Did it help?
Assessing how a change in streaming video access impacted expenditures and staff
Cara Calabrese, Katie Gibson, & Kevin Messner
Miami University Libraries
Introduction

- Background
- Selector’s perspective
- Technical Services’ perspective
- Cost-benefit analysis
About MUL Collections

- Access & Borrow / Advise & Instruct
- Subject collection groups
  - Humanities
  - Social Sciences
  - Sciences
- Collection Development and Management Committee
Streaming video

- 2015-2019
- One streaming video provider
- Patron driven acquisition
PDA Model: Selector workflow

1. Receive request
2. Trigger purchase
3. 2 minutes
Why change?

Kanopy Cost 2015-2018

<table>
<thead>
<tr>
<th>Calendar Year</th>
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</table>
Miami University doesn't offer Gabo & Cinema right now.

Let them know how you'll use this title and we'll pass along your message.

**Full Name:**

**Email Address:**

**Course Number:**

- e.g. "C3201" or "CS269" or "Faculty Training"

**Describe your role:**

- Instructor
- Faculty
- Undergraduate Student
- Graduate Student
- Other

**What will this title be used for?**

- e.g. it's required or extra credit for my course

[Request Access]
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<th>Question</th>
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<td>Patron</td>
<td>Gibson, Katie</td>
<td>Oct 06 2020, 10:57am</td>
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Mediated Model: Selector Workflow

1. Request comes in
2. Subject librarian communicates with requester
3. Subject librarian decision
4. Subject librarian communicates availability to requester
5. Technical services availability notification to subject librarian
6. Subject group coordinator or acquisitions sends to subject librarian
7. Subject group coordinator follows up as necessary
8. Technical Services process

Subject librarian: 5
Subject coordinator: 15
Selector Decisions: Collection groups

- Setting norms
- Maximum expenditure before consulting the group
Selector Decisions: Yes

REQUEST TO VIEW

The following title has been requested on Kanopy by someone belonging to your institution. Currently your institution does not have this title available.

**Tres Madres**
Structural Therapy with an Anglo/Hispanic Family

*It's required for my students.*
Selector Decisions: No

To miamiho

The following video has been requested via your Kanopy Video Portal. You currently do not have this video available. Please let us know if you would like to make it available.

Ken Burns: Mark Twain [https://www.kanopy.com/node/137200](https://www.kanopy.com/node/137200)

Requester Type: student
Comment:
Ken Burns is good at his job and I want to enjoy his work. Ideally all his documentaries would be available. It would be great if you could get as many Ken Burns films available as possible.

Looking forward to hearing from you.

Best wishes

The Kanopy Team
Selector decisions: Follow up

REQUEST TO VIEW

The following title has been requested on Kanopy by someone belonging to your institution. Currently your institution does not have this title available.

Yesterday, Today and Tomorrow
ieri, Oggi, Domani

“extra listening practice”

[buttons] VIEW TITLE EMAIL REQUESTER
Mediated Model: Selector Workflow

1. **Request comes in**
   - Subject group coordinator or acquisitions sends to subject librarian
   - Subject librarian communicates with requester
   - Subject group coordinator follows up as necessary
   - Subject librarian decision
   - Technical Services process
   - Subject librarian communicates availability to requester

2. **Subject librarian: 5**
   - Subject coordinator: 15
TS Processes

- The Highly Involved
- Ordering
- Renewals
<table>
<thead>
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TS Processes

- The Highly Involved
- Ordering
- Renewals
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<th>Film</th>
<th>Title</th>
<th>Previous Lease Ends</th>
<th>Previous Vendor</th>
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<th>Plays</th>
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## How the change effected TS

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<th>Electronic Resources</th>
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<td>● Not previously involved in day to day workings</td>
<td>● Not previously involved, so it is all new!</td>
<td>● During PDA was involved in most of the process</td>
</tr>
<tr>
<td>● Likely had input when records were first added at the start of the PDA, 2014</td>
<td></td>
<td>○ Invoicing was done by the staff member who handles all invoicing</td>
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<tr>
<td></td>
<td></td>
<td>● Day to Day was low maintenance</td>
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<tr>
<td></td>
<td></td>
<td>○ Dealt with bib record maintenance</td>
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<tr>
<td></td>
<td></td>
<td>○ Reviewed &amp; Tagged triggered videos (monthly)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>○ Pulled usage (half year or yearly)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Issues from PDA that were high maintenance</td>
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<tr>
<td></td>
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<td>○ Tracking spending and advised on overages</td>
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<tr>
<td></td>
<td></td>
<td>○ Finding potential solutions to increased demand vs limited budget</td>
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</tbody>
</table>
How the change effected TS

**Cataloging**
- Collaborated on how to determining best Bib records
- Decided how note fields should be look and be added
- Checks all new records for quality and adds links,
- Removes expired content

**Acquisitions**
- Treated like an additional vendor
- Adds additional notes to order record related to lease length & why it was requested
- Tracks spending and sends reports to appropriate parties

**Electronic Resources**
- Tasks are blurred between Acquisitions & ER
- No adjustments with the vendor needed
- We were able to keep the spend within the limits we set
- Track requests
- Notify of access
- Created and facilitates renewals process,
- Maintain and updates all documentation
## How the change effected TS

