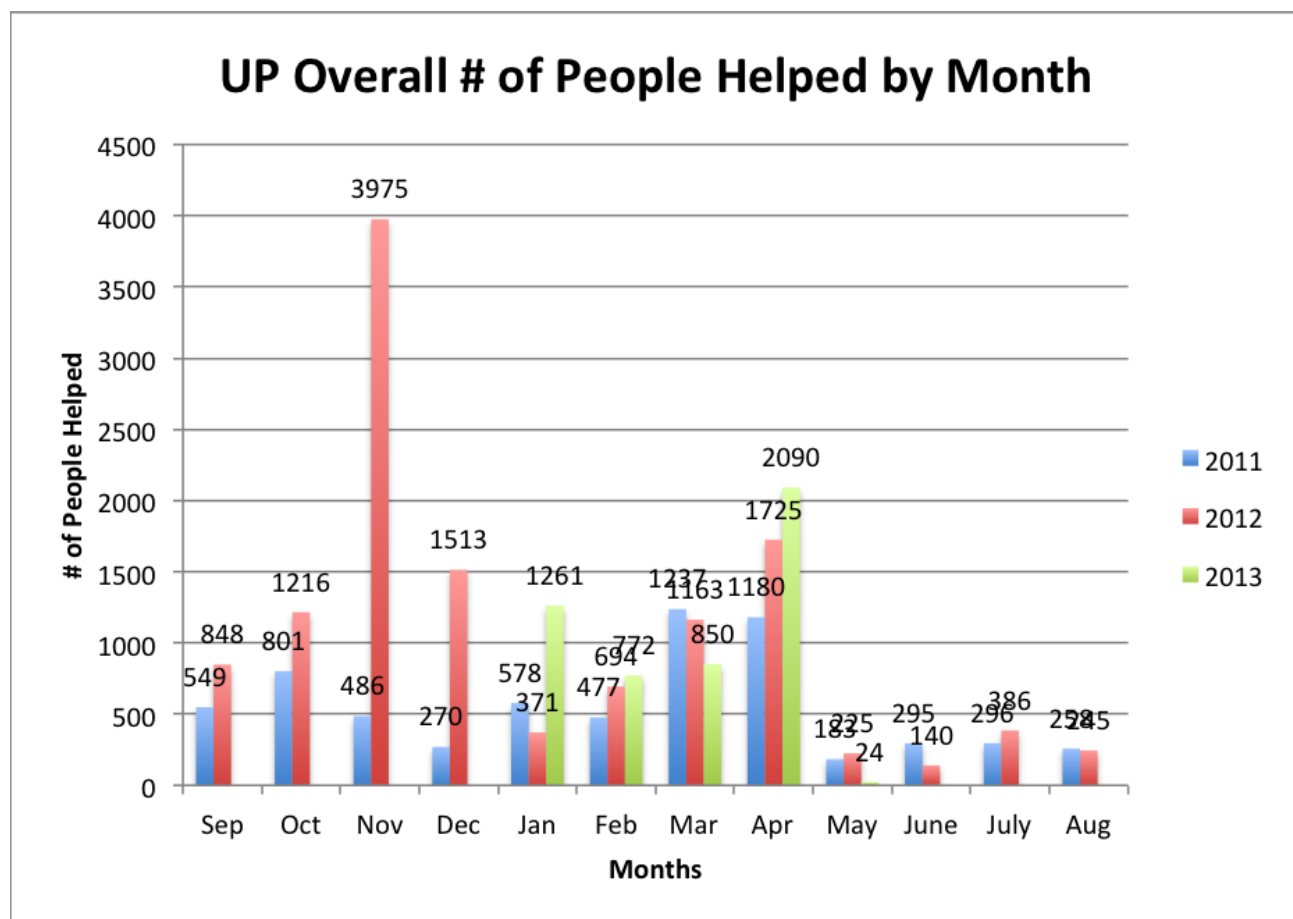
Facilities Breakdown - Fall Semester 2012

