

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

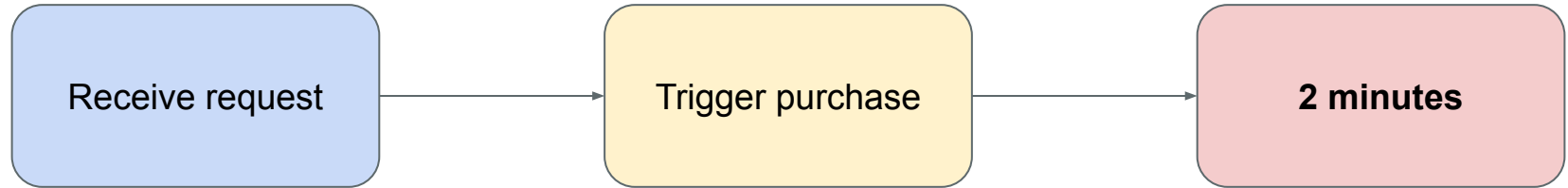
About MUL Collections

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

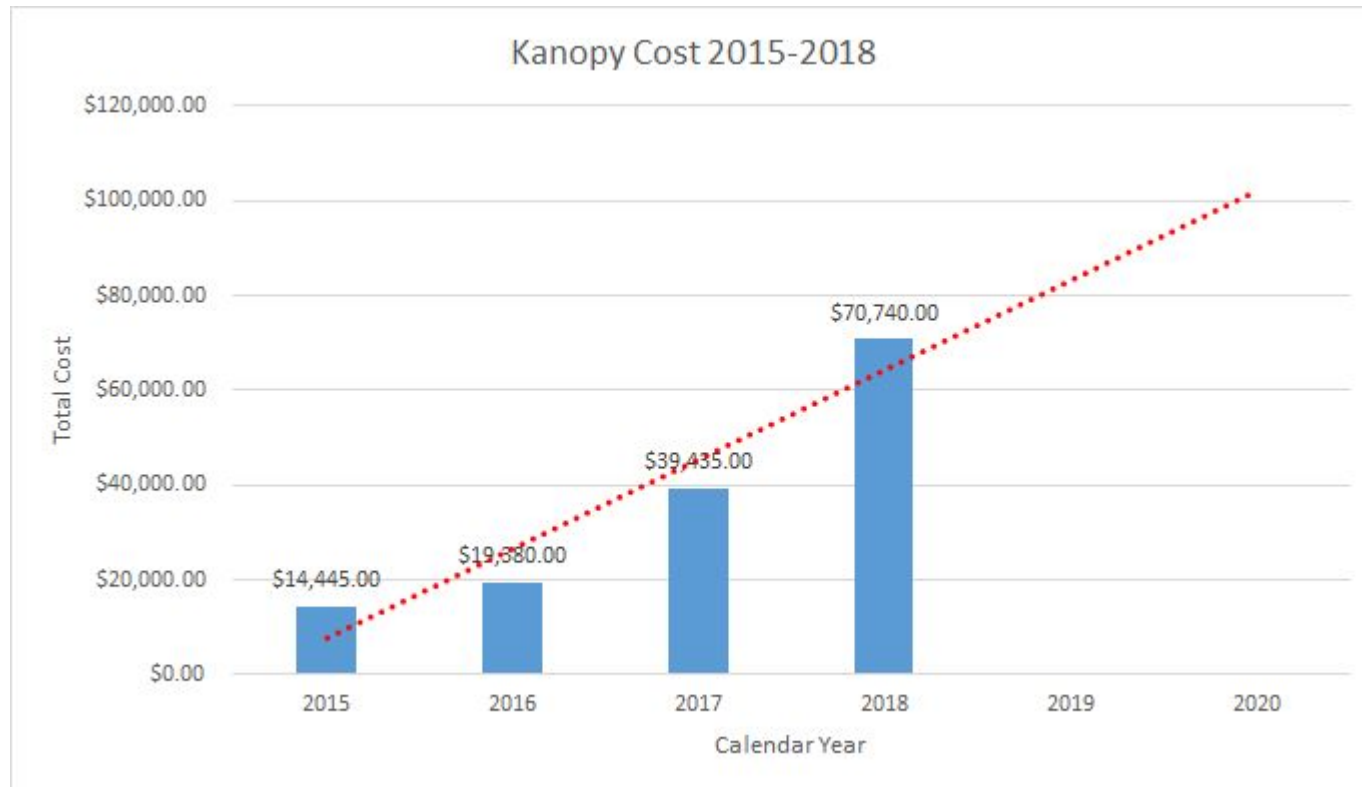
Streaming video

- 2015-2019
- One streaming video provider
- Patron driven acquisition

PDA Model: Selector workflow



Why change?





GABO & CINEMA



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: *

Describe your role: *

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

What will this title be used for?

