

# Start up Process Management for Library Media Production Services

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# Miles wide-Inches deep?

## The ECAR Stud(ies) of Undergraduate Students and Information Technology

- **2006**  
<http://www.educause.edu/ir/library/pdf/EKF/EKF0607.pdf>
- **2005**  
<http://www.educause.edu/ers0506/>
- **2004**  
<http://connect.educause.edu/library/abstract/ECARStudyofStudentsa/41147>

Casner-Lotto, Jill. 2006. *Are they really ready to work?: employers' perspectives on the basic knowledge and applied skills of new entrants to the 21st century U.S. workforce.*

<http://www.conference-board.org/publications/describe.cfm?id=1218>

# Traits

- Some academic disciplines more strongly associated with specific technologies
- Some disciplines more proficient with advanced software features than others
- Experienced with and use a variety of communication tools
- More comfortable with “communitainment” tools than academic tools
- Feel instructors need better technology training
- Feel instructors need to provide better technology training

# Trends

- Increase in the amount of time spent using higher order software, audio/video, web development
- Students entering the workforce possess subject related skills, lack applied skills (collaboration, technology, application, problem solving)
- Second and extended career workers may require training/support alternatives

# Working for the MPS

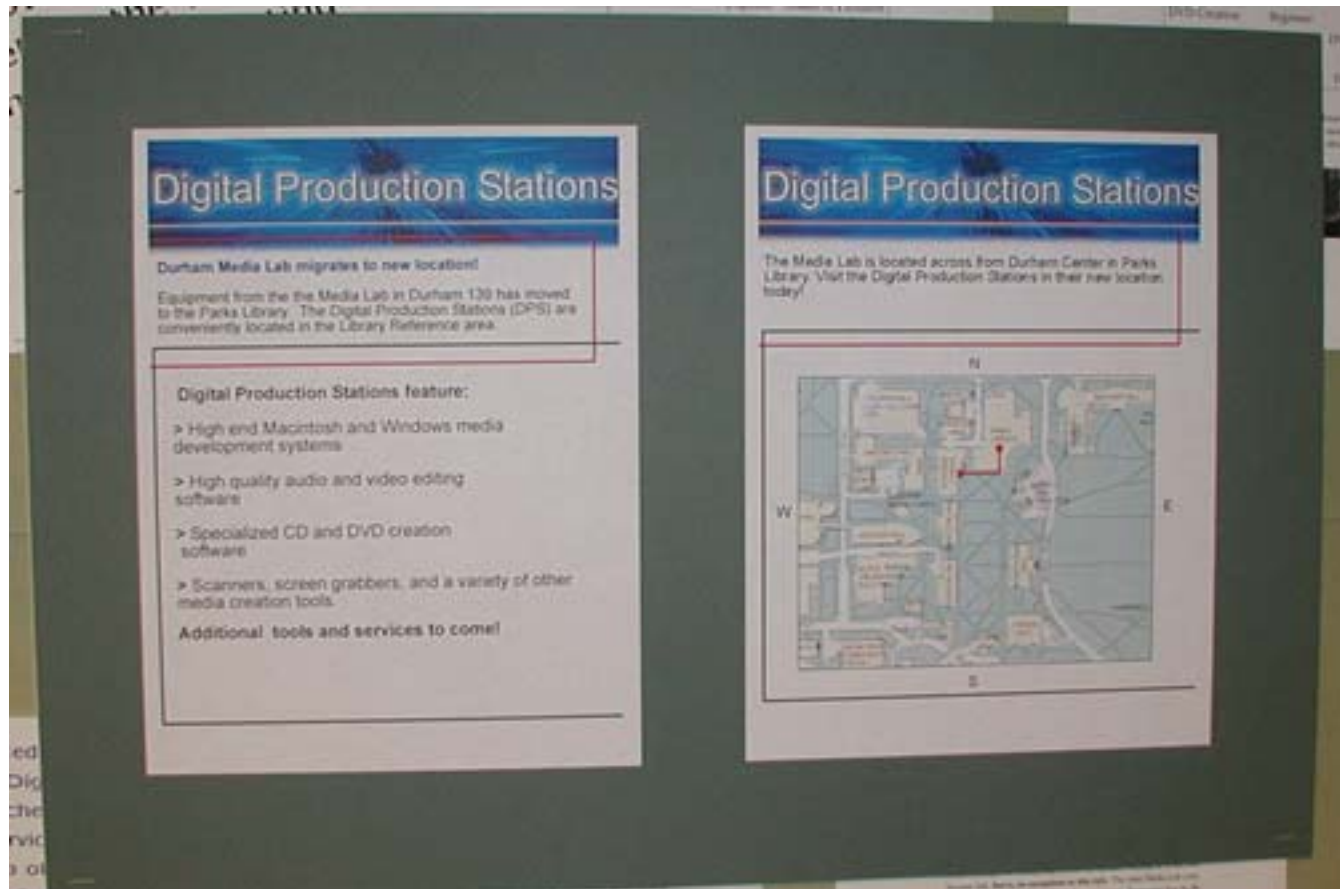
- Transitioned from Central Campus IT in August 2006
- Collaborative effort between Library Reference and Instruction, Library IT and Campus IT
- Initial project included relocation of hardware, reestablishing network connections, reorienting of existing clientele of new location, orientation of librarians and student staff

