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**THE BURDEN OF ACCESS:
PATRON DRIVEN
ACQUISITIONS FOR
STREAMING VIDEO ON A
SMALL CAMPUS**

- Introduction
- Keene's experience with PDA for streaming video over 3 years
- Exploration of the data
- Future steps and takeaways

Keene State College

- Keene, NH
- Undergraduate 4 year college
- Current FTE: 3,700



Why provide streaming video?

- ⦿ Flipped classroom
 - Integration of media into assignments and exams
- ⦿ Accessibility
- ⦿ Distance education
- ⦿ Technology issues (hardware)

Let me tell you a story...



The Troubadour, Marcel Brunery

December 2013

- Media Education Foundation package
 - 3 year streaming license on Kanopy
- Kanopy was still a relatively new platform at the time
- Library was also subscribing to Docuseek
 - “Typical” database model with a set price for access to all of the content

Dec. 2013

Jan. 2018



September 2014

- Opened Patron Driven Acquisitions on Kanopy
- Kanopy's PDA model
 - 4 plays for "free", 5th one triggers a 1 year license purchase
 - Initial deposit: **\$5,000**



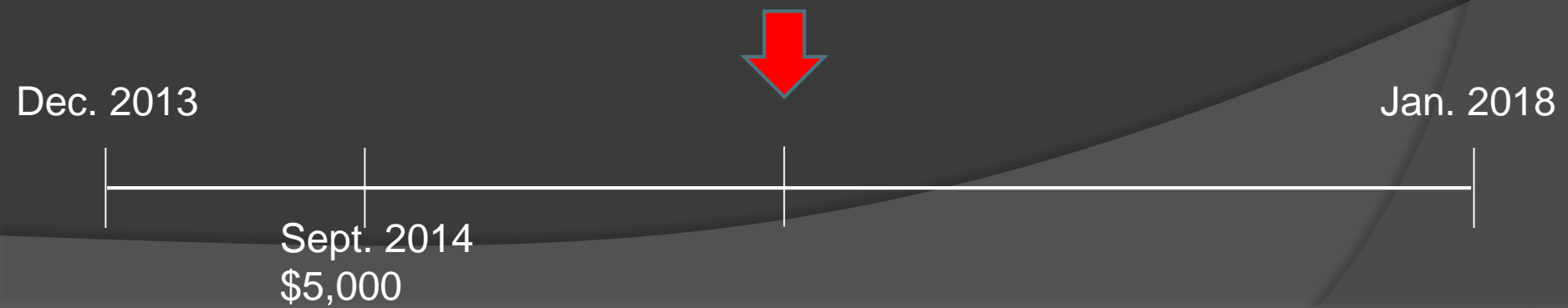
Dec. 2013

Jan. 2018



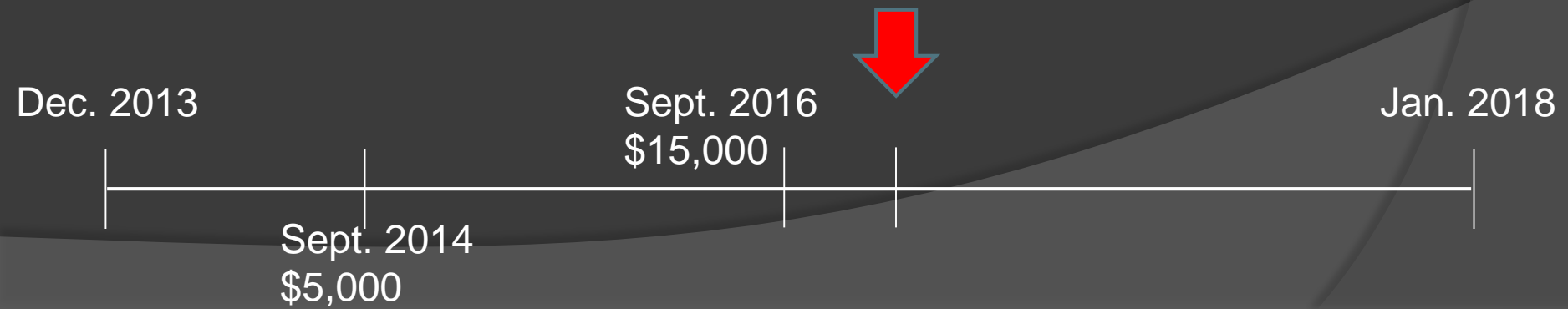
September 2016

- Spend to date: **\$15,000**
- Decision to limit PDA budget to \$3,000 per semester