[Request Access](#)

Open Tickets (31)

Pending Comments (0)

Errors (0)

Spam (0)

Status Posts

Queue

Streaming Video

Source

All

Status

Closed

Owned by

All

Name

Email

Filter

(clear)

1

2

3

4

5

6

7






>

>>

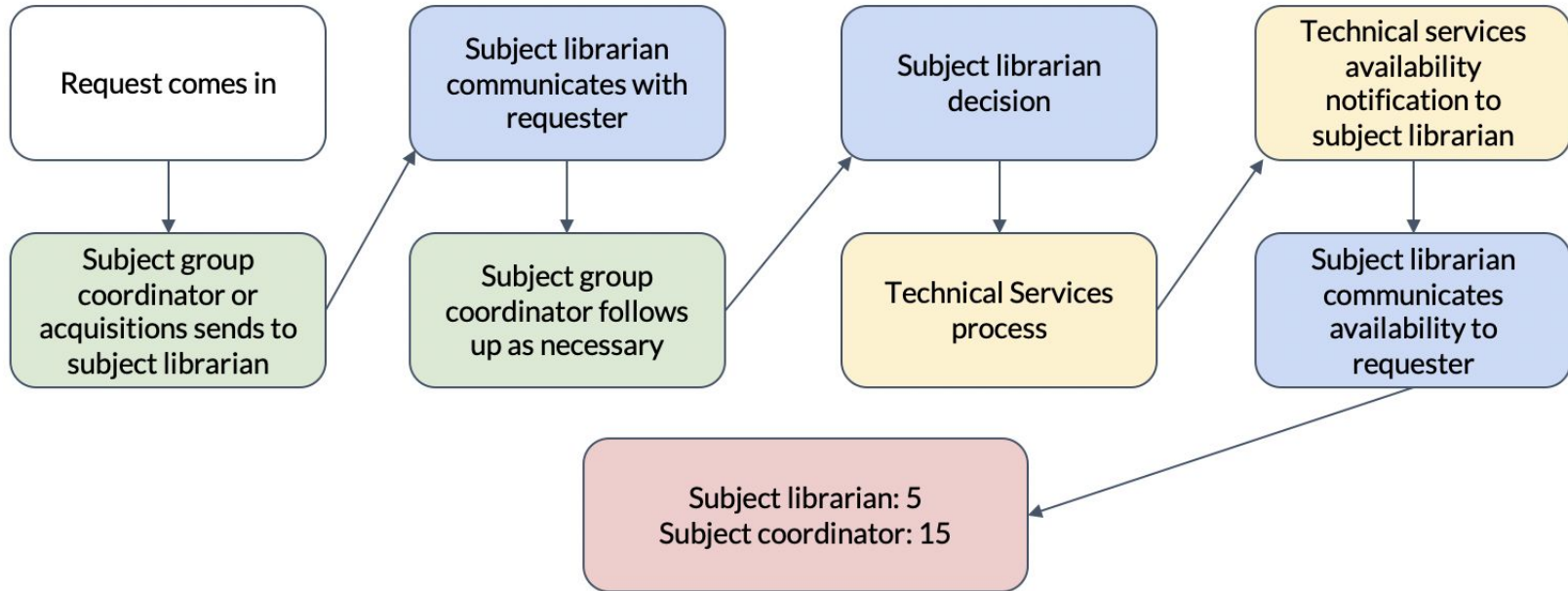
☐ Toggle All on Page

-- Action --

Tickets 1 - 50 (of 635)

Id	Status	Queue	Question	Last Message From	Owner	Last Updated ↓
5971694	Closed	Streaming Video	Film Request: Rachel Carson  ornelart@miamioh.edu (ornelart@miamioh.edu) Asked via Email	Patron	Gibson, Katie	Oct 06 2020, 10:57am
5981807	Closed	Streaming Video	Film Request: Theater Of War  lewisle2@miamioh.edu (lewisle2@miamioh.edu) Asked via Email	Patron	Gibson, Katie	Oct 06 2020, 10:57am
5962003	Closed	Streaming Video	Film Request: Early Renaissance - Humanism Emergent  gibsonke@miamioh.edu (gibsonke@miamioh.edu) Asked via Email	Patron	Gibson, Katie	Oct 06 2020, 10:56am
5997717	Closed	Streaming Video	Film Request: Intelligent Lives  siglerln@miamioh.edu (siglerln@miamioh.edu) Asked via Email	Patron	Gibson, Katie	Oct 06 2020, 10:34am
5996110	Closed	Streaming Video	Film Request: Frank Lloyd Wright: Part II  reynoljm@miamioh.edu (reynoljm@miamioh.edu) Asked via Email	Patron	Gibson, Katie	Oct 06 2020, 09:13am

Mediated Model: Selector Workflow



Selector Decisions: Collection groups

- Setting norms
- Maximum expenditure before consulting the group

Selector Decisions: Yes

kanopy

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. "