# Old hat....new shoes

- Required expansion of IT and librarian roles and knowledge
- Required creation of operational signs and revision of reference transaction log to accommodate library culture and practice
- Required adjustment of patrons to just-in-time support in an open library setting

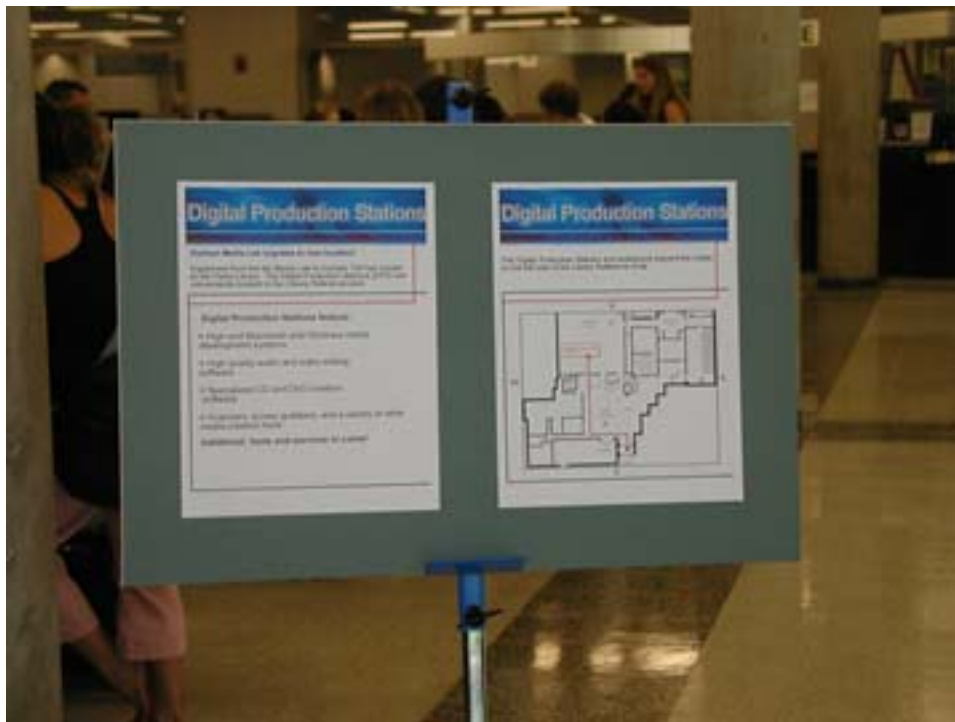
# Show me the way.....