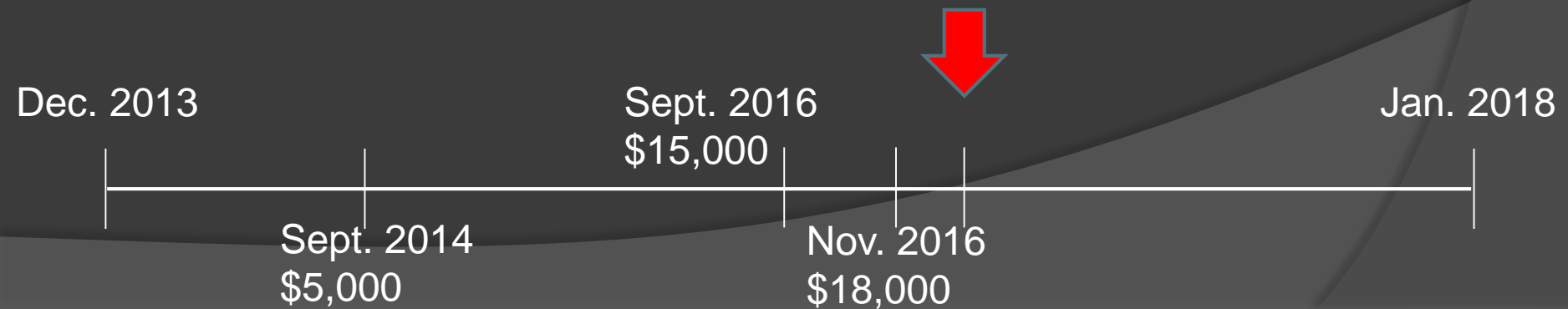
November 2016

- Spend to date: **\$18,000**
- PDA platform closed temporarily due to insufficient funds



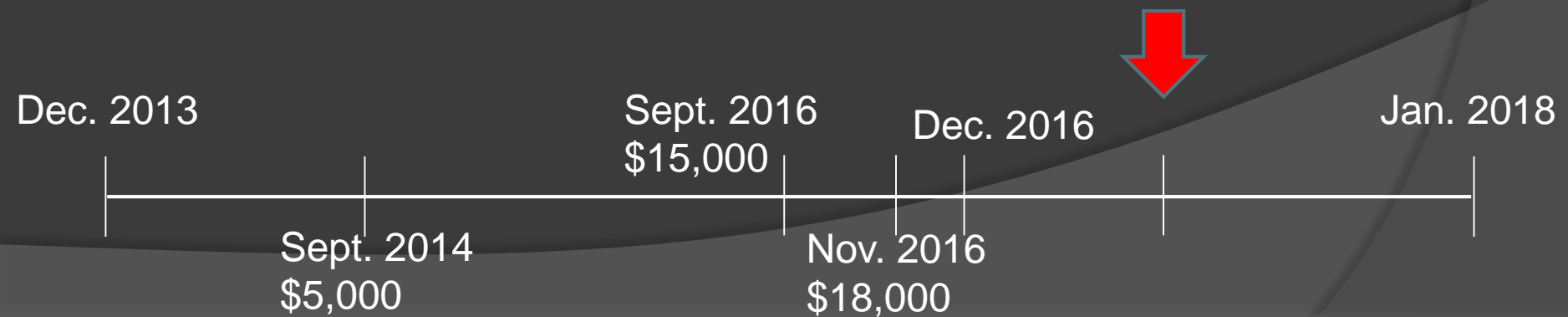
December 2016

- ⦿ How do we make this more sustainable?
 - Mediated PDA
 - Shut off collections by subject
- ⦿ Closure of 10 subject collections



