Supporting the 21st Century Learner: Building a Multimedia Production Center

私立大学図書館協会

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W.E.B. Du Bois Library | University of Massachusetts Amherst, USA
Presentation Focus

- University of Massachusetts Amherst Library System: Overview

- Development of the Learning Commons
  - Timeline
  - Current Spaces and Services
  - Assessment

- Development of the Multimedia Production Center
  - Vision and Task Force Development
  - Student Needs Assessment
  - Workshop Development
  - Facilities and Space Planning
  - Staffing Model
University of Massachusetts Amherst: At-a-Glance: 2012

- 4-year, Public Institution

- Student-to-faculty ratio: 18 to 1

- Programs Offered
  - Associate: 75
  - Bachelor’s: 5036
  - Master’s: 1322
  - Doctoral: 282
  - Certificate: 57

- Enrollment (Spr 2012)
  - Undergraduate: 22,635
  - Master’s: 3,115
  - Doctoral: 2,501

Minuteman Statue, Amherst Campus
<table>
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<tr>
<th>School or College</th>
<th>Undergraduate</th>
<th>Headcount</th>
<th>Student Majors</th>
<th>Graduate</th>
<th>Total</th>
<th>FTE Student Majors</th>
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<td>Junior</td>
<td>Senior</td>
<td>Other</td>
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<td>462</td>
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| Unduplicated (Primary Majors)                         | 3,972         | 4,791     | 4,518  | 6,111  | 139   | 19,531| 1,400  | 161 | 1,561 | 1,746  | 618  | 2,364 | 3,146 | 771  | 4,082 |
| State-Supported                                       | 20            | 121       | 319    | 393    | 503   | 1,356 | 1,461  | 93  | 1,554 | 124    | 13   | 137   | 1,585 | 106  | 2,006 |
| Continuing and Professional Education                 | 20            | 121       | 319    | 393    | 503   | 1,356 | 1,461  | 93  | 1,554 | 124    | 13   | 137   | 1,585 | 106  | 2,006 |

Definitions and Notes

Student Majors: A student with a declared major within the school or college. At the undergraduate level, data reported represent a duplicated count of student majors (primary and secondary majors). FTE student majors are distributed proportionally across major programs. See Enrollment Definitions for additional details.

Active: Matriculating graduate students registered for courses or dissertation credits.

Program Fee (PF): Matriculating graduate students assigned three credits while on Program Fee (no course).

Primary Majors: The actual count of undergraduate students whose primary major is in this school/college.

Secondary Majors: The actual count of undergraduate students whose secondary or tertiary declared major is in this school/college.

Continuing and Professional Education (CPE): Undergraduate and graduate programs administered through CPE.

Note 1: All data reflect the current organizational structure. See Organizational Changes for additional details: [www.umass.edu/oapa/publications/admission_enrollment_reports/enroll_def_and_data_compar.pdf](http://www.umass.edu/oapa/publications/admission_enrollment_reports/enroll_def_and_data_compar.pdf)

Note 2: Excludes UMass undergraduate students on exchange at other institutions.

Note 3: Non-Degree Graduate students are reported with the Total for 'All Graduate.'
Library Locations: Amherst Campus

- W.E.B. Du Bois Library
- Science & Engineering Library
  Located in Lederle Graduate Research Center (LGRC)
- Image Collections Library (ICL)
  Located in Bartlett Hall
- Music Reserves Lab
  Located in Fine Arts Center (FAC)
W.E.B. Du Bois Library

- Tallest University Library in the world at over 296 ft
- Over 3.6 million volumes
- Over 200 databases
- Resources primarily in humanities, social and behavioral sciences
- Houses entire collection of memoirs and papers of W.E.B. Du Bois
Learning Commons (LC)

- Open 24 hours a day, 5 days a week
- Focus on undergraduate student support
- Located on the lower level of the W.E.B. Du Bois Library
Development of the LC Timeline: 2005-2010

- **Spr 2003**: Grassroots effort initiated by...
- **Fall 2004**: Forming of the PLCC: Provost’s Learning Commons Committee
- **Sum 2005**: Construction for LC starts
- **Fall 2009**: Coordinator appointed for Learning Commons
- **Spr 2010**: Grand opening of Expansion

**2003**
- **Spr 2004**: Faculty and student focus groups on service provision
- **Sum 2005**: Student focus groups on furniture
- **Fall 2005**: Grand opening of Learning Commons Oct 21, 2005
- **Fall 2009**: Start of Phase 1 Construction on renovation project

UMass Amherst
Current Spaces in the LC

UMass Amherst
Current Services in the LC

- Technology support from the Office of Information Technologies (OIT)
- Research support from University Librarians
- Circulation and Reserves
- Assistive Technologies Center
- University Writing Center
- International Programs Office (for study abroad programs)
- Academic Advising
- Learning Resource Center (tutoring, on the 10th floor)
Learning Commons Assessment

- How are students really using the space?