- Mapping users from old to new location



# Show me the way.....

- Mapping users to library interior location



# Equipment

- Windows PC
- Macintosh
- SVHS/Mini DV
- Fire Wire
- Storage
- Software-Audio and Video editing, DVD Creation, Screen Capture, En/Decoding

# Original software

## **Video editing tools**

- Pinnacle Studio 9
- Adobe Premiere
- iMovie
- Final Cut Pro

## **Dvd creation tools**

- iDVD
- DVD Studio Pro

## **Dvd burning tools**

- Toast platinum
- Nero burning rom

## **Audio tools**

- Audacity
- Garage band

# Existing software

## Video editing tools

- Adobe Elements
- Adobe Premiere
- iMovie
- Final Cut Pro

## Dvd creation tools

- DVD Studio Pro
- iDVD

## Dvd burning tools

- Toast platinum
- Nero burning rom

## Audio tools

- Audacity
- Garage band

# Participants

- Major classroom groups using the facility include the starting Comm classes (former English 104/105), foreign language students (French/German), and Engineering and Design students

# Participants

- Student use-Class projects, organizational projects, personal projects
- Faculty/staff use – Assessment tool, organizational projects, personal projects

# Project-types

- Audio capture/edit
- Video capture/edit
- DVD Authoring
- Image editing
- Web publishing
- English, theatre, physics, communications

# Projects – data imports

- **Data import**
- Import movies (MPEG, MOV, AVI) into a video editor
- Import PowerPoint images into a video editor
- Import audio file from file or CD into video editor
- Import movie files into PowerPoint Presentation
- Import movie files into DVD creation program

# Projects – data editing

## **Data editing**

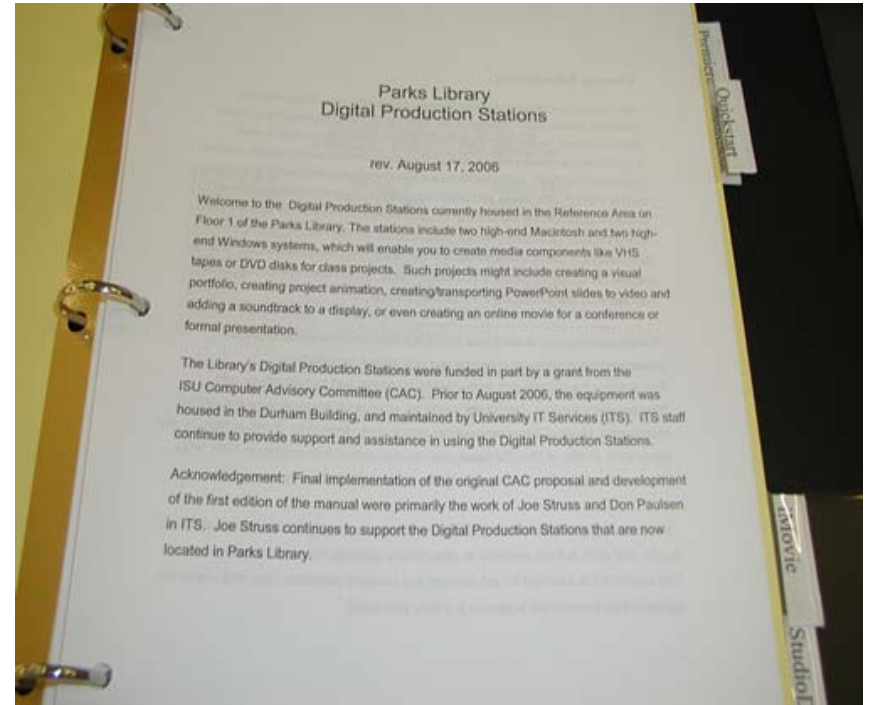
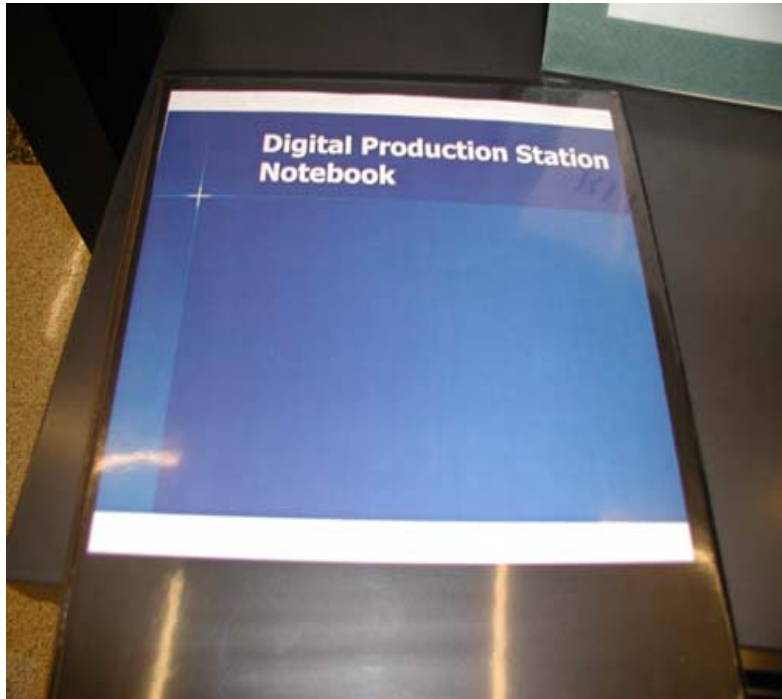
- Trim and arrange digital clips
- Trim and arrange audio clips and sound effects
- Add titles, subtitles, and end credits
- Add scene transitions and effects
- Create animated DVD menus