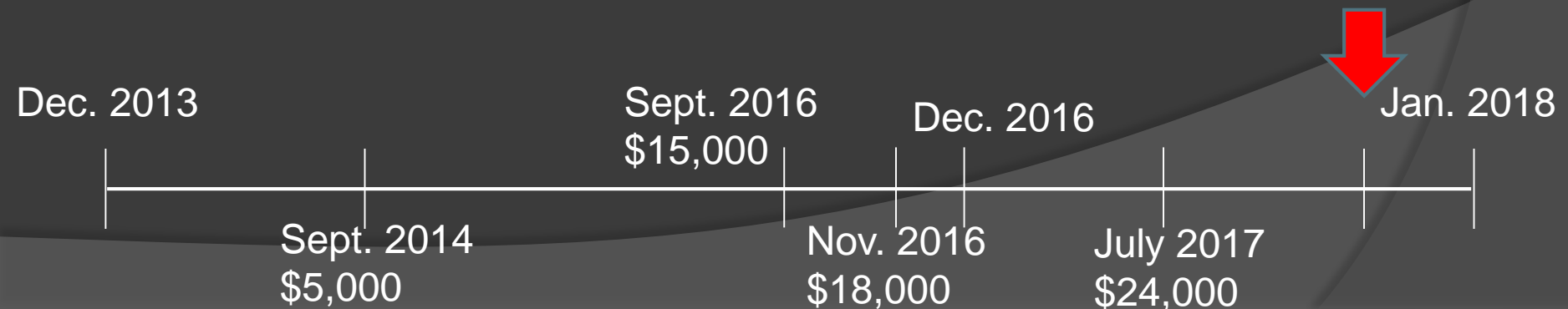
July 2017

- ◎ Spend to date: **\$24,000**
- ◎ Moved to WorldCat Discovery
 - And made some interesting discoveries of our own...



