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**FRANCISCO**

ANNUAL CONFERENCE & EXHIBITION  
June 25-30, 2015

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**#alaac15**

## TAKE TWO!

# REVAMPING COLLECTION DEVELOPMENT WORKFLOW FOR STREAMING VIDEO COLLECTIONS

Mary Wahl  
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California State University, Northridge

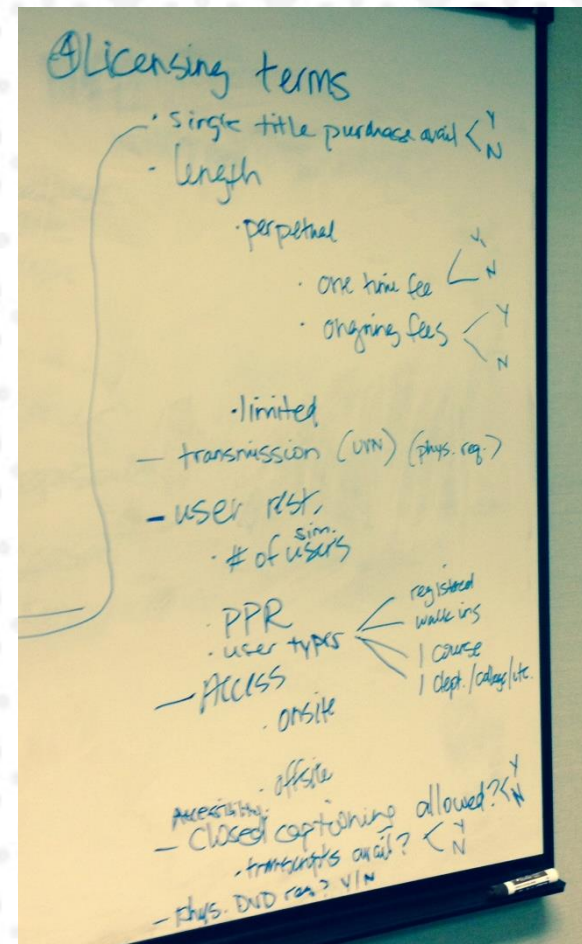
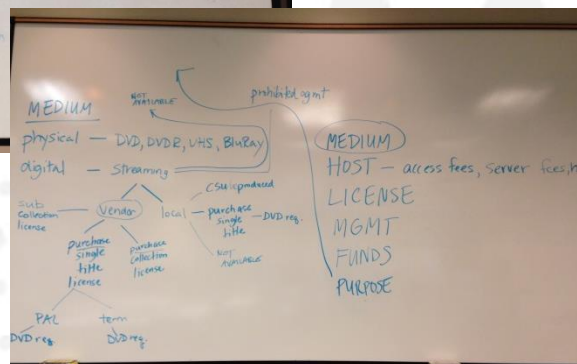
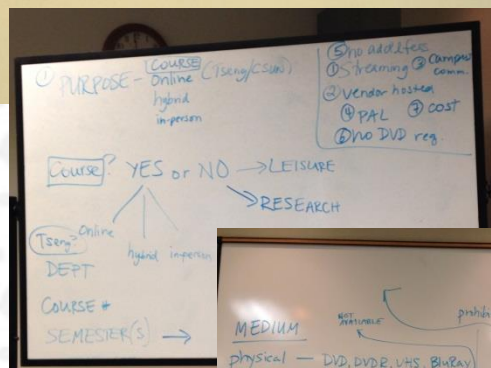
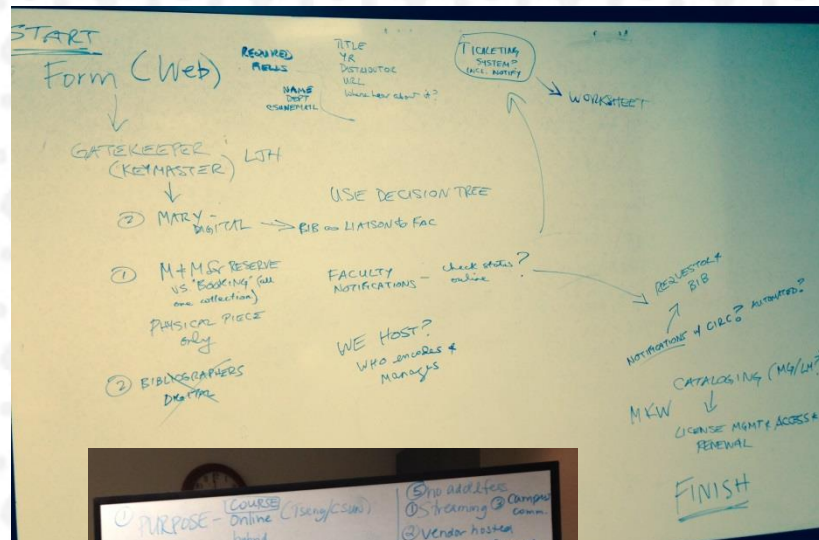
Christina Mayberry  
Collection Development Coordinator  
California State University, Northridge



- Why did we embark on this?
  - Cross-departmental work becoming unwieldy
  - So many factors dealing with streaming!
  - Confusing for faculty to request streaming titles



