

1-1-2005

Audio/Visual Department : Annual Report : 2004 - 2005

Nelson Poynter Memorial Library.

Follow this and additional works at: https://scholarcommons.usf.edu/npml_dept_committee_reports

 Part of the [Library and Information Science Commons](#)

Scholar Commons Citation

Nelson Poynter Memorial Library., "Audio/Visual Department : Annual Report : 2004 - 2005" (2005). *Library Department and Committee Reports*. 16.

https://scholarcommons.usf.edu/npml_dept_committee_reports/16

This Other is brought to you for free and open access by the Library Reports and Guidelines at Scholar Commons. It has been accepted for inclusion in Library Department and Committee Reports by an authorized administrator of Scholar Commons. For more information, please contact scholarcommons@usf.edu.

**MEDIA SERVICES DEPARTMENT
ANNUAL REPORT
ACADEMIC YEAR 2004-2005**

*Gerald A. Notaro, Media Librarian
David Brodosi, AV Specialist
Michael Mathon, AV Specialist
Robert Vessenmeyer, Sr. AV Equipment Operator*

Instructional Media Services
140 7th Ave S, POY 221
St. Petersburg, FL 33071
Phone: 727-553-4409
Fax: 727-553-4127
Email: av@nelson.usf.edu
<http://www.nelson.usf.edu/av>

Services

The Instructional Media Department makes available a large array of media and distance education technologies. The Poynter Library's Media Center has three large and three small group listening and viewing rooms for all audio and video formats, a digitization center, a studio and control room, production room, dubbing and archive room, storage and repair rooms. The instructional materials and juvenile collection reading areas seat 44.

Each classroom on campus is equipped, at minimum, with an overhead projector, television monitor or data projection system, computer and VCR. More classrooms now provide data and video projection. Instructors may arrange for other standard audiovisual equipment as needed through written or online requests.

State-of-the-art and standard classroom equipment for checkout, delivery and set-up include:

Camcorders, tripods, digital cameras, data projectors, document cameras, DVD players, cassette recorders, Polycoms, laser disc players, laser pointers, TV/VCR's, microphones, stands, mixers, amplifiers, overhead projectors, podiums, slide projectors, screens, and boom boxes.

Instructional Media Services is responsible the teaching technologies found within the USF St. Petersburg classrooms. The Department is focused on supporting the University in its teaching, learning and research endeavors.

The Department supports, services, and upgrades all of the equipment within campus teaching spaces and responds via its Help Desk to any problems that

users may encounter. The department prides itself on quick response to requests, technical support, and other services.

The Department is responsible for the Video Conferencing facilities located in the Davis and Poynter buildings. A new dish installation can now provide independent satellite downlinks. High winds caused several instances of challenges to our waterfront satellite installation this year. As a result, a system of tie down when not in use was devised by this and the Physical Plant Departments.

Instructional Media Services offers a checkout Center where the latest audio-visual equipment can be checked out to the University Community. Equipment includes digital cameras, video cameras, public address systems, data projectors, and slide projectors.

Digital audiovisual services are provided to faculty, students and staff to develop multimedia packages for teaching, delivery of information, learning and research.

Deliveries and set ups

2004-2005	2669
2003-2004	4068
2002-2003	2801
2001-2002	2263

As it is the goal of the department to provide fixed equipment at all service points, these numbers only reflect direct requests via email, mailed, fax, or web. Many faculty and staff don't request equipment they use regularly in class if the rooms always house the equipment. Therefore, these statistics do not reflect total use, except in the case of faculty or staff request. Actual use of equipment is far, far greater.

Distance Learning

2004-2005

3 studio courses, 36 studio broadcasts, 2 satellite downlinks, 28 video and teleconferences, 2 Distance Learning courses recorded, designed, and digitized, now distributed to over 200 students.

2003-2004

38 classes, 36 studio broadcasts, 4 satellite downlinks, 78 video and teleconferences

2002- 2003

49 classes, 17 studio broadcasts, 72 video and teleconferences

2001-2002

22 classes, 16 studio broadcasts, 54 video and teleconferences

The AV Department also provides for other on and off campus events and presentations, such as recording lectures, graduations, etc., and digital and analog photography.

USF Card Production

2004-2005	2483
2003-2004	2745
2002-2003	2124
2001-2002	1706

Media Center Collections

The Instructional Media Collections of the Nelson Poynter Memorial Library serve the instructional and curricular needs of the USF St. Petersburg community and the individual study, scholarship, cultural enrichment and recreation needs of University students, staff, and faculty. All items circulate and are accessible through the Library's online catalog.

