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| YouTube Video Featuring NLM Staff Members |
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**Project Sponsor:**

Terry Ahmed, LO/PSD/RWS

Cynthia Burke, LO/PSD/RWS

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Table of Contents

**AbstractPage 2**

**Introduction Page 3**

**MethodsPage 4**

**OutcomesPage 6**

**Highlights from Filming Page 7**

**Discussion Page 13**

**RecommendationsPage 14**

Abstract

**BACKGROUND:** The U.S. National Library of Medicine has had a presence on YouTube since January of 2011. There are 105 videos posted on YouTube and the page currently has approximately 640 subscribers and over 31, 000 views. Out of these videos, one video that is not currently available is a video with staff talking about their careers at NLM. The request for this type of video initially came from a 2009 report on Workforce for the Future and was later pursued by staff from the Public Services Division. They intended for this video to be added to the Careers @ NLM Web page.

**METHODS:** The process for making the video roughly encompassed the following Phases:

* Phase 1- Identify and select interview candidates
* Phase 2- Develop the visual layout of the series of interviews
* Phase 3- Meet with staff in different areas of the Library and interview them about their work, and experiences at NLM, etc.
* Phase 4- Capture the interviews on camera in HD
	+ Edit video using software provided by NLM
	+ Ensure that the video is 508 compliant

**RESULTS:** Four videos featuring staff members from across NLM were created. They address the following topics:

* Why staff members chose to work at NLM
* Why staff members chose their career field and how NLM fits into that choice
* The culture of NLM
* The impact of NLM

**CONCLUSIONS:** The four videos will enhance the presence that NLM has on YouTube. They will also make the Careers @ NLM Web page more dynamic and interactive. The videos will answer several questions that aspiring NLM employees may have. Currently, the Careers @NLM Page does not address: the impact NLM has on the world, the organizational culture of NLM or explain why current NLM employees decided to work here. These new videos will fill these voids and answer these questions.

Introduction

This project involved planning and creating a short, informal video series featuring on- camera interviews of NLM staff. Filming was done in in High Definition (HD) and the end products are 508-compliant. This project allowed me to explore several different roles in the video production process. My project sponsor, Cynthia Burke and I served as producers, videographers, and editors for the project.

*Producer –* Cynthia and I selected interview subjects from the nearly 1800 staff members at NLM. We came up with questions for the interview subjects. These questions explored the interview subjects’ jobs as well as what NLM means to them. We worked collaboratively in order to schedule the interviews.

*Videographer* - After training with the Audiovisual Program Development Branch (APDB) in the Lister Hill Center, Cynthia and I conducted practice interviews with two colleagues. I edited those interviews and Cynthia and I went back to APDB for their critiques. We applied this feedback during the actual filming process.

After the meeting with APDB, Cynthia and I came up with locations around NLM that would be conducive for filming. During the process of filming Cynthia served as the interviewer, while I filmed the interviewers.

*Editor* – I utilized Camtasia to edit the footage and create the videos. During the editing process I was able to utilize a comprehensive tutorial found on lynda.com for guidance.

Finally, I created 4 video segments and loaded them to the P-Drive.

The videos can be found at the following location on the P-Drive:

P:\Associates\13-14 Associates\Jason\RWS\_VIDEO\_PROJECT

Methods

*(Please see appendices for the detailed methodology)*

***Preliminary Meetings***

In order to officially start the project, I met with project submitters (Lori Klein and Terry Ahmed) and project sponsor (Cynthia Burke). After this meeting I met with the manager of the “Careers @ NLM Page,” Joanna Widzer met with her since the videos will be featured on this Web site

Cynthia and I met with NLM staff members from across the library to get their opinions as well as with John Grill, the NIH videographer, to discuss a potential partnership. Finally, we met with Joyce Backus, Associate Director for Library Operations to gather more background information about her expectations for the project.

***Selecting Interview Subjects***

Cynthia and I selected 12 NLM staff members to participate in the video. We used two methods for selecting staff that we thought would be willing to be a part of the video. I selected staff that I met through the curriculum phase of the Associate Fellowship Program. Cynthia selected staff members she had worked with or met with during her time here at NLM.