# Brainstorming



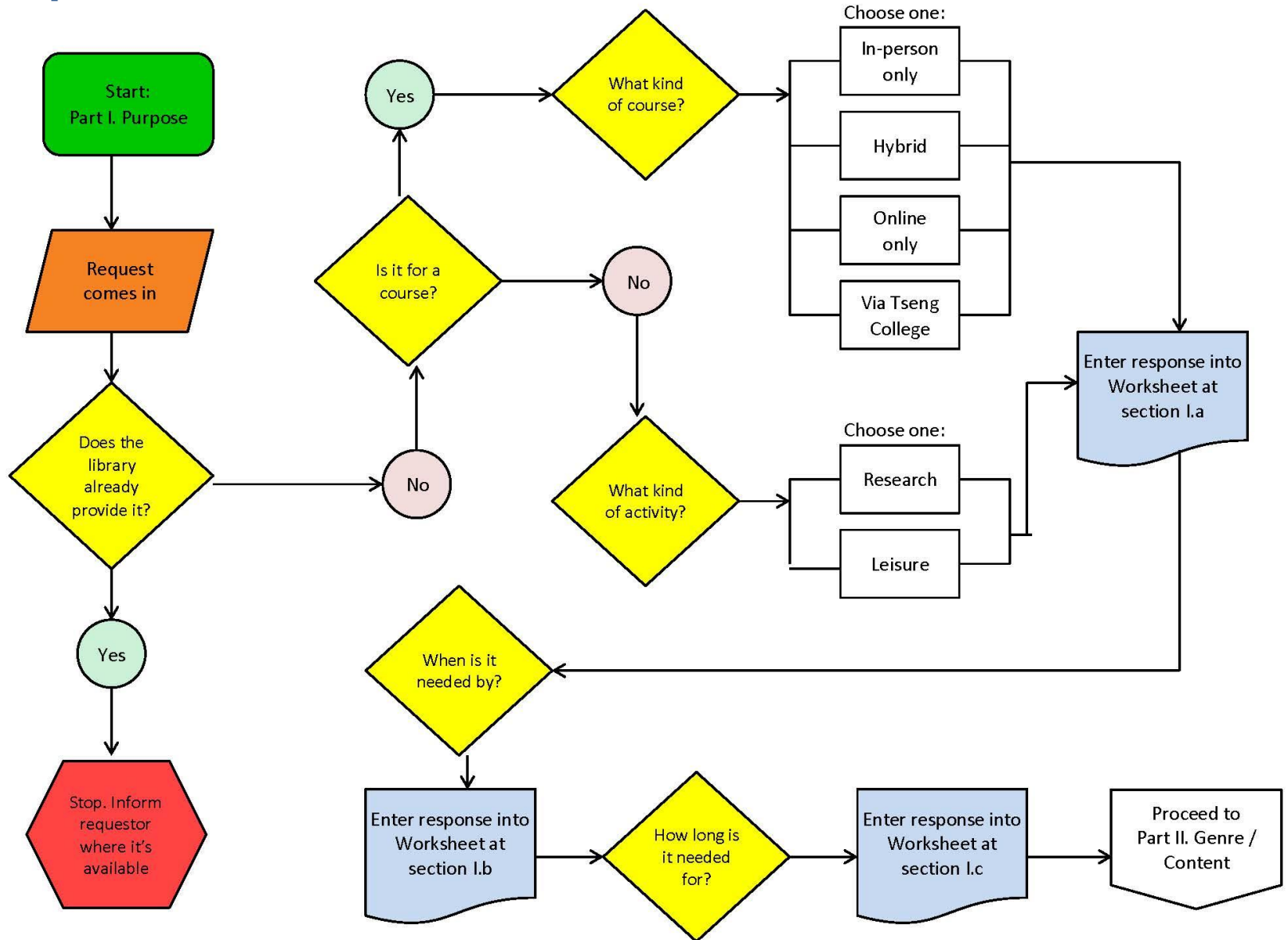




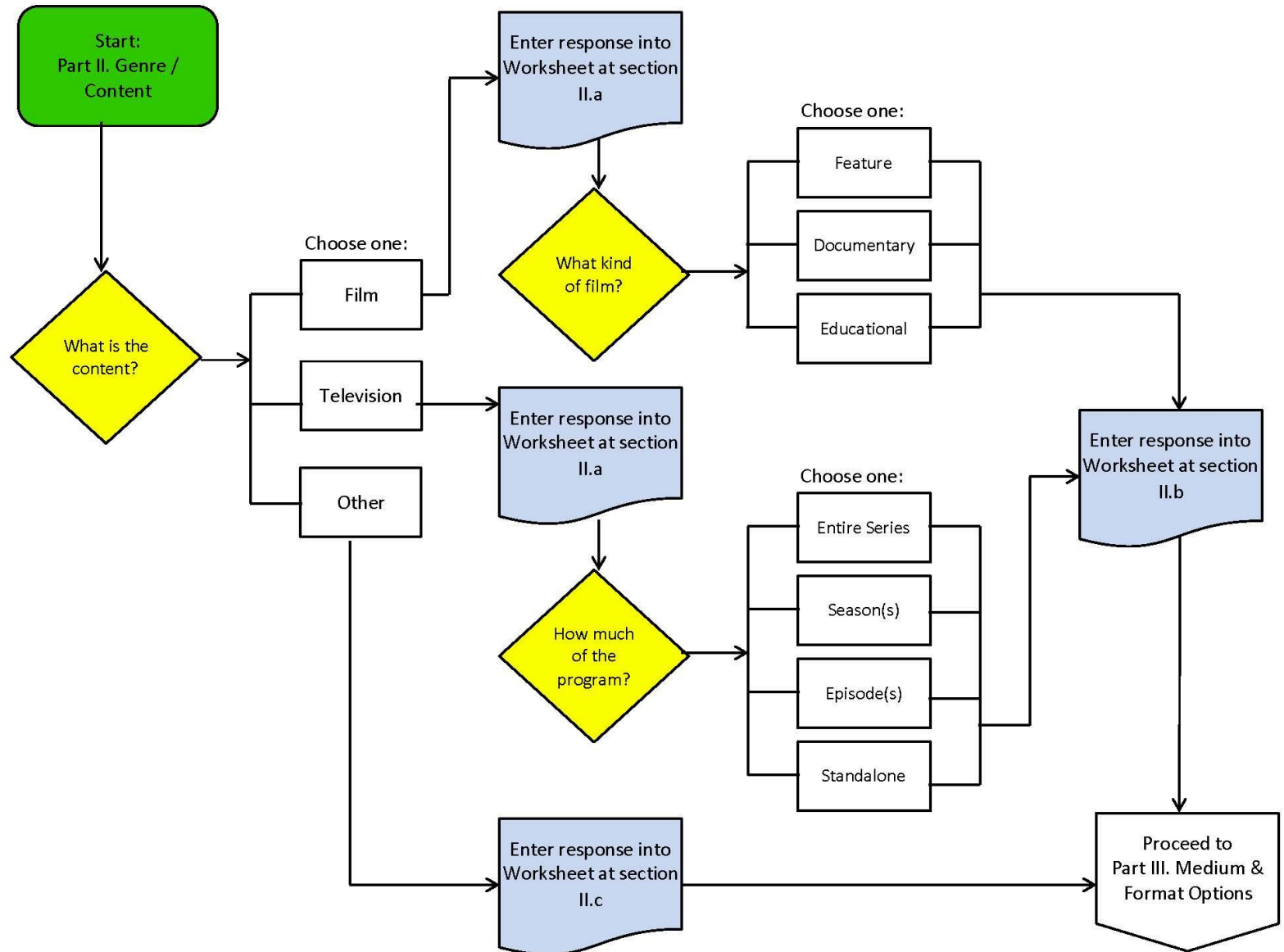
## Brainstorming

- 6 key factors
  - Purpose
  - Genre/content
  - Medium & format options
  - Licensing terms
  - Delivery mode & options
  - Costs & funding

