INSTRUCTIONAL MEDIA COLLECTION DEVELOPMENT IN THE DIGITAL AGE

ABSTRACT: This roundtable presentation will examine the process used at one institution to bring digital video on-demand to their school. The issues of bandwidth, cost(s), local server vs remote server, leased titles vs digital rights, added value of streaming video, student access, instructor access and control as well as collection development and maintenance will be reviewed with participants.

For the last thirty years I have observed the dynamics of instructional technology in the classroom. Keeping abreast of the curve has not always been easy and change is not necessarily synonymous with improvement. Take for example the leap from 16mm instructional film to VHS tapes. Yes, VHS tapes were significantly more convenient for the classroom teacher to setup over a 16mm film. As a result, the possibility of the media being added to the teaching/learning paradigm was increased and a reasonable tradeoff over inferior technical quality.

Technical quality continued to improve however, as did convenience for the classroom teacher. With the introduction of the DVD, not only was the visual and sound quality superior to VHS tape, but also the added feature of being able to easily mark and select specific segments of a presentation without any degradation to the media was amazing. Not a task recommended for VHS tapes.

While our libraries converted the film stacks into shelves for VHS tapes and DVDs we kept an eye on the promise of the Internet as a viable delivery mode for digital video and additional added value. Yes, we were acutely aware of the cost(s) of bandwidth but the potential improvements kept us hopeful of this resource serving as the next “shelf” or “container” for instructional media collection development.

Today it seems the cost(s) and the bandwidth issues have been harnessed as witnessed with the digital video on-demand solutions offered a number of vendors. The products offered are affordable, offer the instructor control over content (24/7) (this is imperative for effective utilization), and reflects a sizable, growing selection of titles that supports most curricula and will continue to do so.

How we made the transition to the new media, streaming video, will be reviewed with conference participants. All of the challenges from selecting the hardware, software, finding the resources (selling management) to training the faculty and students will be explored in this session.

Professor Theodore M. Hickman
Coordinator,
Audiovisual Services
Rohrbach Library
Kutztown University
hickman@kutztown.edu
610-683-4261