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Streaming Video: CWU and U of W Partner Up on an Academic Solution

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Streaming Video: CWU and U of W Partner Up On An Academic Solution

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Agenda

- Streaming Solution Requirements
- Stakeholders
- MediaAmp Solution
- Accomplishments
- Workflows
- Lessons Learned

Requirements

- Streaming Media and Digital Asset Management in a secure environment
- Cloud service - enterprise-wide and scalable
- Content/media source agnostic
- Editing software agnostic
- Viewing source agnostic and cross-platform

Stakeholders

- Multimodal Learning
- Libraries
- Archives
- Public Affairs
- Communication
- Athletics
- Film & Video Studies
- Music
- Student Clubs & Activities
- Teaching Faculty

MediaAMP, developed by University of Washington:

- academic solution
- already had working relationship with CWU Libraries
- highly secure and scalable platform
- management, storage, delivery of digital assets, artifacts, and media



Accomplishments: Service Adoption

Phase I – Five MediaAMP Accounts:

- Multimodal Learning
- Brooks Library
- Archives & Special Collections
- DE/ITV
- Public Affairs

Phase II - MediaAMP Accounts:

- Athletics
- Advising
- Music Library
- Pending – Music Dept
- Pending - Film Studies

Accomplishments: Implementation

Centralized Content Repository:

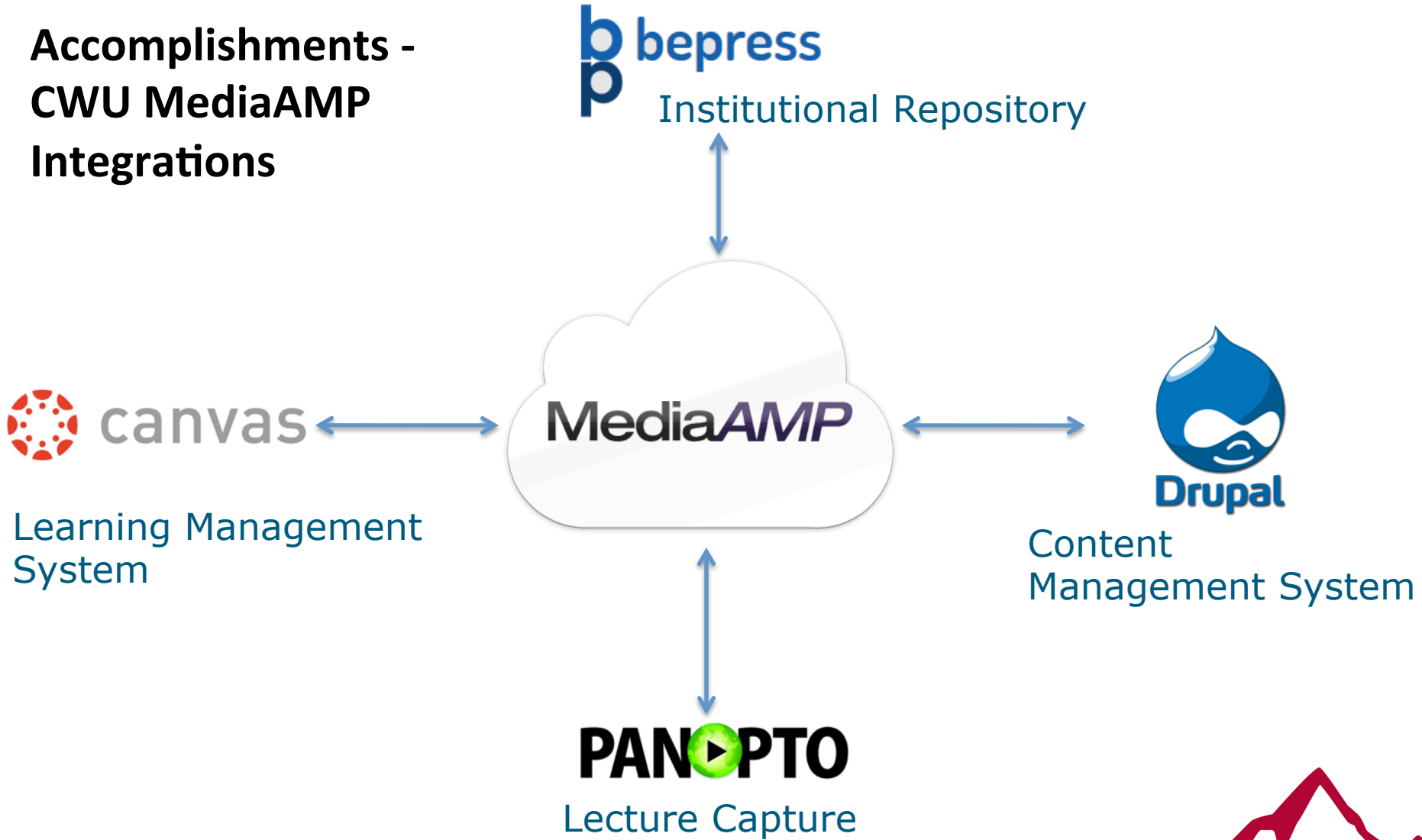
- 10,000 media objects
- 100,000 individual digital assets
- 7TB of content centrally managed
- 8,000 video views
- 7,500 audio plays