The Instructional Materials Collection (IMC) includes juvenile easy-to-read, juvenile fiction, juvenile non-fiction, school textbooks, teacher's manuals, guides, games, kits, and paperbacks.

The Media Collection contains DVDs, videotapes, cassette tapes, CDs, and slides. They all circulate for one week and are renewable.

	2004-2005	2003-2004	2002-2003
Audiocassettes	512	515	499
Cataloged IMC	786	648	613
Uncataloged IMC	267	343	1600
Juvenile Books	6945	6780	6640
Videotapes	5104	5027	4932
DVD's	682	454	333
LP's	0	0	1042
CD's	484	439	399
Kits	101	74	58
Slide sets	3	4	4
Total Items	14881	14284	16157

Media Center Circulation

	2004-2005	2003-2004	2002-2003
Audiocassette	222	154	217
Compact discs	455	473	364
DVDs	2689	2566	2298
Juvenile	1997	2339	2291
Record	11	32	34
Video Cassette	4260	5252	5620
IMC	107	142	188
Total	9741	10958	11009

Assessment Activities

A major survey of Library Patrons was conducted to assess collection development, circulation, and collection management needs of the Video Collections. Fifty-six percent (30/54) respondents were USFSP students; twenty-four percent (13/54) were USFSP faculty; thirteen percent (7/54) were USFSP staff; seven percent (4/54) were members of the community. Recipients borrowed from the video collection an average twenty (20) times a year (about several times per month). On average, students borrowed several times a semester; faculty and staff borrowed several times a month and community members borrowed weekly. Eighty-five percent of recipients (45/53) owned both a VCR player and a DVD player. Seven and one-half percent owned a VCR only (4/53). Likewise, seven and one-half percent owned a DVD player only (4/53). Of this group, students and staff were the only exclusive borrowers of DVDs (52% and 43% respectively). Fifty-one percent of recipients (27/53) borrowed both videotapes and DVDs. Thirty-four percent borrowed only DVDs (18/53). Fifteen percent borrowed only videotapes (8/53). There was a significant correlation between the technology that respondents owned and the type of technology that they borrowed. The most popular video types borrowed were Documentaries, New films, Foreign films and Classic films. The least borrowed were Children's videos. The "Other" category of films/videos borrowed included: Musicals, Science Fiction, Science, Informational and Opera. There was no difference among students, faculty, staff or community members in the number of different types of videos borrowed. On average, respondents borrowed five different types of videos. Seventy percent of respondents agreed or strongly agreed that they usually found the exact title for which they were looking. Eighty-three percent of respondents agreed or strongly agreed that they usually found the type of video for which they were looking. One hundred percent of respondents agreed or strongly agreed that videos were a valuable part of the library collection. Ninety percent of respondents agreed or strongly agreed that the library should continue to collect both DVDs and VHS videos. Only thirty-nine percent of recipients

agreed or strongly agreed that only DVDs should be collected. Only thirty-seven percent agreed or strongly agreed that the borrowing time should be lengthened.

Other Notable Initiatives and Accomplishments

Classes are being offered now that are totally distributed digitally. AV Services has recorded classes with students, and placed them on discs along with PowerPoint presentations and links to Instructor sites. Some classes have been recorded with no students and are being filmed strictly for digital and streamed delivery. This semester the faculty themselves will digitally record off campus classes and the AV Services will digitize and package for future Alternative Distance Education. USF St. Petersburg has taken a technological lead in these efforts. It quickly developed, in conjunction with the Office of the Vice Chancellor for Academic Affairs, into a major direction for departmental resources.

There has been a significant increase in support for Special Events such as Festivals, Convocations, conferences, and other non-academic and classroom activities. These have increasingly required the services of AV Services at night and on weekends

The Juvenile Easy to Read, Fiction, and Nonfiction collections were all inventoried this year and the OPAC has been updated to reflect current holdings.

All AV staff participated in the Classification Redesign Project, and worked with HR on future restructuring of the department. Specific duties and responsibilities were reassigned to specific positions.

Replacement hiring and training of three staff members.

Davis 130 was equipped with data projection, smart classroom technology, and a built in amplification system.

Three additional classrooms were equipped with data and video projection systems and smart room switchers in accordance with the Library's AV Technology Plan.

Completed the AV Archives transfer to Special Collections.

Completed the IMC Collection Development Policy and placed on department website.