



NJVID

IMLS Award # LG-05-07-0167-07

Performance Report April 2010-October 31<sup>st</sup>, 2010

## Milestones

- *Over 100 videos in the NJVid Commons*

We are now at 112 videos in the NJVid Commons. Anyone visiting NJVid can view these videos without any authentication or authorization required. These videos have been contributed from museums, higher education libraries, New Jersey historical societies, and K-12 schools. One of our latest Commons Collections is from the Women and Youth Leadership Alliance

- *Near-Completion of the Films Media Group (FMG) Collection*

As of the last Interim report, we only had 25 FMG titles. However, we currently have 785 and are now processing the Learning Objects that accompany each video. This will represent the completion of one of our major Commercial Video Collections.

- *Completion of Four New Commercial Video Collections*

We can now boast four other Commercial Video Collections as well – Ambrose (36 Titles), BioMedia (43), California Newsreel (21) and Media Education Foundation (90).

- *Development of Learning-on-Demand (LoD) Upload Tool*

Learning-on-demand is the latest collection to be added to NJVID. It allows for management of user-created videos and also provides an administrative interface for management of all Institutions and institutional roles within the Institution. Learning on demand requires that Shibboleth is installed at each participating institution and thus be part of NJTrust - the Identity Trust Federation that was setup by NJEDge for the NJVID project. More detail is provided about LoD in the Learning-on-Demand Workgroup section below.

- *Pilot of LoD at Montclair State University*

The kick-off meeting for the LoD pilot took place on July 27, 2010 at Montclair State University. MSU Library, IT and Instructional Technology members attended. Sujay Daniel demonstrated the LoD Upload Tool and the new NJVid LoD portal that enabled such easy access. All is still on

the development server and will not be moved over to production until after the pilot, but in time for the launch scheduled for the NJEDge.Net Conference.

The purpose of the LoD pilot was to test the LoD Upload Tool and the newly developed NJVid LoD portal. In addition, Montclair looked at developing model local policies that other institutions would want to consider as they moved forward with implementing LoD on their campuses. First, MSU recruited faculty with original lecture content for use in their Fall 2010 classes. MSU currently uses Camtasia to capture lecture content. Once the faculty were recruited, the Instructional Technologist uploaded their content into NJVid using the LoD Upload Tool and ultimately into their Blackboard Courses.

Feedback on ease of use, problems encountered, suggestions, etc. will be solicited through a survey of both faculty and student participants. The project scope was reported on at the LoD Workgroup meeting on 10/04/10 and the final project findings will be reported at the NJVid Advisory Board and Alpha Implementers meeting on November 17th.

## **Activities Review by Group**

- *NJVid Project Team*

The NJVid Project Team focused on production as well as development this past six months. The big push was to get as many FMG titles in as possible since the Launch last November. In addition, requests for other Commercial Video Collections were coming in quickly so we had to add those into the workflow. And, at the same time, development for the Annotation Tool and the LoD Upload Tool had to continue. We had to project manage the workflow for all of this work so much of our meetings concerned specific points in progress.

In June, a working version of the Annotation Tool was developed that was very basic in form. This uses a fedora content model through the use of an XML schema. Therefore, the annotation only appears in the catalog if it is published by the author. Restricted access can be offered and requires Shibboleth. NJEDge.Net's LoD Upload Tool was being developed outside of the Annotation Tool, but Sujay and Chad, the two project leads, have been working closely together to ensure that each tool will work with the other.

Usage of the Annotation Tool requires a registration as does the Upload Tool. The first time someone uses the tool, they'll have to insert the information that will be part of the registration. However, since this was already prepared for in the LoD Upload Tool, those attributes will transfer if the users are the same.