VIEW TITLE

EMAIL REQUESTER

Selector Decisions: No



To miamioh

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>



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

kanopy

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](#)

leri, Oggi, Domani

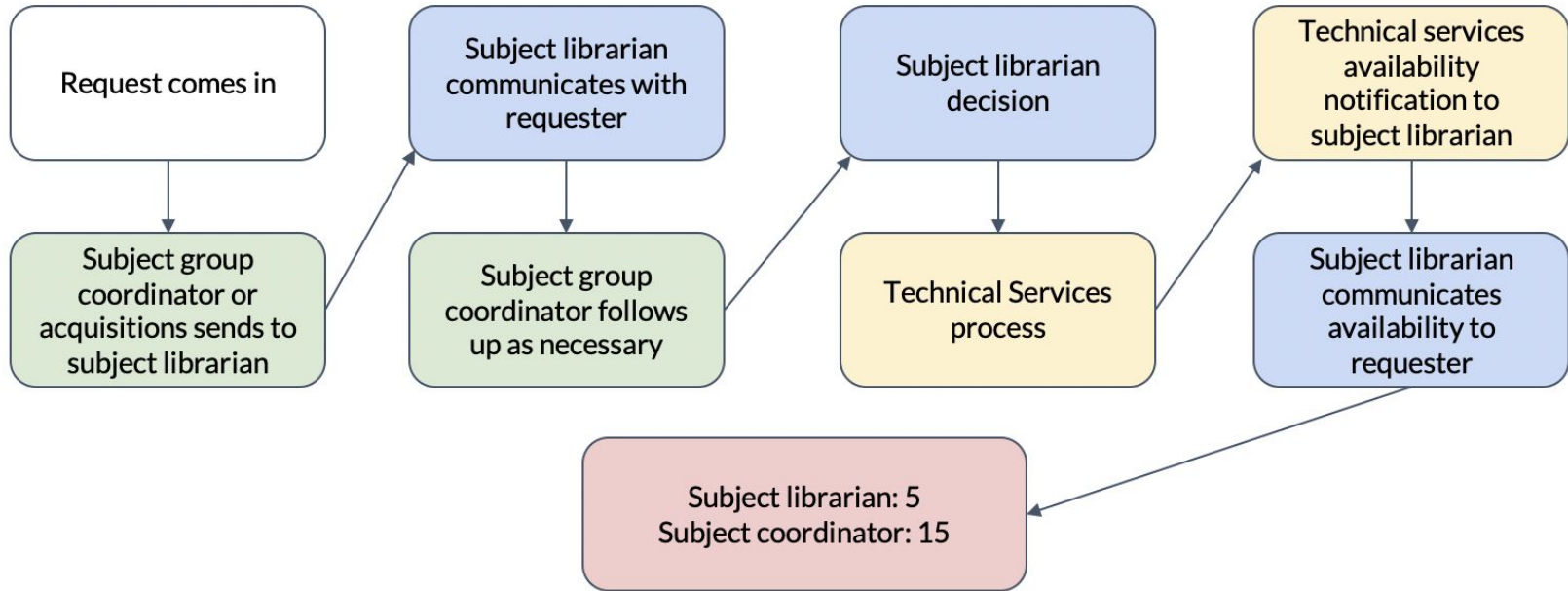


"extra listening practice"

VIEW TITLE

EMAIL REQUESTER

Mediated Model: Selector Workflow



TS Processes

- The Highly Involved
- Ordering
- Renewals

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Bib recor	"001"	Film II	Title	Pre	Lease End	Previ	Previ	Vendc	Clas	Cataloging Stat			
157	b47772190	kan1111102	1111102	Before Stonewall	3 year	20210818	HUM	285.8	Kanopy	WGS	Active			
158	b47275303	kan1112927	1112927	Divorce Italian style	3 year	20230508	HUM	233	Kanopy		Active			
159	b47484585	kan1112931	1112931	Il posto	3 year	20210812	HUM	350	Kanopy	ITL 26	Active			
160	b47484573	kan1112943	1112943	La strada	3 year	20210812	HUM	350	Kanopy	ITL 26	Active			
161	b44907205	kan1112965	1112965	M	3 year	20221002	HUM	135	Kanopy		Active			
162	b43910130	kan1113031	1113031	Grey gardens	1 year	20201102	HUM	135	Kanopy		Active			
163	b4748438x	kan1113043	1113043	The Times of Harve	1 year	20210812	SOC	150	Kanopy	n/a	Active			
164	b47016917	kan1113069	1113069	The Seventh Seal	3 year	20220829	HUM	315	Kanopy		Active			
165	b47484408	kan1113101	1113101	Paris, Texas	1 year	20210812	HUM	150	Kanopy	ARC 4	Active			
166	b47016863	kan1113111	1113111	Wise Blood	1 year	20200829	OHM	135	Kanopy		to be deleted			
167	b47484275	kan1113119	1113119	The Emperor Jones	1 year	20210812	HUM	150	Kanopy	ENG 4	Active			
168	b47016851	kan1113129	1113129	Stagecoach	3 year	20220829	HUM	315	Kanopy		Active			
169	b43910749	kan1113155	1113155	Modern times	3 year	20221102	HUM	315	Kanopy		Active			
170	b47484548	kan1113213	1113213	Andrei Rublev	3 year	20210812	HUM	350	Kanopy	RUS 1	Active			

TS Processes

- The Highly Involved
- Ordering
- Renewals

How the change effected TS

Cataloging

- Not previously involved in day to day workings
- Likely had input when records were first added at the start of the PDA, 2014

Acquisitions

- Not previously involved, so it is all new!

