

# UNC Greensboro & Kanopy

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# The University of North Carolina at Greensboro

- Public university, established 1891
  - 14,000 undergraduates
  - 3,000 graduate students
- 72 master's programs; 27 doctoral programs
- Carnegie Foundation classification Research University with High Research Activity



# Streaming Film Issues

- Courses offered online
- Rights to foreign feature films
- Low response rate from distributors
- A need for options to use the whole film or just segments, with faculty creating clips
- Funding
- Inefficient, if tracking rights title-by-title



# Student Experience with Streaming

- Online streaming, e.g. Netflix, Amazon Prime
- Increased use of electronic devices for viewing
- Expectation that streaming will be an option, rather than DVDs viewed in class or the library
- Easy access – 24/7 availability
- Suits flipped classroom model
- Easily embedded in Blackboard, Canvas, etc.



areksvg (2012). *Phone icon* [SVG]. Retrieved from [openclipart.org](https://openclipart.org)



# Kanopy as a solution

- Purchased one year rights to several films
- Worked with the platform / usage data
- Then decided on PDA option
- Paid sum up front
- All the films that are available through PDA
- Licensed on 4<sup>th</sup> use
- Invoiced quarterly



# Promoting Kanopy

- <http://uncg.libguides.com/streamingfilms>
- MARC records in catalog; transcripts avail.
- Kanopy offered live webinar for library staff
- Library Liaisons (subject specialists) notified faculty + included in Instruction sessions
- Kanopy provided customized posters – display near library entrance and in Media Studies Department



# More ideas

- Kanopy Virtual Film Festival – offered in October
  - posted on ***Spotlight*** on library home page
  - posted on our databases page
- Faculty Center Takeover – 1/23/2015
  - showed films and user features on laptop
  - distributed promotional materials, including bookmarks and flyers



## Faculty Center Takeover – a chance to highlight services, including streaming





# Public Performance Rights

- We are free to screen these streaming films to a non-paying audience on campus
  - organizations and clubs
  - training
  - residence life
- Institutional initiatives can benefit
  - Office of Sustainability
  - Student Health Services [counseling videos]