Media Commons Fall 2016 Semester Report
Prepared: January 2017

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 30 hrs/wk of lab consultant support. Campus consultants travel regularly in addition to supporting the campuses remotely.

Executive Summary

Fall 2016 saw 9,528 Penn State students, faculty, and staff use Media Commons and Maker Commons services across the Commonwealth. Student use of the Maker Commons' Invention Studio doubled from Spring to Fall and the Maker Commons continued to refine its 3D printing processes by introducing new parameters for requests (including a 30 gram mass limit) and a new way for faculty to register their 3D printing class projects. These adjustments were made to optimize the user workflow and ensure greater student success with 3D printing.

The Media Commons also prepared to deploy 30 new iPad Minis in support of the popular Mobile Media Project. Consultants also worked to modernize existing user support features which included chat support and an overhaul of the phone hotline system to integrate new internet-based tools that expand student support opportunities.

Consultants supported 80 course projects across the state and the One Button Studio helped students and faculty create 10,358 academic videos in 16 studio locations.

One Button Studio Updates

Three brand new One Button Studios were installed in the Fall. York installed their OBS in the Glatfelter Library, while Worthington-Scranton opened theirs in the Dawson Building. Hershey Medical Center opened a One Button Studio in their Harrell Library, providing medical professionals and students the ability to easily record video and practice presentations.

The Behrend campus also received a One Button Studio Tune-Up, to maximize performance, and ensure that users have the smoothest experience possible while recording their videos.

In the Media

Student helps 3-D printing course take off

Students share science knowledge with K–12 teachers through podcasts (August 29, Penn State News)

Getting To Know You: Carla Rapp (October 17, Penn State Library News)

Modernizing Support Options

The Fall term saw the piloting of two new support tools that, when combined, became a modernized version of the long-standing Media Commons Hotline. After beginning to use Slack for internal team communication and coming to realize the power of this collaboration tool for streamlining our operations, staff began looking at how external communications with our clients across the Commonwealth could be integrated. Ths search led first to Talkus, a web-based chat support solution that uses Slack channels as a ticketing system. In addition to chat,

Talkus also handles managing voice call tickets by further integrating with Aircall, a web-based telephony system.

Together, Talkus and Aircall allow Media Commons staff to flexibly handle student, faculty and staff questions across chat, traditional phone, click-to-call and convenient forward-able voicemails. The new hotline solution allowed Media (and Maker) Commons to handle 433 voice calls, about 7.2/consultant, at an average of 2:43 per call as well as 129 chat requests, all with exceptional reliability of service.

Media Commons has moved forward with a full implementation of both Talkus and Aircall for the Spring 2017 semester due to the demonstrated viability of the new hotline solution.

Facilities and Staffing

The Media Commons in the ASI building closed at the end of Fall 2016. This facility will be renovated during the Spring 2017 semester and return as the new Immersive Experiences Lab - a unique multimedia lab operated by Media Commons and focused on the creation and consumption of 360° video and virtual reality.

Maker Commons Fall Semester

The Maker Commons is located in the Knowledge Commons of the Pattee Library and includes 34 Makerbot 5th Generation Replicators and the Invention Studio, which contains littleBits and Legos for prototyping.

9 workshops were taught in the Fall 2016 semester covering basic 3D modeling, introduction to 3D printing, and rapid prototyping. In the fall semester, 669 members of the Penn State Community signed up for a Makerbot account to be able to print at the Maker Commons. 8966 hours of printing time resulted in 2388 successful prints. Over the semester, the Maker Commons received 1689 unique print requests.

	Semester Total
Unique PSU Users	669
Hours of Print Time	8966
Successful Prints	2388
Print Requests	1689
Filament Usage	91865 g

Graduate students in the College of Earth and Mineral Sciences opened an exhibit in April at the EMS Museum that featured printed microscopic oceanic organisms. The exhibit was featured by the College of EMS and 3Dprint.com.

Additional stories about the Maker Commons can be found here:

- Penn State's Maker Commons is a hub of creativity - *Centre Daily Times*
- Penn State Opens MakerBot Innovation Center - Makerbot
- 3-D printing, prototyping made easy at Pattee Library's Maker Commons - *Daily Collegian*
- How 3D printing's growing presence is enhancing teaching and learning in higher ed - Penn State Teaching & Learning with Technology
- Penn State opens Libraries' Maker Commons 3-D printing lab, Invention Studio - Penn State News

Challenges & Opportunities

Effort was spent during the Fall 2016 semester in improving workflow within the Maker Commons 3D printing lab with an eye towards improving operational efficiencies and successful printing. The faculty registration process was introduced in order to more carefully plan when large volumes of print requests would occur throughout the semester and improve faculty expectations for how quickly print requests could be finished.