Electronic Resources

- During PDA was involved in most of the process
 - Invoicing was done by the staff member who handles all invoicing
- Day to Day was low maintenance
 - Dealt with bib record maintenance
 - Reviewed & Tagged triggered videos (monthly)
 - Pulled usage (half year or yearly)
- Issues from PDA that were high maintenance
 - Tracking spending and advised on overages
 - Finding potential solutions to increased demand vs limited budget

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

Cataloging

- **Time spent:**
 - 5-10 mins for regular
 - 10+ for more difficult ones
- **Cost:**
 - Regular: ~\$2.40-4.80
 - Difficult: ~\$5+

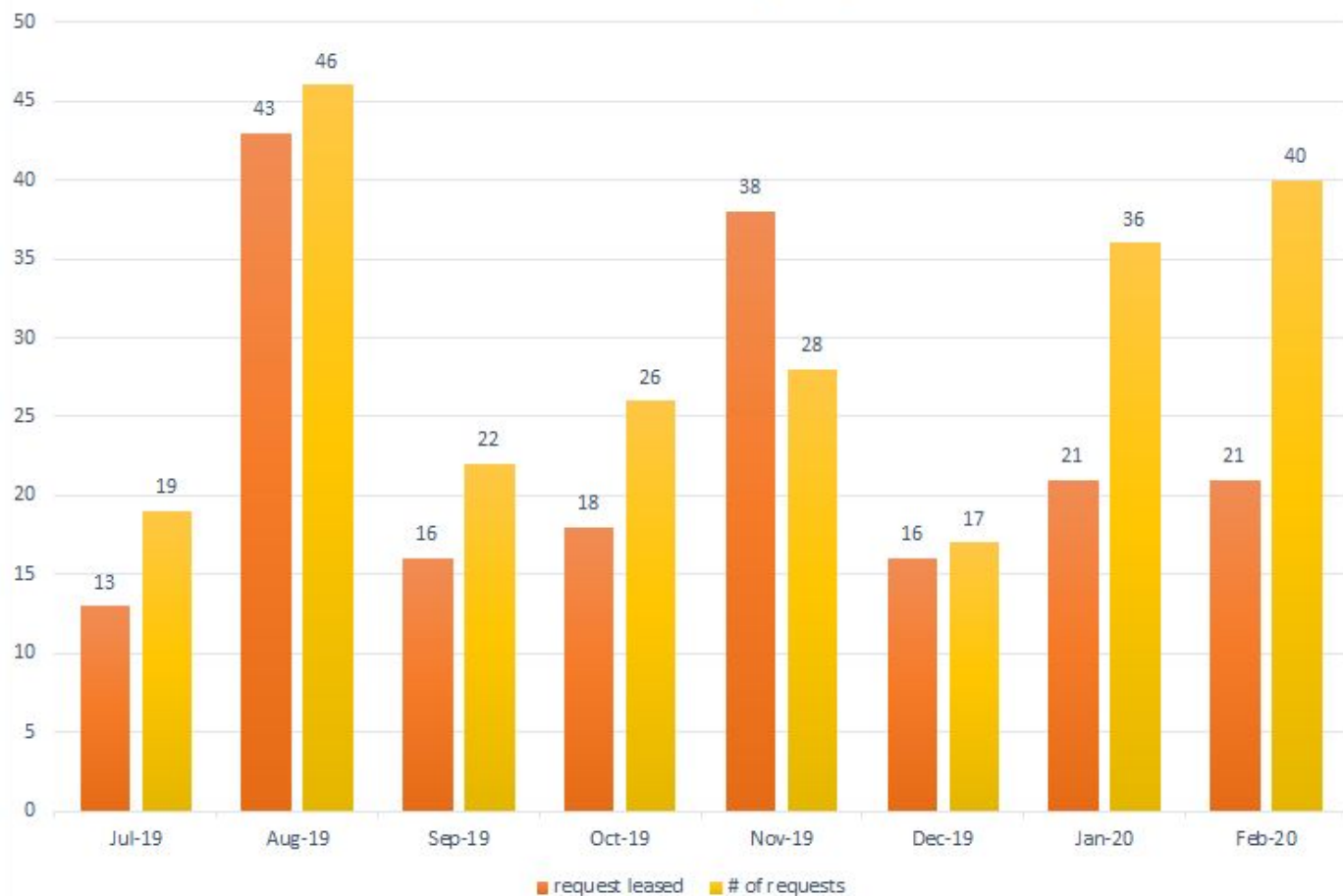
Acquisitions

- **Time spent:**
 - 1 Kanopy order: 3 mins
 - Kanopy batch (5 films): 16.30 mins
 - 5 orders placed (2 with record in Sierra)
 - 15 total requests looked at
- 1 Renewal: 5 mins
- **Cost:**
 - 1 order: ~\$1.29
 - Batch: ~\$7
 - 1 Renewal: \$2.15

