



UNC GREENSBORO  
& DOCUSEEK<sub>2</sub>

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# THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

- Public university, established 1891
  - 16,000 undergraduates
  - 3,440 graduate students
- 65 master's programs; 30 doctoral programs
- Carnegie Foundation classification Research University with High Research Activity



# EARLY DAYS

- Well-established relationships with Icarus Films and Bullfrog Films for DVD purchases
- Needs of faculty for streaming video
- Desire for options to use entire film or just segments, with faculty creating clips, playlists



# DOCUSEEK<sub>2</sub> AS THE SOLUTION

- Streaming platform for Icarus Films and Bullfrog Films plus other distributors
- Faculty interested in documentaries and films on social justice and sustainability topics
- University Libraries' first evidence-based acquisitions model

# EVIDENCE BASED ACQUISITIONS

## *Plan*

- Year One - Access to all titles
- Year Two – Choose 175 based upon use
- Year Three – Choose 175 based upon use

## *Actual*

- All titles for entire three years
  - Paid an upcharge to include entire collection after success in year one

# SOME DETAILS

- February 2014 start date for EBA after licensing three streaming films as a pilot
- Currently 817 titles in WorldCat knowledge base [WorldShare Management Services]
- 1,770 Impressions [video is loaded]
- 999 Views [video starts playing]
- 252 films have had activity

# SAMPLE TITLES/STATS

From: 02-01-2014 to 06-29-2016

| <i>Title</i>                                | <i>Views*</i> |
|---|---------------|
| Crips and Bloods: Made in America           | 98            |
| Tinghir Jerusalem                           | 91            |
| DamNation                                   | 91            |
| Bitter Seeds                                | 84            |
| Tapped                                      | 51            |
| Affluenza                                   | 43            |
| China Blue                                  | 37            |
| Look Us in the Eye: the Old Women's Project | 34            |
| Detropia                                    | 29            |
| Chain of Love                               | 29            |

# PROMOTING DOCUSEEK<sub>2</sub>

- <http://uncg.libguides.com/streamingfilms>
- MARC records in catalog
- Vendor offered live webinar for library staff
- Library Liaisons (subject specialists) notified faculty + included in Instruction sessions
- Docuseek2 provided customized posters
- Demonstration at faculty teaching & learning event



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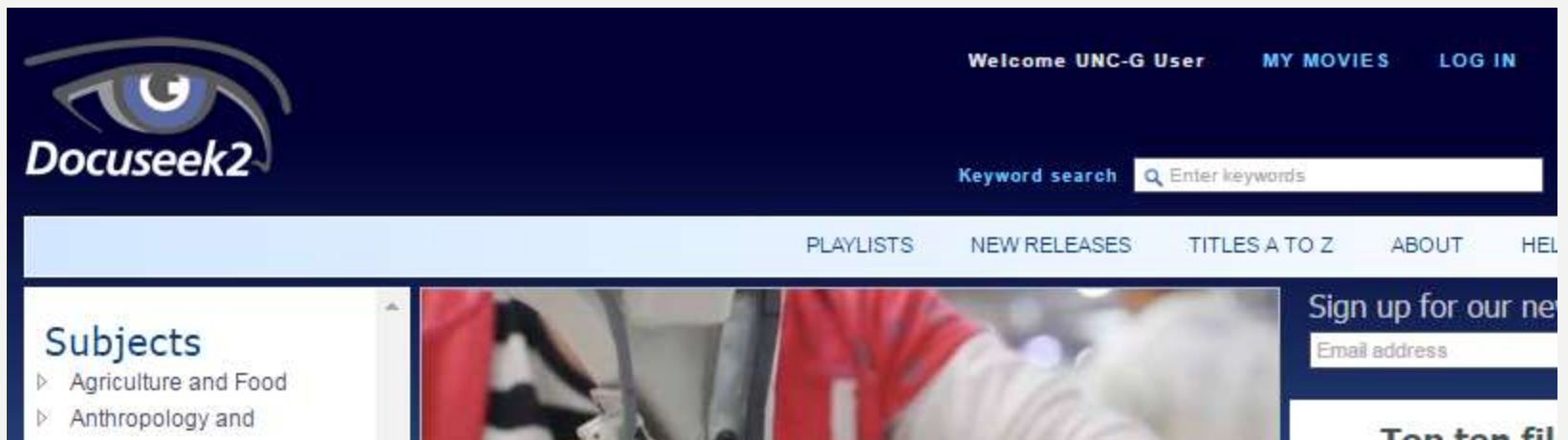
- We are free to screen these streaming films to a non-paying audience on campus
  - organizations and clubs
  - training
  - residence life
- Institutional initiatives can benefit
  - Office of Sustainability

# THANK YOU!

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The screenshot shows the Docuseek2 website interface. At the top left is the Docuseek2 logo, which features a stylized eye with a 'G' inside. To the right of the logo, the text "Welcome UNC-G User" is displayed, followed by "MY MOVIES" and "LOG IN" links. Below this is a "Keyword search" section with a search bar containing the placeholder text "Enter keywords". A navigation bar below the search bar contains links for "PLAYLISTS", "NEW RELEASES", "TITLES A TO Z", "ABOUT", and "HEL". On the left side, there is a "Subjects" section with a list of categories: "Agriculture and Food" and "Anthropology and". On the right side, there is a "Sign up for our ne" section with an "Email address" input field. At the bottom right, there is a "Top ten fil" section.