 Here are the staff members that participated in the project:

Sameer Antani, Lister Hill

Jeff Beck, NCBI

Dora Deegbe, ADLO

John Doyle, TSD

Jennifer Jentsch, RWS

Pretti Kochar, BSD

Y. Kathy Kwan, NCBI

Iris Lee, TSD

Andrew Plumer, SIS

Anna Ripple, Lister Hill

Debra Thangarajah, ADLO

Wanda Whitney, RWS

***Filming***

Filming was done on the RWS camera. The camera has the ability to film in HD as well as to capture sound. No outside microphones, lighting kits, etc. were utilized. Optimal settings for the camera were put into place by APDB during a meeting/training session they conducted for Cynthia and I. The APDB staff members that conducted the training were: Anne Altemus, Don Ellison, and Mike Detweiler

To preserve video quality, they recommended that we not film outside or in front of windows and other bright backlit entities. They also said that the in-camera microphone was not robust enough to handle filming outside. (Wind would blow past the camera’s microphone and create distortion and poor sound quality.)

In addition to training from APDB, Cynthia and I used lynda.com as a training resource. We viewed tutorials on photography, film making and video editing.

***Editing***

NLM provided Camtasia Studio 8 for the video-editing portion of the project. I watched a tutorial on lynda.com that gave very detailed instructions on how to use Camtasia to edit video. The tutorial is called “Camtasia Studio 8 Essential Training.”

***Finished Products Posted to the P-Drive***

It was not possible to send large HD video files through Outlook email. Also, due to security concerns NLM staff members are prohibited from using cloud-based drop box applications to send files. Thus, I utilized the network drives here at NLM to store the files. I sent project stakeholders links to the files so they could download and use them securely.

Outcomes

With the help of several staff member at NLM I was able to created four high definition videos that are 508-compliant. They feature staff members from across NLM. The segments have met the requests of staff from RWS. The videos are on the following subjects:

* Why staff members chose to work at NLM
* Why staff members chose their career field and how NLM fits into that choice
* The culture of NLM
* The impact of NLM

The videos can be found at the following location on the P-Drive:

**P:\Associates\13-14 Associates\Jason\RWS\_VIDEO\_PROJECT**

Folder Structure of **RWS\_VIDEO\_PROJECT**:

* The **“MP4\_Videos”** folder contains the four videos in a playable MP4 format that can be posted to the Web or YouTube.
* The **“Camtasia\_Files”** folder contains the files that can be used to edit and change the videos.
* The **“Unedited\_Video\_Footage”** folder contains the interviews Cynthia and I did with NLM staff members.
* The **“B-Roll”** folder contains the background video Cynthia contributed to the project.

Highlights from Filming

The filming process produced hours of video. Only a small portion of this video footage was used to create the four final videos. However, all of the video footage was saved and can be used in future projects. Here are some highlights from filming. I have broken the highlights down by person and then by question.

**Sameer Antani, Lister Hill**

* *What opportunities for professional development has NLM provided for you?*

Sameer spoke about the training programs that NLM offers through the Lister Hill Center. These programs allow postdoctoral fellows, who are working in Lister Hill Center to: do research, present at conferenced as well as receive mentorship from scientists currently employed at NLM.

* *Why were you first drawn to your career field?*

He talked about the moment he first knew he wanted to pursue computer science as career. He said he was in Middle School and his family bought him a basic computer. He enjoyed using it, but also was fascinated by the way it worked. He would take it apart and put it back together to learn more about it.

**Jeff Beck, NCBI**

* *Tells us about your job?*

Jeff talked about the work he does with PubMed Central. He stated that he has been a part of the project since it started in the year 2000. He manages the XML files that come into PMC. He makes sure they are all in Journal Article Tag Suite (JATS). JATS is a computer language that allows for standardization in the publishing, authoring and archiving of journal articles.

He has been heavily involved with the National Information Standards Organization (NISO) as it publishes the standards on JATS.

**Dora Deegbe, ADLO**

* *What is your favorite part of your job?*

Dora stated that her favorite part of the job was working with the staff. In her role she has to ensure the needs of staff are met. She has to ensure they all have proper badges and computer access. The needs of staff are constantly changing and she has to be able to adapt quickly to meet these needs.

