

Media Commons Spring 2014 Semester Report

Prepared: May 2014



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 coordinating ten Commonwealth campuses each, and one overall manager. 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 Commonwealth operations.*

Executive Summary

The start of 2014 continued at the pace of the Fall term and saw the busiest Spring semester in Media Commons history. Media Commons consultants assisted with 91 projects across the Commonwealth, offered 15 tailored events, took 1,534 appointments at University Park and made 71 campus visits - assisting 6,981 students, faculty and staff in the process. A new Collaborative Video Pilot was launched while the successful Mobile Media Pilot wrapped up its 10th and final semester as it transitions to a regular offering. As new staff joined the University Park team, three new One Button Studio spaces opened, expanding the partnership between Advanced Learning Projects and Media Commons.

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

<http://mediacommons.psu.edu/2014/06/spring-2014-semester-report/>

Events



Media Commons consultants from both East and West participated in organizing and presenting at the first annual regional TLT 101 event at Lehigh Valley. The event, a chance for faculty and staff to learn about TLT supported services, tools and resources, brought together over 40 attendees from eastern campuses for a full day of presentations and networking. In support of TLT 101, Media Commons consultants worked closely with TLT Ops traveling IDs to create an online presence for the event, drawing on lessons learned from the Tailgate website, event registration and other materials. Learn more about TLT 101 and the Lehigh Valley event at:

<http://101.tlt.psu.edu>

Numerous open house, One Button Studio launch and faculty orientation events were held throughout the Spring 2014 semester. Notable happenings included an opening party and information session for the Berks OBS and a birds of a feather lunch/OBS tour at the Behrend Teaching Idea Exchange event.

Collaborative Video

The Spring 2014 semester brought with it the official launch of the Collaborative Video Pilot. The initial three pilot courses (ENGL 202B at University Park, COMM 100 at Brandywine and IST 110 at New Kensington) spanned the Commonwealth and asked students to complete editing in their browsers using WeVideo's online platform. Initial feedback was largely positive, encouraging the Media Commons staff to move forward with further pilot course projects during the Summer and Fall terms. Increased integration with MediaCore's video sharing platform should only increase student satisfaction and ease of use in future classes.



Mobile Media

In its final semester as a Pilot, the Mobile Media *Project* deployed iPad mini kits in four classes and supported the use of campus devices in a fifth at Fayette. Projects ranged from collecting examples of Medievalism to producing 60 second public service announcements on health matters to creating supporting video arguments for a culminating class debate. More details about each of the courses can be found by visiting:

<http://mediacommons.psu.edu/faculty/mobile-media-pilot/>



Facilities

At University Park, the Pollock building One Button Studio was completed and opened for student use during the last couple of weeks of the semester. Graham Berg joined the staff to provide additional support for the Knowledge Commons facility while Ariel Siegelman accepted a new position with ITS Training Services leaving the Sparks building unstaffed for the foreseeable future.

In the Commonwealth, two new One Button Studio spaces came online at Penn State Behrend and Penn State Berks. Media Commons consultants continued to work with ALP staff and local campus contacts to plan Summer 2014 launches at Shenango and Brandywine as well as improvements of existing spaces at Mont Alto and Altoona.

