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Audio/Visual Department : Annual Report : 2007 - 2008

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**MEDIA SERVICES DEPARTMENT
ANNUAL REPORT
ACADEMIC YEAR 2007-2008**

Instructional Media Services
140 7th Ave S, POY 221
St. Petersburg, FL 33701
Phone: 727-873-4409
Fax: 727-873-4127
Email: av@nelson.usf.edu
<http://www.nelson.usf.edu/av>

Gerald A. Notaro, Media Librarian
727-873-4408

David Brodosi, Department Coordinator, Instructional Multimedia Developer
727-873-4126

Michael Mathon, Media Specialist
727-873-4409

Robert Vessenmeyer, Media Specialist
727-873-4246

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 seating 32, 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 DVD/VCR. All classrooms now provide data and video projection or presentation. 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 or delivery and set-up include:

Camcorders, tripods, digital cameras, data projectors, document cameras, DVD players, cassette recorders, 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 smart 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 facility located in the Poynter library. A satellite dish installation can provide independent satellite downlinks. Videoconferencing set up allows for worldwide communication.

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

The goal of the department is to provide fixed equipment at all service points. All of USF St. Petersburg's classrooms have data/video projection, DVD/VHS playback, and computers permanently installed.

2007-2008

1567 Courses/Classes/Sections supported in 49 classrooms.
90% of classrooms are "smart" classrooms.

2006-2007

1666 Courses/Classes/Sections supported in 47 classrooms.
60% of classrooms are "smart" classrooms

Previous yearly classroom delivery and set ups:

2005-2006	2251
2004-2005	2669
2003-2004	4068
2002-2003	2801
2001-2002	2263

Distance Learning

Distance Learning extends the University of South Florida St. Petersburg academic resources to help learners meet their educational goals by providing courses in a variety of disciplines and options in time, place, format, and delivery systems using technology.

The staff of the Instructional Media Services assists faculty in the form of consultation, design, and/or maintenance for online distance learning applications.

Courses are offered online and typically utilize USF's Blackboard portal to gain access to course materials. Examples of distance learning formats include streaming video, podcasting, and hybrid, interactive CD and DVD's or any combination thereof.

Online courses are offered as streaming video or podcasting and use high-speed Internet access; an active e-mail account and Internet access is

required. Instructor interaction with students may be synchronous or asynchronous. The staff of the Instructional Media Services assists faculty with student use of these functions.

When faculty prefer, the hybrid method includes courses using both synchronous and asynchronous software to provide faculty and students with options, such as 50% web and 50% face-to-face course.

2007-2008

1 studio course, 0 satellite downlinks, 4 video/web/teleconferences, 6 Distance Learning courses recorded, designed, and digitized now distributed to over 2400 students throughout the Academic Year.

2006-2007

1 studio course, 3 satellite/web downlinks, 31 video/web/teleconferences, 4 Distance Learning courses recorded, designed, and digitized now distributed to over 600 students per semester.

2005-2006

Two studio courses, two satellite downlinks, 19 video, web, and teleconferences, 6 Distance Learning courses recorded, designed, and digitized, now distributed to over 450 students per year.

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 per year.

2003-2004

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

2002– 2003

49 class sessions, 17 studio broadcasts, 72 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

2007-2008	2127
2006-2007	1843
2005-2006	1693
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.

Media Center Collections

	2007-2008	2006-2007	2005-2006
Audiocassettes	533	553	531
Cataloged IMC	764	767	777
Juvenile Books	7320	7297	7117
Videotapes	5048	5078	5130
DVD's	1738	1535	1241
CD's	662	616	569
Audiobooks	95	77	0
Kits	119	127	119
Slide sets	3	3	3
Online videos	1522	1651	1649
Total Items	17760	17624	16656

Media Center Circulation

	2007-2008	2006-2007	2005-2006
Audiocassettes	79	98	163
Compact discs	406	489	478
DVDs	4084	4255	3734
Juvenile	1569	2851	2574

Note: A cart of 120 Juvenile Books have been pulled from the Juvenile Collection and are on a Reserve Cart and get checked out about 100 times per year for specific Children's Literature assignments. Those multiple Reserve statistics are not reflected in the Juvenile circulation statistics.

Video Cassettes	2042	2272	4260
IMC (plus Kits)	198	55	107
Audiobooks	233	173	0
Total	8611	10425	10907

AV accounted for approximately 25% of the total Library Circulation.

Other Notable Initiatives and Accomplishments

After several assessments it was apparent that though the Media Collection circulated well, many library patrons, especially students, were not aware of the collections on the second floor. The Tampa campus library had recently moved their Media Collections from the sixth floor to the first floor. After several visits to the Tampa campus library to talk to library staff and faculty about the process and practices followed on their move, a plan was developed here. The Reference collection on the first floor was consolidated and the entire Media Collections were moved to the first floor to increase its visibility to patrons and, in addition, its circulation.

Took off inventory and disposed of additional obsolete equipment in the Production Room and Storage Room.

There has been increasing departmental support for Special Events such as Festivals, Convocations, building openings, celebrations, dedications, conferences, Campus Board meetings and other non-academic and classroom activities. These have increasingly required the services of IM Services at night and on weekends.

Additional upgraded and updated the departmental website, including posting current information on newly acquired media items.

Shelf read entire media collection

Created, with Head of Reference and Reference Librarians, three additional Reference tutorials.

Created several online Distance Learning methodology tutorials.

Designed classroom standards for equipment and wiring that is now viewed as "campus standard". This standard was implemented on the new Science & Technology building.

Designed and was project leaders for the AV equipment install for the RHO classroom.

Faculty assessment of equipment installed in our classrooms.