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...
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
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

Dec. 2013

Sept. 2014
$5,000

Sept. 2016
$15,000

Nov. 2016
$18,000

Jan. 2018
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

Spend:
- Dec. 2013: $5,000
- Sept. 2014: $15,000
- Oct. 2014: $5,000
- Nov. 2014: $18,000
- Dec. 2016: $18,000
- July 2017: $24,000
- Sept. 2017: $5,000
- Oct. 2017: $5,000
- Nov. 2017: $15,000
- Dec. 2017: $15,000
- Jan. 2018: $5,000
January 2018

- Spend to date: $30,000 ($32,000 final cost in Feb.)
Into the data...
## Cost and Alternate Availability

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Kanopy cost Sept 2014 – Jan 2018</td>
<td>$30,000</td>
</tr>
<tr>
<td>Total cost of the top 100 films</td>
<td>$16,800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Availability</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freely available online</td>
<td>16</td>
</tr>
<tr>
<td>Available in our DVD collection</td>
<td>41</td>
</tr>
<tr>
<td>Available to purchase on DVD</td>
<td>30</td>
</tr>
<tr>
<td>Not available online or to buy on DVD</td>
<td>13*</td>
</tr>
</tbody>
</table>
## DVD Purchase Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total cost to purchase all of the top 100 films that are available on DVD</td>
<td>$6,560.90</td>
</tr>
<tr>
<td>Total cost to purchase only the available films from the top 100 that we don’t already own</td>
<td>$3,947.65</td>
</tr>
</tbody>
</table>
The Un-Triggered Videos Factor

<table>
<thead>
<tr>
<th>Total Minutes Played on Un-Triggered Videos</th>
<th>Number of Videos Played</th>
<th>Number of Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,470.64</td>
<td>1306</td>
<td>1-3 plays each</td>
</tr>
</tbody>
</table>

- Average number of minutes played on a video = 21.03
  - High = 315.5
  - Low = 0.02
- 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

- 49.1% for Class
- 26.3% for Personal use
- 24.6% for Both class and personal use
- 14.6% for I do not use Kanopy videos
How do you use Kanopy films for class?

29 responses

- 75.9% I show the films in class
- 20.7% I have my students watch films outside of class
- 1.4% 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

- DVDs: 22 (81.5%)
- VHS: 3 (11.1%)
- Streaming video available online (not on Kanopy): 20 (74.1%)
- I only use Kanopy films: 4 (14.8%)
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…

https://apchan.deviantart.com/art/Flying-Away-348827268
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

ascull@keene.edu