

# media services

## **MEDIA PRODUCTION & SERVICES POLICIES**

The academic community of High Point University receives priority in the nature, focus, and degree of services provided. Guided by its mission to serve as a curriculum support service, Media Resource Services as a necessity must serve the needs of the faculty with a greater range of borrowing privileges and services in some areas than given the student population.

Therefore, all Media Resource services are available to the faculty of High Point University; whereas, services available to the student community of High Point University are qualified as follows:

Certain media materials in the collection are available to students for in-library viewing use ONLY to ensure access and availability to faculty and staff. Other materials ARE available for student use, provided that the borrower maintains a good borrowing record with the Library and abides by the borrowing time restrictions placed upon the materials.

Production services available to students include and are qualified as follows: (1) laminating of materials for classroom presentations; and, (2) duplication of audio cassettes and video tapes which can legally be copied according to written licensing agreements or copyright permission and which are related to the student's current academic study, 3) printing of high quality photograph prints and posters for academic purposes, 4) scheduled production tutorial sessions.

Restrictions for providing service in the use of video film editing equipment is extended to the faculty and ONLY to students currently enrolled at High Point University for the purposes of producing, editing, copying videos for course assignments and academic credit.

Due to the high use and popular demand of media services, there are limitations on hours of use of printing production, media equipment rentals, and usage of the media lab. Limitations are applicable to all patron types:

- All printing and editing production requests will be filled in the order in which they are received.
- Also due to the high demand of printing services on campus, there are limitations to the types of print jobs to be completed by media services. Media services will accept academic, course-related printing. For all other print jobs, including bulk printing, double-sided printing, decorative or non-academic printing, advertising, and signage, please contact the University Print Shop in Roberts Hall. The Print Shop maintains regular weekday hours, a full printing staff, and can be contacted via email at [printshop@highpoint.edu](mailto:printshop@highpoint.edu), by phone at ext. 9258 and at: <http://www.highpoint.edu/ooc/printshop/>.

- Please allow at least 24 business hours for all print projects sent to media services. Some projects may be more labor-intensive or may require longer than 24 hours to be completed. There are no rush jobs. Printing hours are regularly Monday-Friday from 9 am – 4 pm and Sunday from Noon-4 pm.
- Students, staff and faculty may only check out video and photography equipment between the hours of 9am-5pm Monday through Friday and Noon-5 pm on Sunday.
- The Media Lab closes at 12am, except during exams. HPU librarians and staff should always contact or inform the Media Resource Librarian if a decision is made to make an exception to media rules.
- Media Services does not extend production services or borrowing privileges for loaning media materials or audiovisual equipment to students or faculty from other local colleges and high schools.
- Anyone else wishing to use Media Resource Services will need to ask the Library Director or Media Service Librarian for permission.

### **CIRCULATING AUDIOVISUAL EQUIPMENT POLICY**

The media librarian will select multimedia equipment to circulate for the use of students, faculty, and staff for academic purposes. These may include digital cameras, video cameras, audio recorders, microphones, and related equipment.

- Check-out Hours: These materials may be checked out for 24 periods during regular business hours and when a media assistant is available. These periods are generally Monday-Friday, 9 AM-5 PM.
- Sign-Out Sheet: Everyone who checks out multimedia equipment must sign the audiovisual equipment sign out sheet each time they borrow the equipment. This form details replacement costs for all equipment on offer. If equipment is stolen, lost, or damaged, the person signing the form is responsible for all costs up to and including replacement.
- Returning: Equipment should be returned to Smith Library at the main circulation desk or directly to media services. Items may not be returned in book drops or concierge locations to avoid possible damages. When returned, all data is erased from all equipment, and the library is not responsible for any lost or erased work.
- Fines: Due to the popularity of these items, those who return these items late will be charged \$5/day/item until the item(s) are returned.
- Renewals: In general, multimedia equipment may not be renewed. The media services librarian or library director may extend return dates in special circumstances. Equipment checked out on Fridays after Noon may be returned Monday before 9 AM.