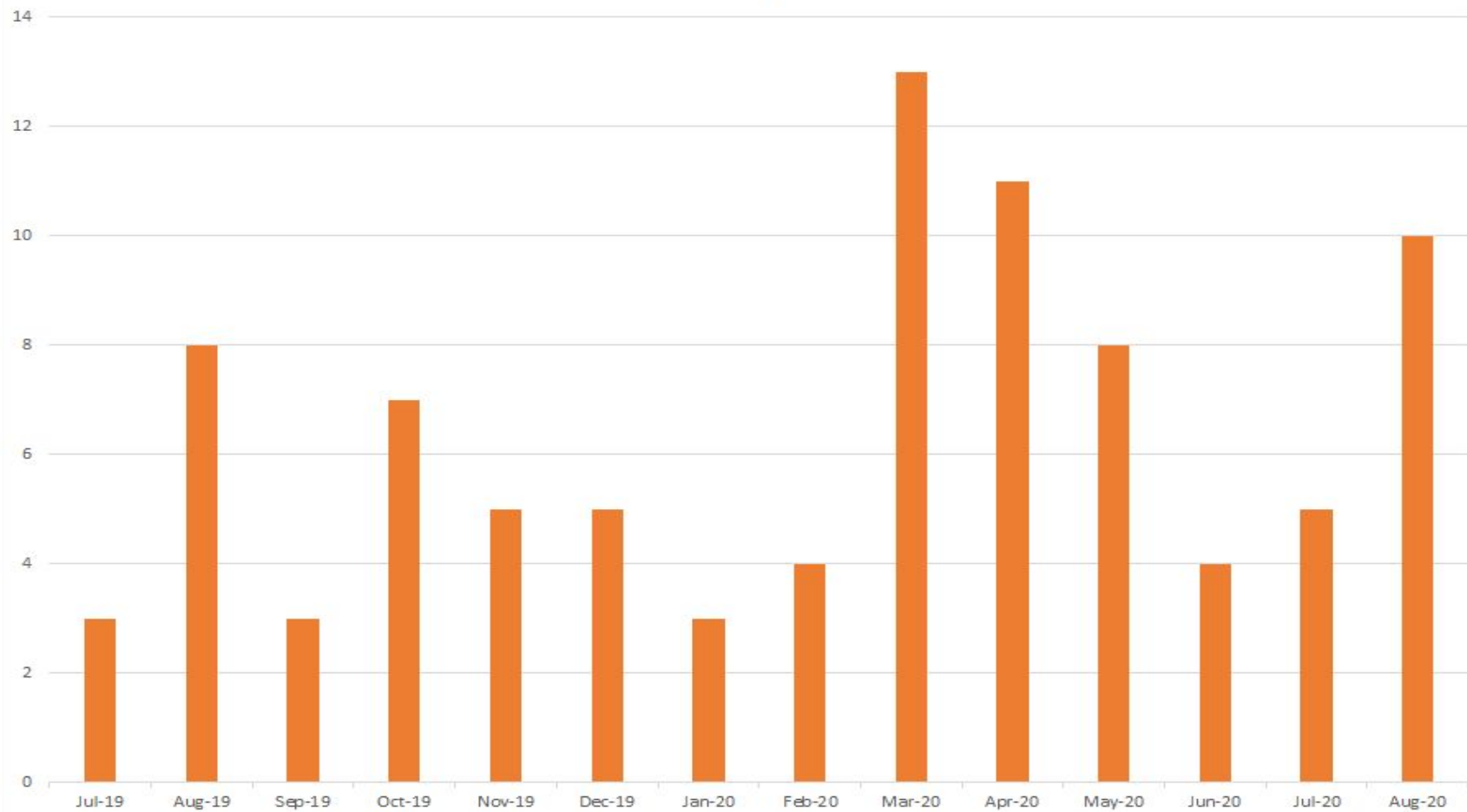
Electronic Resources

- **Time spent:**
 - Kanopy notification batch (30 requests): 30 mins
 - 3 closed
 - 8 ordered
 - 9 notifications of access
- **Cost:**
 - ~\$12.90

