



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

私立大学図書館協会

Sarah C. Hutton | Head, Undergraduate Teaching & Learning Services
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 2.
STUDENT MAJORS
Headcount (HCT) and Full-time Equivalent (FTE) Student Majors
Spring Semester 2012

ENR - 2

CAMPUS SUMMARY

| School or College | HEADCOUNT STUDENT MAJORS | | | | | | | | | | | | | | | Total | FTE STUDENT MAJORS | | |
|--|--------------------------|--------------|--------------|--------------|------------|---------------|-------------------|------------|--------------|--------------|------------|--------------|--------------|------------|--------------|---------------|--------------------|----------------|-----------------|
| | Undergraduate | | | | | | Graduate | | | | | | | | | | UGrad | Grad | Total |
| | First-Year | Sophomore | Junior | Senior | Other | ALL UGRAD | MASTER'S/C.A.G.S. | | | DOCTORAL | | | ALL GRADUATE | | | | | | |
| | | | | | | Active | PF | Total | Active | PF | Total | Active | PF | Total | | | | | |
| College of Humanities and Fine Arts | 349 | 608 | 725 | 1,088 | 4 | 2,774 | 366 | 35 | 401 | 226 | 104 | 330 | 592 | 139 | 731 | 3,505 | 2,419.1 | 653.1 | 3,072.2 |
| College of Natural Sciences | 1,196 | 1,569 | 1,431 | 1,910 | 17 | 6,123 | 174 | 44 | 218 | 808 | 126 | 934 | 982 | 170 | 1,152 | 7,275 | 5,831.7 | 844.9 | 6,676.6 |
| College of Social and Behavioral Sciences | 429 | 777 | 1,012 | 1,416 | 1 | 3,635 | 162 | 38 | 200 | 211 | 147 | 358 | 373 | 185 | 558 | 4,193 | 3,216.9 | 427.2 | 3,644.1 |
| School of Education | - | - | - | - | - | - | 346 | 14 | 360 | 171 | 141 | 312 | 517 | 155 | 672 | 672 | - | 581.2 | 581.2 |
| College of Engineering | 276 | 343 | 334 | 639 | 10 | 1,602 | 217 | 42 | 259 | 165 | 56 | 221 | 382 | 98 | 480 | 2,082 | 1,652.4 | 415.2 | 2,067.6 |
| School of Management | 581 | 767 | 942 | 1,319 | 1 | 3,610 | 1,181 | 61 | 1,242 | 51 | 17 | 68 | 1,232 | 78 | 1,310 | 4,920 | 3,389.0 | 787.7 | 4,176.7 |
| School of Nursing | 66 | 64 | 63 | 115 | 51 | 359 | 27 | 1 | 28 | 148 | 22 | 170 | 175 | 23 | 198 | 557 | 352.8 | 135.9 | 488.7 |
| School of Public Health and Health Sciences | 227 | 430 | 402 | 521 | - | 1,580 | 388 | 19 | 407 | 90 | 18 | 108 | 478 | 37 | 515 | 2,095 | 1,539.7 | 415.4 | 1,955.1 |
| University, Undeclared | 913 | 542 | 63 | 2 | - | 1,520 | - | - | - | - | - | - | - | - | - | 1,520 | 1,555.1 | - | 1,555.1 |
| Other Programs | 20 | 122 | 327 | 405 | 1 | 875 | - | - | - | - | - | - | - | - | - | 875 | 498.5 | - | 498.5 |
| Non-Degree | - | - | - | - | 557 | 557 | - | - | - | - | - | - | - | - | 472 | 1,029 | 239.5 | 215.4 | 454.9 |
| Total | 4,057 | 5,222 | 5,299 | 7,415 | 642 | 22,635 | 2,861 | 254 | 3,115 | 1,870 | 631 | 2,501 | 4,731 | 885 | 6,088 | 28,723 | 20,694.7 | 4,476.0 | 25,170.7 |
| Primary Majors | 3,992 | 4,912 | 4,837 | 6,504 | 642 | 20,887 | 2,861 | 254 | 3,115 | 1,870 | 631 | 2,501 | 4,731 | 885 | 6,088 | 26,975 | 19,763.9 | 4,476.1 | 24,240.0 |
| Secondary Majors | 65 | 310 | 462 | 911 | - | 1,748 | - | - | - | - | - | - | - | - | - | 1,748 | 930.8 | - | 930.7 |
| Unduplicated (Primary Majors) | | | | | | | | | | | | | | | | | | | |
| State-Supported | 3,972 | 4,791 | 4,518 | 6,111 | 139 | 19,531 | 1,400 | 161 | 1,561 | 1,746 | 618 | 2,364 | 3,146 | 779 | 4,082 | 23,613 | 20,064.4 | 3,370.8 | 23,435.2 |
| Continuing and Professional Education | 20 | 121 | 319 | 393 | 503 | 1,356 | 1,461 | 93 | 1,554 | 124 | 13 | 137 | 1,585 | 106 | 2,006 | 3,362 | 630.3 | 1,105.2 | 1,735.5 |

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.

Other: Includes post-graduate and all non-degree students.