The same basic metadata will be used for both the Annotation Tool and the Upload Tool – creator, affiliation, date, modifications to it, subject, and category. The Upload Tool ingests into the Fedora repository – the metadata are supplementary data streams. The Upload Tool can do multiple videos. It provides for searching and retrieval but WMS metadata is not what it

searches on. The Annotation tool will only ask the creator if he/she wants it public or not and that information goes into the rights metadata. Thus, annotations are separate objects and only available in their own portal. Tying the Annotation Tool and Upload Tool together as they are being developed by two different partners is a critical Project Team effort.

Publishing the annotation means that it goes into the main repository. When an end user searches for a video, they'll be able to find any published annotations about that video. And the good news is that when the tool goes away, the object does not go away. This is a plus for NJVid because it's very different from other annotation tools out there. We can synchronize the transcript with the video. With a free text annotation, more than one person can edit and track by person. However, since the only tool that can create a collection is the WMS, the collection *must* be created first.

The upload tool will also be able to pull directly from Camtasia or Echo 360 (available later) as they both have an open architecture. Being able to upload directly is considered a real plus by the CIOs of higher education institutions. Also, the fact that students can directly upload with the upload tool (once given permission to do so by the Institutional Collection Manager (ICM) adds to the teaching and learning value.

Another task in the workflow was to develop the ability to batch ingest the thousands of FMG learning objects that they had already created. A correlation between the annotations and the NJVid PID (Process Identification Number) of the video as well as a conversion method between the decasecond start and end times and SMPTE time code would need to be developed. We have currently tested one video, "Aesthetics: Philosophy of the Arts" for which there are ten FMG generated annotations. These translated with about 12 seconds' difference and we are currently working on how to manage this difference.

The Project Team developed a full agenda for the planned Advisory Board and Alpha Implementers Meeting on November 17<sup>th</sup>. Topics to be covered will include updates on the Commons and Commercial Video, demonstrations of the Annotation Tool and LoD Upload Tool, reporting the results from the LoD Upload Tool pilot at MSU, and a Sustainability report with request for feedback from the NJVid Advisory Board and Alpha Implementers.

- *NJVid Working Groups*

**Locally-Owned Content Collections** – The Commons continues to grow albeit slowly. We have surpassed the 100 mile marker and are up to 112 videos. An exciting addition to the NJVid Commons is the Women and Youth Leadership Alliance Collection. We have determined that we need to present the Commons in such a way that browsers to the site can view them without having to search through titles that have restricted access. This will be addressed after the NJEDge.Net conference as everyone is working very hard to prepare for the launch of the Annotation Tool and LoD Upload Tool. This workgroup has not met since the Commons was launched.

**Commercially Licensed Video Collections** –A Higher Education Digital Video Summit was held in New York City on March 26, 2010 to develop agreement on best practices for streaming commercial video. Fifty-five participants representing twenty video distributors, fifteen institutions of higher education, one library association member, and three independent filmmakers gathered for the daylong event. This event was critical in raising the awareness of Commercial Video Vendors that buyers need a purchasing model that includes streaming rights. Attendees made it clear that if companies don't provide access to streaming content, their content would be left behind. Another issue of concern was the lack of Marc Records from vendors. NJVid can possibly help with that as Marc Records are created for commercial video by the cataloguers for NJVid.

Jane Hutchison, Chair of NJVid's Commercial Video Workgroup and the VALE Digital Media Committee organized the Summit along with seven other representatives from a variety of institutions. The outcome for NJVid could be significant in the long run as Commercial Video Vendors move their digital video content from hard copies to the digital environment.

In May, 2010, a survey was sent to VALE members to determine interest in more Commercial Video Vendors beyond NJVid's current offerings. Interest in Icarus, Fanlight Films (now owned by Icarus), and PBS rose to the top and helped the Workgroup focus on whom to work with next. The VALE Digital Video Delivery Offerings are available on the VALE website (<http://www.valeni.org/committees/digital-media>).

On September 7<sup>th</sup> through October 15<sup>th</sup>, 2010, BioMedia Associates offered a free trial of BioMedia video titles to all VALE members whose institutions were members of NJTrust (and thus could have access to the collection on NJVid). It was a wonderful marketing tool for BioMedia and helped gain publicity for NJVid.