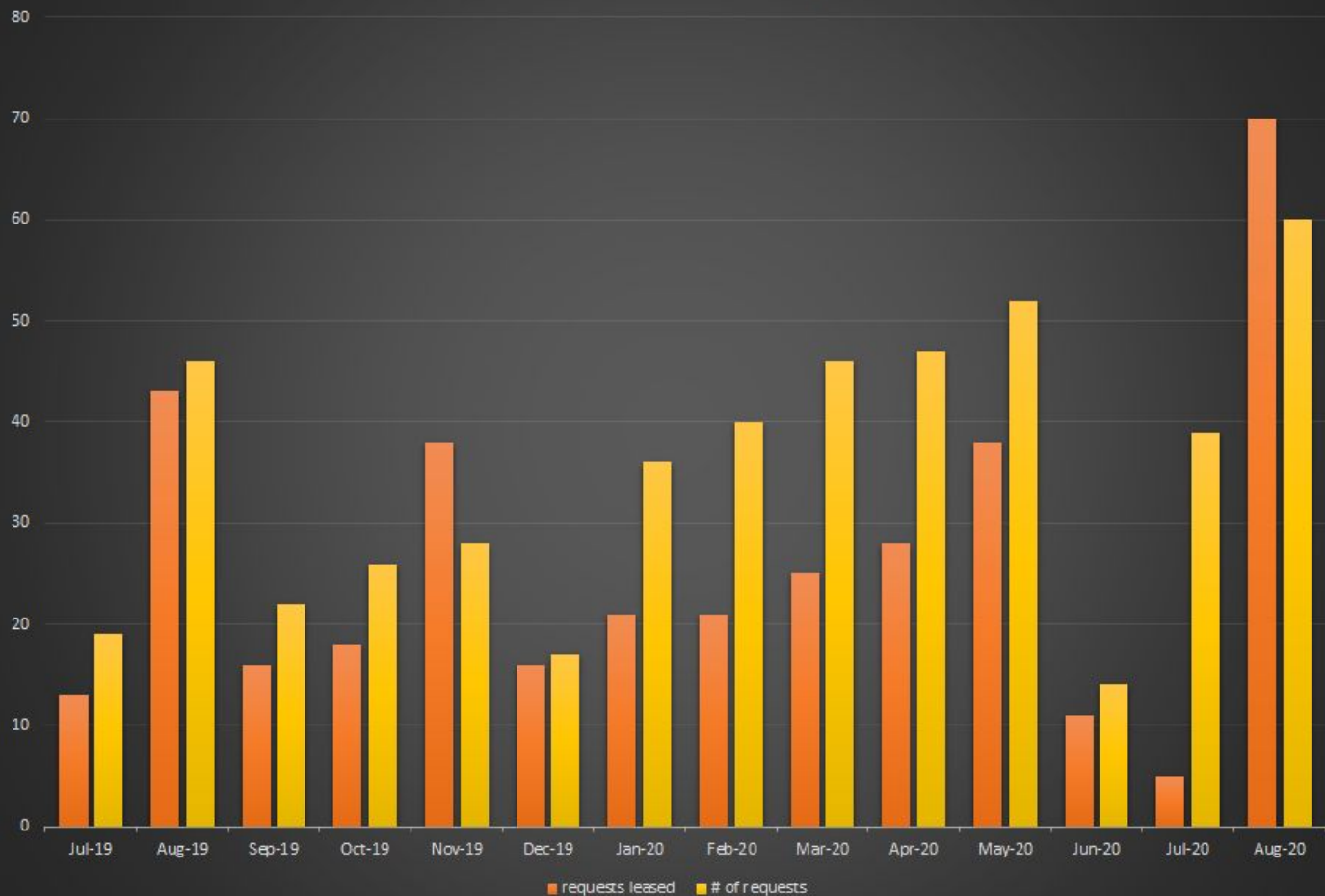
Lease vs Total: Prior to going remote



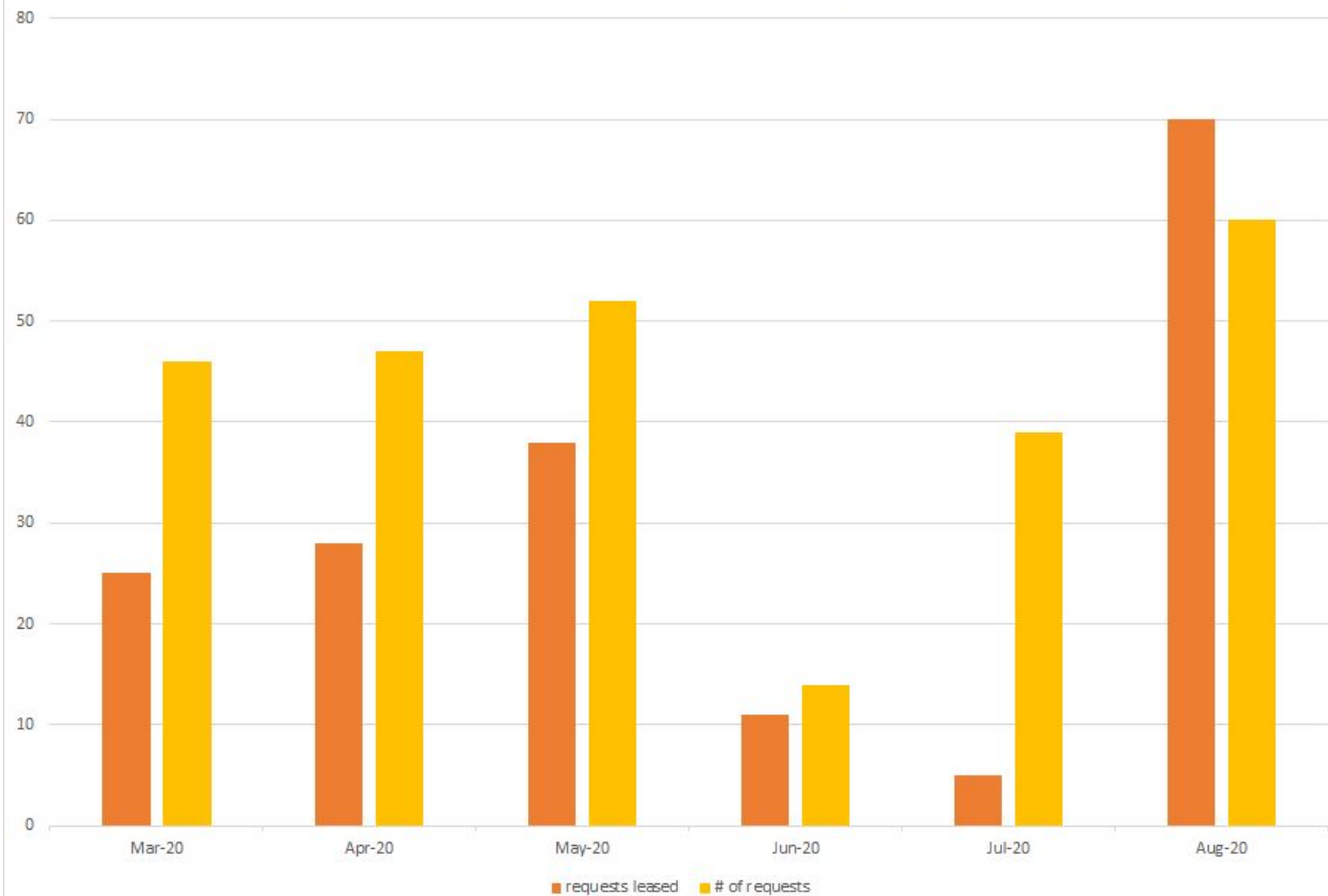
of Batches per Month



Leased vs Requests: Kanopy only



Kanopy Leased vs Requests: During Remote



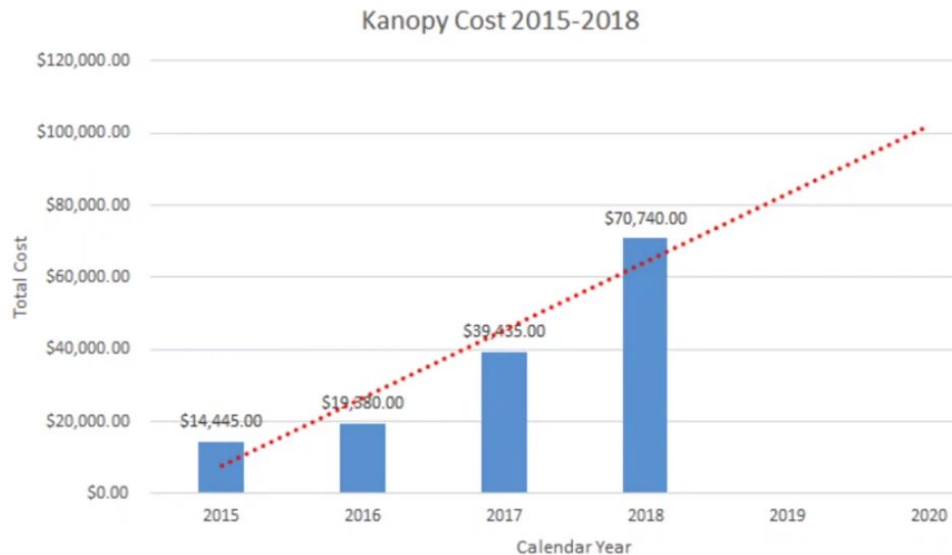
Costs & Benefits

- 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

The Miami Student
Established 1826 — Oldest College Newspaper West of the Alleghenies

NEWS ▾ CORONAVIRUS ▾ CULTURE ▾ OPINION ▾ SPORTS ▾ MORE ▾ MAGAZINE ▾ MULTIMEDIA ▾ ABOUT US ADVERTISE STORY IDEA?

ENTERTAINMENT

Streaming services fight to keep movies alive

Trending

service is. However, I also acknowledge that most people don't have the budget for multiple streaming services, and that a few old movies won't be enough to convince people to cancel their Netflix subscription.

Luckily for Miami students and faculty, there's a service that combines everything I've talked about above, and lets us access it free of charge.

That service is Kanopy. Kanopy is a unique platform -- its audience is public libraries and universities. People with memberships at participating libraries (in Miami's case, the King Library database) get access to Kanopy's collection of 30,000 movies.

There's nothing quite like Kanopy's library. It is a massive pool of documentaries, classics, and indie films along with some enticing newer



