

## Summary

Fall 2019 saw **12,576 students and faculty** use the Media Commons, Maker Commons, and Immersive Experiences Lab initiatives across the Commonwealth. Much of this use was focused in **289 classes** in nearly every discipline offered at Penn State. To facilitate these interactions outside of University Park, traveling consultants **visited campuses 72 times** to offer instruction and consultations.

**One Button Studios at 18 campuses** helped students and faculty create **10,351 academic videos**, comprising over **15.9 straight days of video**. Students across the Commonwealth also created **4,228 3D prints** in pursuit of their own curiosity and course work.

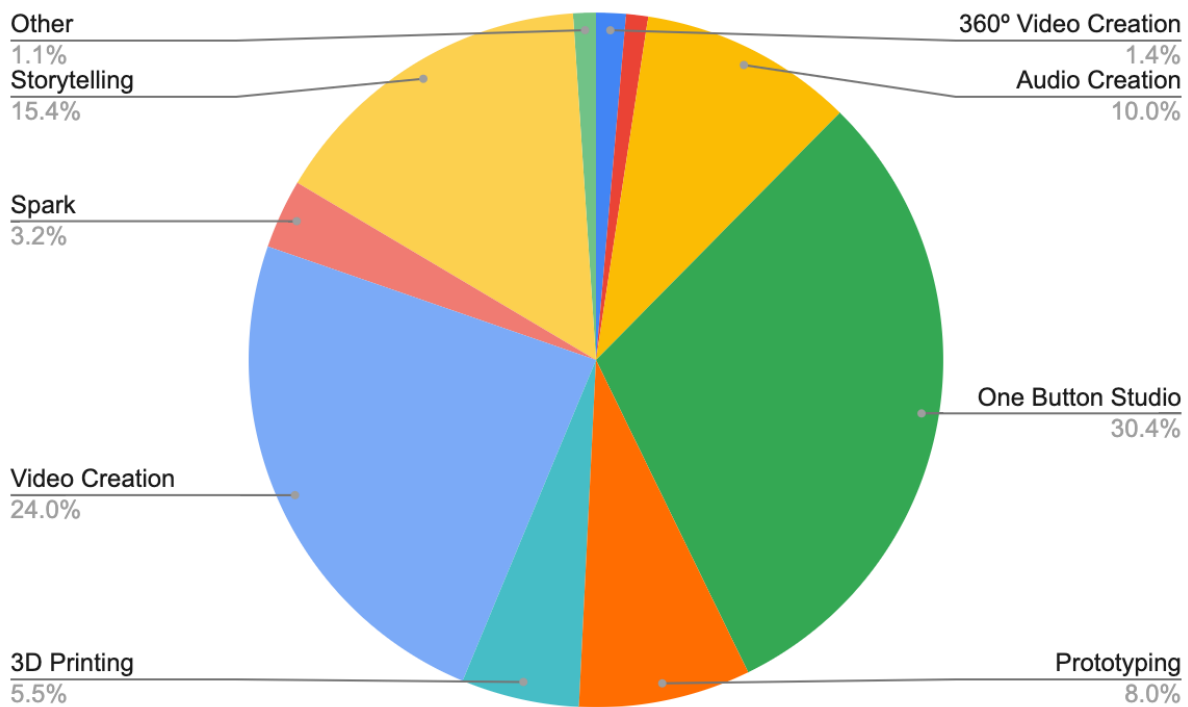
The report that follows breaks down our interactions with students and faculty and examines engagement levels with services offered, locations, and by individual colleges. Throughout the report we'll draw attention to exciting assignments, surprising class partnerships, and interesting observations from the semester - stories that tell the ways in which Penn State faculty and students are pushing the boundaries of education into the future. We'll also point out usage and technology trends that draw from Media Commons' proven history in supporting multimedia and emerging technology as well as reflect on challenges and opportunities in the coming semesters.

## People Helped

Faculty and students used Media Commons and Maker Commons services in a variety of ways in all of our locations over the course of the semester. These charts count how many people were aided by our consultants in either 1-on-1 consultations or in-class workshops.