<table>
<thead>
<tr>
<th>Cataloging</th>
<th>Acquisitions</th>
<th>Electronic Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time spent:</strong>&lt;br&gt;○ 5-10 mins for regular&lt;br&gt;○ 10+ for more difficult ones</td>
<td><strong>Time spent:</strong>&lt;br&gt;● 1 Kanopy order: 3 mins&lt;br&gt;● Kanopy batch (5 films): 16.30 mins&lt;br&gt;● 5 orders placed (2 with record in Sierra)&lt;br&gt;● 15 total requests looked at</td>
<td><strong>Time spent:</strong>&lt;br&gt;○ Kanopy notification batch (30 requests): 30 mins&lt;br&gt;● 3 closed&lt;br&gt;● 8 ordered&lt;br&gt;● 9 notifications of access</td>
</tr>
<tr>
<td><strong>Cost:</strong>&lt;br&gt;○ Regular: ~$2.40-4.80&lt;br&gt;○ Difficult: ~$5+</td>
<td><strong>Cost:</strong>&lt;br&gt;● 1 Renewal: 5 mins</td>
<td><strong>Cost:</strong>&lt;br&gt;○ ~$12.90</td>
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<td><strong>Cost:</strong>&lt;br&gt;● 1 order: ~$1.29&lt;br&gt;● Batch: ~$7&lt;br&gt;● 1 Renewal: $2.15</td>
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</tbody>
</table>
Costs & Benefits

- First order assessment
- Drawbacks and concerns
First order assessment -- a good move

We can now gauge and adjust spending flexibly and responsively

- Stayed within target budget for FY20
- Can adjust to fluctuating fiscal and campus environments
  - In retrospect lucky to have implemented mediated model well prior to March 2020
- Overall, currently have ~400 titles on license in Kanopy, vs. a trendline for PDA that would have predicted ~800-1200 titles
  - FY19 vs FY20 apples and oranges
First order assessment -- building awareness

We are building awareness on campus that these resources are far from “free”

- PDA service effectively removed any sense of cost consideration from users; there is now a feedback loop
  - Feb 2019 Miami Student article
- Moderating expectations of faculty (after several years of “free candy”) an ongoing conversation, but there is progress
- Purchases made from funds with selector responsibility, decisions weighed against other collection development options
Drawbacks, Concerns, Complications

Additional staff costs

- Between collections and technical services, spend estimated $6-7 in staff time per title purchased
  - Ironically, collections librarians likely spend as much or more time on the items we don’t purchase

User costs

- Need to place request, respond to follow-up
- Lack of immediate availability (immediate gratification?)
- Some issues with availability at point of need for assignments
- Planning, moderation, and communication essential
Use Analysis -- what are we buying?

- Mix of cinematic (40%), documentary (50%), tutorial/demonstrative (<10%) materials
- Most purchased for humanities and social sciences subject areas, some use in STEM fields
- Wide range of play times, 3’ - 208’
Use Analysis -- how much use do we see?

- Value proposition of a Kanopy purchase depends on multiple viewings
  - cannot sustain single uses of films that cost $150/year; DVDs or individual streaming services a better model in these cases

- Kanopy provides data on
  - “pages” (times home page for item is hit)
  - “plays” (# times the play button is clicked)
  - “minutes” (cumulative total use, as # minutes file is played)

- I calculated an alternate “utilization” metric
  - Better indicator than “plays” of how much of the film was used
  - “minutes” played divided by length of film
  - 40’ of total use means one thing for a 5’ film, quite another for a 120’ film
  - Even “plays” can be deceiving if several users click play and watch 1’
  - Generally, saw good correlation between “plays” and utilizations, but in some cases clear only parts of film were viewed (many “plays” but fewer utilizations)
    - Not necessarily a problem, but consider partial use in fair use doctrine
Use Analysis -- how much use do we see?

"Utilizations" (total minutes film played/length of film)

# films

Problematic

Solid Value
Aligning Expectations and Capacities

“Please make this available at Miami; it is a wonderful film and a great way to have students experience __________”

26 minutes total played of 107 minute film (utilization of 0.24)

“I don’t need most of the stuff on Kanopy, but this would be an amazing addition to my __________ class”

2.7 minutes total played of 85 minute film (utilization of 0.03)

“I am trying to diversify my teaching of __________”

181 minutes total played of 27 minute film (utilization of 6.7)!!!!!!

“Sorry this looks better than my last request -- I think this is actually the __________ itself?”

0.8 minutes total played of 94 minute film (utilization of 0.01)

Need to move away from window shopping and towards critical assessment of utility
Ongoing and Future Considerations

Adjustments to Policy and Practice

- Still a voracious appetite for video that we will continue to contend with
  - Some unrealistic expectations for library role in providing resources vs requiring student purchase of course materials
  - 2020 -- not the time to choose this battle so long as we have $ 
- Clarify policies on needs, even within curriculum: extra credit assignments, “further reading”, “choose any film you’re interested in from Kanopy”, “research”
  - When do we offer a $15 DVD purchase rather than a $150, 1 year license?
  - Purchasing collections e.g. Criterion Collection -- set corpus for faculty and students to choose from
    - May be useful component, but likely too constraining, seems at odds with DEI principles
  - Stringent evaluation of use before renewing
  - Addressing fall and spring rushes
  - Addressing lapsed licenses, last minute requests, requests from students in place of instructor
    - Better presentation of currently licensed items and expiry dates
Thank You!