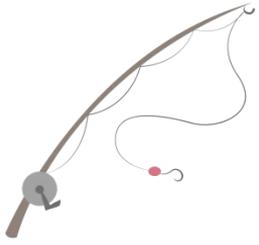


Jumping Into the Stream: *Kanopy – PDA*

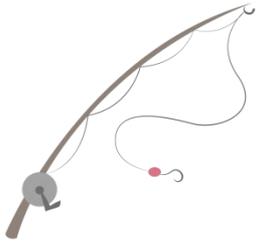
Prof. Joanna Kolendo,
Prof. Azungwe Kwembe, &
Prof. Charlene Snelling



Jumping into the Stream

Overview

- CSU Gwendolyn Brooks Library's decision to trial and then acquire *Kanopy* was entirely a patron-demand-driven undertaking.
- The decision was spearheaded by faculty interest.



Jumping into the Stream

Overview – *Kanopy*

- Offers 26,000 titles (PBS, Criterion Collection, HBO, etc)
- Unlimited simultaneous access across devices
- Supports embedding, clip creation, group showing rights, etc.
- Allows for IP/Proxy authentication
- Integrates with catalogs (MARC records)

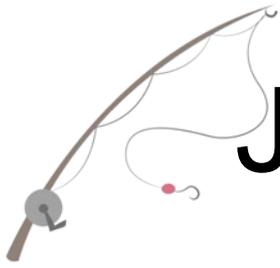


Jumping into the Stream

Overview – Kanopy’s Pricing Models

A la carte, allows for ordering of any films or collections individually

- No platform or database fees
- Pricing: \$150 (1 year contact); \$350 (3 year contact); offer longer license periods (5 and 10 year)



Jumping into the Stream

Overview – Kanopy’s Pricing Models

Patron Driven Acquisition (most popular model)

- Paying for what is used (trigger threshold, titles played 4 or more separate times for 30 seconds during a given year)
- All low-use films are essentially free
- *According to Kanopy, the expectation: 20+ films watched for every 1 film triggered*
- Once the funds are expended, patrons can send purchase recommendations via the *Kanopy* platform.



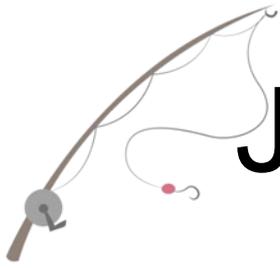
Jumping into the Stream

Chicago State University

Estimated CSU population:

Students	3000
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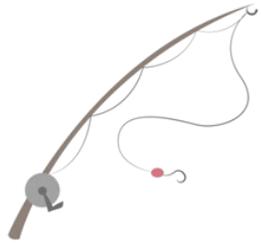
Faculty and Staff	300
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Jumping into the Stream

- Initial contact with Kanopy's sales representative

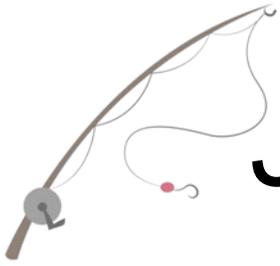




Jumping into Stream

- Budget

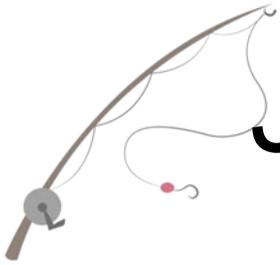




Jumping into the Stream

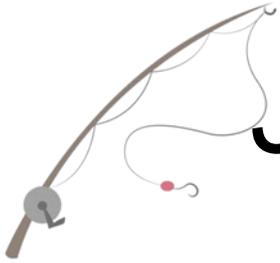
- Procurement
- CSU purchasing cloud-based system
“SciQuest” aka CSU-Buy





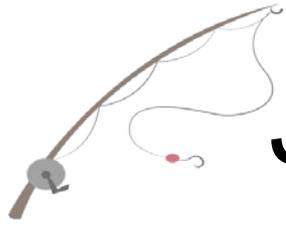
Jumping into the Stream

- Chicago State University procurement requirements
- Contract process



Jumping into the Stream

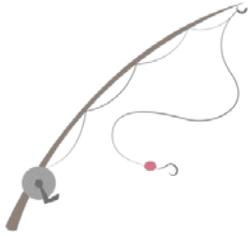
- Paperwork
 - New Vendor Form
 - Contract (CSU)
 - Financial Disclosure



Jumping into the Stream

Technical Implementation

- During the Trial:
 - Provided IP addresses
 - Used login credentials initially for off-campus access (default)
 - Placement on website, etc.
- During PDA program:
 - Authentication was changed to EZproxy in September 2018, involved entering a new stanza to our config file
 - OpenAthens



Jumping into the Stream

**Usage: By the Numbers
(October 1, 2017 to March 25, 2019)**

5 Top Videos:

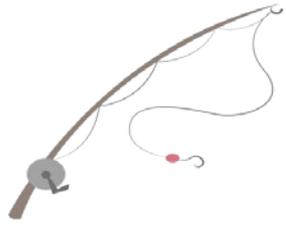
I Am Not Your Negro

The Language You Cry In

*Louie Bourgeois: The Spider, the Mistress, and the
Tangerine*

Marriage Italian Style

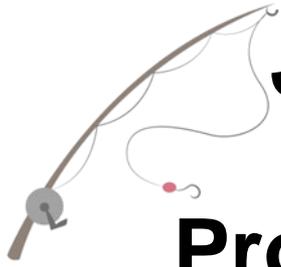
Color Adjustment



Jumping into the Stream

Usage: By the Numbers

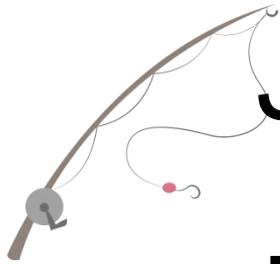
- **Visits** (Number of unique visitor sessions (a session ends after 4 hours of inactivity)) = **1,258**
- **Pages** (Number of video pages browsed) = **1,668**
- **Plays** (Number of videos played) = **402**
- **Minutes** (Number of minutes viewed) = **8,806**
- PDA Performance: Out of **402** videos played, **14** were triggered



Jumping into the Stream

Promotion, Marketing, Outreach

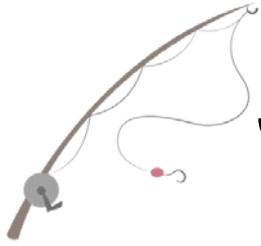




Jumping into the Stream

Promotion, Marketing, Outreach

- Word of Mouth
- Memo to the CSU Community
- Placed Announcement on the Library webpage
- Screenings
- Mentioned to faculty in one-on-one meetings
- Promoted to the administration

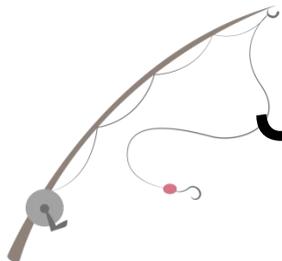


Jumping into the Stream

Going Forward

- Use Social Media
- Embed clips in Libguides
- Continue screenings





Jumping into the Stream

