

VALE Digital Media Committee/NJVid Commercial Videos Working Group

5/18/09 – 10AM-12:30PM

Meeting Minutes

Attendees: Brian Richards, Jane Hutchison, Tom Nemeth, John Cohn, Jane Sloan, Patricia Fazio, Denise O'Shea, Chung Lone, Greg Fallon, Isaiah Beard, Judy Cohn and Chad Mills

VALE:

Jane began the meeting with a PowerPoint presentation. She presented the revised charge for her Digital Media Committee for review, which her group then approved. She also presented the anticipated workflow cycle for the 2009-2010 academic year. The group approved the plans for the academic year. The next topic of discussion concerned the updated pricing model for Films Media Group (FMG). Jane explained that the committee has to establish a baseline minimum of titles that institutions must agree to license in order to pay the reduced license rate through VALE (e.g. a 10 title licensing minimum). Brain asked whether commercial video vendors will charge more for supplying hi-quality source video files. Jane responded that the answer is specific to each vendor on a case-by-case basis. FMG did not resist offering hi-quality files, but Ambrose Video might. Isaiah advised the group to pay attention to how each vendor chooses to define perpetual rights to its content. Specifically, licensing titles "in perpetuity" may constitute permission from the vendor to transcode its titles to different file formats. However, it might also constitute having perpetual rights to a title merely in the file format that was supplied initially to the purchasing institution. A "draft" NJVID Commercial Video Collection Deposit and Digitization Master Agreement was distributed for review and that form allows the commercial vendors to define the extent to which NJVID has the right to transcode different file formats as well as enable annotations and supply learning objects. The group was charged with supplying any comments to either Jane or Tom on the draft document.

Additional vendors that were recommended for possible addition are Media in Education, Insight Media as well as VEA and PBS. Individual distributors such as Bullfrog and California Newsreel would have to be negotiated on a title by title basis. Jane will prepare a survey of interest to the VALE members as well as preparing a FMG proposal for the coming year for the VALE members to review and provide a commitment to purchase over the next year. NJVCCC's arrangement from College Anywhere was brought up, but no further details were given and it was primarily for distance learning.

NJVid:

Tom presented the development stages that are occurring for the current FMG Test phase of NJVid. Development will culminate in eight selected institutions gaining free access to a 20-title sampling of FMG videos for duration of about a month. During that time, the institutions are expected to provide feedback to NJVid's developers regarding how successfully the initial FMG collection meets their expectations.

The group discussed whether the Excel document supplied by Wendy Collins at FMG contained sufficient metadata. Tom presented the document to the group, and they decided it was insufficient. Instead they decided that the NJVid Project Team should upload existing MARC records as metadata for the 20 FMG titles. Tom will work with institutions' catalogers to collect their MARC records and formulate them in such a way that they can be batch uploaded into the WMS.

Another topic of discussion pertained to how to document institutions' rights to individual titles in metadata. Rutgers' developers had proposed in a prior brainstorming session that institutions should scan all of their hard copy license agreements and upload them to an FMG subcollection in the Workflow Management System as Right Events. The group decided a more efficient way to document licensing terms would be to scan and upload the master agreement that each commercial video vendor signs with NJEDge establishing a contractual agreement to deposit content for NJVid. The master agreement contains standard boilerplate language that will apply to all commercial video vendors, with a few options that they can sign off on. In addition to the master agreement, each institution can add an addendum specifying that that institution has licensed that particular title for a particular period of time. These addenda will gradually accumulate as more and more institutions license a title and will therefore collectively document institutions' rights to a title. Brian pointed out that institutions will have to document specifically when their license period begins and ends (e.g. 3-year license, 9/1/09 – 8/31/12). *Note: The formatting of such documentation in metadata was not discussed. The following is just an illustrative example.*

E.g. the following addendum could appear in the rights metadata of the following title:

RACE: THE POWER OF ILLUSION

William Paterson University – perpetual rights

Fairleigh Dickinson University – 3-year license, 9/1/09 – 8/31/12

Camden County College – perpetual rights

The third topic discussed by the group concerned preference for accessing the 20 titles during the testing stage. Institutions can access the titles through the NJVid Web site or create partner portals, where Chad Mills can give each willing institution a link with code to place in its Web site that will display the institution's NJVid collections (such as the 20 FMG title collection) within a page on its own Web site. The links to the FMG videos can also be placed in one's OPAC. There will be a persistent URL for each title that licensees will be able to use either in their portal or in their OPAC. These three access options are not mutually exclusive. Chad clarified that he can forward the link with which to create a partner portal in one afternoon. It is up to each institution to use the link to actually create the portal itself. Tom raised this discussion topic to point out that by adding this work item to the development workflow, it might delay an institution's access to the FMG titles for however long it takes the institution to set up its portal. Each institution will be able to decide on its own how it would prefer to access the 20 FMG titles, since it is not a collective, group decision.

Chad next explained which features the Annotation Tool will provide. Technically, users will be able to segment videos, create playlists, and add textual notations. However, the agreement reached with commercial video vendors per the Master Agreement they must sign with NJEdge will determine the extent to which users will be able to use all of the Annotation Tool's features. Jane passed out copies of the current draft of the Master Agreement for members to read and get a sense of what we are asking commercial video vendors to agree to upfront with regard to using the Annotation Tool. Specifically, we are asking commercial vendors whether they will permit NJVid users to create certain types of annotations and whether they would like to supply their own learning objects, provided they have any.

Chad's web applications development colleague at Rutgers, Shaun Elis, will present a hand-on prototype of the annotation tool at the NJVid Advisory Board meeting in June. At that time, he can forward the link to the prototype to Brian's working group so that they will have an opportunity to use the prototype themselves and provide their own feedback.

Tom asked the group if there are any other features-of-use they would like to see added to NJVid, perhaps in a later release if need be. Denise responded that it would be nice to have a "My Favorites" folder into which users could place commonly viewed videos for quick and easy access.