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

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)*

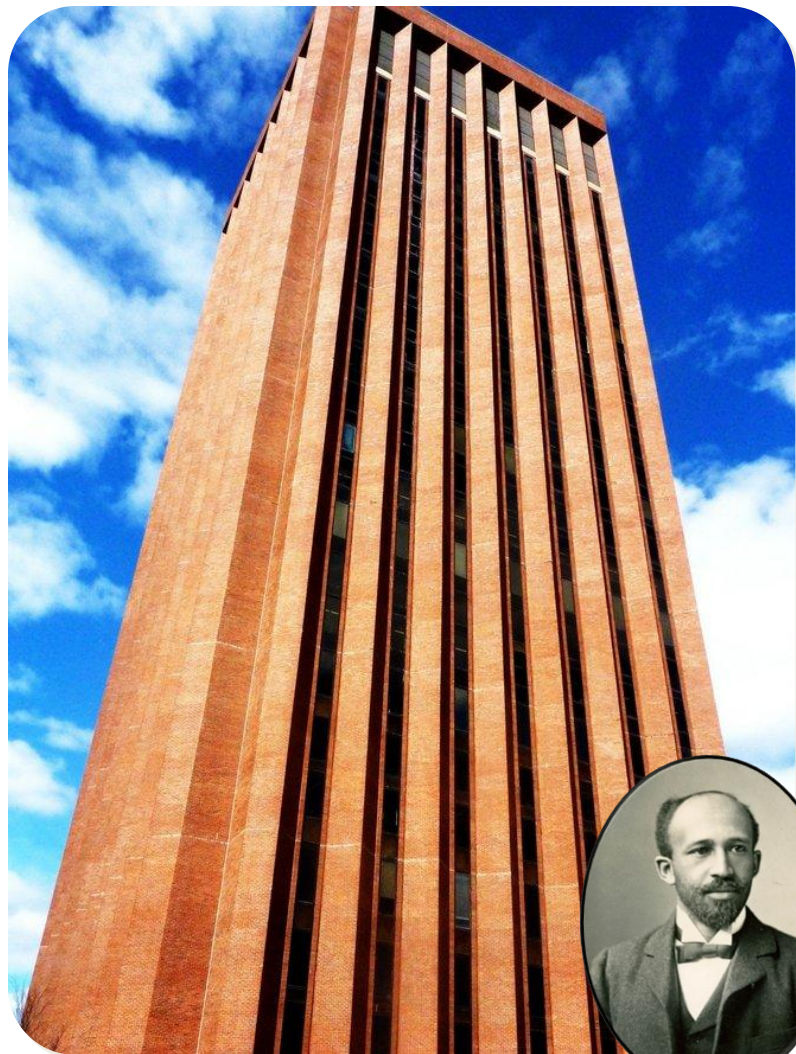


**Image Collections
Library (ICL)**
*Located in Bartlett
Hall*



Music Reserves Lab
Located in Fine Arts Center (FAC)

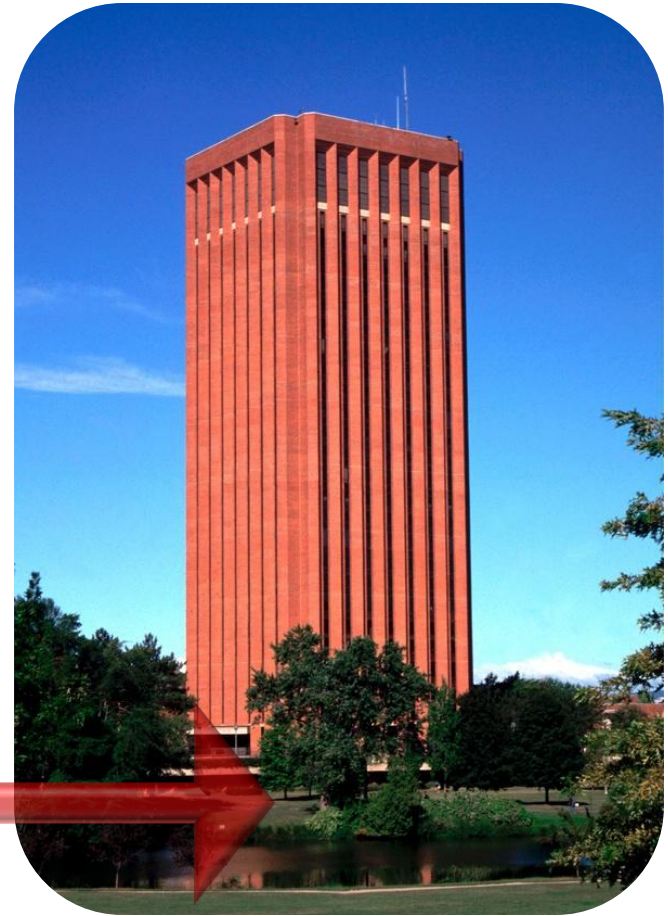
W.E.B. Du Bois Library



- 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

2010

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 I Construction on renovation project