Accomplishments: Migration

Large Media Collections Migrated:

- Suncadia Collection & Living History Project (ongoing)
 - 800+ audio/video files ingested
 - Content originally had no metadata. More than 20+ points of metadata now associated with this collection.
- iTunesU
 - 6,000+ audio/video files ingested
 - Workflow designed to ingest and process hundreds of media files in a matter of hours

Accomplishments - CWU MediaAMP Integrations



Accomplishments: CWU Customization

Custom CWU Player Generator

- Uniform CWU branding
- Easily create list & category players
- Cross-media compatible (audio & video)

Custom Search Module

- Designed to drop into websites
- Search across all metadata
- Easily rubber-stamped for any account

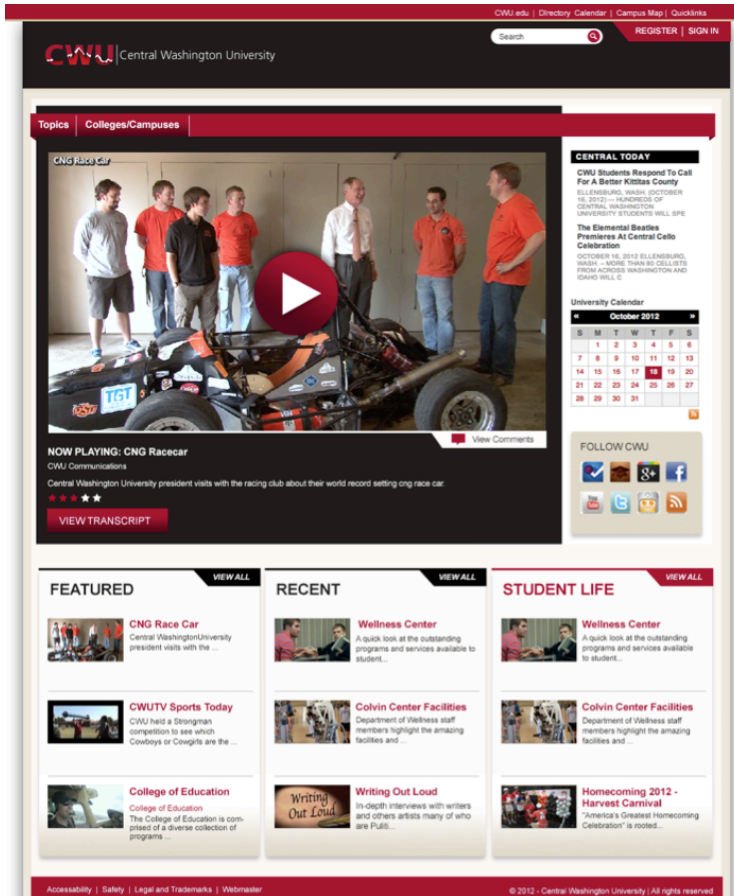
Canvas Integration – Upload and manage media from within Canvas

