

FLIPPING AROUND IN THE DIGITAL SANDBOX

**Stacey Ewing
Margeaux Johnson
Ann Lindell**

**University of Florida
George A. Smathers Libraries**

BACKGROUND

The Emerging Technologies group at the University of Florida Libraries is creating a “digital sandbox” of tools that undergraduates, graduate students and faculty can use to support teaching and learning. In order to test the parameters, circulation policies, IT support requirements, and marketing efforts necessary for implementing a digital sandbox, the libraries decided to pilot equipment checkout with Flip Video cameras at two library locations.

Flip Video cameras were chosen for 4 reasons:

- (1) They meet a campus need to develop multimedia content for web-based projects such as undergraduate class assignments, faculty lectures, and library instruction videos.
- (2) The equipment is relatively inexpensive.
- (3) Flips are self-contained units that can be loaned to library patrons without external cords
- (4) The cameras are preloaded with video editing software.



Simple to Shoot. It's the camcorder, uncomplicated. Forget cords. Forget charging. Forget ever having to say, "You should have been there." Flip Ultra and UltraHD record up to 120 minutes of video.

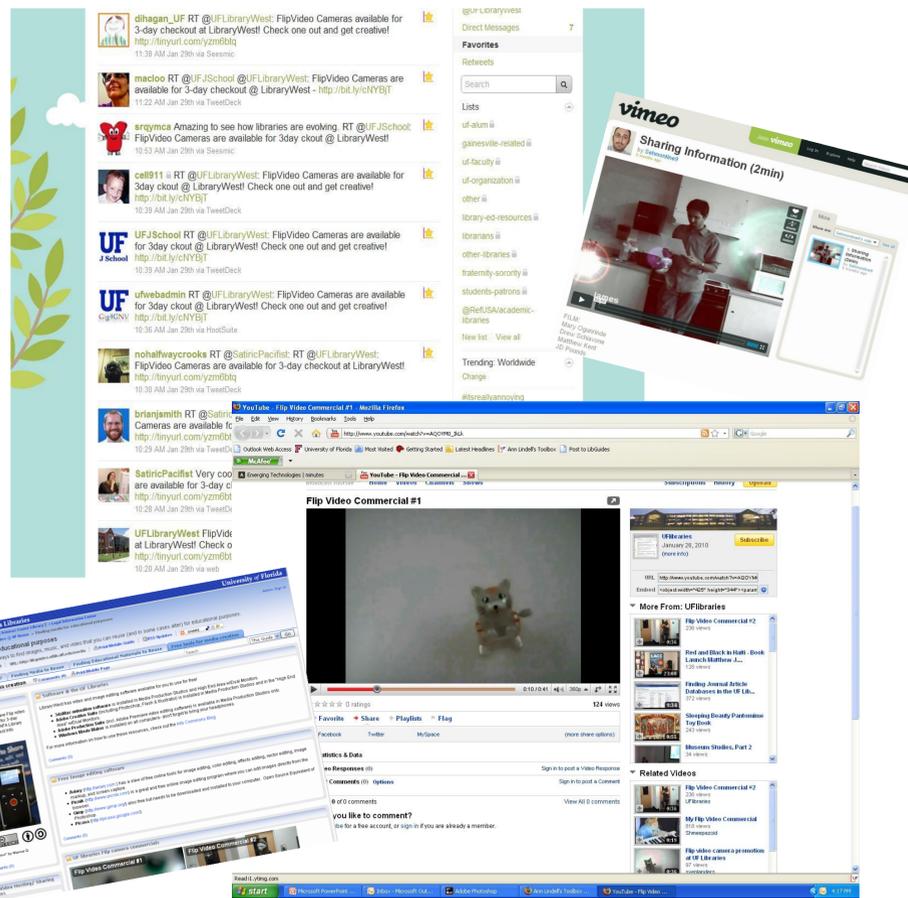


MARKETING

- Library Website Announcements
- Facebook
- Demos during Library Instruction
- YouTube Videos (linked to website)
- Signage at Service Desks
- “Sparky” awards video contest
- Inclusion on LibGuides



Announcement on **twitter** RT'd 9 times in less than an hour.



POLICIES & PROCEDURES

Physical Processing:

- Barcode placed on camera.
- Small cases purchased to hold camera, VGA cords, and documentation
- Documentation (brief instructions) is laminated and folded to fit in case

Circulation Period/Policies:

- Circulation period is 3 days
- Online renewal not available
- Replacement processing fines kick in after 5 days overdue

Check-out Procedures:

- Staff scans ID/Barcode to charge out camera, & stamps due date
- Staff verbally gives the due date
- Staff mentions that camera battery can be charged USB→CPU

Check-in Procedures:

- Staff checks camera case for cords/documentation
- Staff checks camera for any damage.
- Staff scans barcode to discharge from patron record
- Staff erases any video files that may have been left on camera
- If time permits, staff recharge battery

Charging Batteries:

- Library staff have access to a charger with A/C adapter
- Connecting the USB to a computer also charges battery and is faster

Software:

- Editing software is resident on Flip cameras and can be downloaded
- Libraries have pre-downloaded this software to public workstations



EVALUATION

Circulation Statistics

Fall 2009 (Mid-October – December)
Arch & Fine Arts Library = 43 (3 cameras)
Library West = 15 (4 cameras)

Spring 2010 (January - March)
Arch & Fine Arts Library = 27 (2 cameras)
Education Library = 6 (1 camera)
Journalism Library = 4 (1 camera)
Library West = 43 (3 cameras)



How do our patrons use FlipVideo Cameras?

- Class assignments
- Library Contests (Elegance of Science, Sparky Awards)
- Documentation of Art work
- Journalism interviews
- Record Presentations
- Teaching Evaluations
- Personal/Fun
- E-learning coursework

What next?

- Encourage students to create videos about the libraries and share them online
- Possible repeat of video contest in the Fall 2010
- If circulation continues to go well, advocate to purchase additional cameras
- Use success of this project to advocate for other equipment purchases for patron use: pico projectors, handheld GPS units, iPod Touch devices, digital cameras, universal chargers, etc.

