



## Streaming video at the small liberal arts college

How Academic Video Online has become embedded in an integrated learning curriculum

### **Critical thinking and rich opportunities in a top liberal arts institution**

This leading liberal arts college prides itself on the abundant opportunities it offers its roughly 3,000 students. More than 60 academic programs include specialties such as nursing, music, biochemistry and theology, alongside strong study abroad programs boosting experiential learning. The integrated curriculum fosters deep and broad thinkers who are nurtured by a strong connection with faculty.

### **Active partners in teaching and learning**

Nearly 20 staff across two libraries serve to enhance teaching and learning by connecting users to knowledge. The provision of rich collections and expert services is at the heart of the work here, spanning the truly broad and often interdisciplinary curriculum.



### Embedded in the teaching process

We spoke to a collection development librarian, who's been a part of the institution for nearly 20 years. At this school staff wear many hats – including managing print and e-resources and the budget. Working closely with faculty and the liaison librarians is key to providing and distributing funds fairly. “We’re primarily an undergraduate teaching organization, so they’re our priority when it comes to spending the budget.”

### How Academic Video Online came to be an integral part of academic life

Film has been used here in teaching and learning for a long time. Students like it – it’s much more visually stimulating than a text. **In recent years, it’s been ramped up in the flipped classroom.**

“Professors want students to watch footage prior to class, and then come together to discuss it – there’s no need for staff to waste time sitting through

**“We were looking for affordable ways of providing film, and Academic Video Online seemed to fit the bill”**

a video in class. The old DVD system obviously didn’t support this, and COVID has accelerated this trend, pushing us further towards the electronic environment.”

**Faculty were critical in the decision to subscribe to Academic Video Online.** “There’s a lot of content on Academic Video Online that wasn’t available from our previous streaming video provider. We use a wide variety of videos on Academic Video Online – **some of them are used by individuals and some by classes**, although the high numbers watching some of the films typically means they’re required for a class.”

**“The integration of videos into the learning experience is critical for students”**

### Why Academic Video Online continues to play an important role

Academic Video Online is used widely here, and awareness of streaming video is increasing across the institution. “There are some films on Academic



Video Online we've used especially over the past year that provide context to the Black Lives Matter movement and efforts being made to make the world a more just place to live and work. We're also using a lot of LGBTQ+ content."

**The pricing around Academic Video Online is also a major benefit.** It costs a lot less than other providers, where you might rent a film for \$150 a year. That's expensive, especially when you consider this might be a 45-minute documentary and you have 18 people in your class.

"We look at the usage stats for all the content we have on subscription. **There's consistently high usage with Academic Video Online**, and the price point is maintained aggressively so we're able to retain our subscription."

Accessibility is very important for staff and students. At this institution, using OCLC Worldshare allows them seamless integration of database content into their library discovery system. "ProQuest provides OCLC with the metadata around their content, and then it's in our catalog at the flick of a switch. It's good for accessibility and visibility."

**"We were on a path towards streaming, so we needed access to the content to fulfil our teaching and learning needs"**

### About Academic Video Online

Academic Video Online, the streaming video service from ProQuest, Part of Clarivate, is the most comprehensive video subscription available to libraries. It delivers more than 77,000\* titles spanning the widest range of subject areas including anthropology, business, counseling, film, health, history, music, and more. More than 18,000\* titles are exclusive, all at a predictable annual cost.

Curated for the educational experience, the massive depth of content and breadth of content-types (such as documentaries, feature films, demonstrations, and more) in Academic Video Online makes it a useful resource for all types of patrons, giving libraries a high return on investment.

\*territorial rights may apply



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