The screenshot shows the Canvas MediaAMP interface for a course named 'MediaAMP_Test'. The user 'Greg Young' is logged in, with navigation links for 'Inbox', 'Settings', 'Logout', and 'Help'. The course navigation menu includes 'Courses', 'Grades', and 'Calendar'. The left sidebar lists various course tools, with 'MediaAMP' highlighted. The main content area, titled 'Your Content', features a search bar, a sort dropdown set to 'Title', and an 'Upload New Media' button. Below this, a list of three media items is displayed, each with a thumbnail, title, upload date, description, and an 'Edit' link.

Thumbnail	Title	Upload Date	Description	Keywords	Action
	Harvest Of Empire	05/28/14 13:03	Documentary that addresses the link between U.S. intervention in Latin America and the immigration crisis in the U.S. today.	Latin America immigration U.S. policy	Edit
	Totem Pole	07/14/14 15:21	The making of a totem pole, and dedication ceremony to Brooks Library.		Edit
	Horses of Their Own Making	08/01/14 16:17			Edit

Phase II 2014-2015

CWUTV

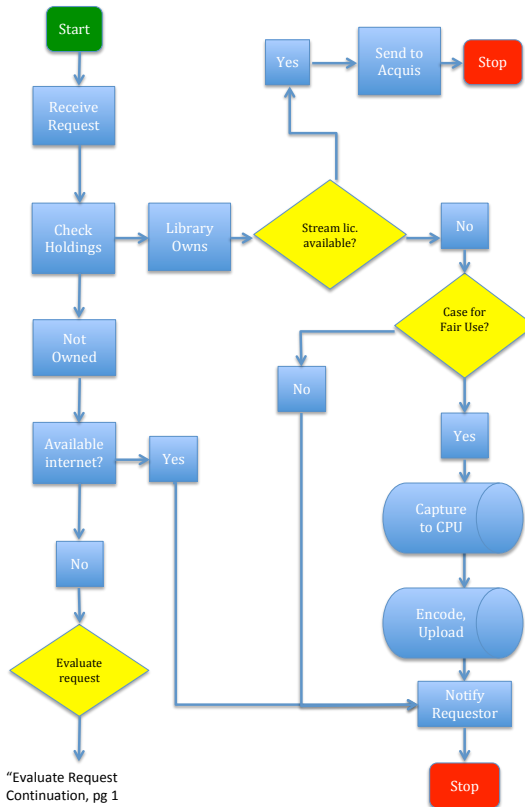


The screenshot shows the CWU website interface. At the top, there's a navigation bar with 'CWU.edu | Directory | Calendar | Campus Map | Quicklinks' and a search bar. Below that, the CWU logo and 'Central Washington University' are displayed. The main content area features a large video player for 'CNG Racecar' with a play button overlay. To the right of the video is a 'CENTRAL TODAY' section with news items and a 'University Calendar' for October 2012. Below the video player, there are three columns of featured content: 'FEATURED', 'RECENT', and 'STUDENT LIFE', each with a 'VIEW ALL' link. The footer contains 'Accessibility | Safety | Legal and Trademarks | Webmaster' and '© 2012 - Central Washington University | All rights reserved'.