Current Spaces in the LC



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

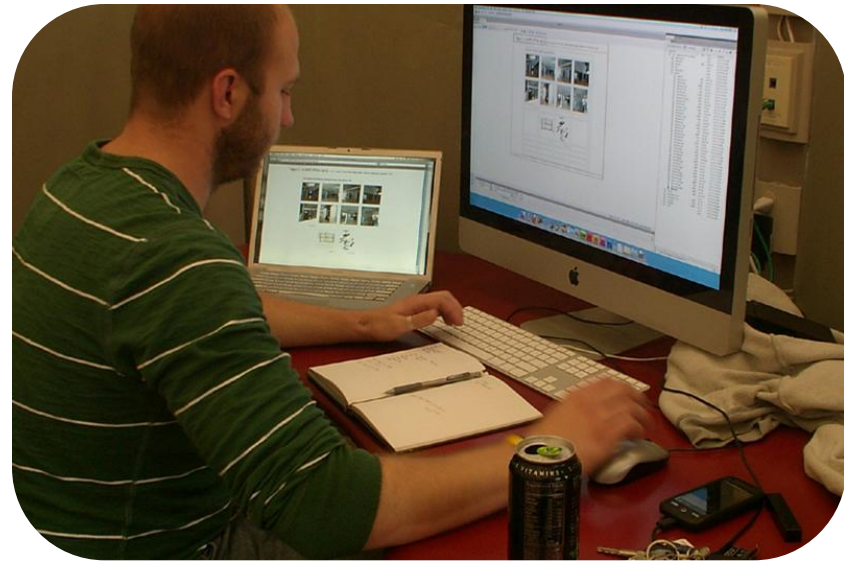


- Increase in use of circulating digital cameras and space for audio/visual recording
- Increasing usage of Multimedia 'Pods' (implemented 2009)
- Faculty assignment of multimedia projects



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



Jodi on Camera by the_toe_stubber, via Flickr

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?

Digital Storytelling Project Marries 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

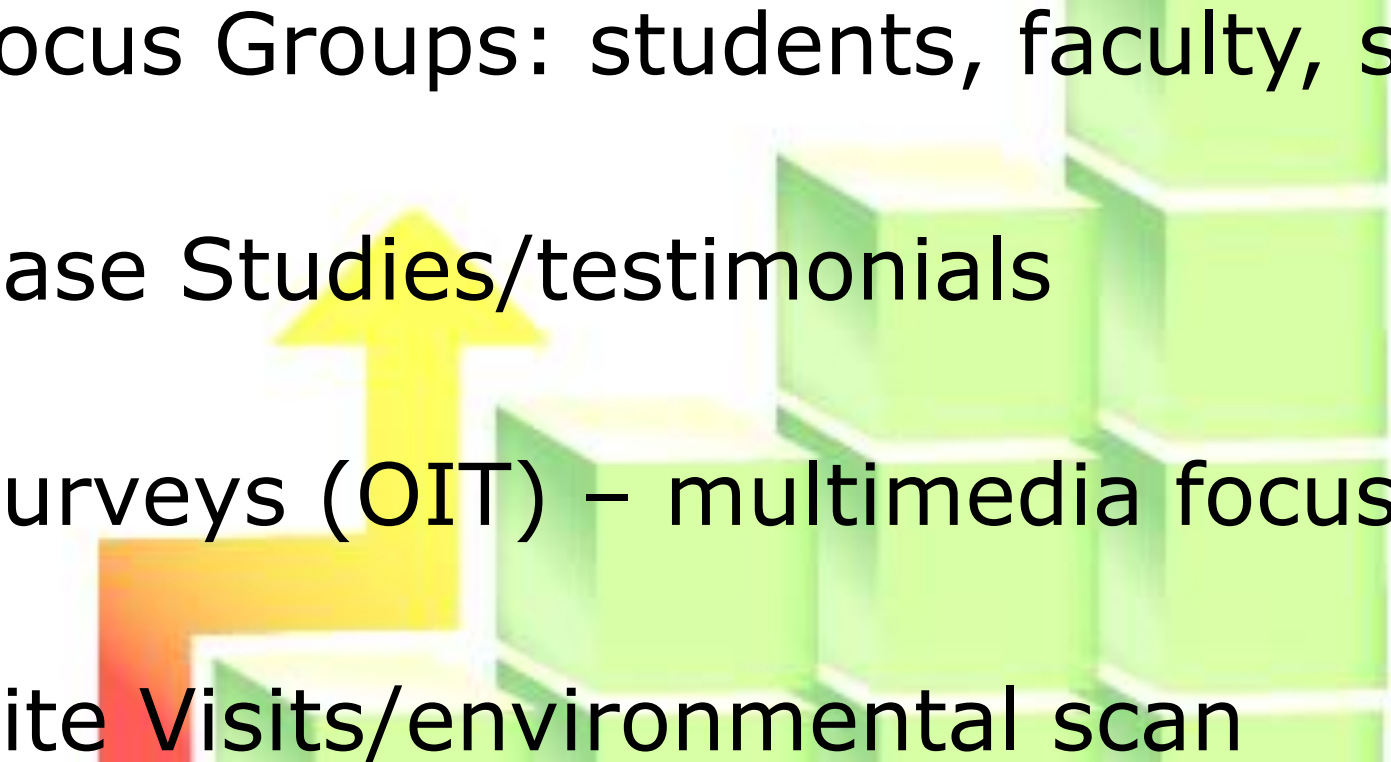
Source: Education Advisory Board interviews and analysis.