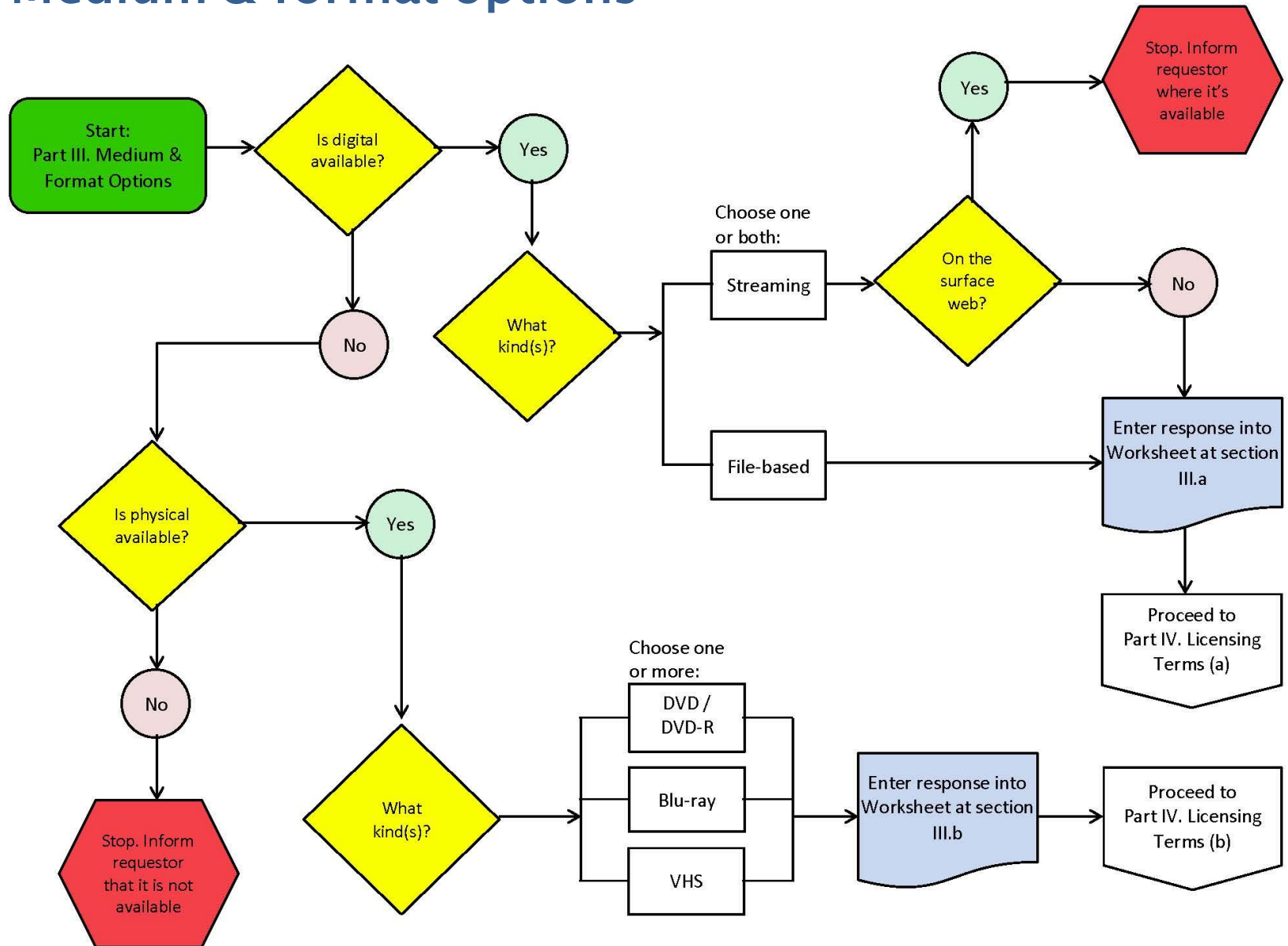
# I. Purpose



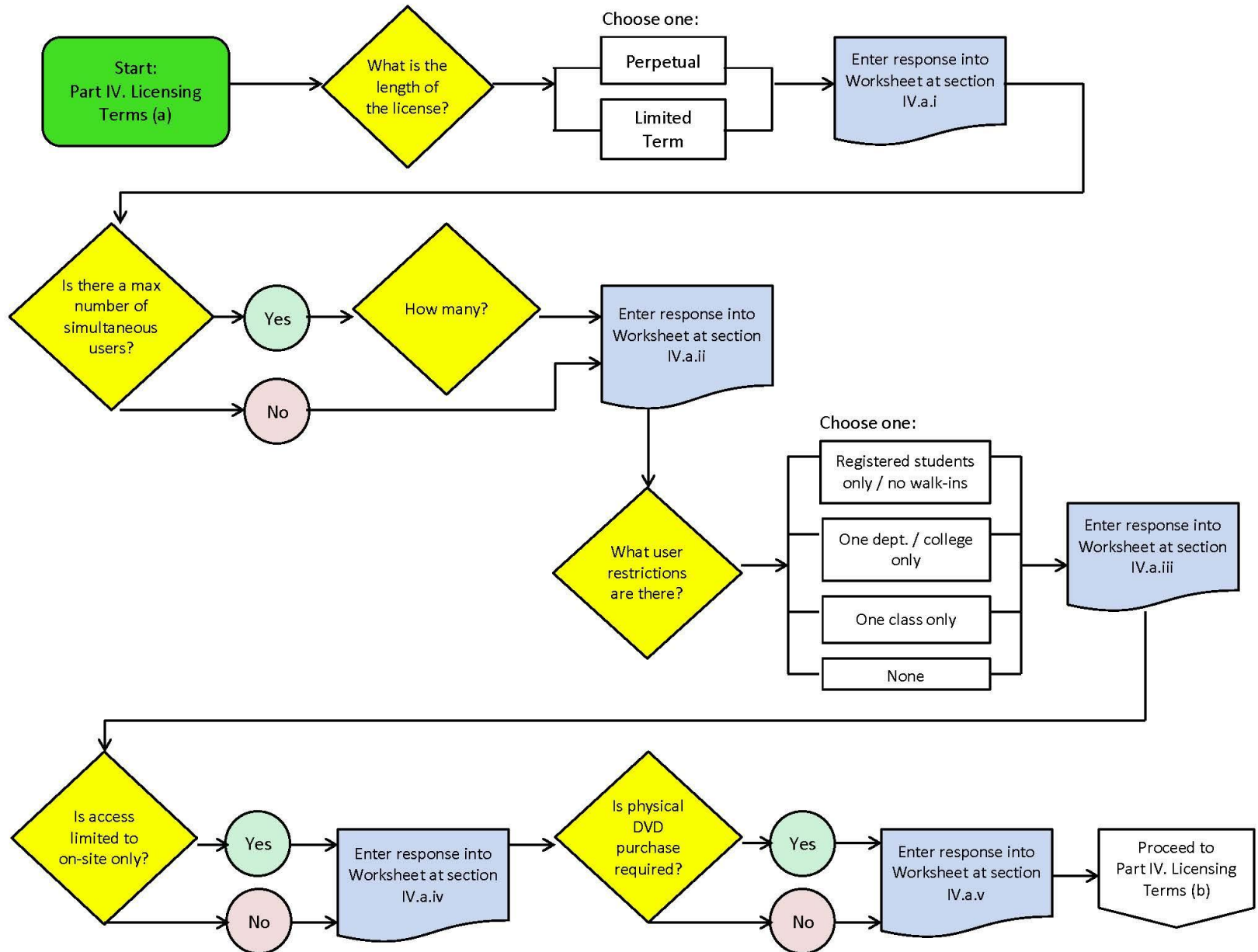
## II. Genre/content



