American Public University System
Online Libraries Video Tutorial Architecture

(Project White Paper Review)

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Library Video Tutorials Project Overview and Goals

As the APUS libraries' electronic resources become increasingly robust and complex, it is important to develop proactive tutorials with regards to students' and faculty search methodologies to facilitate utilization of the capabilities for APUS vendor databases and library information systems. This project proposes to develop a library-wide online video tutorial architecture focusing on the American Public University Systems approximately 42 vendor subject-specific databases, e-resources, tutorial systems and complex library help resources for undergraduate and graduate/faculty research. These brief online help videos would be linked and embedded throughout the libraries website to wider APUS program/subject course guides and leveraged towards the Sakai online classroom. The resource deliverable goal would be to produce approximately 80 APUS customized video tutorials divided into approximately 40 undergraduate (basic searching) and 40 advanced research (graduate level) tutorials focusing on online vendor article, e-book and advanced database searching tutorial capabilities but also additional video tutorials on search techniques (Boolean search/nesting/truncation). These brief videos will encompass tutorials for the new library catalog, e-journal aggregator, LibAnswers and other advanced Library Tutorial Center resources.

Human Resources

This project leverages the existing content and technical expertise of approximately 13 subject specialist librarians and highlights current APUS Library e-resources holdings. The wider project collaborates interdepartmentally with departments of Instructional Design and/or Marketing to leverage technical expertise: (Camtasia video production) and also the IT (Web department) to provide infrastructure possibilities for embedding video and providing new social media possibilities for integration with the present library site architecture and the new version of Site Executive (CMS).

Online information architecture steps involve wide video integration with the Library Program/Course Guides and Sakai Model classroom in its next phase. This project will coordinate with both the Classroom Technology Group and Library Campus Guides Manager. End result deliverables will produce a robust set of video tutorials for the library and university to present APUS e-resource support for undergraduate and graduate levels on a systemic university basis.

Project Times, Coordination, Prototyping

- Project timelines, coordination, prototyping and benchmarks are crucial to complete this project.
- A prototype tutorial on undergraduate and graduate levels will be accomplished with designated Library Video Subcommittee, Subject Specialists/Instructional Design/Classroom Technology/IT and a Campus Guide manager to set an original **Proof of Concept** for the larger infrastructure.
- Implementation will be presented primarily through the library website, secondarily through the Online Library course guides, thirdly through the online model classroom currently envisioned through Sakai.

Interdepartmental Project Teams

- Library Subject Specialist Assignment/Project Management: Director of Libraries
- Library Video Tutorial Advisory Subcommittee
(Campus Guides Manager; Associate Library Director, scheduling coordination; Ad Hoc Members: Subject Specialist Librarians (4))
- Tutorial Script Conceptualization/Librarian Script Parameter Overview: (Advisory Committee, IT)
- Subject Specialist Librarians (Tutorial Scripts, 13 Librarians)
- Instructional Design Department (Camtasia Development): PD, Marketing, launch
- Course Guides Integration:(Campus Guides Manager)
- Model Classroom Integration: Online Center for Teaching
- Website: Site Integration: IT (Content Management Support Team). New Web Possibilities (Social Media integration, developing new library page infrastructure for embedding. The main landing page for the tutorials will be the database main portal but additionally other video embedded pages will be made available as needed to other areas of the library and wider university site.

Scope

- Deliverables, approximately **85** tutorials: 40 (two minute undergraduate videos, basic searching), 40 (two-five minute graduate videos, advanced database capabilities), 5 General Online Library Usage Application Tutorials.
- Subject matter: utilization of academic basic research databases and e-resource searching with regard to present holdings of academic database vendors (See Spreadsheet included).
- Human resources, software capabilities and e-resources are available to carry out this project.

Video Tutorial Project Timeline and Benchmarks

Phase I
(12 weeks)

Part A

- **Asset Gathering/Planning/Prototype**

  Initial overview of e-resources, gathering of assets, organization of priority levels of tutorial creation (1-3), developing an initial proof of concept, assigning script development to 13 library subject specialists.[1]