Additional work towards improving the Maker Commons 3D printing lab includes working with Sherwyn Saul to design an app that analyzes a 3D print submission and provides feedback for the submitter. Once in place, this should save consultant time when approving requests for printing. Instead of having to take time to email the student regarding why their print cannot currently be printed and how to make adjustments, the app will provide automated feedback in most cases. Additional workflow adjustments will be implemented to better understand the lifecycle of 3D printing equipment, like the extruders.

Identifying areas for increased automation and operational efficiencies will continue to be important throughout the Spring 2017 semester and beyond as the Media Commons group continues to add new services, technologies, and skillsets to an already diverse portfolio without also increasing staffing. The opening of the Immersive Experiences Lab and the inclusion of 360° video as a major area of support will present several opportunities and challenges surrounding existing workflow and staff support.

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A brief summary of this report and accompanying infographic can be found at:
mediacommons.psu.edu/2017/02/fall-2016-semester-report/

University Park Semester Report
Fall Semester 2016

Facilities Breakdown - Fall Semester 2016

University Park Location	# of Appointments	# of People Helped
Pollock Building	131	478
Pattee Library Knowledge Commons	1507	4283
ASI Building	54	83
Hosler Building	71	110
Davey Lab - PAMS Library	70	113
Maker Commons	85	224
Consultation Total	**1918**	**5291**
On Demand Workshops	124	2852
Maker Commons Workshops	9	207
Workshop Total	**140**	**3059**

Appointment Type Breakdown - Spring Semester 2016

Appointment Type	# of People Helped (UP)
Workshop (includes in-class on-demand workshops)	3059
Walk-In	176

| Scheduled	5115
Remote	13

University Park One Button Studio Overview

Fall Semester 2016 Usage Statistics

OBS Location	# of People	# of Videos Created	Total Duration of Videos
Pattee Library Knowledge Commons (two studios)	2496	5025	211h 56m
Pollock Building (two studios)	416	647	31h 48m
ASI Building	1	87	4h 11m
Hosler Building	63	591	19h 5m
Davey Lab - PAMS Library	112	540	19h 11
OBS Totals	**3088**	**6890**	**286h 11m**

