

1-1-2004

Audio/Visual Department : Annual Report : 2003 - 2004

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**MEDIA SERVICES DEPARTMENT
ANNUAL REPORT
ACADEMIC YEAR 2003-2004**

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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 graphics lab, 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, computer and VCR. Some 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, cameras, data projectors, document cameras, DVD players, cassette recorders, Polycoms, laser disc players, laser pointers, TV/VCR's, microphones, stands, mixers, 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 is responsible for the Video Conferencing facilities located in the Davis and Poynter buildings.

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

2003-2004	4068	44% increase
2002-2003	2801	23% increase
2001-2002	2263	

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 use, except in the case of faculty or staff request. Actual use of equipment is far, far greater.

Distance Learning

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

2003-2004	2745	29% increase
2002-2003	2124	25% increase
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.

	2003-2004	2002-2003	2001-2002
Audiocassettes	515	499	536
Cataloged IMC	648	613	457
Uncataloged IMC	343	1600	2200
Juvenile Books	6780	6640	6903
Videotapes	5027	4932	4755
DVD's	454	333	210
LP's	0	1042	1043
CD's	439	399	357
Kits	74	58	35
Slide sets	4	4	4

Total Items

14284	16157	16048
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Media Center Circulation

	2003-2004	2002-2003	2001-2002
Audiocassette	154	217	242
Compact discs	473	364	217
DVDs	2566	2298	972
Juvenile	2339	2291	2194
Record	32	34	30
Video Cassette	5252	5620	5676
IMC	142	188	240
Total	10958	11009	9671

Assessment Activities

Two major assessments were completed this year in the Media Services Department. The first was an assessment of the Instructional Materials in the IMC. Surveys were sent to College of Education Faculty and distributed to undergraduate and graduate students. 37 surveys were returned. Of those, 19% were from faculty, 35% from graduate students, and 46% from undergraduate students. The survey indicated that the library needs to increase the amount of current and diverse curriculum materials. As a result, we have worked with the College of Education Dean and Associate Dean to form a committee to give specific direction to future purchases, identified and assessed the ALA and ACRL guidelines for Curriculum Materials Centers (January 2003) and will work with the College of Education to complete the development of a new IMC Collection Development Policy. In addition the juvenile non-fiction, IMC paperback, IMC Uncataloged collections were weeded; all filmstrips were withdrawn; non Fiction Juvenile and IMC Collections for more even shelf spacing; non book IMC items were shelved together for consistency.

A follow-up assessment was undertaken of classroom equipment used by faculty in their teaching. Twenty-eight faculty returned surveys. Though they indicate a high degree of satisfaction with the quality of service received from the Media Services Department, the faculty's major concern was with data projection in classrooms. They feel the provided 36-inch data monitors are not big enough. Our technology directive is to install data projection with smart classroom ability in new classrooms, and to add data projection to existing large lecture classrooms, as funds are available. New Media Services staff hired have a higher degree of technical training and experience, especially academically related, than in the past. Faculty also requested additional camcorders and tripods. Compact Cassette Camcorders were purchased so that video recorded in the classrooms could be viewed immediately using existing format technology in the classrooms.

Other Notable Initiatives and Accomplishments

Digitization continues to be an increasing requested service. Projects include the entire spectrum of strict video to DVD conversion to digitization of instruction viewing integrated with instructional learning packages. It is certain that requests for this type of service will greatly increase.

All album sound recordings were withdrawn and video, cd, and audiocassette collections were immediately shifted into needed shelf space.

All damaged video covers were replaced and soiled covers were cleaned.

Three additional classrooms were equipped with data and video projection systems and smart room switchers.

Established an independently operated USF St. Petersburg Card Center.

Completed Instructional Media Services brochure.

Updated Audiovisual equipment fees guide.