

MEETING MINUTES

Welcome and Introductions: Brian Richards (MCC) and Jane Hutchison (WPUNJ):

Jane and Brian introduced themselves and discussed their respective roles on the VALE Digital Licensing Committee and NJVID's Commercial Video Workgroup. Attending were: Jane Sloan (Rutgers), Ann Kelsey and Sheri Ventura (County College of Morris), Leigh Keller (Ramapo), Denise O'Shea and Jim Marcum (FDU), Greg Fallon and Chris Mueller (PCCC), Mark Sandford (WPUNJ), Thomas Nemeth and Sandie Miller (NJVID/WPUNJ), Mary Mallery (Montclair), Judy Cohn (NJIT), Cameron Cox (Intelecom), Wendy Collins and Doug Humphrey (Films), John Hoskins-Abrahall (Bullfrog) and Jonathan Miller (First Run/Icarus Films)

Introduction of Content Distributors / Presentations by Content Distributors

1. Films Media Group: Wendy Collins and Doug Humphrey

- a. **Content** – *Films on Demand* – Online streaming video provider of more than 5,000 educational titles in dozens of subject areas
- b. **Delivery Mechanisms** – Videos are segmented into learning objects via pointers to specific positions within a larger file rather than actual multiple split files – videos play in native FMG environment – Videos cannot be embedded within a course webpage or blog - A PowerPoint is available covering the main features of the portal as well as access and delivery options.
- c. **Purchasing Options** – VHS, DVD, and yearly digital purchase models – Broad and complete institutional access as in Arizona's case is based on a preview model: Three clicks by a user on a clip, where each of the three viewings of the clip lasts over three minutes, constitutes a purchase of the clip – This model was based on a lot of back and forth negotiating between FMG and the initial user – FMG has a proposal available to VALE members, which is located through the VALE web site – For more information, go to www.films.com/digital.

2. Independent Distributors: Bullfrog Films; First Run/Icarus Films: John Hoskyns-Abrahall and Jonathan Miller

- a. **Content** – John presented the variety of content available through Bullfrog Films – Over 700 independent, educational, and environmentally-focused films covering topics such as the turmoil in Burma and the uptick of wolves in the ecosystem – First Run/Icarus Films offers over 900 independently-produced documentary films with educational merit
- b. **Delivery Mechanisms** – Bullfrog has used many delivery formats over the years, including VHS, laserdisc, and currently DVD – NJVid could be used for digital distribution – FRIF also currently distributes DVD and VHS and could use NJVid for digital distribution
- c. **Purchasing Options** – John explained the five common options for pricing models:

- i. License streaming digital rights to intellectual content for free with purchase of DVD
- ii. License streaming digital rights at a multiple of the cost of the DVD
- iii. Grid-like model based on institution's Carnegie classification (the size of the institution governs the price)
- iv. Subscription-based model (flat-rate constitutes unlimited use within length of license)
- v. Pay-per-use

Bullfrog and FRIF currently use standard DVD purchase arrangement – The perspective of the distributor and copyright holder were discussed as well as the perspective of the purchasing institution and the ultimate user – Some titles may have a “life span” while others may be relevant in perpetuity.

3. **Intelecom: Cameron Cox**

Intelecom is a nonprofit organization producing video courseware in a variety of disciplines that staffs 25 people including a video production crew – Repository under consideration at some Florida Community Colleges (e.g. The Orange Grove Project), in use at California Community Colleges (e.g. Long Beach Community College, College of the Canyons).

- a. **Content** – Nine telecourses, each broken down into 150-200 short-form segments per telecourse to support online learning at community colleges – content is curriculum based – No MARC records for short-form clips but have some for 30+ minute videos – fastest growing education market (by enrollment) is K-12 online.
- b. **Delivery Mechanisms** – Streaming, on-demand digital video – presented in 400kbs Flash video – ability to embed video within a course management page, blog page, etc – video captioning is available – short-form learning objects are discrete files rather than pointers to portions of larger sized files – utilize a database model that permits unlimited use of licensed titles, rather than a seat-based model that permits only a specific number of users to access a clip at a time – layout of content is organized within vertical partitions: Academic Discipline → Course → Clip
- c. **Purchasing Options** – Subscription-based model – Price is dependent upon number of campus for credit FTEs and one or three-year subscription options – There is flexibility in negotiating a contract.

