

# UNC Greensboro and Our Experience with Swank Digital Campus

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# The University of North Carolina at Greensboro

- Public university, established 1891
- 18,167 students
- 65 master's programs; 30 doctoral programs
- Carnegie Foundation classification: Research University with High Research Activity
- The University Libraries are Jackson Library and the Harold Schiffman Music Library



*do something bigger altogether*

# Plans and Transitions

- Strategic plan goal AY 2010-2011
  - The UNCG Libraries will develop and provide resources and services in order to support distance education and online learning
- Entertainment DVD and instructional film collection was transferred from the Teaching & Learning Center (TLC) to Jackson Library in October 2010

# Getting Started with Swank

- Demonstration of Swank Digital Campus for Library Liaisons and faculty in fall 2010
- 1-year pilot of 101 films beginning in Jan. 2011
- Funding from Libraries' Distance Education budget and the TLC for the pilot year
- Year two and beyond has been funded exclusively from the Acquisitions budget

# Streaming Media: Digital Campus Help

Home/Subscription Sources **Digital Campus Help** Free Resources Pay-Per-View Sources Streaming  
Public Performance Rights for Screening Media

## Basics

- Basics of [Digital Campus Films](#): (steps on how to use are below)
- Over 18,000 films from major Hollywood studios available
  - Instructors must select films and **embed** in Blackboard/Moodle for students to view
  - Instructors can **customize lesson plans** for each film – use this in place of creating clips.
  - Plan ahead—it can take up to 10 days to receive film if no one else on campus has used it before
  - Must be embedded in a password protected LMS like Blackboard/Moodle/Canvas, but can stream in class through Blackboard/Moodle

**LibGuide  
help for  
faculty**

**NOTE:** You must renew your film every semester if you wish to use again

## Steps for getting a film

**Digital Campus** (Note: general info can be found via our [database page](#) or [streaming films libguide](#))

- Step 1.** Search [Digital Campus Catalog](#) (*no password necessary*) to see if the film available to purchase.  
*\*NOTE: If you already have our Digital Campus password, log in to [their portal](#) and see if the film is already available, then simply grab the link and embed! (See how to in BB)*
- Step 2.** Request the film using the online [form](#). Receive an email < 10 days that its available in our UNCG Digital Campus portal.
- Step 3.** Log in to our [UNCG Digital Campus portal](#) and find your film. Click on the image of the film cover and it will show up at the top. (See how to in Blackboard)



Jackson Library is currently OPEN.

# University Libraries

**All** [Catalog](#) [Articles](#) [DVDs](#)

Articles, books, and databases   **ask us!**

[Advanced Search Options](#) [Journal A-Z List](#) [Site Index](#)

- University Libraries Home
- Borrow, Renew, & Order Materials
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- Libraries & Collections
- Services
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- Friends/Events/Giving
- Contact the Library

University Libraries ▶ Services ▶ Distance Education Services ▶ UNCG Digital Campus

## Request Films from UNCG's Digital Campus

(via Swank Motion Pictures)

**FOR FACULTY ONLY!** Please contact [Cathy Rothermel](#), your [library liaison](#), or refer to the [Streaming Films Guide](#) for help or questions.

### Online Request Form

Name:  \*

UNCG Username:  \*

Email:  \*

Phone:

Film Title(s) & year(s) (e.g. )  
Gladiator, 2000):  \*

***Form that faculty members use to request a film***

# Using the Films

- Faculty embed links in Blackboard; campus is transitioning to Canvas
- Closed captioning
- Clips
- Unlimited simultaneous users
- 24/7 access
- Film available for full semester for as many faculty as wish to assign it
- Flipped classroom model: students may be assigned to watch films for later discussion in class



# Top Ten Titles AY 2014-2015

<i>Titles</i>	<i>Fall 2014 Uses</i>	<i>Titles</i>	<i>Spring 2015 Uses</i>
krush groove	430	krush groove	336
Beat Street	341	Citizen Kane	329
Citizen Kane	291	Beat Street	297
Do the Right Thing	240	The Searchers	224
Exit Through the Gift Shop	227	Double Indemnity	219
Boyz in the Hood	187	Taxi Driver	189
Hotel Rwanda	187	New Jack City	162
Taxi Driver	163	Apollo 13	125
New Jack City	160	Hotel Rwanda	122
Erin Brockovich	149	Lincoln	112

# Promoting Swank Digital Campus

- <http://uncg.libguides.com/streamingfilms>
- Library Liaisons keep faculty informed
- Swank offers promotional materials, including customizable posters
- Faculty Center Takeover - 1/23/2015  
Talked with faculty about our range of streaming video offerings



# Carolina Consortium

- Member institutions participate in the title-by-title model (some long term customers) or the new database packages deal (early adapters and new customers) to serve their particular needs





**Thank you.**

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