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

IN SEARCH OF A MULTIMEDIA COMMONS
brought to you by the Multimedia Learning Commons Task Force

But first, how do YOU define multimedia?

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

How long is a typical segment?

| | | | | | | |
|--|---|----|----|----|----|----|
| | 5 | 10 | 15 | 20 | 25 | 30 |
|--|---|----|----|----|----|----|

less than 1 minute more than 30 minutes

② What kind of media-based assignments do you WISH you could give to your students?

How long would a typical segment be?

| | | | | | | |
|--|---|----|----|----|----|----|
| | 5 | 10 | 15 | 20 | 25 | 30 |
|--|---|----|----|----|----|----|

less than 1 minute more than 30 min

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

pitfall:

④ What kind of training would your students need to produce multimedia?

pitfall:

⑤ What do you see as the greatest pitfalls in student multimedia production?

pitfall:

⑥ THE GOAL: What do you value most about having your students work with multimedia? *

⑦ * would you consider allowing students to create multimedia projects in lieu of another assignment?

Fill them in as you go along!

work sheet design by FRED ZINNY
2011 OIT ACADEMIC COMPUTING

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

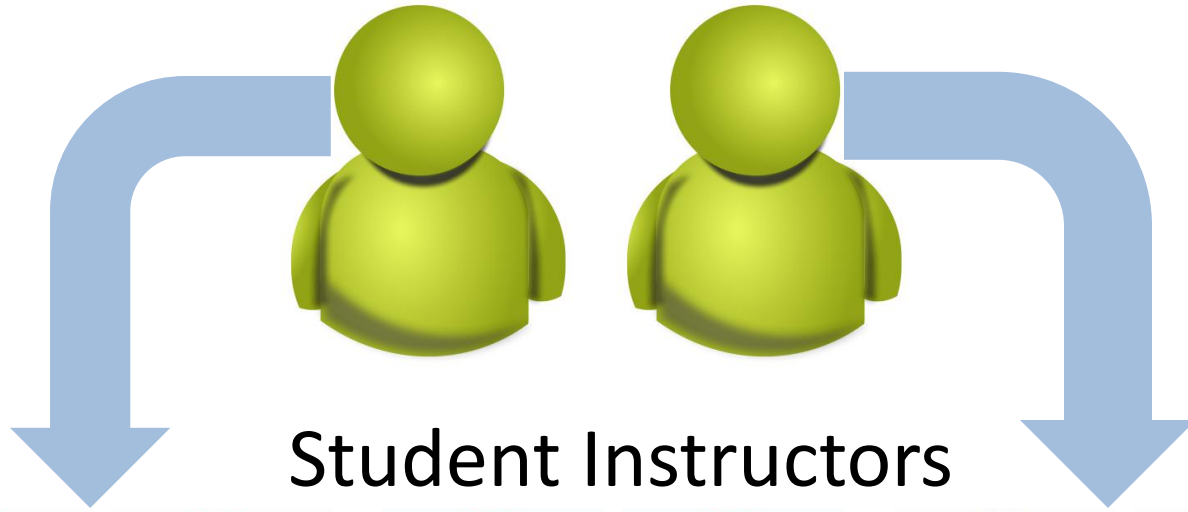
Multimedia Workshops

- 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

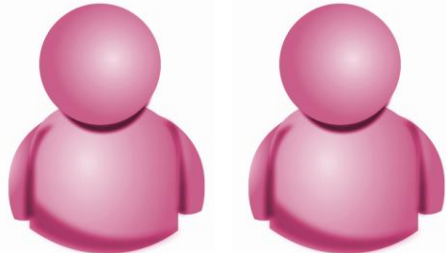


Workshop Instruction Model

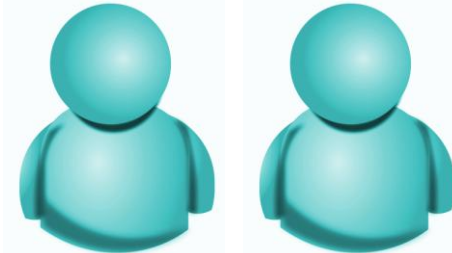
Staff Instructors



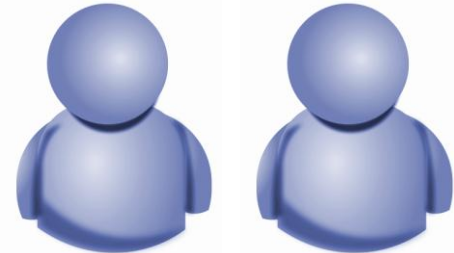
Student Instructors



*OIT Computer
Classrooms*

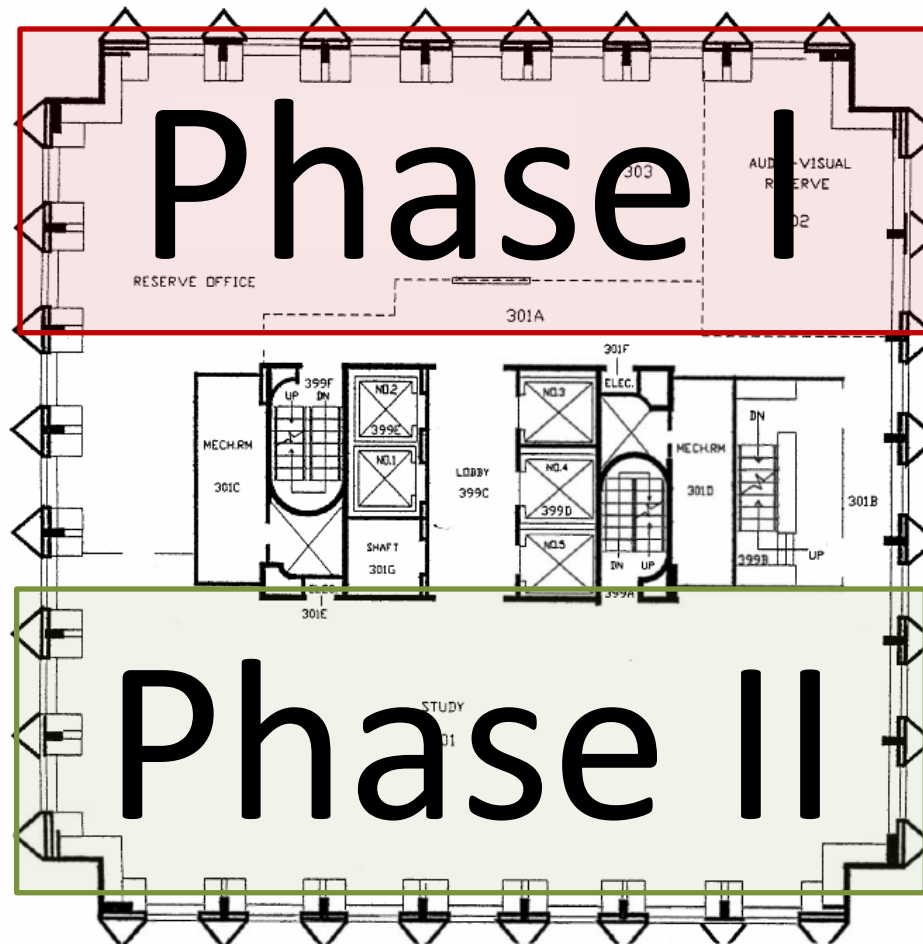


Libraries



*OIT Help
Desk*

Facilities and Space Planning

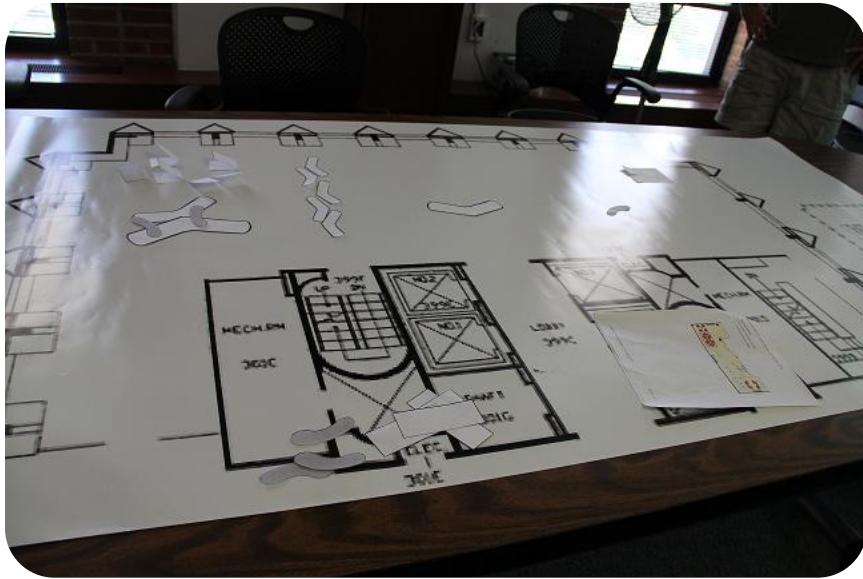


stage three
consolidation

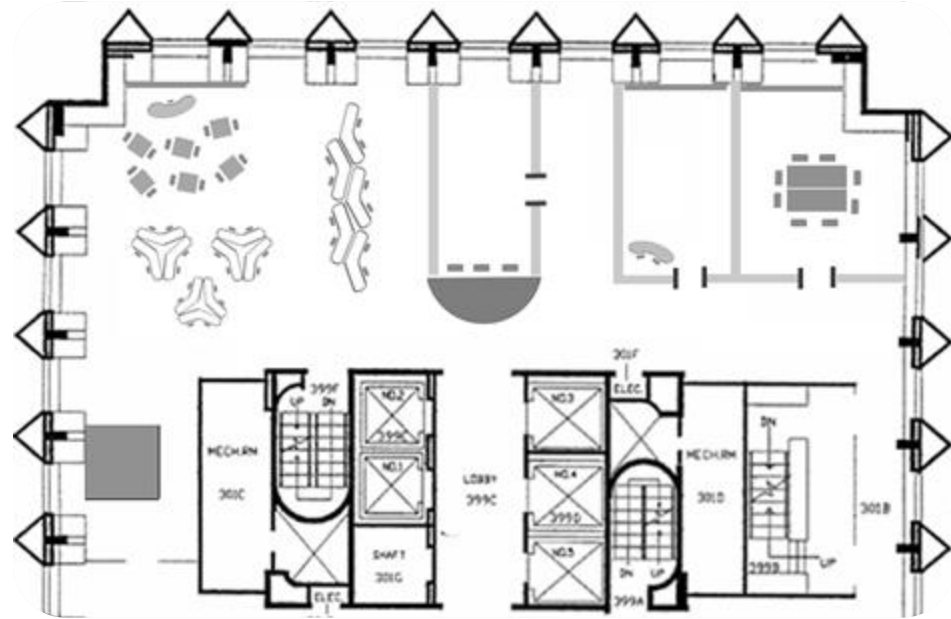
| | |
|-----------------------------------|----------------|
| UNIV. OF MASS | |
| Office of Space Management | |
| Building Name: DU BDIS LIBRARY | |
| Building # 417 | Scale: TO FIT |
| Date: 06/88 | Revised: 12/94 |