* *What opportunities for professional development has NLM provided for you?*

She took advantage of the NLM Directors Education Fund to take continuing education classes. It is important to highlight that this is a fund available to all NLM employees. It allows them to purse continuing education at local college and universities in a field that is related to the work they do for NLM.

**John Doyle, TSD**

* *Why did you choose to work at NLM?*

John stated that he wanted to pursue work at NLM because in the years 2000 and 2001 he was in graduate school and was fascinated by automated solutions to library problems. He was growing more interested in digital archiving and digital preservation. He saw that NLM had projects available in these fields.

John mentioned how he transitioned from a contractor to a federal employee. He stated that after completing grad school he got a position as a contractor working on the Profiles in Science project for the History of Medicine Division. After he worked on that project for a year, he got an opportunity to become a federal employee in the Public Services Division. He later moved to Technical Services Division.

**Jennifer Jentsch, RWS**

* *What impact do you think NLM has locally?*

Jennifer talked about the scenic nature of the NIH campus. She said that it is very green and has the feel of a college or university. This is very important because the work environment plays a role in how employees feel about the institution they work for and the work that they do. A nice work environment has a great local impact.

* *Tells us about your job?*

She spoke about her work with MedlinePlus Connect. MedlinePlus Connect is a service of the NLM that connects patients’ Electronic Medical Records with the free, reliable and authoritative resources found on MedlinePlus.gov. This product is a free alternative to commercial based products that do the same thing.

**Pretti Kochar, BSD**

* *What is your favorite part of your job?*

Preeti stated that she had three favorite parts. She enjoys working in the Index Section because her colleagues are very diverse. They bring a wide-array of expertise and come from all over the world. This connects to another one of her favorite things, the potlucks and cookouts her section has. Colleagues are able to share their cultures through foods from all over the world. She also likes the opportunity to work from home several days per week.

* *What opportunities for professional development has NLM provided for you?*

Pretti talked about her experience in the Library Operations Career Enrichment Program. She said that the experience gave her a high-level view of NLM as well as the opportunity to work in a cohort. The program granted her access to high level leadership at NLM as well as career mentoring and support.

**Y. Kathy Kwan, NCBI**

* *What is the culture of NLM like?*

Kathy said that NLM is filled with approachable people. She encouraged colleagues never to feel intimidated by a manger’s degrees or titles. In her experience she has never been turned down by staff members she approaches. She also said that NLM staff members should feel comfortable seizing opportunities at NLM. If a staff member wants to be involved in a new project or initiative of the NLM, they should pursue that opportunity without hesitation.

* *What opportunities for professional development has NLM provided for you?*

Kathy spoke of her time as an Associate Fellow back in 1999. The Associate Fellowship is a year (or two year) professional development program for new library school graduates. She said that this program gave her the opportunity to explore NLM and NIH. In addition, she remembered the opportunities that being on the NIH campus provided. She fondly remembers the lectures from world-renowned scientists.

**Iris Lee, TSD**

* *Why were you first drawn to your career field?*

Iris talked about wanting a career that helped people. In high school she volunteered at orphanages and in college she studied social work. During her course work she would visit orphanages and nursing homes. She feels that working in libraries allows her to continue providing service to people.

* *Why did you choose to work at NLM?*

Iris stated that she has always been fascinated by human health and the research and development surrounding it. NLM was a perfect place to explore this fascination while still helping people.

**Andrew Plumer, SIS**

* *What impact do you think NLM has globally?*

Andrew spoke of his work with NLM International Programs sponsored. He worked with a former International Associate Fellow to develop training programs and tutorials for consumers and health care providers in Uganda. They had to make sure the resources were available in multiple local languages and were on health topics that were applicable to their audiences.

* *Tells us about your job?*

Andrew spoke of the work he does with the Division of Specialized Information Services. He uses social media to promote NLMs products and services. He maintains two twitter handles, one general one for SIS and one for HIVPlus50. Social media allows NLM to send out more targeted communications to people that are affected by one specific disease or condition.

**Anna Ripple, Lister Hill**

* *What impact do you think NLM has globally?*

Anna spoke about the International MEDLARS Centers. These centers offer a wide array of assistance to NLM global stakeholders. They connect consumers and health care providers to NLM databases. They also offer training, provide document delivery and help NLM collect biomedical literature from around the world. These centers are located in: Canada, China, Egypt, France, Germany, and several other places.