University Park Location	# of Appointments	# of People Helped	# of Lab Con Appointments*	Computer Usage (Logins/Avg Length)
Pollock Building	8	12	159	1,131/1.2h
Pattee Library Knowledge Commons	912	1,790	38	6,111/1.2h
Sparks Building	119	149	No Lab Cons	1,565/1.0h
ASI Building	138	251	No Lab Cons	1,302/0.9h
Hosler Building	39	153	No Lab Cons	1,429/1.0h

Location Total	**1,216**	**2,355**	**187**	**11,538/1.0h**
On Demand Workshops	120	2,642	No Lab Cons	
Total	**1,336**	**4,997**	**187**	**11,538/1.0h**

* Lab Consultants provide significant support in Pollock.

Appointment Type Breakdown - Spring Semester 2013

Appointment Type	# of People Helped (UP)
Workshop (includes in-class on-demand workshops)	2,642 (53%)
Walk-In	519 (10%)
Scheduled	1,829 (37%)
Remote	7 (0%)

Knowledge Commons One-Button Studio Overview

Spring Semester 2013 Usage Statistics

- One Button Studios located in the Knowledge Commons (rooms W132 & W134) were reserved for 446 hours.
- Users created 2,116 videos totaling 112 hours.
- There were 343 appointments with 663 people helped.

Notable Assignments: Spring Semester 2013

ERM 499A - College of Agricultural Sciences
16 Students took our Mobile Media Pilot iPods on their weeklong study abroad trip to Costa Rica. They used the photos and videos they captured while in Costa Rica to complete a 4-5 minute video assignment. Each group was assigned to a different environmental topic which was studied while abroad and the groups used the Ag Science and Industries Building Media Commons for all their post production work.
2 Workshops, 24 Appointments

RCL 138H (CAS 138H/ENGL138H) - The College of the Liberal Arts
Students from 28 sections had several multimedia projects through the semester. The first was an audio podcast recording based on a "This I Believe" writing assignment.   For final projects, students were allowed to choose amongst a TED Talk-style video presentation recorded in the One Button Studio, an iMovie video editing project, or another podcast recording.
25 Workshops, 160 Appointments, 172 People

ENGL 202 - The College of the Liberal Arts
Students translated a previous assignment into a multimedia 5 - 7 minute video or an audio podcast . Students had various deliverables throughout the semester leading up to the final video or podcast.
16 Workshops, 4 Open Lab Work Sessions, 55 Appointments, 125 People

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, 101 Appointments, 202 People

MIS 204 - The Smeal College of Business
Students working in small groups had to create 5 minute videos that explored current technologies used for obtaining, storing, and communicating information in support of operations and decision-making within business organizations.
*4 Workshops, 46 Appointments, 135 People*

GEOG 160 - The College of Earth and Mineral Sciences
Students in this introductory GIS (Geographic Information Systems) course produced group video projects on environmental and social problems and the mapping of these issues. This assisted students with the technical and contextual knowledge they need to become knowledgeable consumers of geographic data and information produced by government agencies, industry, and popular media.
2 workshops, 29 appointments, 86 people