On September 9<sup>th</sup>, 2010, the VALE Digital Media Committee/NJVid Commercial Video Workgroup met to discuss the survey results and follow up with NJVid users. In this meeting, it was noted that not all the FMG titles were up as yet, nor the FMG Learning Objects, and that there were still a number of institutions who were not part of NJTrust. Some of these institutions may require help from NJEDge.Net to install Shibboleth as their technical groups are not ready to do so.

NJVid's Commercial Video collection (all together) now includes 975 titles from 5 different Commercial Video Vendors.

**Web Workgroup** –There is a new NJVid portal coming that will be used shortly after Learning-on-Demand is launched. The ability to offer "skinned" portals to LoD institutions will also be available upon LoD launch. The Web Workgroup will review this portal website when ready and offer NJEDge.Net feedback.

**Outreach and Marketing** –Sandra Miller, P.I., and Sujay Daniel, NJEDge.Net NJVid architect, collaborated with Kristin Eschefelder, University of Wisconsin – Madison, to present a case study of digital rights management. She completed the report and it is available at <http://minds.wisconsin.edu/handle/1793/46622>. It's a pleasure to see NJVid highlighted as a case study for best practices in digital rights management.

On August 18<sup>th</sup>, 2010, representatives from the Lehigh Valley Association of Independent Colleges (LVAIC) met with George Laskaris, Sujay Daniel, Sheri Prupis and Sandra Miller to discuss a possible relationship between LVAIC and NJVid. LVAIC is interested in using NJVid for Commercial Video access. NJVid is interested in sustainability and this might be another resource. Further discussions will follow.

The OAI URL providing others with the ability to harvest metadata from NJVid's repository was shared with Katrina Fenlon, Project Coordinator for IMLS Digital Collections and Content, as well as Kristen Eschenfelder from University of Wisconsin – Madison.

#### Conferences and Presentations:

- ETD Conference – May 10, 2010 – Chad Mills
- ACRL-Northeast Conference – May 14, 2010, Sandie Miller
- ALA - June 24-29, 2010 – Grace Agnew
- MERIT – August 18, 2010 – George Laskaris and Sujay Daniel
- CCUMC – October 8<sup>th</sup>, 2010 – Sandie Miller
- EDUCAUSE - October 13, 2010 – Sandie Miler
- National Media Market – October 27<sup>th</sup>, 2010 – Jane Hutchison
- Association of Moving Image Archivists – November 2, 2010 – Isaiah Beard

**Learning-on-Demand** –Learning-on-Demand is NJVid's next and perhaps most exciting collection. It will enable faculty to upload their videos directly from their institution. With faculty permission, students will also be able to upload videos. Access will be restricted to members of a class at the faculty's affiliated institution unless the faculty member wishes to share his/her video with the entire world as an open educational resource (OER). LoD videos will be kept for one or two semesters only and require Shibboleth authorization.

Sujay Daniel is making LoD possible with an upload tool that resembles YouTube's ease of operation. On August 19<sup>th</sup>, 2010, Sujay demonstrated the Lod Upload Tool to Montclair State University who then began their pilot program mentioned previously in this report. On August 26<sup>th</sup>, 2010, Version 1.0a of the NJVid LoD ICM (Institutional Collection Manager) Guide was first released. This guide clarifies LoD requirements and the hierarchical roles of the Super Collection Manager (SCM), the Institutional Collection Manager (ICM) and the Institution User (IU). Upload formats and conversion templates are included.

The metadata for LoD includes Title, Abstract, Collection, Subjects, Contributors, Language, Target Audience and Date Created. Role based labels can be created for authentication. All videos that are uploaded into the system are by default private and access can be opened up attaching access labels to each video through the learning on demand web interface. Labels can be 'member@montclair.edu' i.e allow all members of Montclair University to access this video etc. Labels can also be based on netid's or userid's, e.g. having a label called 'joe@montclair.edu,jill@montclair.edu' will allow access to a resource which has this label.