4. **BioMedia (sent materials)**

Gwen Gerber sent a proposal to VALE members for a subscription basis with free updates as they become available – There is also flexibility in the pricing model that was presented.

5. **Media in Education (sent materials)**

A sample licensing agreement along with terms was given to the committee for comment.

Lunch Break

NJVid Commercial Video Workgroup (Chair Brian Richards) and VALE Committee

- 1. **NJVid Project – Brief Overview, Components and Timeline – Sandie Miller**
- 2. **Commercial Collections**

- 3. Video formats**
- 4. Interfaces and Authentication**
- 5. Metadata and Learning Objects**
- 6. Setting Goals and Timelines**
- 7. Next Meeting**

Wendy pointed out that NJVid's developers will have to decide how they want to program the resource's interface. For example, will institutions transferring their FMG licensed titles to NJVid want to view those titles within NJVid's environment with NJVid's video player, or instead branch out to the titles' native environment at FMG where a complete and optimized feature set for playback has already been developed? If the former, then NJVid will have to develop a complex feature set to accommodate all three collection types. Wendy mentioned it might be easier to simply utilize FMG's existing playback interface and feature set, but this also complicates the NJVid user experience.

Another topic of discussion addressed the question of how NJVid will enable users to search databases of external resources built upon different technologies. The selection of Fedora as NJVid's core repository was made with an eye toward the potential for federated searching. That is, a user should be able to search NJVid for content and in doing so search metadata imported from multiple external resources. Even so, this convenience still will be tricky to accomplish from a back-end development perspective. The same can be said for authentication, where theoretically users will be able to sign in to NJVid and authenticate themselves through Shibboleth on the back-end while simultaneously authenticating themselves through Intelcom, FMG, etc. Will this ease of workflow be possible, or will uploaders of Intelcom and FMG content have to enter metadata for this content in NJVid's Workflow Management System?

Brian mentioned that it is unlikely faculty will want to create learning objects themselves. Therefore, it might be best to offer non-segmented clips, at least at first. Even though people claim they want to be able to segment clips, they by and large do not actually utilize this capability.

James Marcum of FDU opined that institutions need to let NJVid's developers know what their needs are. What they do not need is another database for students to search through. NJVid needs to focus on supplying a singular interface that searches across multiple commercial vendors and internal and external collections.

Some of the key questions pertinent specifically to the NJVid Commercial Video workgroup were again raised:

- Licensing models – Some vendors use a subscription-based model; some a pay-per-use model – Integration of both types into NJVid will be difficult
- Metadata – Do institutions want textual information describing their content (i.e. metadata) to exist at the object level or the collection level?

- Interface – Do institutions prefer using the NJVid search and playback interface exclusively or being redirected to outside collections' native environments such as those of Intelcom and FMG to take advantage of their established feature set?

Summary of Questions Posed:

1. *How are pre-existing commercial collections going to fit into NJVID with a number of large distributors already offering their own portal service?*
2. *With multiple licensing models, how are we going to integrate them into NJVID?*
3. *What about encoding? What formats can we accommodate and host?*
4. *What about developing standard metadata? The object level is needed in some cases; others need item level description.*
5. *With regard to end-user interface, do we maintain individual user's presence in NJVID environment or redirect out to native distributor's interface?*
6. *How does federated searching work?*

What are our ultimate goals and timelines? We need to determine license offerings for alpha implementers – There seems to be need in some cases for perpetual rights as well as access to new content as it becomes available – We need to throw as wide a net as possible in obtaining content for our users.

Actions:

Jane and Brian asked the attendees to think about licensing models, pricing models and other aspects of contracts, and then respond back with their preferences. The group needs to develop proposals that are agreeable both to the distributor as well as the purchaser. Once there is agreement, the proposal will be sent to the VALE Executive Committee for approval and then posted on the VALE web site for the institutions to consider for the upcoming year.

Tom Nemeth, the NJVid Project Coordinator, will work with Brian to modify the Collection Profile document handed out during the meeting to include the questions listed above and then email the attendee institutions to profile their commercial video collections according to the criteria laid out in the document. Tom will collect the institutions' responses and post them to the NJVid Wiki site so that the Commercial Video group can assess member institutions' needs and proceed to answer some of the questions raised during this meeting.

MEETING ADJOURNED.