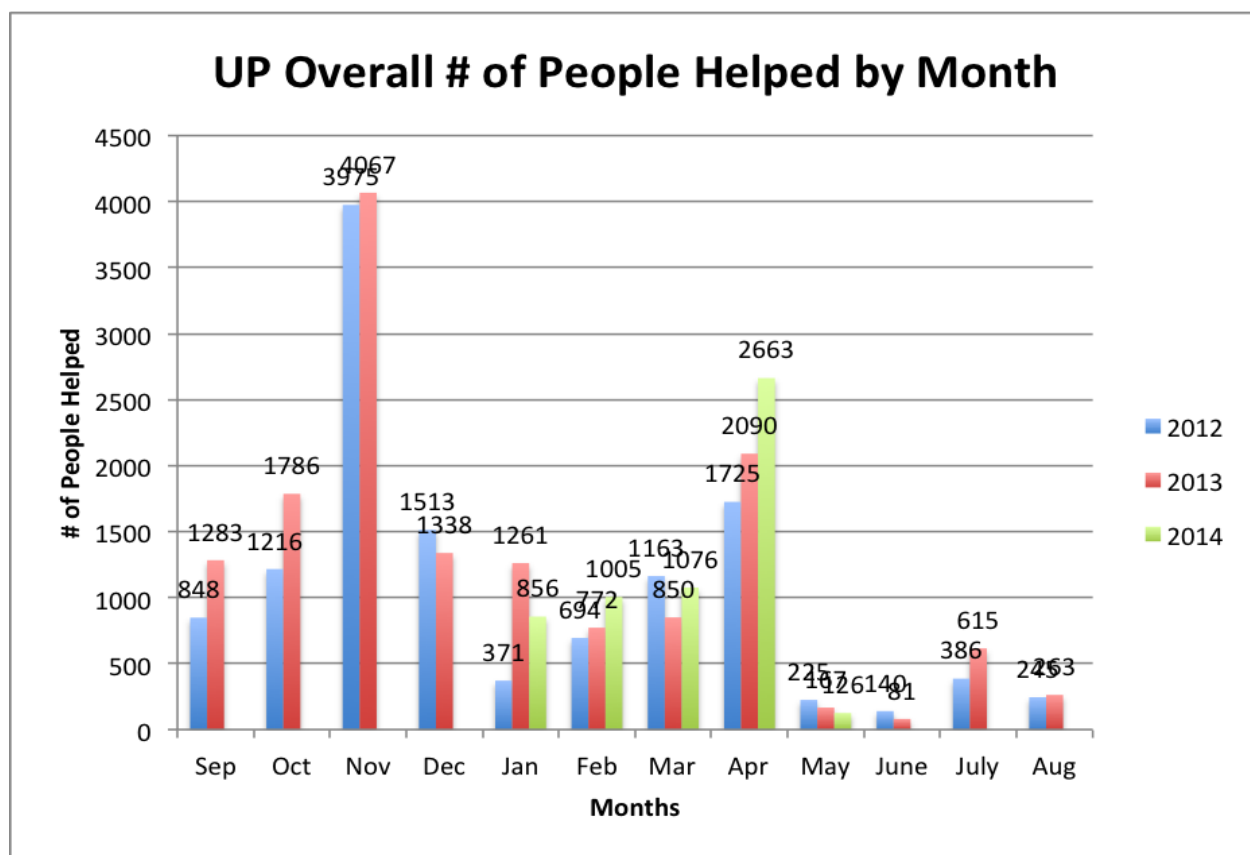
Challenges

Following a very successful Fall semester and an equally busy Spring term, issues of staffing and availability continue to be the primary challenge facing Media Commons going forward.

The increased on-campus presence of Commonwealth consultants working from their regions offers more opportunity for richer learning experiences - but also requires more investment of time in existing courses vs. pursuing new instructors. At the same time, restrictions on wage staff hours is a persistent obstacle for consultant availability at the University Park locations, necessitating larger numbers of staff, more complex scheduling and less consistent interactions.

As a result of these concerns, a portion of the Three Year Goals document is specifically dedicated to seeking out new ideas for increasing both availability of staff and quality of service. Included in this plan is more direct collaboration with supporting departments at each location, strategic direction for future hiring and the beginnings of a push towards considering further full-time involvement with the Media Commons as a whole.

University Park Semester Report Spring Semester 2014



Facilities Breakdown - Spring Semester 2014

University Park Location	# of Appointments	# of People Helped
Pollock Building	154	208
Pattee Library Knowledge Commons	1,180	2,380
Sparks Building	65	70
ASI Building	120	190
Hosler Building	24	98
Location Total	1,543	2,946
On Demand Workshops	137	2,780
Total	1,680	5,726

Appointment Type Breakdown - Spring Semester 2014

Appointment Type	# of People Helped (UP)
Workshop	2,780 (49%)
Walk-In	534 (9%)
Scheduled	2,399 (42%)
Remote	13 (0%)

University Park One Button Studio Overview

Spring Semester 2014 Usage Statistics

- Users created 3,658 videos totaling 182 hours.
- There were 552 appointments with 1,317 people helped.

Notable Assignments: Spring Semester 2014

CAS 175 - College of the Liberal Arts

80 students in this propaganda and persuasion course completed group video projects that analyzed “contemporary efforts to influence a mass audience.” Students reused the original work in their video for critiquing purposes.

2 Workshops, 2 Open Labs, 16 Appointments

F SC 431 - College of Earth and Mineral Sciences

Students recorded presentations about alternative fuel sources for this Fuel Science class.