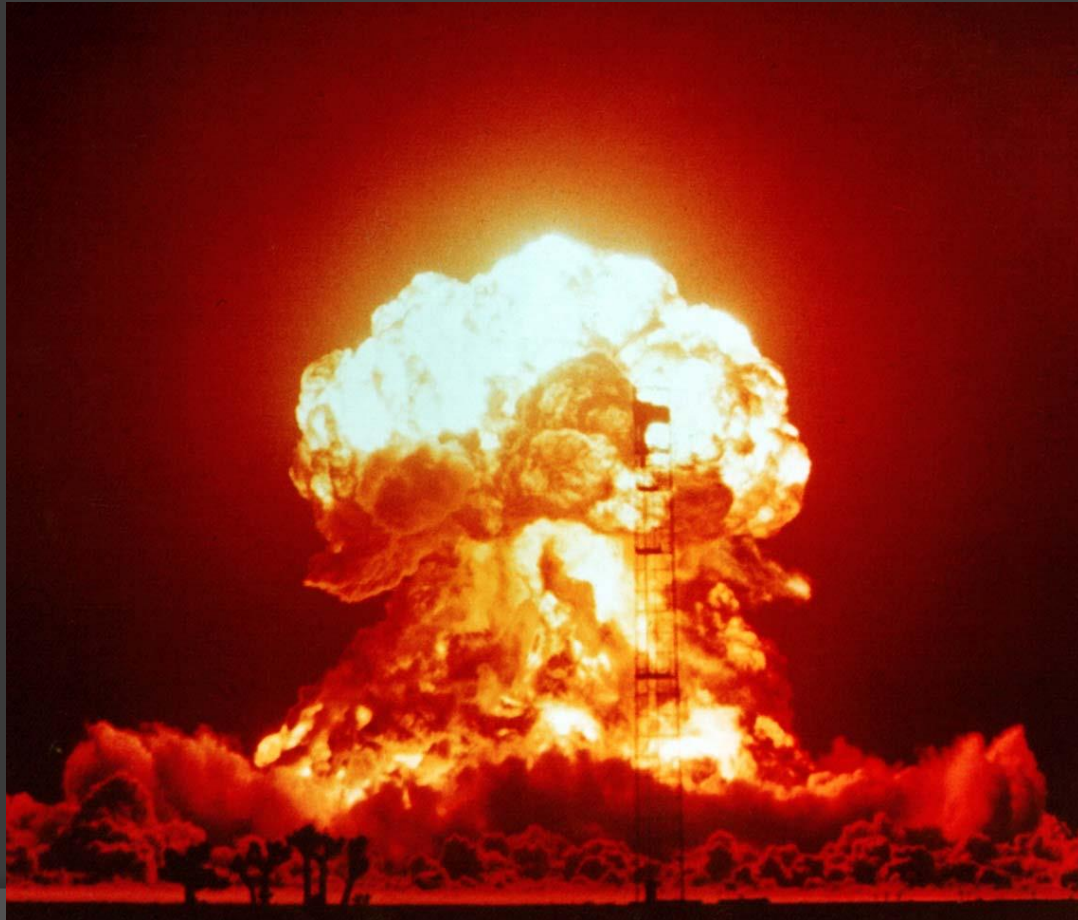
December 2017

- Spend to date: **\$30,000**
- Closure of collections by production company



January 2018

- Spend to date: \$30,000 (\$32,000 final cost in Feb.)



Into the data...



Cost and Alternate Availability

Total Kanopy cost Sept 2014 – Jan 2018	\$30,000
Total cost of the top 100 films	\$16,800

Number of films from the top 100 that are...	
Freely available online	16
Available in our DVD collection	41
Available to purchase on DVD	30
Not available online or to buy on DVD	13*

DVD Purchase Costs

Total cost to purchase all of the top 100 films that are available on DVD	\$6,560.90
Total cost to purchase only the available films from the top 100 that we don't already own	\$3,947.65

The Un-Triggered Videos Factor

Total Minutes Played on Un-Triggered Videos	Number of Videos Played	Number of Plays
27,470.64	1306	1-3 plays each

- ▶ Average number of minutes played on a video = 21.03
 - ▶ High = 315.5
 - ▶ Low = .02
- ▶ Median = 4.53

The Educational Factor

- Support for active and innovative pedagogy
- Streaming video has become expected

Is that how the films are being used?

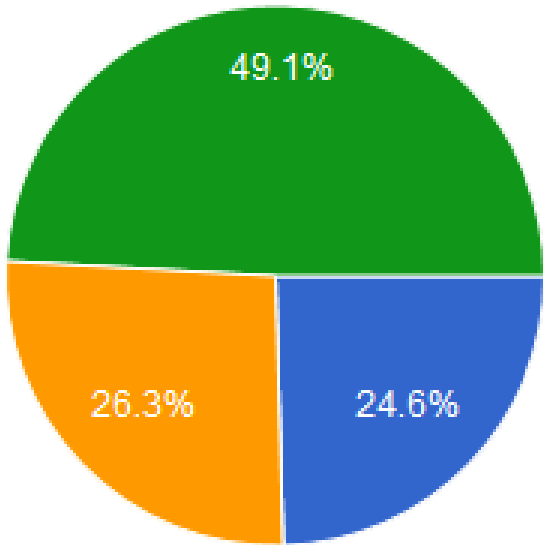
- ⦿ Total number of minutes played/film runtime
 - Top 21 films have been played in their entirety 20 – 100 times.
 - Outlier: *Race: The Power of an Illusion* at a whopping 697 full plays
- ⦿ #22 – #36 have been played at least 10 times
- ⦿ #37 – #100 have been played less than 10 times

Faculty Survey

- 57 responses
- 41.4% from faculty who have been here 5-10 years
- 44.8% from faculty who have been here 10+ years

Do you use Kanopy videos for...

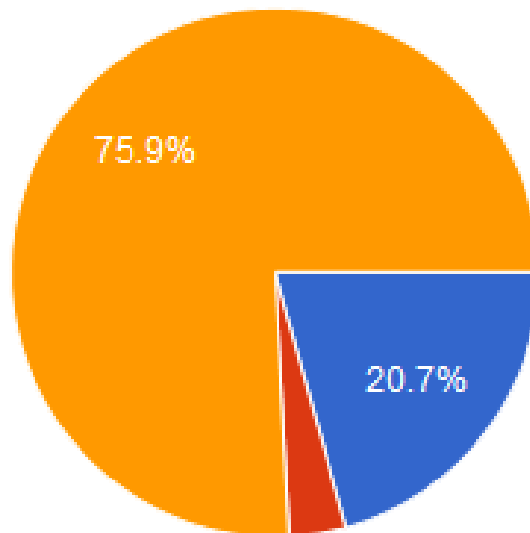
57 responses



- Class
- Personal use
- Both class and personal use
- I do not use Kanopy videos

How do you use Kanopy films for class?