- Centrally managed content available on CWU websites
- Fully control valuable CWU content distribution
- Department specific micro-portals
- Ability for student-generated content
- Users can curate content most interesting to them

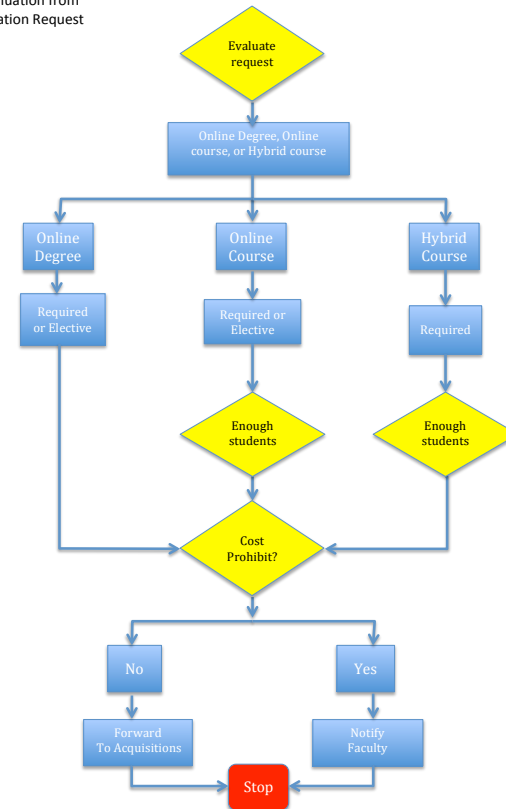
Instructional Design Workflow

Instructional Design - Streaming Media Workflow
02/05/2016

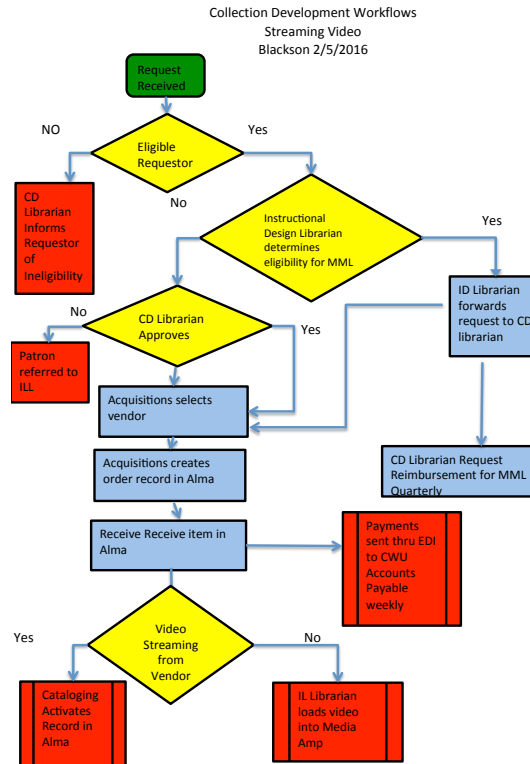


Instructional Design - Streaming Media Workflow
02/05/2016

Continuation from
Evaluation Request



Acquisitions Workflow



Lessons Learned

- Stakeholder needs: departmental vs. institutional
 - CWU Video Portal vs YouTube – unified vision expectations
- Metadata issues: standardizing vs. allowing flexibility for different units, trying to teach a new language
- Content migration issues
- Policies and funding for copyrighted video that requires streaming rights
- Patron expectations vs acquisitions capacity

Acquisitions Lessons Learned

- What is your Collection Development Philosophy?
 - Just in time
 - Just in case
 - Large Databases
 - Individual Titles
 - DDA

- What is your Budgetary Model?
 - Policies and Procedures
 - Allocations
 - Reimbursement
 - Requests & Approval

<http://www.lib.cwu.edu/Streaming-Content-Request-Form>

Acquisitions Lessons Learned

- Staff Development
- Managing Licenses
- Updating Policies and Procedures
 - <http://www.lib.cwu.edu/Streaming-Video-Policy>
- Procurement Regulations (Capitalized vs. Non-Capitalized)
- Acknowledging Conflicts and Resolution

Over Coming Acquisitions Challenges

Is it Worth it? Ask Yourself:

- Modernized Acquisitions Unit
- Supporting Student achievement
- Enriching Research and Teaching
- Multimodalities of Instruction
- 21st Century Library
- Customer Service

Questions?

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