Media Commons @ University Park	# of People Helped
Pattee Library Knowledge Commons	3,728
Pollock Building Computer Lab	128
PAMS Library, Davey Lab	141
Immersive Experiences Lab, Agricultural Sciences & Industries Building	135
Media Commons Workshops	3,932
Maker Commons Workshops	989
Immersive Experiences (IMEX) Workshops	129
<b>University Park Total</b>	<b>9,182</b>

**University Park Technology Breakdown:**



360° Video Creation	360° Video Consumption	Audio Creation	One Button Studio	Prototyping	3D Printing	Video Creation	Spark	Storytelling	Other
127	94	917	2,790	735	504	2,206	296	1,416	97

**Featured Story:**

The creation of wildlife-related Learn Now-style videos was the focus of a project from **Margaret Brittingham’s Wildlife and Fisheries Sciences 497 at University Park**. These 2 - 6 minute videos, created by students in groups of three, told the story of local wildlife neighbors, from habitat management, to identification challenges, aging techniques, and more.

Media Commons @ Western Campuses	# of People Helped
Altoona	262
Beaver	345
Behrend	37
DuBois	1
Fayette	-
Greater Allegheny	148
Harrisburg	170
Mont Alto	109
New Kensington	288
Pittsburgh Center	10
Shenango	72
<b>Western Campuses Total</b>	<b>1,442</b>

#### Featured Story:

- **Laura Rotunno** expanded a very successful controversy-focused video project in her **ENGL 137H** at **Altoona** to her colleague, **Bill White**'s section of the course, doubling the number of students completing the assignment and expanding the discourse around contested issues like animal rights, marijuana legalization, student athlete pay and more.

Media Commons @ Eastern Campuses	# of People Helped
Abington	305
Berks	410
Brandywine	849
Great Valley	68
Hazleton	108
Lehigh Valley	2
Philadelphia Center	-
Schuylkill	24
Scranton	30
Wilkes-Barre	33
York	123
<b>Eastern Campuses Total</b>	<b>1,952</b>

#### Featured Story:

- In **PSYCH 496** at **Berks**, psychology majors are challenged to present their work and research in a different type of medium: video. Students work individually to create a resume video showcasing why they pursued the psychology field, reflecting upon what they have learned from their research and internships, and explaining where they would like their career to go in the future. Students worked with Media Commons and used iMovie to complete this project.

## Class Partnerships Across Colleges

Media Commons consultants partner with faculty from every college at Penn State to help design multimedia and making assignments, provide workshops for students, and 1-on-1 consultations as the students complete their work. This table represents how many classes were worked with in which colleges during the semester.

*Partnered Service Key: Media Commons = MeC, Maker Commons = MaC, Immersive Experiences Lab = IMEX*

Colleges	University Park				Western Campuses				Eastern Campuses				Grand Totals
	MeC	MaC	IMEX	Total	MeC	MaC	IMEX	Total	MeC	MaC	IMEX	Total	
Agricultural Sciences	7	-	1	8	-	-	-	-	-	-	-	-	8
Arts & Architecture	8	2	9	19	-	-	-	-	-	1	-	1	20
Business	1	-	-	1	3	-	-	3	7	-	2	9	13
Communications	3	-	3	6	-	-	3	3	6	-	-	6	15
Earth & Mineral Sciences	3	2	-	5	1	-	-	1	3	-	-	3	9
Education	8	1	-	9	-	-	-	-	1	-	-	1	10
Engineering	3	21	-	24	1	-	1	2	-	2	-	2	28
Graduate School	-	-	-	-	-	-	-	-	2	-	-	2	2
Health & Human Development	2	-	-	2	6	-	-	6	3	-	-	3	11
Information Sciences & Technology	1	4	-	5	3	1	-	4	1	-	2	3	12
Liberal Arts	102	29	-	131	11	-	-	11	7	-	-	7	149
Medicine	-	-	-	-	-	-	-	-	-	-	-	-	-
Nursing	-	-	-	-	2	-	1	3	-	-	-	-	3
Sciences	1	1	-	2	5	-	-	5	2	-	-	2	9
<b>Totals</b>	<b>139</b>	<b>60</b>	<b>13</b>	<b>212</b>	<b>32</b>	<b>1</b>	<b>5</b>	<b>38</b>	<b>32</b>	<b>3</b>	<b>4</b>	<b>39</b>	<b>289</b>