Commonwealth Campus Semester Report
Spring 2013
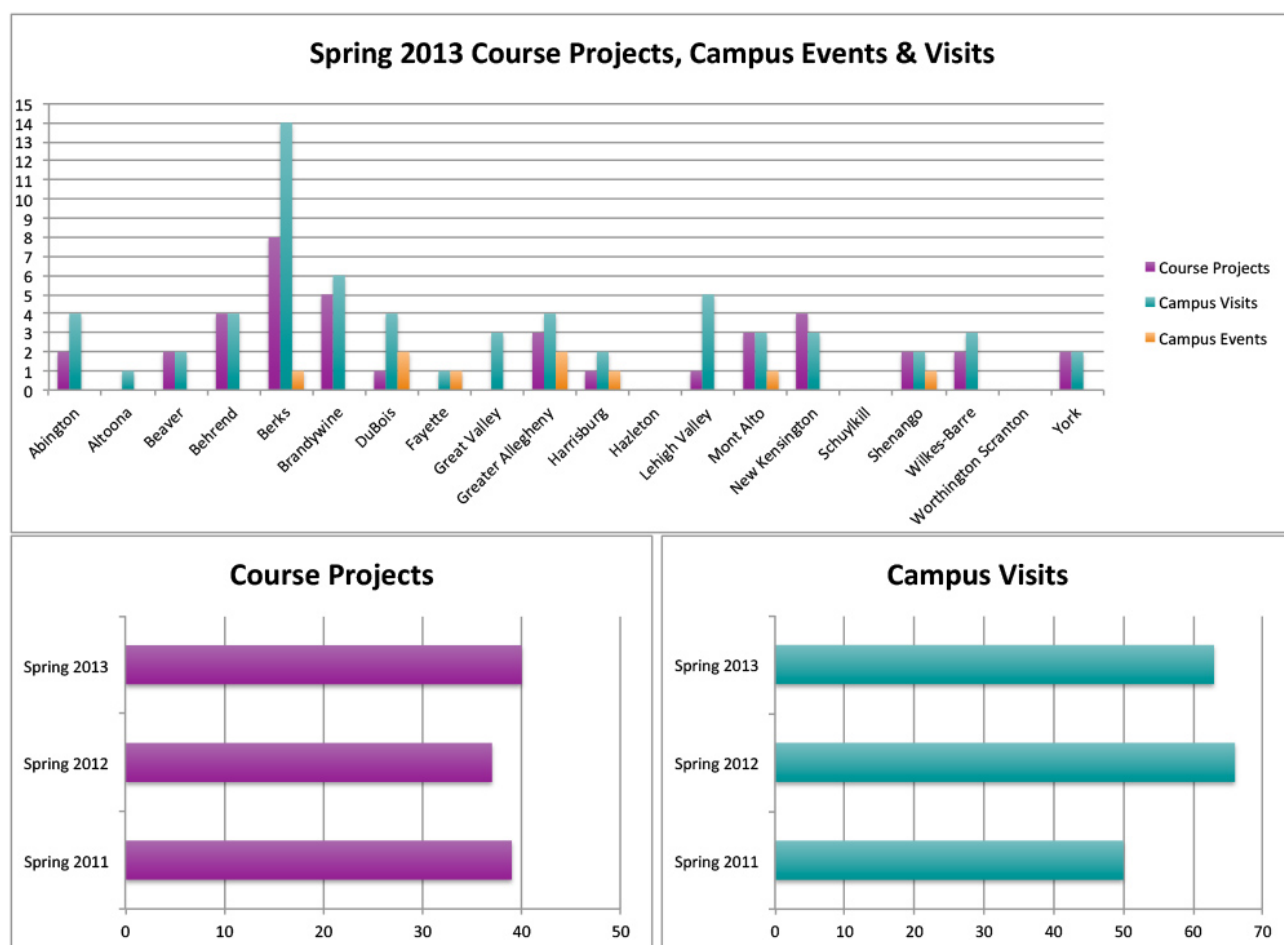
The charts above illustrate course projects, campus events and related campus visits to each location for the Spring 2013 semester as well as comparing each to the past two Spring semesters. Media Commons campus consultants traveled on 63 occasions in support of 40 projects and 9 events across the state in the Spring 2013 semester.

Campus	Campus Projects	Campus Events	Campus Visits	# of People Helped	Logins
Abington	2	0	4	26	672/0.9h
Altoona[3]	0	0	1	0	323/1.2h
Beaver	2	0	2	53	564/0.4h
Behrend	4	0	4	197	79/1.4h
Berks	8	1	14	233	470/1.0h
Brandywine	5	0	6	344	1,123/0.8h
DuBois	1	2	4	22	30/0.4h
Fayette[2]	0	1	1	17	39/0.7h