# Projects-data maintenance

- **Data conversion and export**
- Convert data from a DVD to an importable movie (MPEG, MOV, AVI, etc)
- Convert PowerPoint presentation into JPEG images
- Convert PowerPoint into a movie file (MPEG, MOV, AVI, etc)
- Convert edited digital projects into a movie file (MPEG, MOV, AVI, etc)
- Convert edited digital projects into a DVD or CD burnable image file (.img)

# Supports

- Manual transition



# Supports

- Knowledge-Print tutorials and guides, OEM and other online resources
- Administrative-Transaction log, sign up log, drop boxes, email, online form
- Tactical – Daily troubleshoot, Just-in-time, “infocational” exchanges
- Instructional Technologist, Librarian, Information technologist

# Supports – Manual Guidance

Helping users choose the right software for Windows		
Software Task	Level	Windows Software
Video Editing	Beginner Medium Advanced	Studio Dazzle MainActor Premiere
A to D Convertor	All	Sony Convertor
CD/DVD Copying DVD Creation	Beginner Advanced	Studio or Nero Nero
Screen Grabber	Beginner Advanced	Studio or Premiere Sonic DVD-it SE (PC-B only)
Video Encoder	All	Camtasia or Snagit
	All	Discreet Cleaner

# Supports – Scheduling

	MAC-A	MAC-B	PC-A	PC-B
8:00 AM				
9:00 AM				
10:00 AM				
11:00 AM				
12:00 PM				
1:00 PM				
2:00 PM				
3:00 PM				
4:00 PM				
5:00 PM				
6:00 PM				
7:00 PM				
8:00 PM				
9:00 PM				
10:00 PM				
11:00 PM				

# Challenges

- Tactical-Roles, where are the lines?
- Technical-Troubleshooting on-the-fly, daily occurrences, avoiding disasters
- Future proofing-,
  - cross training,
  - funding,
  - library as production center