### **INSTRUCTION POLICY**

The media librarian and media assistants will make every effort to be available to those students, faculty, and staff needing assistance with their multimedia projects and

obtaining multimedia items during their shifts. The media staff will help faculty find programs and other materials for course support. The media staff will provide and locate tutorials and how-to documentation as needed for different projects and software. The media staff will connect students and faculty with the expert needed should there be a need not met by the expertise of the media staff.

For more in-depth help with a project or assignment, it is recommended to request an appointment at least 48 hours in advance with the media librarian or assistants. Please contact [media@highpoint.edu](mailto:media@highpoint.edu) to do so or use the online form.

### **INTERLIBRARY LOAN POLICY**

Media Resources currently does not loan audiovisual equipment in its collection to other libraries for the following reasons:

- Our mission to provide for our faculty timely access to curriculum-based and classroom support resources
- The cost of these resources as well as replacement costs
- The potential for damage and loss
- The risk of losing items no longer produced there is not currently enough interest among other libraries to make the loaning interlibrary of media materials an efficient or cost-effective alternative

### **LIBRARY LECTURE ROOM RESERVATION POLICY**

As an academic support service, the Media Services Department provides the High Point University community with the use of two large AV-equipped lecture rooms. Included in each room is a lectern, a PC (Windows 7), a ceiling-mounted data projector, a DVD player, and a document camera. Scheduling for the lecture rooms can be requested by contacting the Media Services Department via email at [media@highpoint.edu](mailto:media@highpoint.edu) or by calling 336-841-9103.

Faculty/Staff requests to book these rooms should be made well in advance to ensure their availability.

#### Who Can Reserve a Room?

- Faculty, staff, students, and student groups can reserve for special meetings, presentation practice, group screenings for class, tutoring sessions, and more. The lecture rooms can only be used for academic purposes. Faculty and staff get higher priority of lecture room usage than students.
  - Student groups may request the rooms up to a week in advance, and may request one date at a time.
  - Faculty and staff may request the rooms during the current semester and request a maximum of 10 dates/semester/group or class.

- Students requesting lecture rooms need to have a legitimate project for a specific class and a sufficient number of students in their group to justify use. If students just need a computer and screen for 2-6 people, the Collaboration Stations should be used.

#### What exceptions require special approval?

- University groups that are using rooms to present or teach to *outside groups* need to have university approval

#### When can you use these rooms?

- Patrons can request reservations in the lecture rooms between the hours of 8am-12am Monday through Sunday, excluding any time that classes are scheduled in them, and following the guidelines set above.
- Patrons must make a reservation through the Media Department or a High Point University Librarian. No one can use the lecture rooms without first booking the rooms.

#### What rules must users of the lecture rooms agree to?

- Please return all furniture to its original configuration after use.
- All trash should be placed in trash receptacles after use.
- Only small dry snacks and covered beverages are permitted in all library spaces.

#### What if My Needs Exceed these Guidelines?

- If your needs exceed these guidelines, please contact the Campus Concierge to request a meeting space.

### **MEDIA LAB EDITING SUITES RESERVATION POLICY**

As an academic support service, the Media Services Department provides the High Point University community with the use of two multimedia-editing suites. These suites are limited in size, with a partition between the suites. Please limit your reservation requests to 4 people per suite. These suites include high quality multimedia software on Mac computers, such as Adobe Cloud, iWorks, and more. They are not sound proof. In order to ensure a safe editing suite environment, patrons will need to leave their passports with the library while using the suites. Scheduling for the editing suites can be requested by contacting the Media Services Department via email at [media@highpoint.edu](mailto:media@highpoint.edu) or by calling 336-841-9103.

Requests to book these rooms should be made well in advance to ensure their availability.

#### Who Can Reserve a Suite?

- Faculty, staff, and students can reserve for multimedia and audiovisual project creation and editing, presentation practice, telephone interviews, multimedia

tutoring sessions, and more. The editing suites can only be used for academic purposes.