Great Valley[1]	0	0	3	0	N/A
Greater Allegheny	3	2	4	96	24/1.2h
Harrisburg	1	1	2	20	N/A
Hazleton[3]	0	0	0	0	85/1.1h
Lehigh Valley[2]	1	0	5	14	595/1.2h
Mont Alto	3	1	3	61	173/1.0h
New Kensington	4	0	3	72	96/0.7h
Schuylkill[3]	0	0	0	0	198/1.3h
Shenango	2	1	2	45	78/0.7h
Wilkes-Barre	2	0	3	32	116/0.6h
Worthington Scranton[3]	0	0	0	0	93/0.8h
York	2	0	2	5	N/A
Total	**40**	**9**	**63**	**1,237**	**4,758/0.9h**

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

Appointment Type Breakdown - Spring Semester 2013

Appointment Type	# of People Helped (Commonwealth)
Workshops	1,148 (93%)
Scheduled	21 (2%)
Remote	68 (5%)

Notable Accomplishments: Spring Semester 2013

Behrend: CAS 100H Mobile Media Pilot
Students in Anne Campbell's CAS 100H course were asked to use iPod touch devices to record interviews with representatives of local community resources and then use these in support of in-class persuasive speeches. Anne reported that the inclusion of the video projects made students feel more invested in their organizations and that the class fundraising campaign raised 10x more money ($200 given to the top two speakers).
1 Mobile Media/Storytelling workshop, 1 News article

Mont Alto: One Button Studio Preview
Media Commons and Advanced Learning Projects provided an MC open house as well as One Button Studio preview to the Mont Alto campus community in preparation for next semester's course needs. The space demonstration and open Q&A sessions attracted 21 faculty and staff and set the stage for a Fall 2013 Faculty orientation workshop as well as several summer research project appointments.
1 workshop, 2 campus visits

New Kensington: COMM 001 Mobile Media Pilot
Students in Dr. Abhinav Aima's Mobile Media Pilot project took iPad mini devices with them on a Study Abroad trip to Ireland over Spring Break week. Students then edited together reflection videos that documented their trips. Completed videos will be used for future promotion of the Study Abroad program at the campus.
1 Mobile Media/Storytelling workshop, 1 focus group session

Berks: LLED 402
The students in this class are all at the Student-Teaching stage in the Education program. The instructor for LLED 402, Toni Vanino, challenged her students to create an educational video for the classes in which they were student teaching. The videos were to be on topics that would be useful to the student's classes. One group was student-teaching in a kindergarten section, and made a video on a want versus a need. Another group was student-teaching in a seventh grade class. They made their video on the Declaration of Independence. The students showed their videos to their classes, and received praise for their work.
*4 Workshops, 4 Campus Visits News Article*

Wilkes-Barre: MKTG 330
Instructor Terry Clemente tries to give her marketing class a taste of what it would be like to create a Public Service Announcement (PSA). The class has to work as a group, as they would in an advertising firm. They conduct research and then craft their PSA around that research. This semester they chose to focus on Senior Citizens. They specifically honed in on how department stores could make their environment more Senior Citizen friendly. They conducted interviews, and role played for this video. They ultimately put all the footage together, and concluded by making recommendations to the different department stores.
3 Workshops, 3 Campus Visits