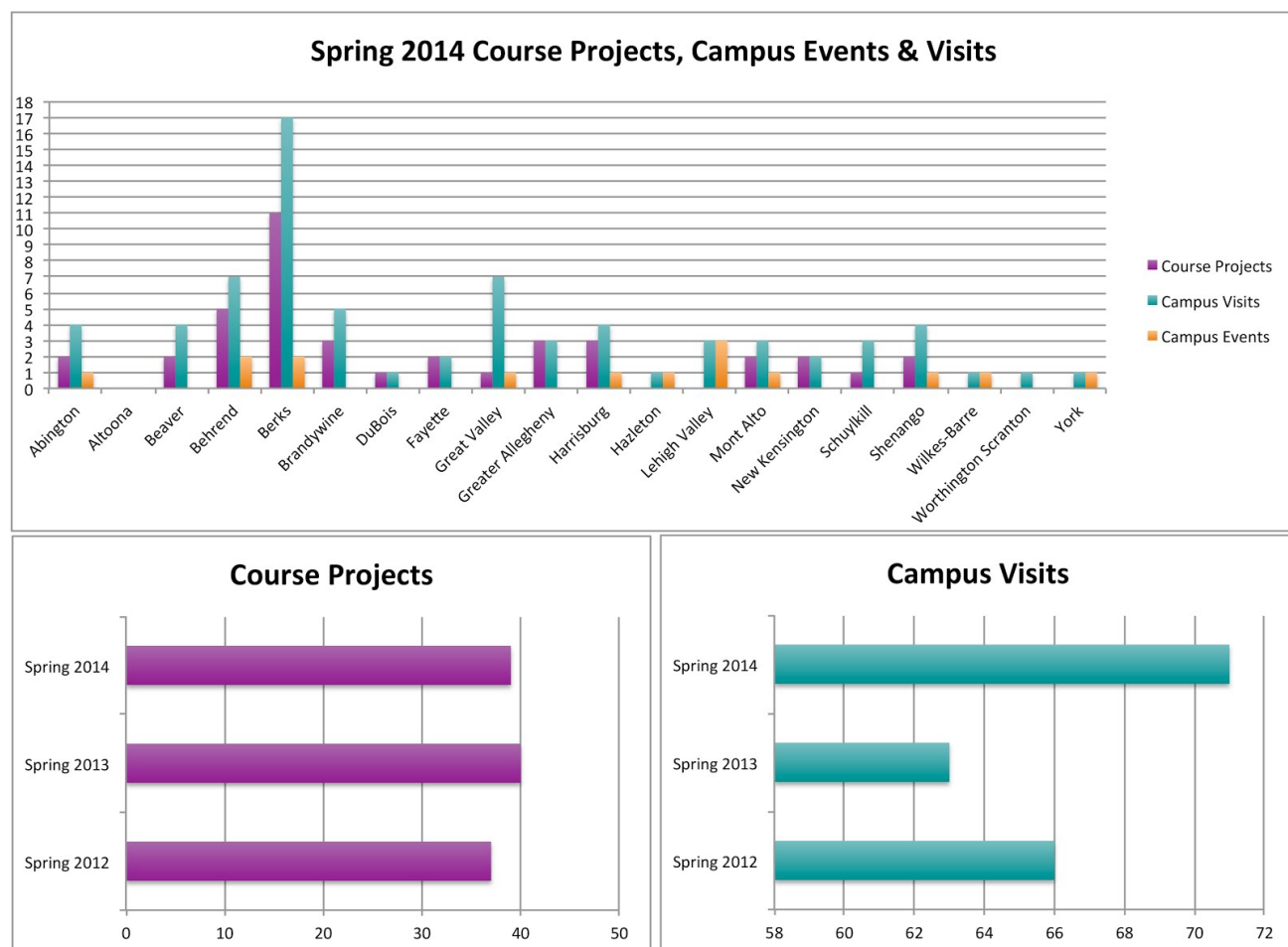
5 Workshops, 56 Appointments

ENGL 202B - College of the Liberal Arts

Students created videos reflecting on their relationship with nature. This was part of the Media Commons Collaborative Online Video pilot where students tested new software and provided feedback as they completed their projects.

2 Workshops, 4 Open Labs

Commonwealth Campus Semester Report Spring 2014



The above charts illustrate the number of active course projects, supporting campus visits and tailored events provided at each of the Commonwealth campuses during the Spring 2014 semester. The first two items are then compared to the previous two Spring semester time periods. As this Spring semester was the first that featured both consultants working from their regions, it shows the marked increase in availability for follow up consulting and on-campus support for students and faculty. With 71 visits logged in support of 39 course projects and 15 events, the Spring 2014 semester was very busy across the state.

Campus	Campus Projects	Campus Events	Campus Visits	# of People Helped
Abington	2	1	4	76
Altoona ³	-	-	-	0
Beaver	2	-	4	120
Behrend	5	2	7	126
Berks	11	2	17	423
Brandywine	3	-	5	195
DuBois	1	-	1	0
Fayette ²	2	-	2	6

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Great Valley ¹	1	1	7	11
Greater Allegheny	3	-	3	38
Harrisburg	3	1 (canceled)	4	103
Hazleton	-	1	1	2
Lehigh Valley ²	-	3	1	0
Mont Alto	2	1	3	71
New Kensington	2	-	2	34
Schuylkill	1	-	3	6
Shenango	2	1	4	42
Wilkes-Barre ³	-	1	1	1
Worthington Scranton	-	-	1	0
York	-	1	1	1
Total	40	15	71	1,255

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 2014

Appointment Type	# of People Helped (Commonwealth)
Workshops	1,115 (91%)
Scheduled	56 (4%)
Remote	84 (5%)

Notable Assignments: Spring Semester 2014

Abington: MKTG 422

Professor Nick Santarone assigned his students the task of coming up with a marketing campaign for different community organizations. The students worked with the local Rotary Club to pick topics and create the campaign. In the end several videos were done including one for a local Catholic High School. The videos were 1-3 minutes in length.