Commonwealth Campus Semester Report
Fall 2016
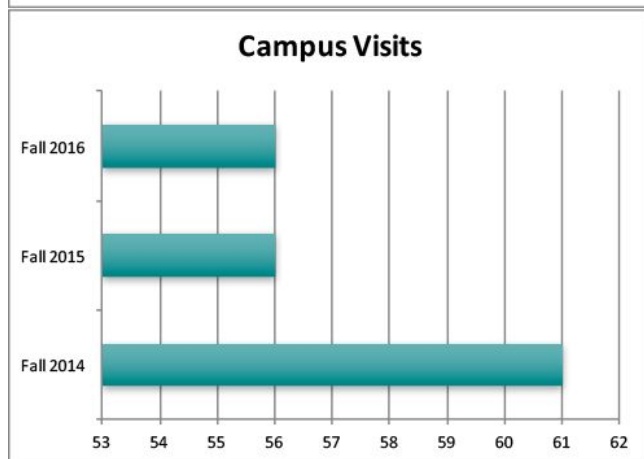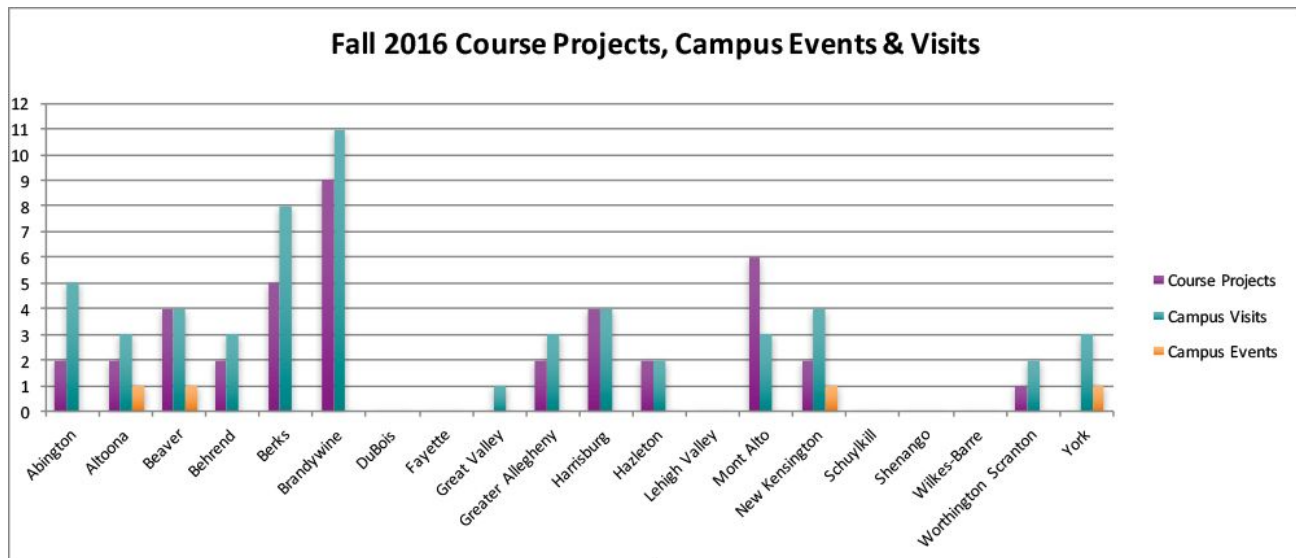
The charts above illustrate course projects, campus events and related campus visits to each location for the Fall 2016 semester as well as comparing each to the past two terms. Media Commons campus consultants traveled on 56 occasions in support of 41 projects and 4 tailored events across the state during this period. These figures point to continued concentration at partner campuses with re-energization of relationships at locations that under-utilized Media Commons through resources like One Button Studio. Campus projects are stabilizing in number again following a dip in the Fall 2014 semester, showing that new instructors from that time are getting more comfortable with offering media projects in their courses when aided by consultant assistance.

Campus	Campus Projects	Campus Events	Campus Visits	# of People Helped[4]
Abington	2	0	5	119
Altoona	2	1	3	94
Beaver	4	1	4	84
Behrend	2	0	3	60
Berks	5	0	8	302
Brandywine	9	0	11	222
DuBois[3]	0	0	0	0

Fayette[2, 3]	0	0	0	0
Great Valley[1]	0	0	1	0
Greater Allegheny	2	0	3	41
Harrisburg	4	0	4	76
Hazleton	2	0	2	18
Lehigh Valley[2, 3]	0	0	0	0
Mont Alto	6	0	3	74
New Kensington	2	1	4	58
Schuylkill	0	0	0	0
Shenango[3]	0	0	0	0
Wilkes-Barre[3]	0	0	0	0
Worthington Scranton	1	0	2	30
York	0	1	3	0
Total	**41**	**4**	**56**	**1178**

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

Commonwealth One Button Studio Overview

OBS Location	# of Videos Created	Total Duration of Videos
Abington	498	11h, 35m
Altoona	691	10h, 56m
Beaver	421	6h, 22m
Behrend	181	3h, 39m
Berks	1006	21h, 55m
Brandywine	188	4h, 55m
Harrisburg	162	8h, 35m
Mont Alto	300	7h, 13m

Schuylkill	21	7m
Totals	**3468**	**75h 17m**

Notable Accomplishments

Altoona: HDFS 414
Dr. Kelly Munly offered her first video project as a new instructor at the Altoona campus and took advantage of the newly installed second studio located at the Ivyside campus library. Students were asked to develop models of teaching and then present them as creative skits or vignettes that would help their classmates - and a broader audience - understand the underlying, researched concepts.

1 MC overview/OBS workshop, 2 remote critiques (storyboard, draft), 1 guest final critique

New Kensington: ENGL 015
Cathy Gerhard took advantage of a last-minute Fall faculty consultation session to develop a completely new video assignment for her ENGL 015 students. Groups were asked to create convincing arguments for positions such as "there is too much swearing in films" or "college is too expensive", all from *The New York Times* list of 301 Prompts for Argumentative Writing. Using research-driven narrative and thoughtful scenarios, each was able to produce engaging final videos that taught them more about their topics along the way than traditional papers (which they turned in) or an in-class speech (which they eschewed).