Drawbacks, Concerns, Complications

Additional staff costs

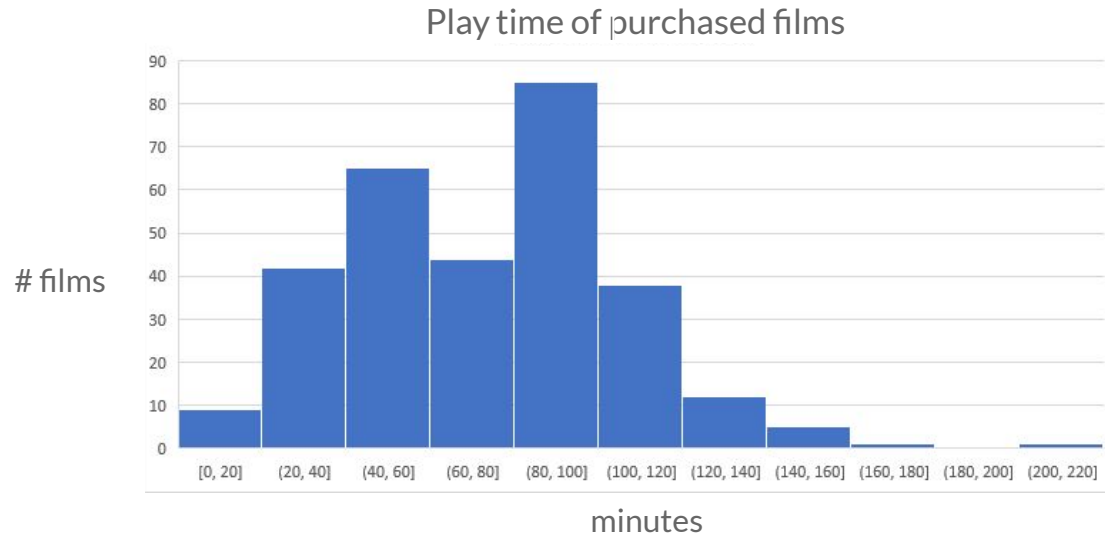
- Between collections and technical services, spend estimated \$6-7 in staff time per title purchased
 - Ironically, collections librarians likely spend as much or more time on the items we *don't* purchase

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?

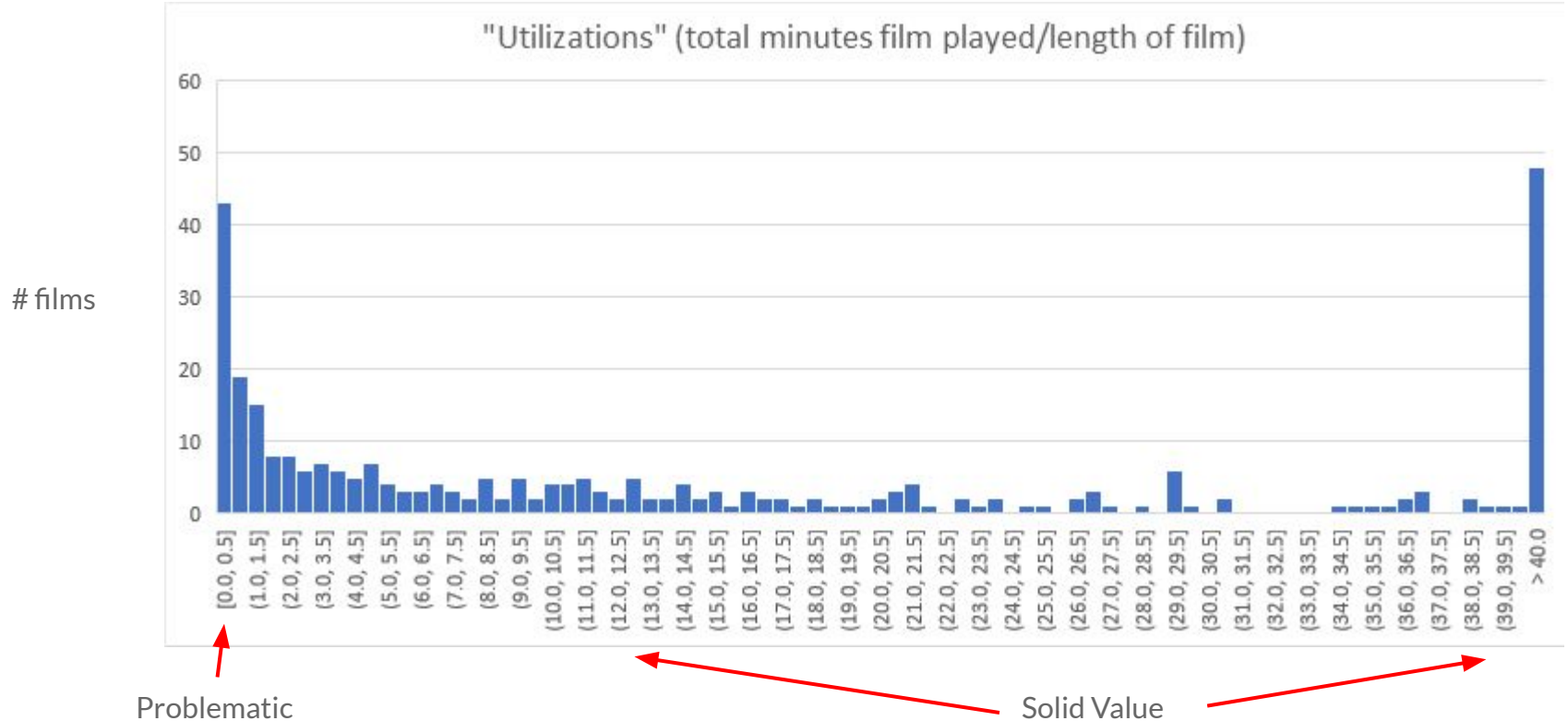
- Mix of cinematic (40%), documentary (50%), tutorial/demonstrative (<10%) materials
- Most purchased for humanities and social sciences subject areas, some use in STEM fields
- Wide range of play times, 3' - 208'



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?



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!