Wake Forest and Kanopy

Jeff Eller, Head of Acquisitions & Description
Z. Smith Reynolds Library
Wake Forest

- Private university located in Winston-Salem, NC
- 4,800 undergrads
- 2,800 graduate and professional
- Documentary Film, online Counseling programs
Simple Strategy

• Faculty focus groups
• MEF Collection first
• Soft PDA launch in November
• Liaison model for promotion
Simple Strategy (2)

- Open up most collections (Sorry, agriculture)
- Allow format duplication
- Continue buying DVDs
- Keep options open
MARC Records

• Vetted by catalogers beforehand
• High-quality RDA records
• Quick turnaround
• Weekly update
MARC Record Download Tool

Pick one of the three options below:

1. Download new MARC records since your last download
   Your MARC records were last downloaded on 15 Jan 2015.
   - Download 17 new MARC records

2. Download all available MARC records
   - Download all 4061 available MARC records

3. Download new MARC records added since a specific date
   Use the calendar below to download MARC records that you have downloaded previously. This will generate a MARC record file containing all the records Kanopy made available from the date you enter.
   - MARC records available from:
     15 Jan 2015 11:18:03
   - Download
Hosting Service

- Increased demand
- No great in-house solution
- Kanopy platform, functionality
- New workflow
Freedom On My Mind

Revisits the Mississippi freedom movement in the early 1960s when a handful of idealistic young activists believed they could change history – and did. In 1964, organizers of the voter registration drive, fearing for their lives and hoping to attract the nation and federal government to their plight, recruited 1,000 mostly white college students from around the country to join them for Freedom Summer. Three students were murdered but the drive succeeded in signing up 80,000 members, mostly poverty-stricken sharecroppers, maids and day-laborers who confronted jail, beatings and even murder for the right to vote.

110 mins, 1994
Filmmaker Connie Field, Marilyn Mulford
Concluding Notes

• Even w/o promotion, purchases triggered
• Ordering = a breeze
• Determining ROI will take time
Thank You

Contact: ellerjm@wfu.edu, (336) 758-5479