Configuration settings allow for direct upload from Camtasia currently and will be able to work with other lecture capture methodologies as well. Users can add videos directly from their computers or provide an ftp location to get videos to and also provides a interface to add a metadata associated with each video. If the video is in a format that is not supported by NJVID, the user can then choose various conversion templates and add the video to the repository. The system also supports adding closed captions as well as documents as supplementary items of interest such as Word or PDF's to the user.

On October 10<sup>th</sup>, 2010, an LoD Workgroup meeting was held through the use of Wimba. The main discussion was about what should be included in the LoD Deposit Agreement. It was decided that the workgroup's members would look at several agreements already out there (i.e. our own Commons agreement, iTunesU, Kaltura, Vidler, etc.). As this is an agreement between the institution and NJEDge.Net/NJVID in which the institution allows NJVID to store, transcode and present their videos. It is actually much simpler than the Commons or the Commercial Video Deposit Agreements. The agreement will be ready by the time LoD is officially launched so institutions can immediately take advantage.

Another question was raised concerning policies covering videos of the students themselves. It was decided that this is a question of local policy as some schools already indicate their permissions to be recorded and shared with other students upon acceptance of attending that school.

**DVD and Product Upload and Training Workgroup** – This workgroup reconvened to discuss and recommend changes in NJVID's format for presentation. In June, 2010, the decision made was to go to MPEG-4, H.264 for presentation format. The reasons to do so are listed on the NJVID Codec and Settings Spec Sheet (under the Contribute Tab at <http://njvid.net>). The recommendation aims to balance file size and the amount of bandwidth needed to play the video without sacrificing quality. In addition, MPEG-4 is cross-platform and will enable NJVID to support mobile devices in the future.

In addition, the Open WMS User manual (Version 2.0) was released by Rutgers University and describes how to use this core application to ingest digital objects into a core repository such as RUCore and NJcore. It is available at:  
<http://rucore.libraries.rutgers.edu/open/projects/openwms/>.

**Sustainability** – This workgroup has been working steadily on preparing a Business Plan that will allow NJVid to continue once the IMLS Grant monies have been used. The Sustainability workgroup met via conference call on June 17<sup>th</sup>, 2010 to continue refining the Business Plan. NJVid is paving the way to allow for charging NJEDGE.Net members for storage and usage of NJVid videos. Although it was noted at the last Advisory Board meeting that expanding NJVid as an institutional repository for New Jersey institutions might be a viable source of revenue to help offset costs, it was decided that, at this point in time, NJVid needs to focus on finishing the deliverables of the grant. We are focusing on delivering full collections of Commercial Video and Learning-on-Demand for which we can request cost recovery fees.

Another option, that is mentioned in the Outreach and Marketing section above, is to bring in outside consortia that are not a part of NJEDGE.Net but would like to participate in NJVid's access to the Commercial Video Collection and Learning-on-Demand Collections. As a result of the June meeting, the August meeting was LVAIC was set up for a face-to-face demonstration and meeting.