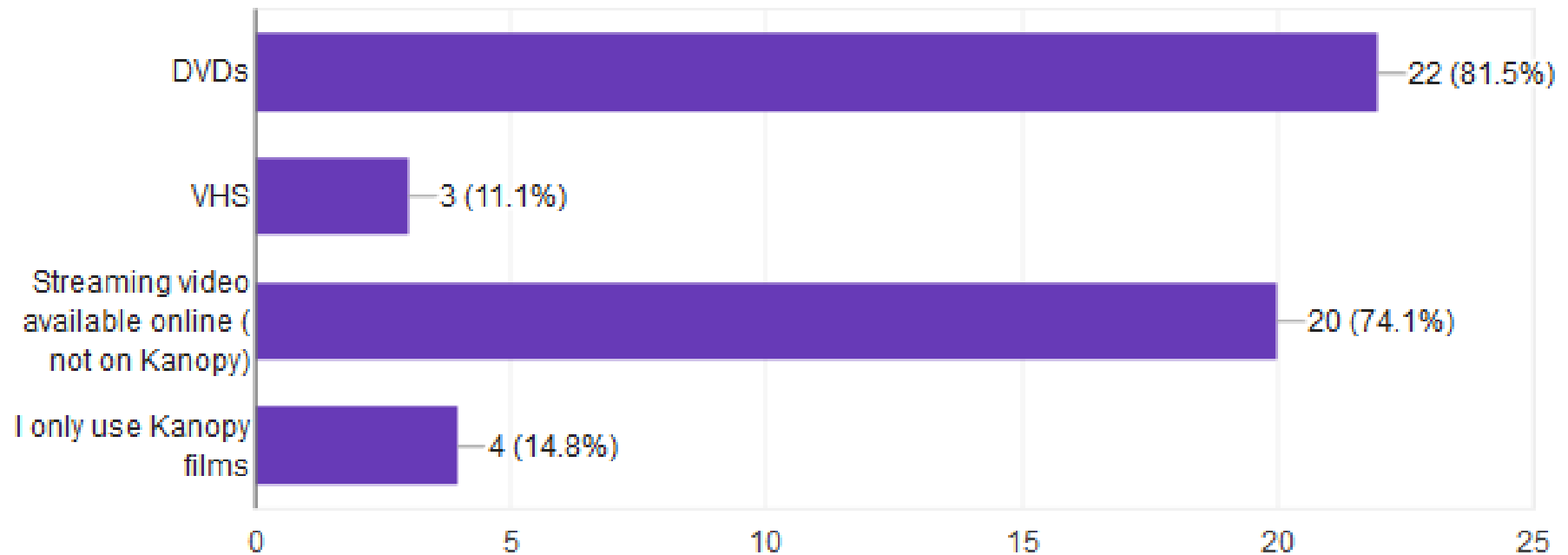
29 responses



- I show the films in class
- I have my students watch films outside of class
- It depends. I show some films in class and have students watch others outside of class.

What other film technology do you use in your classes? (Select all that apply)

27 responses



Now what?



Our Decision

- ⦿ Cancelled PDA through Kanopy
 - Currently licensed films (approximately 75) will expire over the course of the next year
- ⦿ We had hoped to make it through the end of the semester...



Our Decision

- ⦿ Adding subscription based video streaming
 - Academic Video Online from ProQuest/Alexander Street
- ⦿ Kanopy cancellation call
 - Farrelly and Surdi, 2016 ALA presentation

My Advice

- ⦿ Think about streaming video in the context of your own institution
- ⦿ PDA video requires a lot of attention and maintenance
- ⦿ Budget more than you think you'll spend
 - Mediated might be better if manageable
- ⦿ Start small and grow, rather than starting big and backing off
- ⦿ Watch your data closely from day one

Questions and Conversation

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