### III. Medium & format options

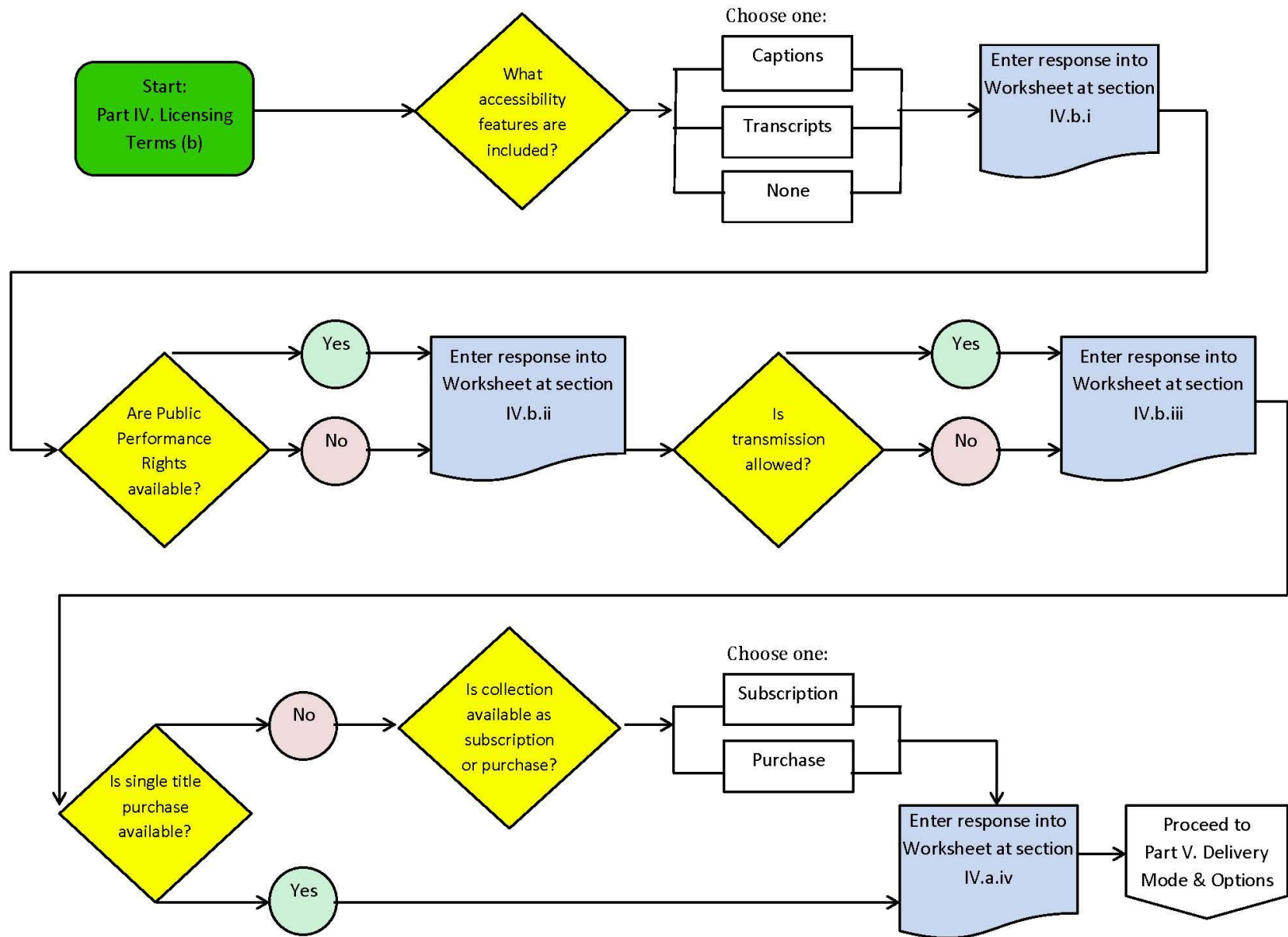


# IV. Licensing terms

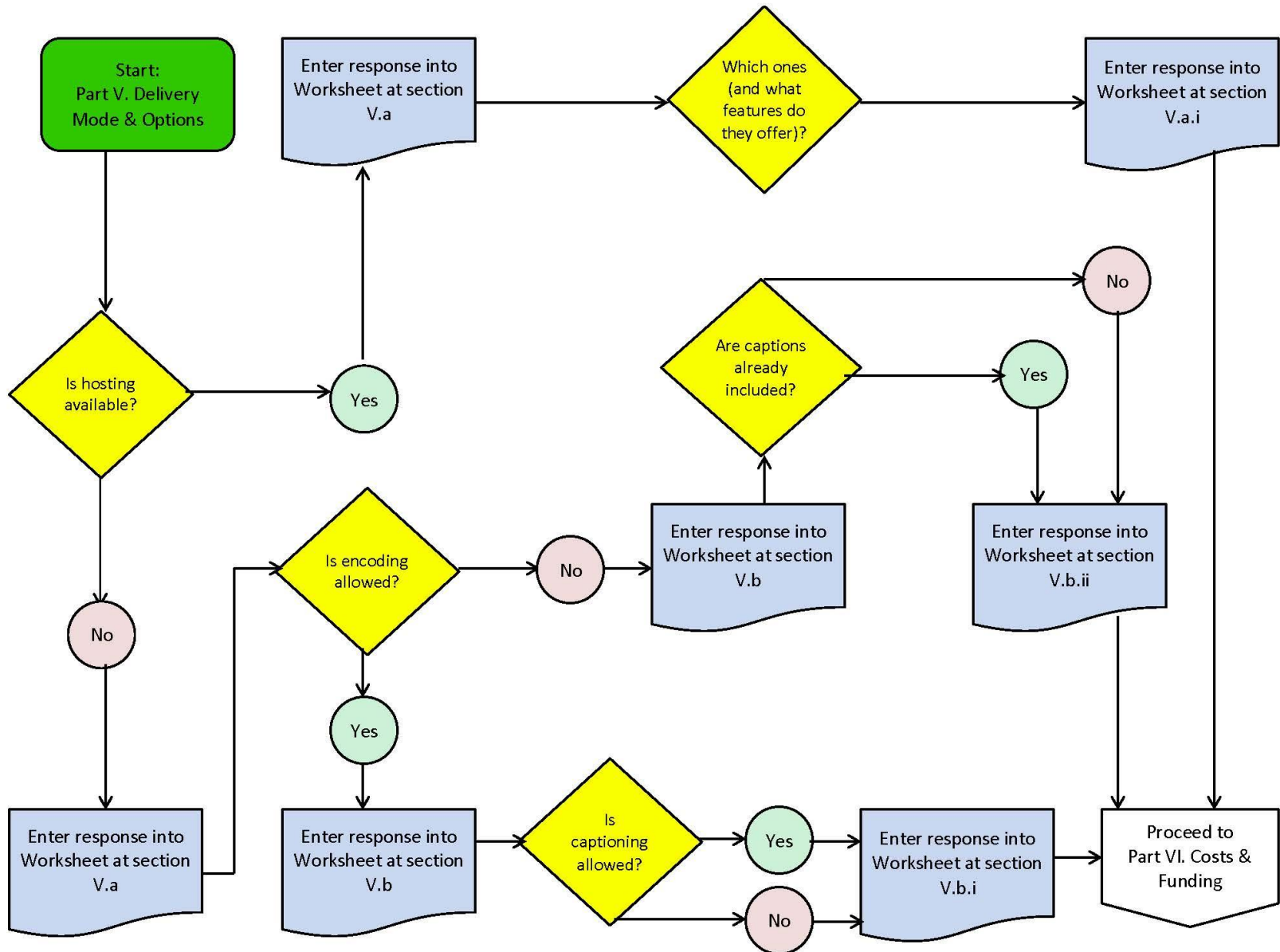