2 MC overview and iMovie training sessions

Beaver: BIOL 220W

Students in Dr. Cassandra Miller-Butterworth's Biology 220W course were asked to create 3-5 minute videos on controversial environmental issues affecting the Penn State Beaver area (while also showing the regional/national/global impact). This was the second time the project had been assigned in 220W and many changes were put in place, including storyboard critiques and a final review with Media Commons and two guest graders.

1 MC overview and iMovie training session, 1 online storyboard review, 2 in-class final reviews

Behrend: CAS 100H

Dr. Anne Campbell transitioned from a Mobile Media Pilot project to a larger video assignment in her class for Spring 2014. Students were asked to shoot interviews with local community organizations in order to better understand their resources and programming. These interviews were then included in in-class persuasive speeches.

1 MC overview and iMovie training session

Berks: LL ED 402

Professor Chrystine Mitchell challenges her students to experiment with new technologies in her classroom so that they will do the same in their own. She does so by having the students complete a 2-3 minute instructional video for their student teacher classrooms. The topics for the videos are picked by the instructors of each classroom. The students work in groups according to the grade and topic and use iMovie to edit.

2 MC overview and iMovie training sessions, 1 critique session

Berks: CAS 100H

Students in Kesha Morant-Williams and Holly Ryan's class were asked to create promotional campaigns for different health organizations in the Reading area. The students were split into groups. Some groups were assigned to produce audio/radio advertisements, others video/commercial advertisements. These videos and audio spots were to be a minute or less and were shown to the health networks at the end of the semester.

2 MC overview and iMovie/GarageBand training sessions, 1 critique session

Greater Allegheny: EDSGN 100 Mobile Media Pilot

Allandra Kahl's EDSGN 100 students used iPad minis to create supporting materials for their in-class persuasive presentations on the potential impacts of a theoretical plastics recycling facility to be built on campus.

1 MC/mobile media production workshop

Website Overview

PENN STATE MEDIA COMMONS
envision. create. publish.

About Locations Students Faculty Free Media Library Instruction & Training Community News Search

Envision. Create. Publish.

Learn how Media Commons can help with your next project.

Need help with something?
Working on a media project for your class and not sure where to begin?

Contact Us

Students
A collection of resources for getting started with multimedia production.
[Work On Your Project](#)

Faculty
Start designing and implementing digital media projects in your classes.
[Explore Our Resources](#)

Locations
Learn about studio and editing spaces across the Commonwealth.
[Find Media Commons](#)

Project Backup
Learn how to set up MC Storage Space and properly back up your projects.
[Back Up My Project](#)

Tutorials
Explore topics covering multimedia software, equipment and techniques.
[Browse All Tutorials](#)

Free Media Library
Learn about copyright and identify media sources for use in your projects.
[Find Free Media](#)

The Spring 2014 semester saw the highest level of traffic on the Media Commons website since its redesign in the previous Spring semester. Nearly 71,000 pages of content were visited by over 29,000 visitors, with 85% of these visits being from new clients for the semester. Further, traffic from the top two international audiences, the U.K. and Canada, more than doubled during these period, owing largely to the growing popularity of the Free Media Library and specific post production tutorials.

While more traffic flowed into the site, time spent interacting with site content has continued dropping. It now takes just under two minutes and just over two pages of browsing for users to find content relative to their needs. Media Commons hopes to continue streamlining content with moves like putting the popular Free Media Library in the main navigation.

mediacommons.psu.edu Usage Statistics (January 6 - May 16)

- 29,376 unique visitors viewed content across 34,721 visits
- 70,933 page views
- 84.6% of visits were from new visitors
- 2.04 pages/visit
- 1:50 per visit spent interacting with the site
- *Acquisition:* 19,221 via Google searches, 5,536 direct, 1,799 via clc.its.psu.edu
- *Locations:* 20,241 visits from the U.S., 1,828 visits from the U.K., 1,175 visits from Canada
- *Top content:* Free Media Library, Export iMovie > YouTube, Handbrake, Stop Motion (FCP)
- *New content:* Storyboarding (1,188 visits), V.P.T. (602 visits), Modules (405 visits)