3RD FLOOR PLAN

Developing Initial Space Concept

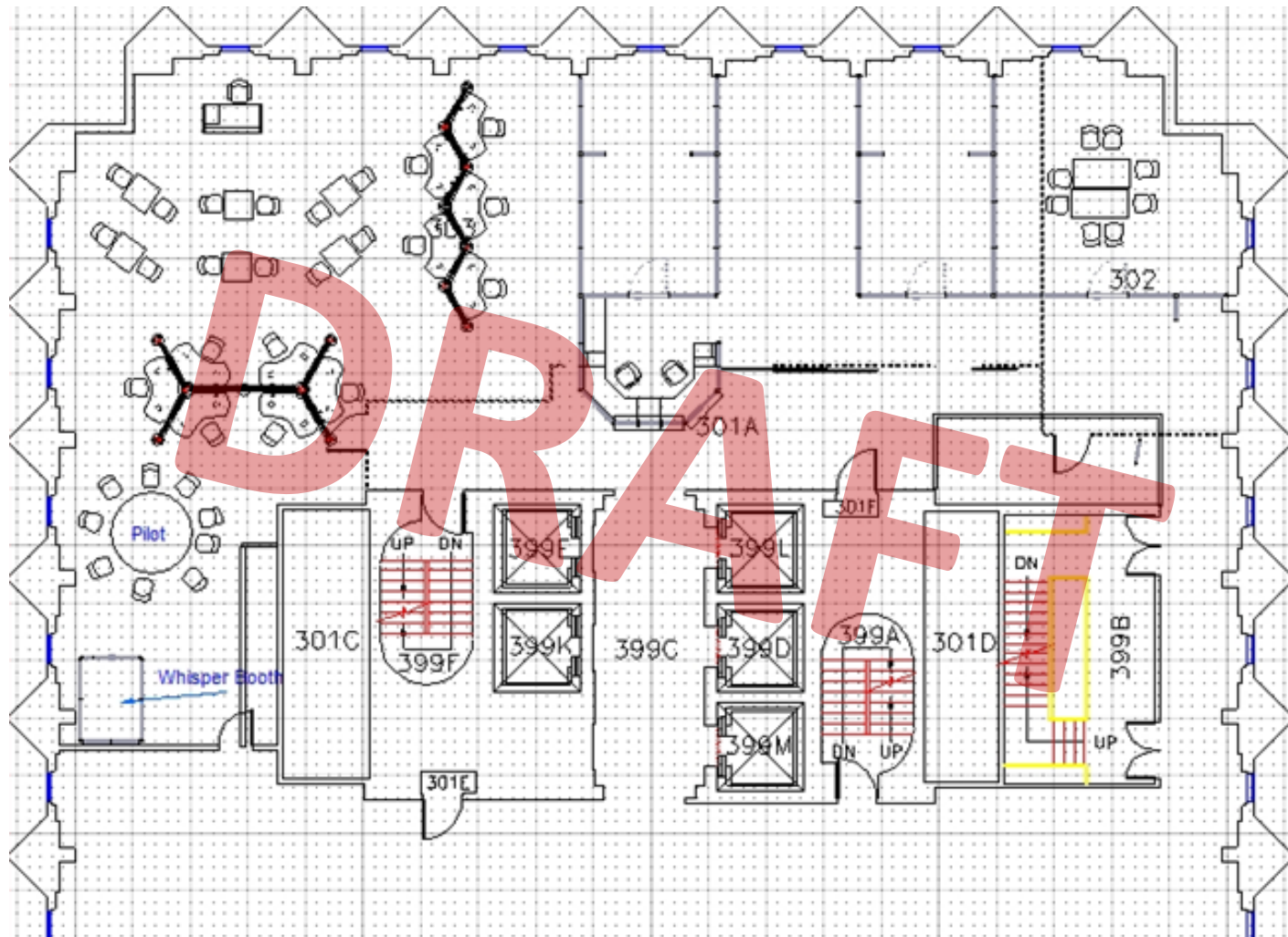


Collaborative layout with colorforms

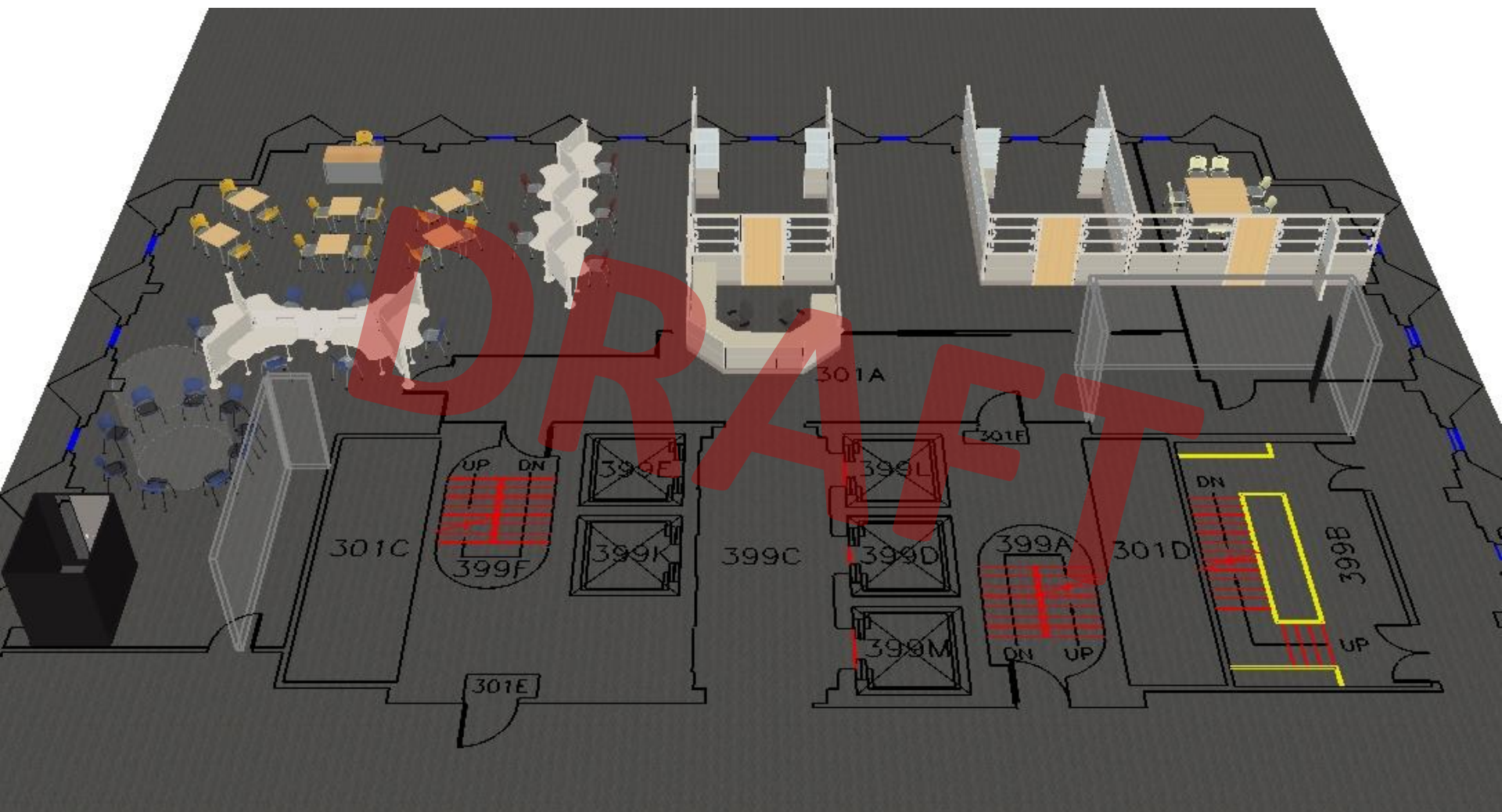


Initial layout for submission to designer

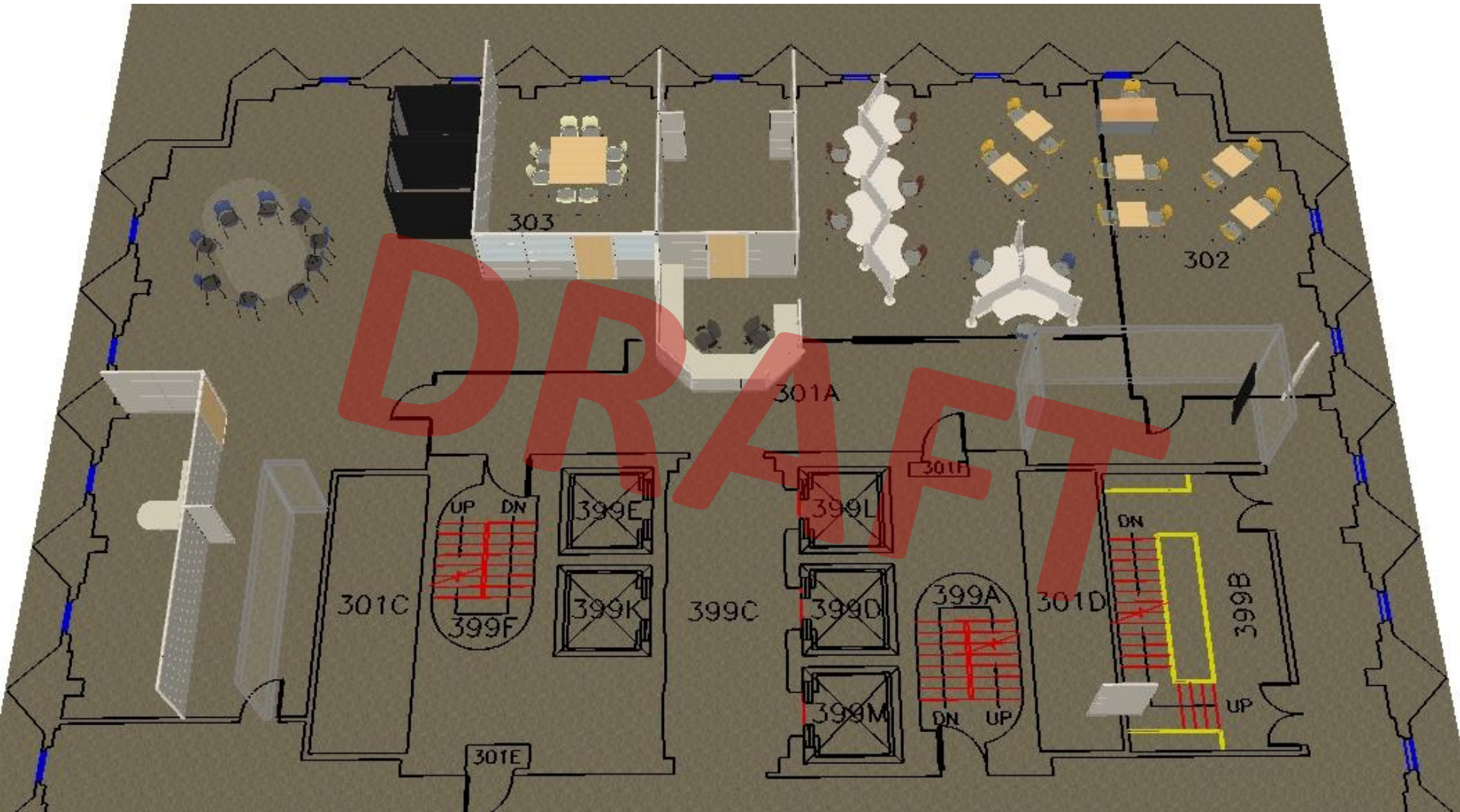
Floor Plan Option 1



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

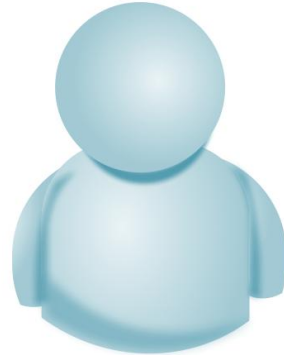
Fall 2012

- Multimedia Workshops Offered – instructed by staff, observed by students
- Coordinator FTE Search
- Construction begins

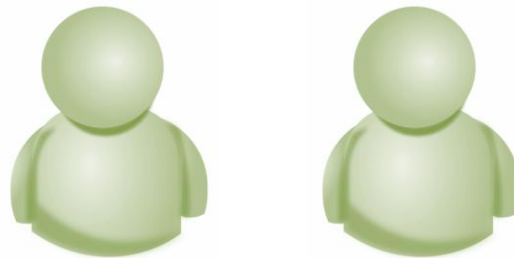
Spring 2013

- 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

