UNC GREENSBORO & DOCUSEEK2

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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
DOCUSEEK2 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

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

From: 02-01-2014 to 06-29-2016
PROMOTING DOCUSEEK2

- [http://uncg.libguides.com/streamingfilms](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
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
THANK YOU!

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