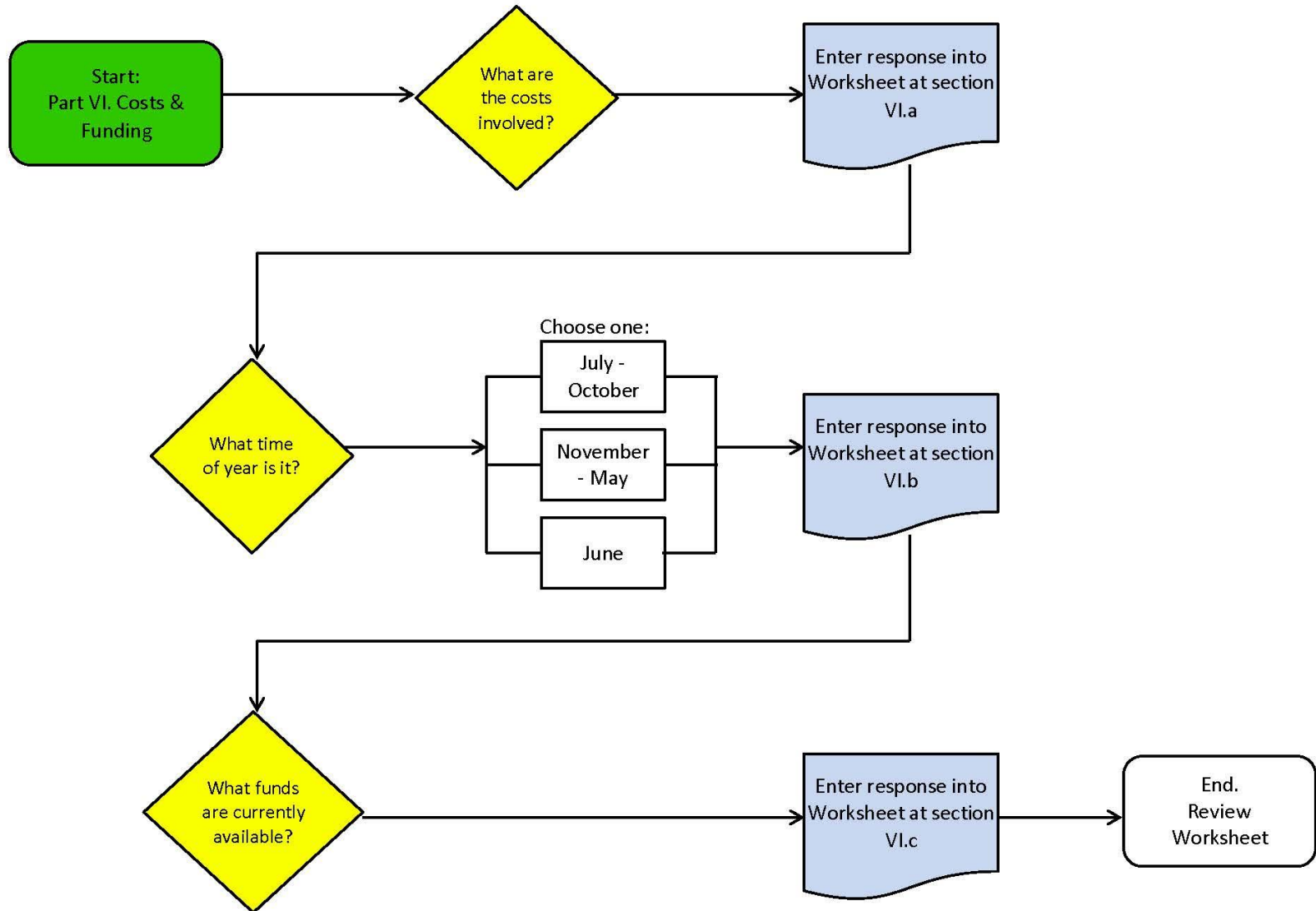
## IV. Licensing terms (cont'd)



# V. Delivery mode



# VI. Costs & funding





# Worksheet

- Workflow led to a worksheet
  - Records our research & outcomes
  - Reduces duplicated efforts