- Qualitative data collection methods
  - Ethnographic research/pairing with Anthropology course
  - Conversations with faculty and students

- Quantitative data collection methods
  - LibQUAL+™
  - Headcounts
Preliminary Findings: Multimedia Support Needed

- Increase in use of circulating digital cameras and space for audio/visual recording

- Increasing usage of Multimedia ‘Pods’ (implemented 2009)

- Faculty assignment of multimedia projects
Increasing Multimedia Assignments

- First Year Writing (ENG112), Unit IV
- Public History, Oral Histories
- Anthropology, Digital Narratives
Development of a Multimedia Production Space

- Vision and Task Force Organization
- Student Needs Assessment
- Workshop Development
- Facilities and Space Planning
The Vision of University Libraries and OIT

A space where students can:

- Produce media projects
- Edit and encode media projects
- Review/screen media projects
- Receive support in multimedia

Engineering Lab, UMass Amherst
Exemplary Model

Multimedia Support at the Point of Need
Digital Storytelling at Mercy College

**Faculty**
How do I encourage technology fluency and evaluate learning outcomes?

**Students**
How do I design and create a multimedia presentation for class?

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**Digital Storytelling Project**
Marrhes Analysis, Technology, and Critical Reflection

- Students use images, music, and narration to compose story
- Acquire basic multimedia skills
- Final project presented in freshman seminar course

**Librarian, Instructional Designer, and Tech Manager**
Provide Expertise

- Library Learning Commons houses requisite technology
- Team consults students on project creation
- Online LibGuide resources:
  - Free software and tutorials
  - Royalty-free images and sound
  - Storyboarding guides
  - Project templates

*Source: Education Advisory Board interviews and analysis.*

University Leadership Council, *Redefining the Academic Library* (2011)
Task Force Development

- Task force leadership = Library and OIT
- Library Systems
- Learning Commons Coordinator
- Instructional Technologist, Faculty Support
- Associate Director, Help Services
- Software Support
- Apple Support Specialist
- Faculty Member
- Student Member
Needs Assessment Process

- Focus Groups: students, faculty, staff
- Case Studies/testimonials
- Surveys (OIT) – multimedia focus
- Site Visits/environmental scan
Focus Groups: Successful Model

- Focus Groups: students, faculty, staff

- Placemats designed with targeted, multimedia questions

- Findings:
  - Definition of multimedia varies broadly
  - **Support is the most important factor**
  - Overall fear/caution of multimedia projects, due to lack of skills
Placemat Model: a Closer Look

1. What kind of media-based assignments do you currently have your students do?

2. What kind of training would your students need to produce multimedia?

3. What are some obstacles that are keeping you from assigning your ideal multimedia project?

4. THE GOAL: What do you value most about having your students work with multimedia? *

5. Would you consider allowing students to create multimedia in lieu of another assignment?

6. Pitfall: What do you see as the greatest pitfalls in student multimedia production?

In search of a multimedia commons

How long is a typical segment?

How long would you have students work?

UMass Amherst
Case Studies/Testimonials

- Digital Storytelling: Anthropology
- Ethnographic Videography: Anthropology/Communications
- First Year Writing Open Media Project: English
- Emerging Technologies: English
Annual Faculty Survey (OIT)

- What type(s) of media-based projects would you be interested in assigning your students (ex: digital stories, video narratives, animations, text/graphics, etc.)?

- What types of spaces/equipment/resources would your students need to complete these assignments?

- How would you like to see multimedia production training/support integrated into your courses?
Site Visits: Findings

Yale Broadcast & Media Center

McMahon Center, Quinnipiac University

Digital Design Lab, Tufts University

Arnold Bernhard Library, Quinnipiac University
Multimedia Workshops

- Multimedia Project Development
  - Basic project planning
  - Storyboarding

- Media Management
  - Selecting appropriate file types
  - File storage and sharing

- Getting the Shot
  - Selecting the best equipment
  - Hands-on recording experience
Workshop Instruction Model

Staff Instructors

Student Instructors

OIT Computer Classrooms  Libraries  OIT Help Desk
Facilities and Space Planning

Phase I

Phase II
Developing Initial Space Concept

Collaborative layout with colorforms

Initial layout for submission to designer
Floor Plan Option 1
Option 1: 3D
Floor Plan Option 2
Project Timeline

- Summer 2012 – Phase I commences
- Fall 2012 – Phase I continues
- Spring 2013 – Phase I Complete
- Fall 2013 – Commence Phase II(??)
Construction in Progress

Security Cages and Service Desk, Prior to Removal

Post-removal
Fall 2012

- Multimedia Workshops Offered – instructed by staff, observed by students

- Coordinator FTE Search

- Construction begins
Spring 2013

- Multimedia Workshops Offered – Student Peer-to-peer instruction model
- Phase I construction completed
- New quiet study space created on 5th floor of library to replace 3rd floor quiet study area displaced by Phase II
Staffing Model (Preferred)

Coordinator, Multimedia Center

Multimedia Managers

Multimedia Center Student Employees
Coordinator, Multimedia Center (FTE)

- Search conducted regionally

- Librarian II position: “Master's degree in library science – or equivalent degree – from a program accredited by the American Library Association, or its appropriate equivalent in librarianship from another country, or have appropriate equivalent experience.”

- Preferred closing date: Oct 12th

- Position created using preexisting models

- Search committee: Library, OIT and Faculty membership
Current Project Status

- North side of 3rd fl in Du Bois has been ‘leveled’ – new carpet installed (as part of Phase I)
- Floor plan(s) from architect/space planners to be reviewed by task force Oct 18th
- Multimedia Coordinator Search Committee – first meeting Oct 16th; looking to fill position early Dec
- Multimedia workshops for undergrads – last session wrapping up Oct 22nd
Project Side Effects

- Circulation/Reserves
- Learning Commons
- Reference Liaisons
Contact Information

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Referenced in this Presentation:

Report: Redefining the Academic Library: Managing the Migration to Digital Information Services, 2011


PEW Internet and American Life Project
http://www.pewinternet.org/

University of Massachusetts Amherst Office of Institutional Research
http://www.umass.edu/oapa/

National Center for Education Statistics: College Navigator: University of Massachusetts Amherst
http://nces.ed.gov/COLLEGENAVIGATOR/?q=University+of+Massachusetts&s=all&id=166629#general