



## Quick-and-Easy Personalized Orientation Videos

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**Objective:** Describe a method of producing orientation videos that uses short modules so videos can be easily updated and modified for different audiences.

**Methods:** The University of Washington Health Sciences Libraries is part of a large, academic center serving six health sciences schools, with users located in five states. Each year library liaisons orient their specific users to library resources and services. Librarians identified five areas to be covered in all orientations: remote access, checking out books, library website, library facility, and contacting liaisons. Using Camtasia software, videos for each area and an introduction were recorded and then produced as a single product. The final video, which runs approximately 11 minutes, has a menu so viewers can watch the whole video or can choose a particular 1-3 minute segment to watch or review. Librarians link the video from appropriate web pages and advertise to target audiences. Initially produced for medical students that librarians didn't meet with in-person, tailored orientation videos have been made for Nursing and Social Work students by simply recording a personalized introduction and liaison information and re-using core video segments. In addition, a general orientation video was produced to be used in conjunction with the Library's *Getting Started* handout.

**Results:** Users were surveyed for their reactions to the videos. Actual usage of the videos was also captured. Initial reactions from a small number of users were positive, but ongoing marketing is needed to insure that users are aware of library services.

**Conclusions:** Making videos in short modules gives liaisons a time-saving method to "mix and match" topic modules and, with a small amount of effort, customize videos for individual departments or schools. The videos provide an alternative way to orient remote and on-site users.

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Quick- and-Easy Personalized Orientation Videos poster linked from:

- MLANET after the MLA 2006 Annual Meeting
- <http://healthlinks.washington.edu/hsl/liaisons/stanna>
- <http://healthlinks.washington.edu/hsl/liaisons/schnall>

Library Orientation Video

- <http://healthlinks.washington.edu/hsl/liaisons/orientations/hsl/>

Getting Started with Library Resources

- <http://healthlinks.washington.edu/howto/getstarted/>

Medical Students Welcome Video

- <http://healthlinks.washington.edu/hsl/liaisons/orientations/medstudent-yr1/>

School of Nursing Welcome Video

- <http://healthlinks.washington.edu/hsl/liaisons/orientations/nursing/>

Camtasia Studio from TechSmith

- Tips and Tricks <http://healthlinks.washington.edu/howto/camtasia/>
- Information <http://www.techsmith.com/>
- Free 30 Day Trial <http://www.techsmith.com/download/camtasialtrial.asp>

# Quick-and-Easy Personalized Orientation Videos

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## Streaming Video

- Camtasia and Flash player software
- 5 modules (1-3 minutes each)
  - Remote access
  - Circulation
  - HealthLinks web site
  - Library facility
  - Liaison contact information
- 11 minutes total
- Index for module selection

## How Videos Used

- In-person large group orientations
- Linked from
  - liaison pages
  - general library orientation page
  - How-to (help) page
- Liaisons email specific departments

## Advantages

- Mix and match the modules
- Customize to departments
- Easily used by all liaisons
- Timesaving
- Viewable
  - by on-campus and distance users
  - at time and place of choosing