Video Purchase Recommendation Worksheet

b. Digital and/or physical media:

i. What accessibility features are included? ☐ Captions ☐ Transcripts ☐ None

ii. Are Public Performance Rights available? ☐ Yes ☐ No

V. Deliverable

FOR ACQUISITIONS:

\*Title and Year: \_\_\_\_\_

\*Producer/Director: \_\_\_\_\_

\*Requested by/Dept: \_\_\_\_\_ \*Date of request: \_\_\_\_\_

\*Do we already own (if yes, bib #)? \_\_\_\_\_

Vendor: \_\_\_\_\_

Format (if streaming, duration): \_\_\_\_\_

Notes: \_\_\_\_\_

I. Purpose

a. Type of course or activity:

Course: ☐ In person ☐ Hybrid ☐ Online (non-Tseng) ☐ Online (Tseng)

Non-Course: ☐ Research ☐ Leisure

b. Date needed by: \_\_\_\_\_ c. How long is it needed: \_\_\_\_\_

VI. Funding

II. Genre/Content

a. Type of content: ☐ Film ☐ TV ☐ Other (explain below)

b. What kind/extent:

Film: ☐ Feature ☐ Documentary ☐ Educational

TV: ☐ Series ☐ Season(s) ☐ Episode(s)

c. If other, please explain (i.e. produced by CSUN, etc.): \_\_\_\_\_

III. Medium & Format Options

a. Digital availability: ☐ Streaming ☐ File-based ☐ None

b. Physical availability: ☐ DVD/DVD-R ☐ Blu-ray ☐ VHS ☐ None

IV. Licensing Terms

a. Digital media only:

i. What is the license length? ☐ Perpetual ☐ Limited Term

ii. Is there a max # of simultaneous users? ☐ Yes (how many? \_\_\_\_\_) ☐ No

iii. What user restrictions are there? ☐ Registered students only/No walk-ins

☐ One Dept./College only ☐ One course only ☐ None

iv. Is access limited to on-site only? ☐ Yes ☐ No

v. Is a physical DVD purchase required? ☐ Yes ☐ No

Notes (continued)



## Web form

- Revised web form
- Focuses on:
  - Requestor info
  - Video info
  - Video use info
- Alerts multiple staff in the library

**Video Purchase Recommendation Form**

Video requests should be made **AT LEAST** one semester in advance.

Please note that video purchases (both physical and streaming) depend on availability of funds as well as licensing terms put forth by the content providers. Submitting a Video Purchase Recommendation Form to the Library does **NOT** guarantee that a purchase will be made.

**Requestor Information**

Name \*

CSUN email address \*

CSUN affiliation \*

Desired date/semester of use \*  (i.e. Fall 2015, or September 2015)

How long is it needed for? \*  (i.e. entire semester, or 2015/16 academic year)

**Video Information**

Title \*

Year of Release \*

Director/Producer \*

The content type is \*

Additional information (how did you hear about it, country of origin, IMDB page, etc.)

**Use of Video Information**

I am requesting this video to use for the following purpose \*

What video format are you requesting? \*

I understand that video purchases (both physical and streaming) depend on availability of funds as well as licensing terms put forth by the content providers. Submitting a Video Purchase recommendation Form to the Library does **NOT** guarantee that a purchase will be made. \*

☐ I agree

Have questions? Contact your [Library Subject Specialist](#).

<http://library.csun.edu/Services/VideoRecommendation>



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## Requestor Information

Name \*

CSUN email address \*

CSUN affiliation \*

- Select -  
- Select -  
Faculty/Staff  
Undergraduate Student  
Graduate Student

Desired date/semester \*

5, or September 2015

How long is it needed for? \*

i.e. entire semester, or 2015/16 academic year

## Video Information

Title \*

Year of Release \*

Director/Producer \*

The content type is \*

- Select -

Additional information (how did you hear about it, country of origin, IMDB page, etc.)

### Video Information

Title \*

Year of Release \*

Director/Producer \*

The content type is \*

- Select -

Additional information (how did you hear about it, country of origin, IMDB page, etc.)

### Use of Video Information

I am requesting this video to use for the following purpose \*

Course no \*

Class/Ticket no

What video format are you requesting? \*

- Select -

Hybrid Course  
- Select -  
In-person Course  
Hybrid Course  
Online only course (Tseng College)  
Online only course (Non-Tseng College)  
Other

I understand that video purchases (both physical and streaming) depend on availability of funds as well as licensing terms put forth by the content providers. Submitting a Video Purchase recommendation Form to the Library does NOT guarantee that a purchase will be made. \*

☐ I agree



## Wrap Up

- Benefits
  - We have documentation!
  - Streamlined
  - Better transparency & accountability
  - Much more efficient communication
  - Consistent message to users
- Challenges
  - Paper based
  - Need collection development policy specific to video
  - Not a “one size fits all” solution – exceptions will always exist

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# THANK YOU!

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Please note that video purchases (both physical and streaming) depend on availability of funds as well as licensing terms put forth by the content providers. Submitting a Video Purchase Recommendation Form to the Library does NOT guarantee that a purchase will be made.

