**Media Resources Annual Report**

**2012-2013**

**New Services Offered**

* Implemented Thunderbolt storage drive
* Created online equipment reservation request form
* Created equipment trouble ticket for tracking returned damaged equipment
* Created equipment and software tutorial materials
* Designed and implemented new browsing collection based on AFI’s top 100

**Trends Observed in Patron’s Use of Services**

* Video circulation was stable, though other aspects of MR circulation services saw drastic changes. Laptop circulation fell 31% from last fiscal year, while equipment and accessory circulation both increased more than 30%.
* Total reserve count increased slightly and course reserve circulation increased 32%.
* Overall Media Resources total circulation was stable at around 39,000.
* The number of titles streamed through Blackboard increased slightly at 8%.
* The number of scheduled and fulfilled equipment loans continued the trend of dramatic annual increase at 63%.

**Maintaining Strong Collections**

* The Music Library’s media collection was transferred to Media Resources. Additionally this collection was weeded and more than half the VHS titles were upgraded to DVD.
* Older media formats have continued to be withdrawn from the collection. We have withdrawn 2854 videos from the collection as of 6/30/13.
* In collaboration with Cataloging, we have re-cataloged and re-labeled over 4500 DVDs since January 2013. Billy has also created new cover art for more than 500 DVDs.
* 63 titles were added to the OVC.
* Significant increase in high quality equipment and accessories including:
  + 3 shotgun microphones and mini-shoe adapters
  + 3 portable memory card readers
  + 3 USB professional microphones
  + walls chargers and cables for phone and iPad charging
  + 2 microphone boompole kits
  + 2 Apple USB Superdrives
  + 3 professional fluid head tripods
  + 2 Canon HD camcorders
  + 5 DSLR cameras
  + 5 Zoom lens for DSLR cameras
  + 3 GoPro Cameras and harnesses
  + 2 Wacom tablets
  + 6 InDesign licenses
  + 1 projector to check out to students
  + Macbook Pro with advanced video editing software
  + Various cables for camcorders and microphone

**Planning efforts**

* Debbie and Brian led a cross-campus group to look at improved efficiency and coordination of equipment circulation procedures.
* Media Resources sponsored a trip to Virginia Tech for members of Digital Services, CIT and Media Resources.
* Erika and Elizabeth Haworth planned and led a joint retreat for their departments.

**Changes in Unit’s Organization**

* Media Resources underwent a significant reorganization with the creation of two newly defined roles—a coordinator of public services and an equipment loans/media production manager.
* We hired Debbie Pugh to fill the vacancy left by Patti Williams retirement, though in a redefined position.
* Media Resources has taken on a larger part of new title processing for the collection. This has resulted in improvements in the accuracy and aesthetics of the video collection.

**Conferences Attended and Training**

* Judy and Erika participated in video creation 101 as led by Brian and Billy.
* Judy attended the National Media Market and participated in workshops they held. This was a great opportunity to meet vendors JMU acquires media from throughout the year.
* Debbie attended the CCUMC conference.
* Debbie completed the “Graphic Design Toolkit Primer” training through CIT.
* Brian attended the ASG conference.
* Brian attended MBTI training and a session on dealing with distressed students offered through Human Resources.
* Media Resources department attended two SDI training session.