1 MC overview, 2 remote critiques (storyboard, draft), 1 final in-person critique/workshop

Worthington Scranton + York: One Button Studio Installations
Both the Worthington Scranton and the York campuses installed and opened a One Button Studio. Worthington Scranton's OBS is housed in the Dawson building in their Media Lab, this is also the location of the Media Commons. The York campus installed their OBS in the Lee R. Glatfelter Library. The Media Commons is partially located alongside the OBS in the Library, all the Media Commons equipment will be moved to the library for the Fall of 2017. Both of these campuses are very excited to use and showcase this new resource. As many campuses have had great success with their OBS installations, Worthington Scranton and York are looking forward to the OBS being heavily used and an asset for academic projects.

Wilkes - Barre: Media Commons Finds a New Home
The Media Commons, previously located in the Bell Center for Technology Building at Wilkes - Barre, has found a new home. The Media Commons was moved this Fall to the Nesbitt Library. The Media Commons machines and equipment are now all part of the library inventory. The library has more than half the campus student body visit on a daily basis, making the Media Commons exposure very great. This change at the campus also facilitates the Knowledge Commons principle of merging Media Commons and Library resources.

University Park: NUTR360
Students in Lynn Klees' Disseminating Nutrition Information course (NUTR 360) worked with the Media Commons throughout the semester to create 1-3 minute public service announcement videos and to also create professional blogs using Sites@PSU. Students became comfortable creating evidence-based PSAs using persuasive storytelling and iMovie. Students published their finished videos to their personal blog sites and to YouTube.

2 Sites@PSU workshops, 1 PSA/Scholarly Storytelling/iMovie workshop, 1 open lab

University Park: EMSC 100S

The assignment serves as a capstone assignment in support of the "Physics of Severe Weather" theme of the course. Students in Mark Klima's EMS First-Year Seminar class worked to create a synthesis of a particular tornado case and present it in a 3-5 min video recreation of the particular evening's news.

1 MC overview/iMovie/Scholarly Storytelling workshop

Notable Maker Commons Assignments

University Park: CAS 383

24 first year students in Ellen Taricani's Culture and Technology course worked in groups of three to create a community that demonstrated at least two of concepts learned in the course. Concepts were: identity, recognition, commonality, and bonding. Each group used littleBits and Legos in the Invention Studio to create a community of their choice then made a movie to demonstrate the development of the community. Principles demonstrated throughout the project were collaboration, critical thinking, communication, and creative design.

1 MC overview/littleBits workshop, 1 open lab

Schuykill: EDSGN 100

Greg Katucki's Introduction to Engineering Design course at Penn State Schuylkill campus worked with the Maker Commons this past fall on a unique design challenge. The class was divided into five groups of students. Each group was tasked with designing a unique "Puzzle Box." The finished project required a series multiple moves to open a secret compartment within the box.

Maker Commons printing service

Web Presence Overview

The Media Commons website saw a slight increase in both time spent on site (17%) and the number of pages of content viewed per visit (12%) when compared to the Fall 2015 semester. While most users continued to arrive via Google, there was a 2,000+ user uptick in the number of direct visits, perhaps indicating more use of notes taken during in-class training or reliance on printed materials in editing spaces.

the Media Commons site in Fall 2016 with Using Your One Button Studio content

While the Free Media Library was still the top content (a 6,000 view lead over the University Park appointment request page), the Storyboarding tutorial and Students resource page have both risen fast towards the top of the heap, again potentially indicating greater engagement with materials highlighted during training. The new-for-Spring Using Your One Button Studio page has experienced a 5.5x rate of growth in page views, picking up over 2,000 for the Fall 2016 term.

mediacommons.psu.edu Usage Statistics (August 22 - December 22)

- 29,097 unique visitors viewed content across 37,194 visits
- 90,168 page views
- 77% of visits were from new visitors
- 2.42 pages/visit
- 2:10 per visit spent interacting with the site
- *Acquisition:* 21,361 via Google, 9,577 direct, 1,294 via clc.its.psu.edu, 1,217 via onebutton.psu.edu
- *Locations:* 29,554 from the U.S., 1,219 from the U.K., 1,004 from Canada, 781 from Australia
- *Top content:* Free Media Library, UP appt request, Tutorials library, Storyboarding tutorial, Students page
- *New content:* Using Your One Button Studio (2,079 visits)