

Wake Forest and Kanopy

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Z. Smith Reynolds Library



WAKE FOREST
UNIVERSITY

Wake Forest

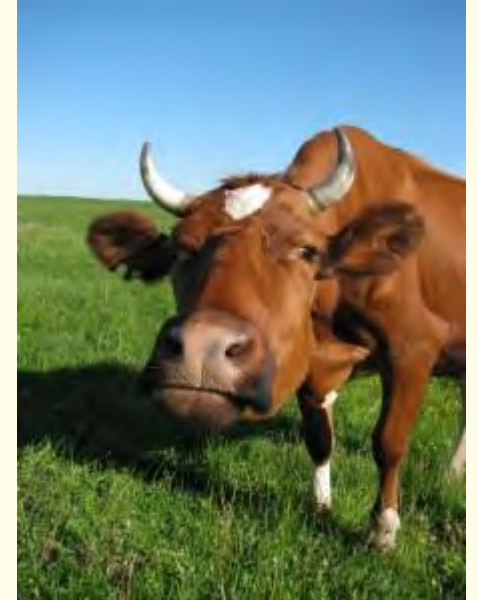
- Private university located in Winston-Salem, NC
 - 4,800 undergrads
 - 2,800 graduate and professional
 - Documentary Film, online Counseling programs
-

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
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MARC Records

- Vetted by catalogers beforehand
 - High-quality RDA records
 - Quick turnaround
 - Weekly update
-

Overview

- Total product count: 7536 [Learn more](#)
- MARC records available: 4061 out of 7536 [Learn more](#)

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:

[Download](#)

Hosting Service

- Increased demand
 - No great in-house solution
 - Kanopy platform, functionality
 - New workflow
-



Freedom On My Mind

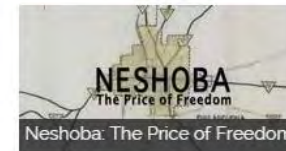
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Revisits the Mississippi freedom movement in the early 1960s when a handful of idealistic young activists believed they could change history - and did. In 1964, organizers of the voter registration drive, fearing for their lives and hoping to attract 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

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Neshoba: The Price of Freedom



The Maids



From Babylon to Beverly Hills



Raw to Ready Mack Truck



Fannie Lou Hamer: Voting Right...



Spies of Mississippi

Concluding Notes

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

Thank You

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