#### What exceptions require special approval?

University patrons that are using the suites to work on multimedia presentations with outside groups need to have university approval.

#### When can you use the editing suites?

- Patrons requesting the editing suites can use the rooms between the hours of 8am-12am Monday through Sunday.
- Patrons must make a reservation through the Media Department or a High Point University Librarian. No one can use the editing suites without first booking the suites.
- Please make your reservations up to 2 weeks in advance.

### **AUDIOVISUAL MATERIALS COLLECTION DEVELOPMENT POLICY**

This document is intended to be used as a guide to direct the Media Services Librarian in the selection, collection development, acquisition, dissemination, and discarding of audiovisual materials. 03/06/2013

#### **Statement of Philosophy**

The mission of the Media Services Department is to provide and assist with audiovisual materials for instructional support for the faculty and students of High Point University. It is our hope that such support will continue to foster the tradition of academic excellence at the University.

#### **Community Served**

The academic community of High Point University receives priority in the nature, focus, and degree of services provided. Guided by its mission to serve as a curriculum support service, the Media Services Department will serve the needs of the faculty and some staff with a greater range of borrowing privileges and services than given the student population.

Therefore, all Media Services departmental audiovisual materials are available to the faculty, staff, and administrators of High Point University; whereas, services available to the student community of High Point University are qualified as follows:

Instructional media materials are available to students for in-lab viewing use only to ensure access and availability to faculty and staff, with the exception of honor students. Honor students can check out instructional media for 3 days.

#### **Selection & Acquisition Processes**

High Point University Libraries employs the Media Services Librarian to coordinate the selection, acquisition, and discarding of audiovisual materials in the collection. Items considered for the collection are based on faculty and student requests and favorable reviews from reputable written and online sources. Selections are then given to the Technical Services Department of the Library to be cataloged, after which the materials are processed and shelved with the collection located in the Lower Level of Smith Library.

### **General Selection**

Because the diversity of materials is so great, there is no one rule for selection. Examples of items that would be considered would include: films with artistic merit, historical documentaries, public television productions, informational or recreational materials, items recommended by professional review magazines and books, as well as suggestions provided by the University community. The Media Services Department will collect audiovisual materials in such formats as DVDs, CDs, and streaming media. Formats will change with technology.

### **Selection by Subject**

The selection of material by subject category will be based on demand for such items, the relationship of the item to the existing collection, and the cost of the item compared to comparable items on the same subject. Recordings of a cultural, instructional, informational, and recreational nature will be considered. Acquisitions are limited to items for which an acceptable level of quality has been determined by one of the following:

1. Recommendation of a qualified reviewer
2. Recognitions received, such as prizes and awards
3. Materials produced by Public Television
4. In-house review by Media Services Librarian or other Library Staff
5. If any materials shall contain explicit content, yet have any of these other qualifications, such content will not be sufficient reason for rejection of the materials.

### **General Criteria for Selection by Subject:**

- Relevance to community needs
- Provides insight into human and social needs
- Usefulness for the University community
- Facilitates the learning process
- Satisfies public demand

### **General Criteria for Further Selection by Format (including Streaming):**

Course support material may be requested in physical format or in online streaming format. Streaming films are generally leased for a period of time, and are more costly than most physical copies of films, which may remain in the collection indefinitely. Films may be specially requested in streaming format based on:

- Availability – the media and digital resource librarian will look up the availability of the desired film/films through various streaming sources. If the desired film is not available for streaming, HPU Libraries cannot stream your film due to copyright reasons.
- Multiple viewings – Streaming films may be licensed when students are required to use the film as a primary text, and therefore, view the film multiple times. For single viewings, streaming licenses are generally not the best option.
- DVD clips – Streaming films may be licensed only when you want your students to view the entire film. Digital film clips may be created by media services and put on a private URL at the request of faculty.
- Class Size – Small classes may only need a DVD placed on reserve for students to watch in the library.
- Screening in Class – Streaming films is not the best option if you are playing a film in class. Streaming film is best used for students to watch outside of the classroom.

