Based on the document, “A Plan for Managing MIT Libraries created video content,” the RIS Leadership Team (RIS-LT) formed the Library Created Video Task Group (LCVTG). This group was charged to:

- Clarify and document the responsibilities associated with creating video content and curating the library video collections and how these fit into the existing Libraries organizational structure, defining the lines of ownership and cooperation between groups.
- Identify further gaps that may exist between what the existing Libraries organization can accommodate and what is needed, and recommend solutions.

The following report summarizes the recommendations and findings of the LCVTG. As you will see, the topic of video creation and curation is more complicated than it seems.

**Recommendations**

As described in “A Plan for Managing MIT Libraries created video content,” knowledge and workload of library created videos needs to be distributed across the library system. Collaboration and communication are essential to the success of our video output. We have determined that the bulk of library created video tasks and coordination fit within the scope of two RIS departments: Instruction and Reference Services (IRS) for video content and User Experience (UX), or more specifically the User Experience – User Interface Group (UX-UIG), for video delivery or access. These departments should jointly own the Library Created Video program. The responsibilities for each department are outlined below:

**Instruction and Reference Services (IRS)**

- Advise library staff on screen capture software, such as Jing. Screen capture software can be used for both instructional and reference purposes.

- With cooperation from LDLC and other departments as needed, verify that existing video content is up-to-date, determine what videos from outside vendors can be used in lieu of creating our own (e.g. videos on using particular databases) and archive or delete any obsolete videos.

- Determine what video content needs to be created for general reference and instructional needs. Advise on screen capture videos created about specialized content or for a specific audience, coordinating with LDLC, SCS or other specialists.

- Create policies and guidelines to determine when it is appropriate to use the Recording Room (Hayden shared staff space 145-234) for video creation, and when using a computer in an office (regular work computer) will suffice.
• Investigate using screen capture software as a reference tool, e.g. quick capture to demonstrate using a feature of a database.

• Oversee budgets for any costs accrued for creation of instruction or reference videos (e.g. Budget line for AMPS-DE for DIRC recordings)

**DIRC Committee:**

• Advise library staff on recordings captured in the DIRC.

• With consultation with AMPS-DE and related departments, ensure that the infrastructure is in place for video recording lectures.

**User Experience - User Interface Group (UX-UIG):**

• Notify IRS and other departments when significant changes to any public interfaces are occurring. This is essential to ensure that new videos are created in a timely manner and existing videos are not out of date.

• With consultation and coordination with AMPS-DE, archive and store videos following similar policies for archiving and storing web pages and other video content.

• Explore the range of possible delivery options for hosting and delivering video content (e.g. TechTV, YouTube). Consult with TechTV and IRS as needed.

• Create a cohesive video collection on the public web including screen capture tutorials, DIRC recordings and other instructional/educational videos. Consult AMPS-DE, IRS, and the DIRC committee as needed. Points to consider include, but are not limited to:
  
  o Whether to maintain the videos LibGuide or point directly to TechTV from the Libraries’ home page.

  o Where to link vendor-created videos (with IRS).

  o How to make videos more accessible (close captioning).

  o Investigation of whether embedding videos helps or hinders access.

• Test the usability of the videos, collaborating with IRS to determine which videos and what aspects of the videos should be assessed. For marketing videos, collaborate with the Marketing Team for usability tests (if needed).

In addition to IRS and UX-UIG, other departments will be needed for certain aspects of video creation, production and archiving. Library staff across the system will be tasked to create and produce videos, based on the video content. This includes, but is not limited to, staff in Liaisons for Departments, Labs,
and Centers (LDLC), Specialized Content and Services (SCS), and Information Delivery & Library Access (ID&LA). In addition, we recommend the following responsibilities be allocated to departments listed below. Rather than parsing our recommendations by task, which can be confusing since so many items are intertwined, we have organized them by department. These recommendations are based on the description of each department.

**Specialized Content and Services (SCS) - AMPS-Distance Education (DE):**

- Plan for and advise library staff on live capture recording, such as Echo360 video recording software.
- Coordination with the DIRC Committee to support recordings captured in the DIRC, including recording, infrastructure, and storage.

**AMPS – MIT Video Productions (MVP):**

- Advise library staff on video recording software, such as ScreenFlow, Final Cut Pro, iMovie.

**Marketing Team:**

- Determine what video content is needed for marketing and special events.
- Coordinate with AMPS for recording and support, as needed.

**IT Core:**

- Determine if R: drive is sufficient for ongoing storage of video files, and if not, identify a viable alternative.
- Support the iMac in the Recording Room (Hayden shared staff space 14S-234).
- Purchase and install software (as needed and when appropriate).

**Gaps**

We recommend the program owners (IRS and UX-UIG) determine how best to address the gaps we have identified. Many of these gaps are interrelated. For example, a support model should be determined before policies are set. We also recommend that a small group of staff from both IRS and UX-UIG be formed to address gaps 1-4.

**Gap 1: Assessment**

- It is important to assess the existing library-created videos early in the process. This assessment should be completed by the program owners (IRS and UX-UIG) and should include members outside of the LCVTG to bring fresh eyes and a new perspective to library-created videos. We recommend that the Library Assessment and Business
Intelligence department (LABI) is consulted when determining how to assess the program.

- Determine what statistics or information about videos should be captured and collected. Once this is determined, charge the appropriate departments to collect and report the data.

- Once these recommendations are in place 1-2 years, the process and video program should be assessed. We recommend that this is addressed on a departmental level within IRS and UX in accordance with the already established assessment program.

**Gap 2: Need for training and ongoing technical support for all video formats**

These tasks don’t naturally fit into one area of the new organization and aren’t mentioned in any job descriptions (that we know of). Training and support can be divided into several categories and spans hardware and software needs. (For example, IT Core may install and support WebCams for video creation, but will they train staff on how to use them?) Documentation for planning, creating, delivering, and storing video content would also be necessary. This includes the newly created video recording space and equipment in 14s-234.

**Gap 3: Procedures, policies, and guidelines for video creation in all formats**

Develop and document policies for each different video type (screencasting, live recording by AMPS-DE in the DIRC and elsewhere, and marketing/special events videos).

**Gap 4: Evaluation of new video programs and software, with an eye for determining whether we should use them in the Libraries**

Different software can be discovered by staff across the Library system. For example, a librarian is looking into using WebEx to teach students off campus, and this instruction session can be recorded and reused. We recommend that an email list be formed similar to cite-help, to allow staff to report these tools to the group. Once new software is investigated and determined to be useful to the Libraries, its purchase and distribution is another gap to be addressed.

Other gaps in the video program that include departments in addition to IRS and UX include:

**Gap 5: Development and maintenance of an “expiration policy” for videos**

The policy could be set by the group most invested in that video type (e.g. IRS for instruction and reference videos, Marketing Team for marketing videos). Once the policy is in place, a person or persons should be tasked to oversee the policy to make sure videos are archived or deleted in accordance with the policy. This could be folded into similar responsibilities handled in UX-UIG for web pages.
Gap 6: Videos created for staff training
Videos created for staff training are not directly addressed in this document. It is a gap that will need to be addressed outside of the RIS directorate (where most staff training occurs). We believe that once the procedures are in place (mentioned in Gaps 2 & 3), they can help inform a process for staff training videos.

Submitted by The Library Created Video Task Group:
Angie Locknar
Remlee Green
Georgiana McReynolds
Kris Brewer