### Featured Story:

- Immersive viewing assignments continued to expand into new classrooms in the Fall semester. At **Greater Allegheny**, **Rosemary Martinelli** used 360° videos to expose her students in **COMM 260** to newsrooms, press conferences, backlots and more while in her **COMM 370** course, students developing a marketing plan for a local non-profit focused on music education for Autistic youth leveraged 360° content to build empathy through Autism simulations. Meanwhile, in his **PT 290** course at **Mont Alto**, **Daniel Dandy** allowed his pre-clinical students to observe a mock-patient intake and consultation using Oculus Go headsets, then reflect on the principles of their course that could have altered and improved the interaction. His goal is preparing students by ironing out anxieties about the clinic before placement.

## Campus Engagement

Campuses often don't have their own local Media Commons support and so rely on our consultants to visit campus to work with faculty and provide workshops for students. We host several tailored faculty events each semester to discuss opportunities and visit campuses as often as possible to support class partnerships.

Western Campuses	# of Classes	Events	In-Person Visits*	Remote Sessions†
Altoona	6	-	5	4
Beaver	12	-	7	6
Behrend	2	-	1	-
DuBois	-	-	-	-
Fayette	-	-	-	-
Greater Allegheny	7	2	6	-
Harrisburg	-	1	1	-
Mont Alto	2	1	3	-
New Kensington	3	3	6	-
Pittsburgh Center	1	-	1	3
Shenango	1	-	1	-
<b>Totals</b>	<b>34</b>	<b>7</b>	<b>32</b>	<b>13</b>

\* In-Person Visits include travel to campus for teaching workshops, faculty consultations, meeting with students, hosting events, equipment and computer service, and/or One Button Studio tune-ups.

† Remote Sessions denote online trainings via Zoom, critiques of project materials uploaded to Canvas, Box, etc and individual meetings with students via videoconferencing.

### Featured Story:

- Events at **New Kensington** included a kick off to the semester overview of IMEX Lab resources available on campus as well as a prominent place in the Technology Showcase, featuring both immersive tools as well as the 3D scanning roadshow's first offering outside of University Park. The latter was of such impact that it made the Chancellor's semester newsletter: <https://spark.adobe.com/page/whqsYT67ZXXsF/>

Eastern Campuses	# of Classes	Events	In-Person Visits*	Remote Sessions†
Abington	8	-	10	6
Berks	9	1	8	3
Brandywine	13	1	12	2
Great Valley	2	-	4	-
Hazleton	4	-	1	4
Lehigh Valley	-	-	-	1
Schuylkill	1	1	1	1
Scranton	1	-	1	1
Wilkes-Barre	1	-	-	2
York	3	-	2	-
<b>Totals</b>	<b>42</b>	<b>3</b>	<b>39</b>	<b>20</b>

\* In-Person Visits include travel to campus for teaching workshops, faculty consultations, meeting with students, hosting events, equipment and computer service, and/or One Button Studio tune-ups.

† Remote Sessions denote online trainings via Zoom, critiques of project materials uploaded to Canvas, Box, etc and individual meetings with students via videoconferencing.

### Featured Story:

- Students in Cyndy Walton's **BUSAD 822** class, both at the **Penn State Great Valley** and **Penn State Berks** campuses, were challenged to use Adobe Spark Pages to create attractive web pages for their small businesses. This is a class of entrepreneurial students, and the goal in using Spark is to encourage them to make and use their webpage, and webpage making skills, for future business endeavors.

## One Button Studio

Media Commons supports the One Button Studio project across many campuses. The One Button Studio allows students and faculty to simply create good quality academic videos, often for recording presentations, lectures, and demonstrations, or completing class assignments.