# Vagaries

- Hair plugs, there plugs
- Keeping up with Joneses
  - storage size and access,
  - cross-platforming
  - resource attrition
- Problem / Outcome negotiation
- Living conditions

# MPS 1.0

- Original equipment after transition to library



# MPS 1.5

- Original equipment after library remodel



# First year in high gear

- Individual sessions Aug 06 - June 07

Month	Mac	PC	Total
Aug	2	3	
Sep	15	2	
Oct	18	7	
Nov	26	9	
Dec	12	16	
Jan	2	11	
Feb	4	7	
Mar	10	13	
Apr	14	5	
May	7	3	
June			
	110	76	186

# MPS 2.0

- New equipment and library remodel



# MPS 2.0

- New equipment and library remodel



# Moving forward, looking back

- Best of both worlds
  - Integrating SVHS/DVD, VCR/DVDR
  - Sustaining media types and versions
- Different degrees for different institutions
  - Dedicated studios, standalone terminal,
  - High end, low end
- User behavior-Old school/new school

# MPS 2.0

- New equipment and library remodel



# Moving on...

- Integrate literacy standards into project outcomes
- Extend support into classroom pre-project training
- Establish requirements and best practices for full information product cycles

# MPS 2.0

- Details, details....



# Costs-Hard and software

PCs with 24" LCD monitors (4 @ \$2,890)	\$11,560
Macs with 24" LCD monitor (2 @ \$4,850)	\$9700
Peripherals (burners, storage, monitors, camcorder, camera, etc.)	\$5000
Multimedia software licenses for Studios	\$4,700
High-speed networking for video transfer (6 multimedia workstations)	\$1,440
Service contracts	\$3,000

**Total: \$35,400**

# Costs-time

## **Guiding users through the project development process.**

- These activities take approximately 10-12 hours per week.

# Costs-time

## **Managing and coordinating facility activity and training**

- These activities take approximately 3-5 hours per week + course delivery time.

**Total:** Total weekly support time is generally 15 hours, up to 20 hours project support time some weeks. **Note: does not include IT or library administrator time.**

# Costs-load balance

- Students workers were hired to balance project support
- Software offering were trimmed to include only “beginner” and “advanced” categories
- Hardware was increased in power and consolidated to improve process time
- Librarians are trained and kept informed in MPS matters

# The good news!

## Your costs may be cheaper!

- It is possible to scale the operation by decreasing software, station, and platform coverage, and using open source products
- The less people have to know = a (theoretically) simpler system.
- **Hardware is still required!!**

# User comments

**This message is from a novice user that received instruction but at first no walk through support**

*“I tried all stupid afternoon to burn that DVD. Everytime I would go into the burn option it always ended up spitting out the DVD-RW I put in the drive. I will be here tomorrow morning to try to solve the problem and finally get done with the stupid DVD for class. As you can imagine I am really frustrated with this project so far. I would greatly appreciate your knowledge and time for a short period of time tomorrow morning.”*

**The same user the next day after receiving instruction and complete walkthrough support**

*“Again thank you so much for you help with the DVD. I will pick it up today after 4:30p.m. You have been a great support in getting this project done, and I really appreciate your time and effort. Have a great rest of the day.”*

# User comments

**Most times users really only need support at key points in the process.**

*“Thank you for your help with the video editing equipment support. You were very **helpful and right there when I needed help**. I hope you get faster computers soon!”*

**This type of focused support includes maintaining the hardware and software environment as well.**

*“Thank you for all your help with the project. My professor loved it! Pretty sure we're getting an A.”*

***The only thing you really need is someone to staff that area all the time, because the manuals are kind of confusing until you know what you're doing. When you were there things went smoothly, but like i told you we spent three hours trying to figure out how to transfer our tape to the computer all because one cord was loose. Now that I have a clue as to what I'm doing I would definitely do something like this in the future.”***

# Questions..?

Fielded anytime at....

- [cs-cordes@wiu.edu](mailto:cs-cordes@wiu.edu)