- **Deliverable: Library Video Tutorial Spreadsheet** (Library Video Subcommittee, Enclosed)
  (Spreadsheet title Fields: APUS E-Resource Database, Subject Specialist Assigned for Script, Vendor Help URL Available,
  Video Priority: Divided into Three Phases, Non-APUS Video Available)
- Instructional Electronic Technology/Camtasia Specialist or Librarian lead will suggest a best practices for the librarians on the conceptual development of writing scripts (Format, simplicity, length 2-3 minutes, exposition of visual information etc.) on basic and advanced levels
- Library Video subcommittee develops standardized video checklist and template recommendations for librarians for basic and advanced videos
- Consultation and review with other Academic Program directors, External Stakeholders/Departments (Instructional Design, Center for Teaching and Learning, Information Technology)

Part B

- **Production of Deliverable: Initial Proof of Concept Videos**

- **EBSCO SUITE**: Academic Search Premier Prototype (Priscilla Coulter, development of initial scripts)
    1) Basic Searching Video ~ 2 minutes (undergraduate)
    2) 2-4 minutes Advanced Searching Video (graduate)
- Script Passed to Instructional Design Team for Camtasia Development/University Marketing Consulation
- Two Camtasia videos produced (2 minute undergraduate/2-4 minute graduate)
- Two Prototypes Passed to IT (Content Management System Group for Web Site Embedding Examples)
- Two Prototypes Passed to Campus Guides(for Embedding, Campus Guides Examples.
- Information architecture groundwork for Campus Guides/Video Tutorials begins
- Two Prototypes Passed to Center for Teaching and Learning for Embedding in Learning Management System (Sakai, Model Classroom Example Prototype)

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[1] Impact on Librarian Staff scheduling and duties TBD, but significant. The majority of our 13 librarians are part time and remote online librarians with other full-time positions.

- **Part C**

  Pilot Initial Development 10 Initial Top Priority Databases and Tutorials
  New Online library General Video : **Where to Go for Help? Scope (1 video):** to cover all library help resources in overview manner, LibAnswers/Ask a Librarian, CampusGuides, librarian@apus.edu & Tutorial Center
  Proquest 2 videos: (1 basic, 1 advanced searching)
  EBSCO 2 videos: (1 basic, 1 advanced searching)
  Online Catalog 2 videos: (1 basic, 1 advanced searching)
  Find a Journal (1)
  Aquabrowser (1) and *TurnItIn (1)* assigned for tutorials on basic and advanced levels

- **Part D**

  Preliminary Proof of Concept Review
  Review by Relevant University Higher Level Stakeholders: Dean of Libraries, University Provost, University President, Dean of the Center for Teaching and Leanring, Library Video Subcommittee.
  After approval wider production and development begins

Phase II: Video Tutorial Production, Bulk of Content
(16 weeks)

- Subcommittee assigns two to four database to each librarian depending on subject expertise (4-8 scripts/librarian, undergraduate (basic)/ (advanced) graduate level.
- Subject specialist librarians develop scripts for 80 academic database video tutorials (approximately 40- undergraduate level and 40 graduate level
- Library Video Tutorial Subcommittee preliminarily reviews scripts for quality assurance
- Scripts passed to Instructional Design Department for Camtasia production/collaboration
- Initial Student/Faculty/Stakeholder feedback, review and subcommittee assessment, revision if necessary
- Further and final sign-off review by library video advisory subcommittee.

Phase III Beta Testing, Soft Launch/ Marketing Campaign
(8 weeks)

- Finished videos passed to University Content Management Team for Library embedding/linking/site architecture
- Videos passed to Library Campus Guides Manager for systemic program wide guides Embedding
- Videos passed to Center for Teaching and Learning for Model Classroom integration
- Website vetted by internal stakeholders for quality assurance and accuracy of content.
- Marketing campaign materials finalized and content reviewed before external launch.

Phase IV Video Tutorial Launch
(4 weeks)

- New APUS Libraries Video Tutorial Information Architecture website launched.
- Marketing plan tied to other University events.
- Marketing advertises the new video-enabled Library tutorial website alongside examples of videos as innovative value-added quality undergraduate and graduate education.

Phase V Assessment and Outcomes
(8 weeks, Ongoing Periodic Review)

- Subsequent external focus groups and testing regarding the completed deliverables (80 videos) for outcomes and assessment and the next stage of development.
- IT (Content Management (Website Team) organizes focus groups with external users and regards to the various videos and placement (Course Guides, Website, Model Classroom) to analyze usage, compile results.
- Libraries review suggestions for an iterative process of future recommendations for the next versions of this project
- Library Video advisory subcommittee continues to meet quarterly to review new database purchases or upcoming vendor database interface upgrades or and decides on priority and production list for new video tutorials