\* = required field

### Requestor Information

\*Name: \_\_\_\_\_ \*CSUN email address: \_\_\_\_\_

\*CSUN affiliation: [\[conditional question with dropdown box – see note on next page\]](#)

- ☐ Faculty/Staff      \*College: \_\_\_\_\_      \*Dept: \_\_\_\_\_
- ☐ Undergraduate student
- ☐ Graduate student

\*Desired date/semester of use: \_\_\_\_\_

\*How long is it needed for? \_\_\_\_\_

### Video Information

\*Title: \_\_\_\_\_ \*Year of release: \_\_\_\_\_

\*Director/Producer: \_\_\_\_\_

\*The content type is (select one): [\[conditional question with dropdown box – see note on next page\]](#)

- ☐ Feature film      ☐ Documentary film      ☐ Educational film      ☐ Short film
- ☐ TV series      ☐ TV season(s)      ☐ TV episode(s)
- ☐ Other      \*If other, please explain: \_\_\_\_\_

Additional information (how did you hear about it, country of origin, IMDB page, etc.): \_\_\_\_\_

### Use of Video Information:

\*I am requesting this video to use for the following purpose (select one): [\[conditional question with dropdown box – see note on next page\]](#)

- |  |                   |                  |
|--|-------------------|------------------|
| <input type="checkbox"/> In-person course                | *Course no: _____ | Ticket no: _____ |
| <input type="checkbox"/> Hybrid course                   | *Course no: _____ | Ticket no: _____ |
| <input type="checkbox"/> Non-Tseng College online course | *Course no: _____ | Ticket no: _____ |
| <input type="checkbox"/> Tseng College online course     | *Course no: _____ | Ticket no: _____ |
| <input type="checkbox"/> Independent research            |                   |                  |
| <input type="checkbox"/> Leisure                         |                   |                  |



\*What mode of delivery are you requesting (select one): [\[make dropdown box\]](#)

- ☐ Physical format (DVD, Blu-ray, etc.)   ☐ Streaming video (depends on cost and availability)  
☐ No preference

[Notes for creating the dynamic fields:](#)

For the first conditional question regarding staff vs student status, the condition is that IF “Faculty/Staff” is selected, THEN the form should prompt the user to fill in the “College” and “Dept” fields (both required).

For the second conditional question regarding content, the condition is that IF “Other” is selected, THEN the form should prompt the user to fill in the “If other, please explain” field (required).

For the third conditional question regarding purpose of use, the condition is that IF one of these options is chosen:

- In-person course
- Hybrid course
- Non-Tseng College online course
- Tseng College online course

THEN the form should prompt the user to fill in the “Course no” field (required) and the “Ticket no” field (not required).



California State University, Northridge, Oviatt Library  
Video Purchase Recommendation Worksheet example

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**FOR ACQUISITIONS:**

\*Title and Year: \_\_\_\_\_

\*Producer/Director: \_\_\_\_\_

\*Requested by/Dept: \_\_\_\_\_ \*Date of request: \_\_\_\_\_

\*Do we already own (if yes, bib #)? \_\_\_\_\_

Vendor: \_\_\_\_\_

Format (if streaming, duration): \_\_\_\_\_

**I. Purpose**

a. Type of course or activity:

Course: ☐ In person ☐ Hybrid ☐ Online (non-Tseng) ☐ Online (Tseng)  
Non-Course: ☐ Research ☐ Leisure

b. Date needed by: \_\_\_\_\_ c. How long is it needed: \_\_\_\_\_

**II. Genre/Content**

a. Type of content: ☐ Film ☐ TV ☐ Other (explain below)

b. What kind/extent:

Film: ☐ Feature ☐ Documentary ☐ Educational  
TV: ☐ Series ☐ Season(s) ☐ Episode(s)

c. If other, please explain (i.e. produced by CSUN, etc.): \_\_\_\_\_

**III. Medium & Format Options**

a. Digital availability: ☐ Streaming ☐ File-based ☐ None

b. Physical availability: ☐ DVD/DVD-R ☐ Blu-ray ☐ VHS ☐ None

**IV. Licensing Terms**

a. Digital media only:

- i. What is the license length? ☐ Perpetual ☐ Limited Term
- ii. Is there a max # of simultaneous users? ☐ Yes (how many? \_\_\_\_\_) ☐ No
- iii. What user restrictions are there? ☐ Registered students only/No walk-ins  
☐ One Dept./College only ☐ One course only ☐ None
- iv. Is access limited to on-site only? ☐ Yes ☐ No
- v. Is a physical DVD purchase required? ☐ Yes ☐ No
-

b. Digital and/or physical media:

- i. What accessibility features are included? ☐ Captions ☐ Transcripts ☐ None
- ii. Are Public Performance Rights available? ☐ Yes ☐ No
- iii. Is transmission allowed? ☐ Yes ☐ No
- iv. Is a single title purchase available? ☐ Yes ☐ No
1. If not, how is collection available? ☐ Subscription ☐ Purchase

V. Delivery Mode & Options

- a. Is hosting available? ☐ Yes ☐ No

i. What vendors are available to host?

Vendor 1: \_\_\_\_\_

They are a: ☐ Third Party ☐ Distributor

What features do they offer (i.e. HD, embedding, clips/playlists): \_\_\_\_\_

\_\_\_\_\_

Vendor 2: \_\_\_\_\_

They are a: ☐ Third Party ☐ Distributor

What features do they offer (i.e. HD, embedding, clips/playlists): \_\_\_\_\_

\_\_\_\_\_

- b. Is encoding allowed? ☐ Yes ☐ No
- i. If yes, is captioning allowed? ☐ Yes ☐ No
- ii. If no, are captions already included? ☐ Yes ☐ No

VI. Funding

a. What are the costs? \_\_\_\_\_

b. What time of the year is it?

☐ July-Oct. *Deposit funds* ☐ Nov-May. *Available funds* ☐ June. *No purchases*

Notes (cost effectiveness, outcome, etc.):



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