### **Performance Summary**

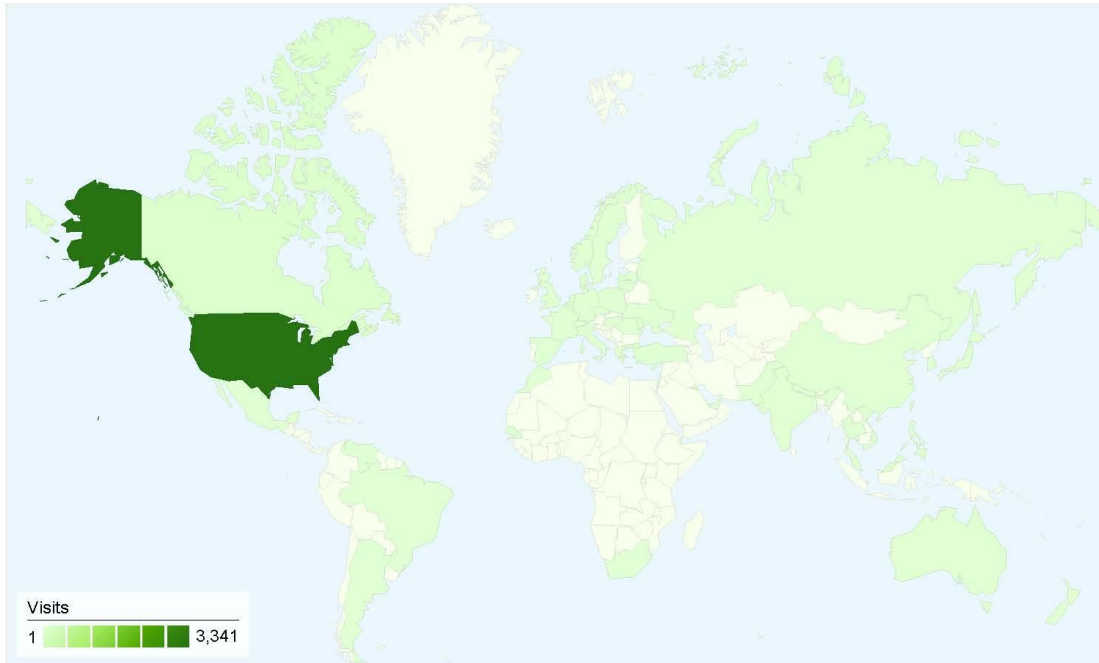
This reporting period finds the project on budget but behind the timeline of original delivery for the Annotation Tool, the Learning-on-Demand Collection, the Business Plan, and final evaluation. The Annotation Tool timeline has been pushed back to November, 2010 for the initial release that will include the ability to create annotations of video. Being able to create a playlist with the clips will not be released until after January, 2011. However, thanks to Sujay Daniel of NJEDGE.Net, the Learning-on-Demand Upload Tool is still on schedule and will be released shortly at the November NJEDGE.Net Conference. Finalizing the business plan, entering into production mode for Learning-on-Demand after the launch, completing the Commercial Video Collection, and submitting our final evaluation survey are all items that we want to complete before the end of the grant. Therefore, William Paterson University applied for an extension at no cost with an itemized budget and on August 9, 2010, was awarded a no-cost extension until 9/30/2011.

Another change to the original budget, albeit a small one, was to move funds from the Travel line to the Equipment line to cover the cost of a needed hard drive for use in shipping Commercial Video files back and forth. The amount was \$150 and provides NJVid with the ability to use the hard drive to ship files that are too large to comfortably FTP. This was completed June 2, 2010.

Although we have not yet run the final evaluation survey, the DLR/EDIT module of WMS (Workflow Management System) enables us to pull certain statistics from the Repository in terms of usage. Within the timeframe of July 5, 2010 through October 29, 2010, viewers in 54 different countries visited NJVid (Appendix A). There were 3,573 visits by 517 service providers and, when you look at the first page of this report (Appendix B), you will see that two of the largest providers beyond our biggest institutional users are Verizon and Comcast, both leading providers of Internet services to individual households. That means that a huge number of

individual users are visiting NJVid outside of their university's access. That's a really good sign that we are accomplishing our goal of providing "anywhere, anytime" access to NJVid. Lastly, Visitor Loyalty (Appendix C) shows that although 48.84% have visited NJVid only once, the majority of 51.16% have visited NJVid from 2-200+ times. A sizeable 11.73% have visited NJVid in the 201+ category.