Location	# of Videos Created	Total Duration of Videos H:M:S
Pattee Library Knowledge Commons (2 studios)	5,269	224:59:26
Pollock Building Computer Lab (2 studios)	656	24:40:13
PAMS Library, Davey Lab	537	24:57:43
<b>University Park Total</b>	<b>6,462</b>	<b>274:37:22</b>
Abington	247	5:31:26
Altoona	438	16:22:58
Beaver	409	5:30:00
Behrend	82	3:04:27
Berks	391	8:02:46
Brandywine	310	5:32:15
Greater Allegheny	61	00:23:29
Great Valley	51	2:30:02
Harrisburg	28	00:09:40
Hazleton	Closed	for Renovation
Hershey	149	5:55:59
Lehigh Valley	Did Not	Report
Mont Alto	101	2:35:06
New Kensington	285	8:55:00
Pittsburgh Center	17	00:40:00
Schuylkill	240	12:10:13



Scranton	566	18:49:37
Shenango	279	5:34:43
York	235	5:14:56
<b>Commonwealth Total</b>	<b>3,889</b>	<b>107:02:37</b>
<b>Total One Button Studio Use</b>	<b>10,351</b>	<b>381:39:59</b>

## 3D Printing

The Maker Commons offers students at University Park, the Commonwealth Campuses, and World Campus access to 30 3D printers through an online submission process. The printers are located at University Park but, through a partnership with University Libraries, are able to ship prints to any student for easy pick-up.

Unique PSU Users	1,205
Hours of Print Time	14,175 (~591 days)
Successful Prints	4,228
Filament Used	146,910 grams (~324 lbs or ~31 mi)

### Featured Story:

- Students from **Kevin Bowley's METEO 440W** class at **University Park** were tasked with creating rain gauges in TinkerCAD and 3D printing their creations in the Maker Commons. Students then tested the accuracy of their creations.

## Website Reach

The Media Commons website seems to be undergoing a transformation from a largely inward-facing tool to a global resource for information about video and audio production. While usage within the university audience has remained stable, increased visitation from literally everywhere else continues growing rapidly.

- The number of unique visitors reached **149,336, up a respectable 4%** from the Fall 2018 semester.
- The year over year pageviews figure stayed remarkably **steady at nearly 225K** (224,422).
- We continue to interpret the **1.31 pages/visit figure (down another 4% this year)** as users being able to more quickly find content via nav and search.

- Just **21,323 users were within the Commonwealth**, allowing for the rough inference that 14% of all traffic was from in the University. This is **down 1% from Fall 2018**.
- Within Pennsylvania, **15,047 users visited our homepage** while elsewhere on the website:
  - 3,037 users visited the Free Media Library
  - 1,265 visited the Students resource
  - 896 visited the tutorial on creating an Adobe Spark account
  - 884 visited the faculty-facing Using Your OBS resource
  - 727 visited the iMovie Modules landing page
- Of the other 85% of website traffic, almost  $\frac{3}{4}$  originated in the United States while **27% of visits originated outside of the country**.
  - This represents a **10% decrease in foreign traffic** year over year. Further investigation is needed into what this change may indicate.

## Challenges, Opportunities & Notable Trends

- To reflect the growth of interest in storytelling as a category of engagement, especially with ENGL 15, we have broken Storytelling out of the Other category when looking at our engagement breakdown across workshops and consultations. This demonstrates continued interest by instructors and students in this area which Media Commons will use to look for new opportunities.
- Graham Berg departed from Penn State in September. We wish him well! Numbers in Pollock were down as a result as the location remained largely unstaffed except for the busiest parts of the semester. Trace Brown stepped in to provide university-wide One Button Studio support while we searched for a replacement for Graham who will start in the spring semester.
- Similarly, Markus Furer departed from the Media Commons Coordinator role at the end of the Fall semester after pulling double-duty during the semester in his new role of Emerging Technology Coordinator. A new Media Commons Coordinator will arrive in the Spring semester. We will use this period of transition to re-evaluate and grow many of our existing services, processes, and practices.
- Interest continues to grow around the use of the high-end 3D scanner, with several events around the Commonwealth to showcase the technology taking shape under the banner of the “3D Scanning Roadshow.”