* *What is the culture of NLM like?*

Anna spoke about the family friendly nature of NLM. The staff members were very supportive and were very sensitive to work-life balance. It takes a great deal of effort to have a family and work in the fast-paced field of medical information systems. NLM staff and supervisors were understanding and accommodating.

**Debra Thangarajah, ADLO**

* *Why did you choose to work at NLM?*

Debra worked in another federal agency in several different roles. She really enjoyed the federal work environment and work that centered on health. After she received her MLIS degree, she pursued work at NLM due to its health focus. She worked as a selector for the MedlinePlus News for about six years before entering an NIH training program.

* *What opportunities for professional development has NLM provided for you?*

Working at NLM, Debra had the opportunity to pursue the Presidential Management Interns Program. Two-year training program that is open to NIH employees who have an interest in leadership and management. She completed the program and received a new positon as a Management Analyst at NLM.

**Wanda Whitney, RWS**

* *What opportunities for personal growth has NLM provided for you?*

Wanda spoke about the Department of Health and Human Services’ (HHS) Employee Mentoring Program. The program combines mentorship with classes that help participants develop competencies and a better understanding of the goals of the National Institutes of Health (NIH) has well as HHS. She was able to get a mentor for outside of NLM that was not a librarian. This person was able to give an outsiders perspective and help her set personal and career goals.

* *Tells us about your job?*

She also talked about the work she does with the Spanish version of MedlinePlus. While MedlinePlus has information in hundreds of languages it has an entire mirror site in Spanish. This really highlights the comment NLM has made to bringing free, reliable and authoritative health information to consumers and healthcare providers no matter what language they speak.

Discussion

# **What was significant about the results?**

The four video segments will enhance the presence NLM has on YouTube. They will also enhance the Careers @ NLM Web page by making it more dynamic and interactive. These videos will answer several questions that aspiring NLM employees may have. Currently, the Careers @NLM Page does not address: the impact NLM has, the organizational culture of NLM or explain why current NLM employees decided to work here. These new videos will fill these voids and answer these questions. Hopefully, these videos will also provide insight to curious members of the public who simply want to know more about NLM and the staff members that work here.

# **Were there benefits to the Associate? What was learned?**

## **Benefit to the Associate**

## I was given the opportunity to work on a project that has deliverables that will be highly visible. In addition, the very nature of the project gave me the opportunity to network with various staff members at NLM. I was very excited to learn more about my colleagues here NLM. They truly have a wide-array of educational and career experiences. Many people who work here are from states across America or from countries from around the world. They each bring their own experiences, cultures and expertise to NLM. This enriches the work environment.

## **What was learned**

I got the opportunity to utilize the latest version of Camtasia as well as to utilize a video camera. I learned these skills during my undergraduate education at Ohio University’s E.W. Scripps School of Journalism. At OU I took several broadcasting and audiovisual editing classes. It felt great to refresh these skillsets.

Recommendations

# Future Steps

The project should continue. Staff members at NLM liked being interviewed and sharing their experiences. To make the product the best possible quality, Reference and Web Services (RWS) might consider partnering up with the Audiovisual Program Development Branch (APDB) in Lister Hill Center or with some other entity that does video.

During the process of setting up this partnership, RWS could require that the Associate be allowed to participate with the video production team. This may accrue a fee, but it will be well-worth it to have a high quality deliverables. It will also provide the Associate the invaluable experience of working with a professional team. The Associate will get experience with lighting and sound kits, etc.

This idea is scalable depending on the Associate’s comfort level. If he or she is less confident with video, the Associate may be the person scouting out locations for filming as well as setting up the interviews with NLM staff members. However, if he or she feels very confident with the project, it may be worthwhile to give the Associate some experience doing supervised filming of the interviews.

Overall, the next Associate to work on the project would really benefit from guidance from an experienced staff member. The staff member should have video experience and walk the Associate through how to set up the interviews and scout out locations. The staff members should also show the Associate how to film the interviews as well as how to edit them into a final product.

The project could be better guided with regular communication. Having biweekly or monthly meetings with the project sponsors or other project stakeholders will help ensure the end product will meet the needs of NLM.