Website Overview
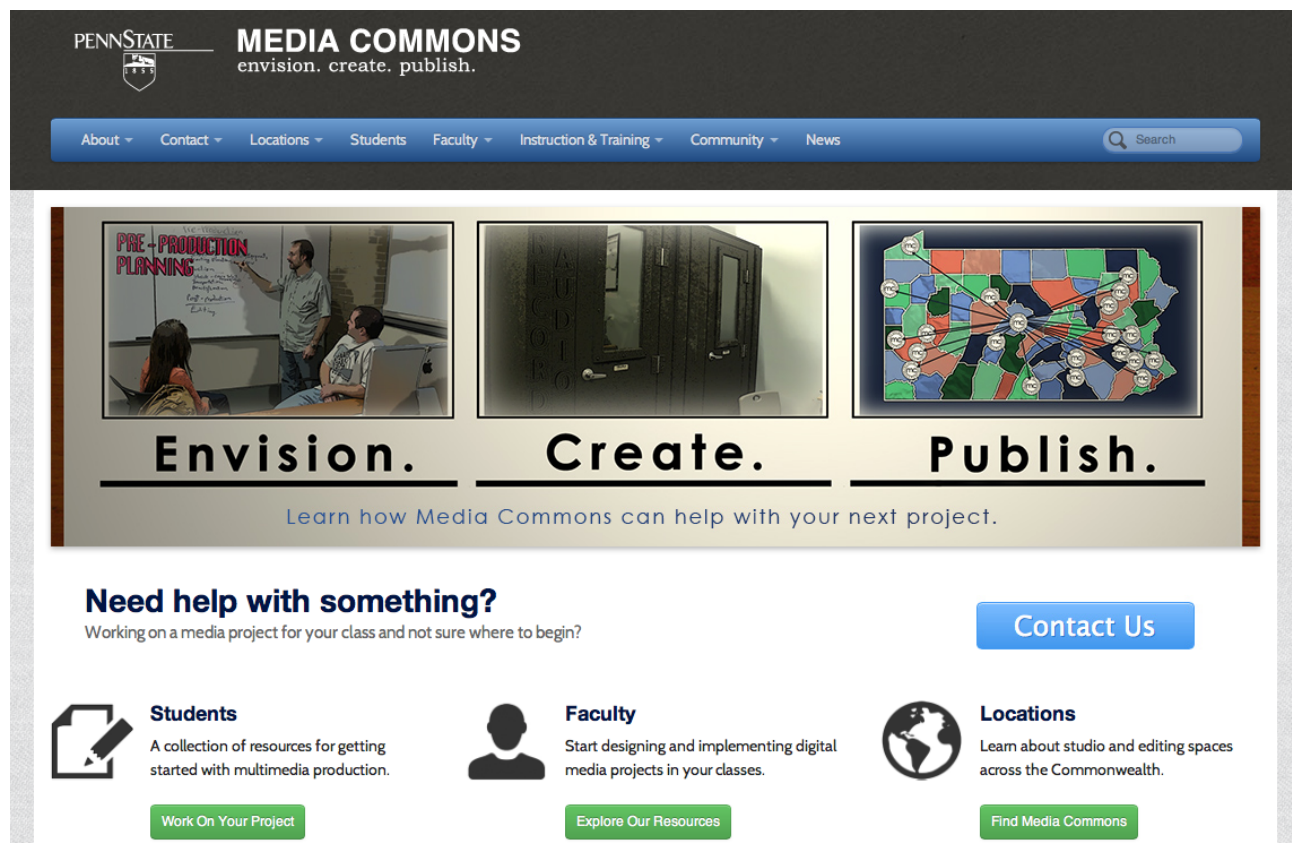
The Media Commons website received a complete redesign during the Spring 2013 semester. With the creation of a separate project logging platform, consultants were able to take the public-facing Media Commons web content and rebuild it from scratch on a fresh sites.psu.edu WordPress installation. This clean start allowed all content to be carefully evaluated, updated and reorganized, taking advantage of affordances created by both the new platform and the theme. Of particular note are the reconfigured Faculty Case Studies, promotion of Pilot opportunities under the Faculty tab, simple News interface with location specific tagging and updated Free Media Library. The site redesign also brings Media Commons in line with other TLT services by using a common look while still maintaining a unique identity.

mediacommons.psu.edu Usage Statistics (Jan 7 - May 3)

- 70,245 visits from 58,599 unique visitors
- 123,637 page views
- 82.3% of visits were from new visitors
- 1.76 pages/visit
- *Top content:* GarageBand tutorial, iMovie Editing tutorial, Free Media Library
- 50,884 visits came via Google searches
- *Locations:* 46,212 visits from the U.S., 5,145 visits from the U.K., 4,015 visits from Canada and 2,743 visits from Australia