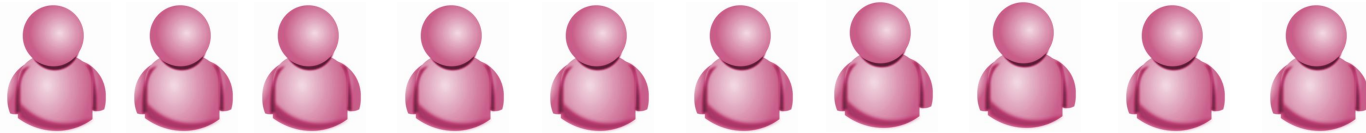
Staffing Model (Preferred)



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

A high-speed photograph of a water droplet falling into a pool of water, creating a series of concentric ripples. The droplet is captured mid-fall, just above the surface, with a small splash of water below it. The background is a light, neutral color.

- Circulation/Reserves
- Learning Commons
- Reference Liaisons

Contact Information

ありがとうございました



Sarah Hutton

Head, Undergraduate Teaching and Learning Services, W.E.B. Du Bois Library

shutton@library.umass.edu

Referenced in this Presentation:

Report: Redefining the Academic Library: Managing the Migration to Digital Information Services, 2011
<http://www.theconferencecircuit.com/wp-content/uploads/Provosts-Report-on-Academic-Libraries2.pdf>

Report: The Value of Academic Libraries: a Comprehensive Research Review and Report, Association of College and Research Libraries
http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/value/val_report.pdf

Report: EDUCAUSE (ELI) Horizon Report, 2008
<http://net.educause.edu/ir/library/pdf/CSD5320.pdf>

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>