### **Specific Criteria: Feature Film & Foreign Language Film Collection, Documentary Film Collection, Television Programming, Children's Programming**

#### **Feature Film and Foreign Language Film Collection**

Feature & foreign language films will be collected to serve the University community's need for recreational materials. Selection should reflect a broad range of tastes and interests. Classics, long-term popular features, award winners, and musicals will be included; others, such as music, pornography, and cooking videos will not be collected unless the work has artistic or historical value. The library will consider requests, but will not purchase every movie requested. Criteria for purchasing leisure feature films include, but are not limited to:

- New releases of films that have grossed \$10 million and higher in the box office
- Recipients of awards and nominations from Oscars and Golden Globe
- Recipients of awards and nominations from independent film festivals
- Films that are noted for having artistic and/or historical value
- Recipients of favorable reviews from respected sources
- On an on-going basis to remain current with what has been released.

#### **Selection by Special Request**

In addition to materials selected by educational departments, the Media Resource Librarian, HPU students, faculty and staff have the opportunity to request individual items for the collection. Requests can be submitted in writing by contacting the media department or the media librarian. Students and faculty can also submit a digital online request. These materials will be reviewed on a regular basis and purchased based on the criteria for feature films and television shows.

### **Documentary Films**

Documentary films will be collected to serve both the teaching and recreational needs of High Point University. Selection should reflect a broad range of tastes and interests.

When documentary films are purchased, priority is given to those produced within the past ten (10) years. Older documentaries will be purchased only when they are classic titles or when it has been determined that no more recent production offers the same level of coverage in terms of content or quality.

The library will consider requests, but will not purchase every documentary requested. Criteria for purchasing documentary films include, but are not limited to:

- Has aesthetic appeal
- Received awards and nominations from Oscars/Golden Globes or other relevant film festivals
- Is topical (timeliness of information)
- Has historical accuracy

### **Television Series**

Television programs will be collected on a very limited basis due to space and budget constraints, and will be at the discretion of the selectors, based on requests. We will not collect reality television shows, unless requested by faculty for educational purposes. We will not collect television shows that are currently playing on Network television, with the idea that these shows are easily accessible through streaming resources and these purchases take away from academic purchases.

### **Children's Programming**

Classic and award-winning children's programs and films will be collected for the purpose of evaluation and criticism as may be related to certain aspects of the University Education Department. Other children's films may also be collected for artistic value.

### **Collection Maintenance**

Format Selection and Multiple Copies. Types of formats purchased should change with respect to long-range needs, restricted availability, and improvements made to format quality. Multiple copies will be purchased based on actual or anticipated need as well as availability of funds.

Replacement of Materials. Replacements will be based on 1) demand for the title, 2) number of copies, 3) existing coverage of subject/genre in the collection, and 4) availability of newer or better materials on the subject.

Weeding. Periodically the Audiovisual Collection will be inspected and weeded to maintain accurate, up-to-date information. The weeding of materials will be based on relevance to user needs, selection criteria, lack of use, physical condition, and datedness of information. Discarded items may only be retained for historical significance.

Evaluation. The Media Collection will be continuously evaluated in terms of circulation, content, and relevance to the University community's needs, currency, and popularity. Continuous weeding and replacement of lost, stolen, or out-dated materials helps maintain a collection that reflects changing University needs as well as Library goals.

Gifts. Gifts will be gratefully accepted with the understanding that they become property of Smith Library Media Services. Gifts will be evaluated with the same criteria as purchased materials. Donors may not place any special conditions upon the loan or handling of the items.

### **Reconsideration of Challenged Materials**

As part of a community comprised entirely of adults, High Point University Libraries will limit the actions it takes resulting from complaints about the contents of audiovisual materials. In cases where complaints may be made about items dealing with topics that are sensitive or controversial in nature, every attempt will be made to ensure that the Media Collection also houses those materials reflecting the opposing points of said controversies. Individual complaints will be discussed on a case-by-case basis with the Director of Library Services and the rest of the Library Staff before a decision is made.