Appendix A  
GeoMap Report



**3,573 visits came from 54 countries/territories**

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>3,573</b> % of Site Total: 100.00%	<b>6.84</b> Site Avg: 6.84 (0.00%)	<b>00:05:46</b> Site Avg: 00:05:46 (0.00%)	<b>48.84%</b> Site Avg: 48.84% (0.00%)	<b>45.56%</b> Site Avg: 45.56% (0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	<b>3,341</b>	7.18	00:06:05	46.03%	43.94%
Canada	<b>74</b>	1.91	00:01:04	90.54%	67.57%
United Kingdom	<b>14</b>	1.43	00:00:14	100.00%	57.14%
Australia	<b>13</b>	1.85	00:01:57	84.62%	76.92%
India	<b>13</b>	1.31	00:00:31	92.31%	69.23%
Germany	<b>9</b>	1.44	00:00:11	100.00%	77.78%
New Zealand	<b>8</b>	2.62	00:04:26	87.50%	37.50%
Cyprus	<b>7</b>	3.29	00:00:52	57.14%	42.86%
Italy	<b>6</b>	1.00	00:00:00	100.00%	100.00%

Senegal	6	1.33	00:00:07	16.67%	83.33%
					1 - 10 of 54

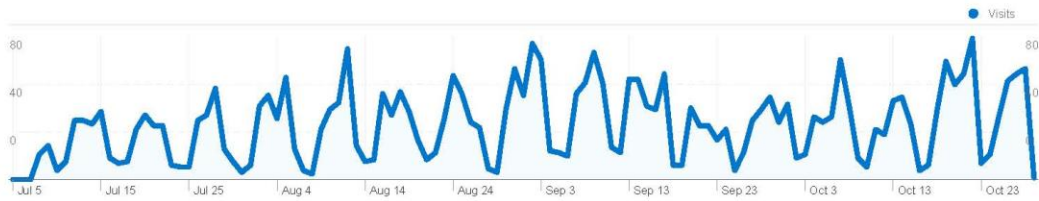
Appendix B  
Networks Report

fdr.njedge.net

**Service Providers**

Jul 5, 2010 - Oct 29, 2010

Comparing to: Site



**3,573 visits came from 517 service providers**

Site Usage					
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>3,573</b> % of Site Total: 100.00%	<b>6.84</b> Site Avg: 6.84 (0.00%)	<b>00:05:46</b> Site Avg: 00:05:46 (0.00%)	<b>48.84%</b> Site Avg: 48.84% (0.00%)	<b>45.56%</b> Site Avg: 45.56% (0.00%)	
Service Provider	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
william paterson university	801	12.49	00:09:42	7.37%	53.31%
new jersey institute of technology	420	11.29	00:13:07	17.38%	25.00%
comcast cable communications inc.	398	5.30	00:05:55	39.70%	41.21%
montclair state university	187	6.35	00:04:18	46.52%	26.74%
verizon internet services inc.	181	3.70	00:03:08	78.45%	42.54%
optimum online (cablevision systems)	139	5.12	00:04:05	83.45%	40.29%
middlesex county college	94	3.51	00:00:54	28.72%	51.06%
rutgers university	90	4.72	00:01:58	45.56%	31.11%
fairleigh dickinson university	88	3.45	00:01:58	93.18%	76.14%
road runner holdco llc	71	2.45	00:01:34	88.73%	57.75%
					1 - 10 of 517

Appendix C  
 Visitor Loyalty Report

fdr.njedge.net

**Visitor Loyalty**

Jul 5, 2010 - Oct 29, 2010

Comparing to: Site

**Most visits repeated: 1 times**

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	1,745.00	48.84%
2 times	267.00	7.47%
3 times	138.00	3.86%
4 times	94.00	2.63%
5 times	64.00	1.79%
6 times	52.00	1.46%
7 times	40.00	1.12%
8 times	37.00	1.04%
9-14 times	160.00	4.48%
15-25 times	157.00	4.39%
26-50 times	178.00	4.98%
51-100 times	121.00	3.39%
101-200 times	101.00	2.83%
201+ times	419.00	11.73%