

Online Education at the Point of Need: Growing a Video Program in a Time of Change and Constraints

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Introduction



The Taubman Health Sciences Library at the University of Michigan serves five professional health sciences schools and a large academic medical center.

In 2008, we began to create on-demand information and instruction videos about our resources, services, and events to all users, utilizing a variety of screencasting and video editing software. Our videos include how to use the library's open link resolver, how to effectively search databases, consumer health videos for the general public, and promotional videos for library services.

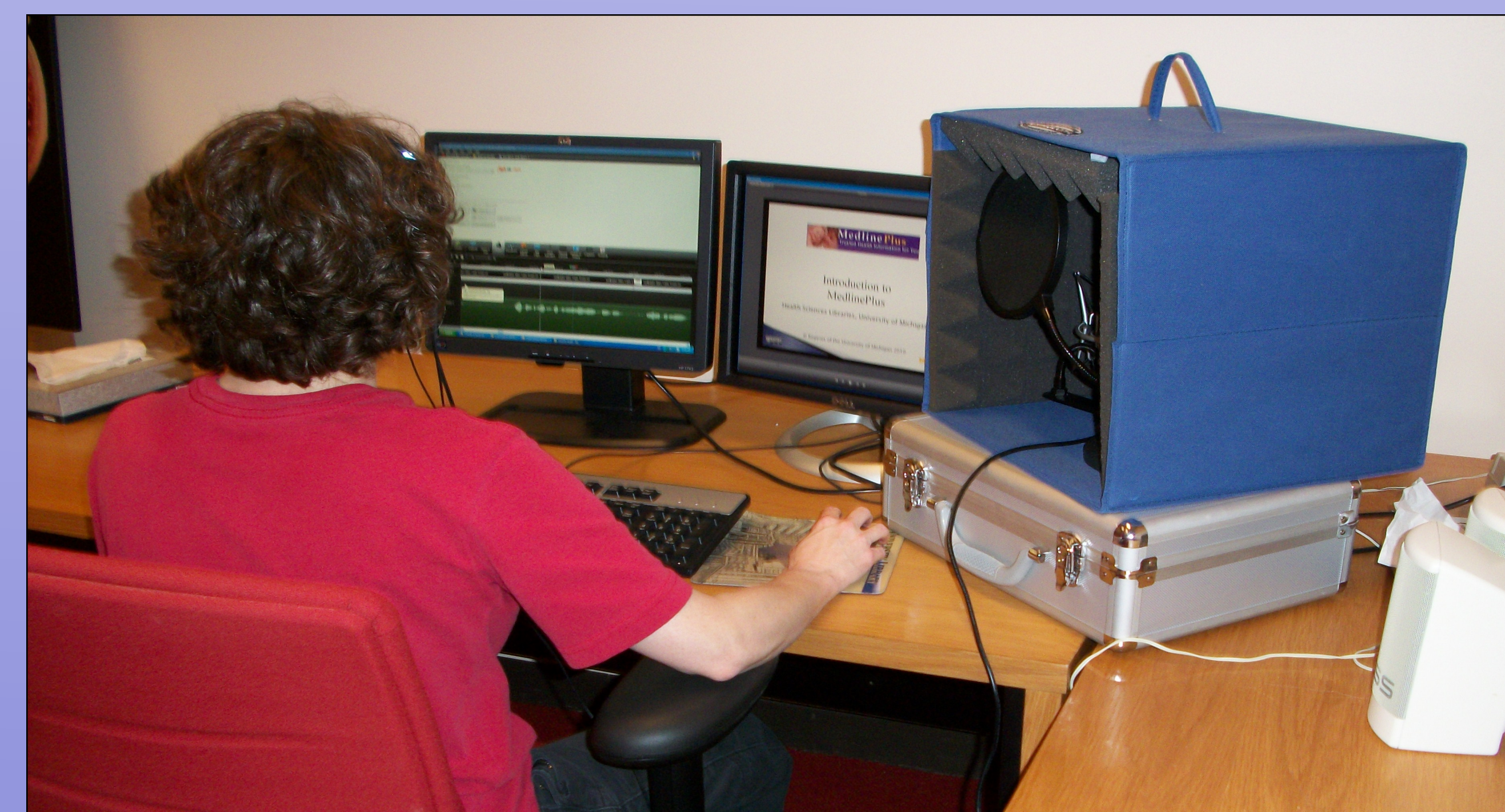
Using different formats, we try to reach different audiences, from the university (undergrad and graduate students, faculty, researchers, and clinical staff) to the general public. As the use of handheld devices has rapidly increased, we have adapted our videos to display on those devices, as well as on personal computers.

Our Program

Until 2010, the video production team consisted of 2 staff members, who also had other responsibilities. It became increasingly clear that we would have to make changes in order to increase the number of videos we produced.

Video	Plan	Rehearse	Video Rec	Audio Rec	Edit/ render	Review	Total	Time/ min
MGet It (needs more work)			1:00:00	0:30:00	3:00:00	0:30:00	5:00:00	1:96:00
EndNote pt. 1	1:00:00	1:00:00	6:00:00	2:30:00	14:55:00	1:00:00	28:25:00	8:23:00
DynaMed	12:00:00	6:30:00	8:00:00	4:40:00	42:00:00	1:00:00	83:00:00	23:38:00

2011-2012 was a time of transition in our program. We hired a student with some experience in videos to assist in production. Creating a training program was challenging in the short time available, but during the year, it became clear that our program was suffering from growing pains in other areas as well. We needed to carefully evaluate our process to discover where the problems lay.



Results

We identified problem areas in both training and production. We have developed a new production plan, which is more efficient and effective.

Our new training plan allows us to more easily integrate new staff—whether student or staff—into the process, which will happen each year. We are now creating more videos for a larger and more varied set of users, as more programs move to an online environment.

Books on the Move! V.1								
Video Contributor	Production Date(s)	Time Spent Scripting/Storyboarding	Time Spent on Slides	Time Spent Video Recording	Time Spent on Audio/Narration	Time Spent Production Editing/Rendering	Time Spent Review & Approval	Date of Completion
Annie	2/12/2013					3:00:00		2/28/2013
Annie	2/14/2013	2:00:00						
Annie	2/19/2013					5:00:00		
Annie	2/21/2013					6:00:00		
Annie	2/26/2013					6:00:00		
Annie	2/28/2013					6:00:00		
Annie	3/19/2013		1:00:00			2:00:00		
Carol	3/29/2013						0:15:00	
Time Totals		2:00:00	1:00:00	0:00:00	0:00:00	28:00:00	0:15:00	31:15:00
Uploaded to:		Upload date:	Related videos		Disposition of Related Videos		Date:	
YouTube & Website		3/21/2013	None					
Other:								
THL blog		3/21/2013						
sent to Lib Exec Comm		3/21/2013						

Our spreadsheet provides detailed tracking of each step of the video creation process, from planning to final approval. It helps us identify inefficiencies at any step in the video creation and review process.

In addition, we have prepared written training materials that provide concrete guidance on details such as screen proportions, the use of callouts, and pacing.

