

# **Video Outreach for Law Librarians**



**Or: why should you go to all the trouble?**

# **Jennifer Laws**

E-Resources and Scholarly Communication Librarian

You can find more info about me at

<https://works.bepress.com/jennifer-laws/>

and

<http://lawlibrary.unm.edu/about-the-library/directory.html>

# My Current Priority: Legal Education

- Flipped Classroom
- All-Online, Asynchronous Instruction  
[Sample: Edited Screencast Lecture](#)
- What Does the Research Say?
- Course Introductions (or [warnings?](#))
- Stand-alone learning objects

# Why Video?

It's been working well for a long time

James "The Master" Burke

But things can go terribly wrong

“

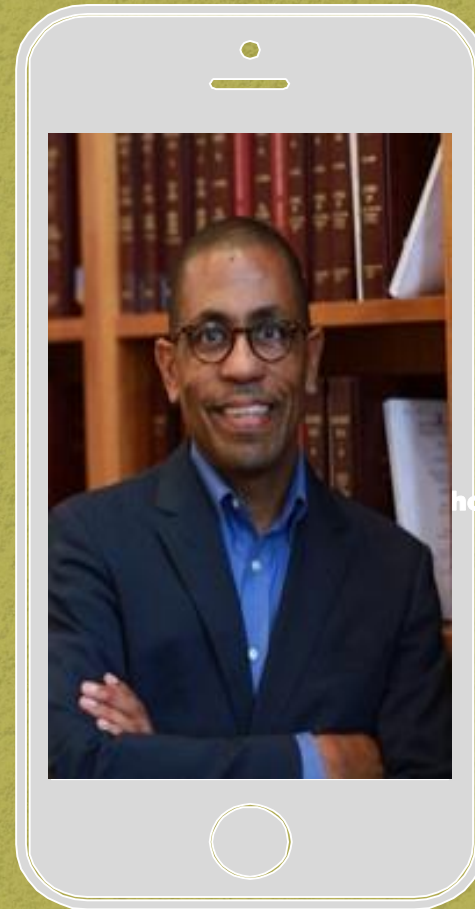
**The biggest difference between Millennials and their predecessors was in worldview; with more focus on the self and less on social rules...**

**But with the popularity of the smartphone, iGen'ers differ most in how they spend their time.**

**-- Jean M. Twenge, *iGen***

# iGen

Entering law  
school now

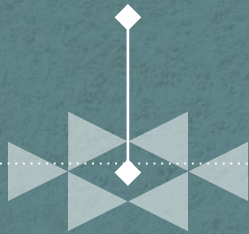


hot

**But...**

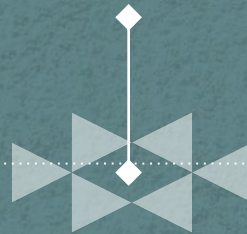
# “Tech” Outreach in Law Libraries

The Telephone!



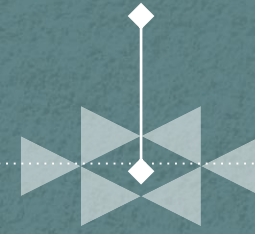
Before it was replaced by email

Email



Before Our Email Overwhelmed Us...

Webinars/  
Skype



Who can attend in real-time?

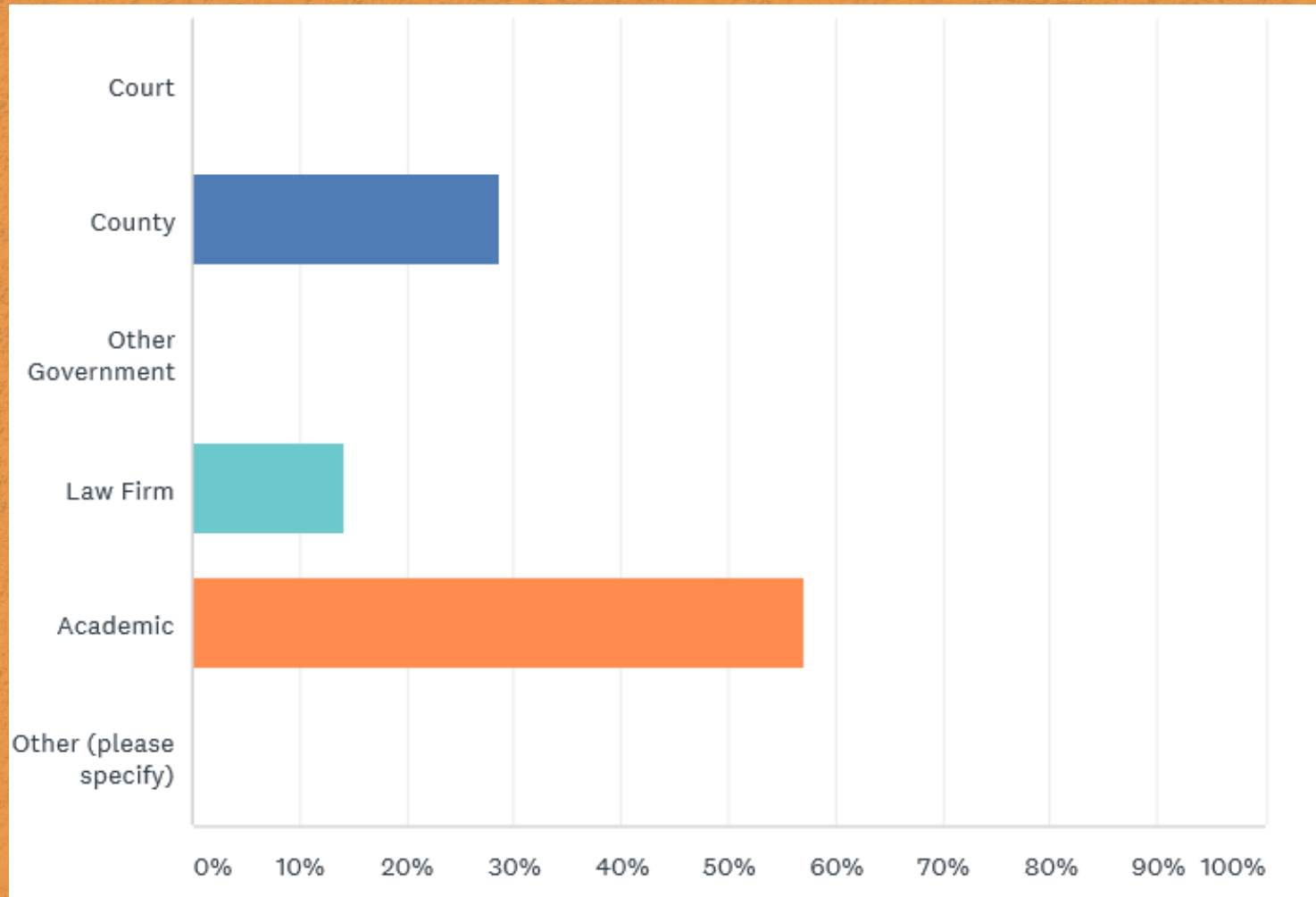




**Oops, that  
didn't work.  
How do I...?**

# Lifelong Learning

# What Types of SWALL Libraries Are Using Video?

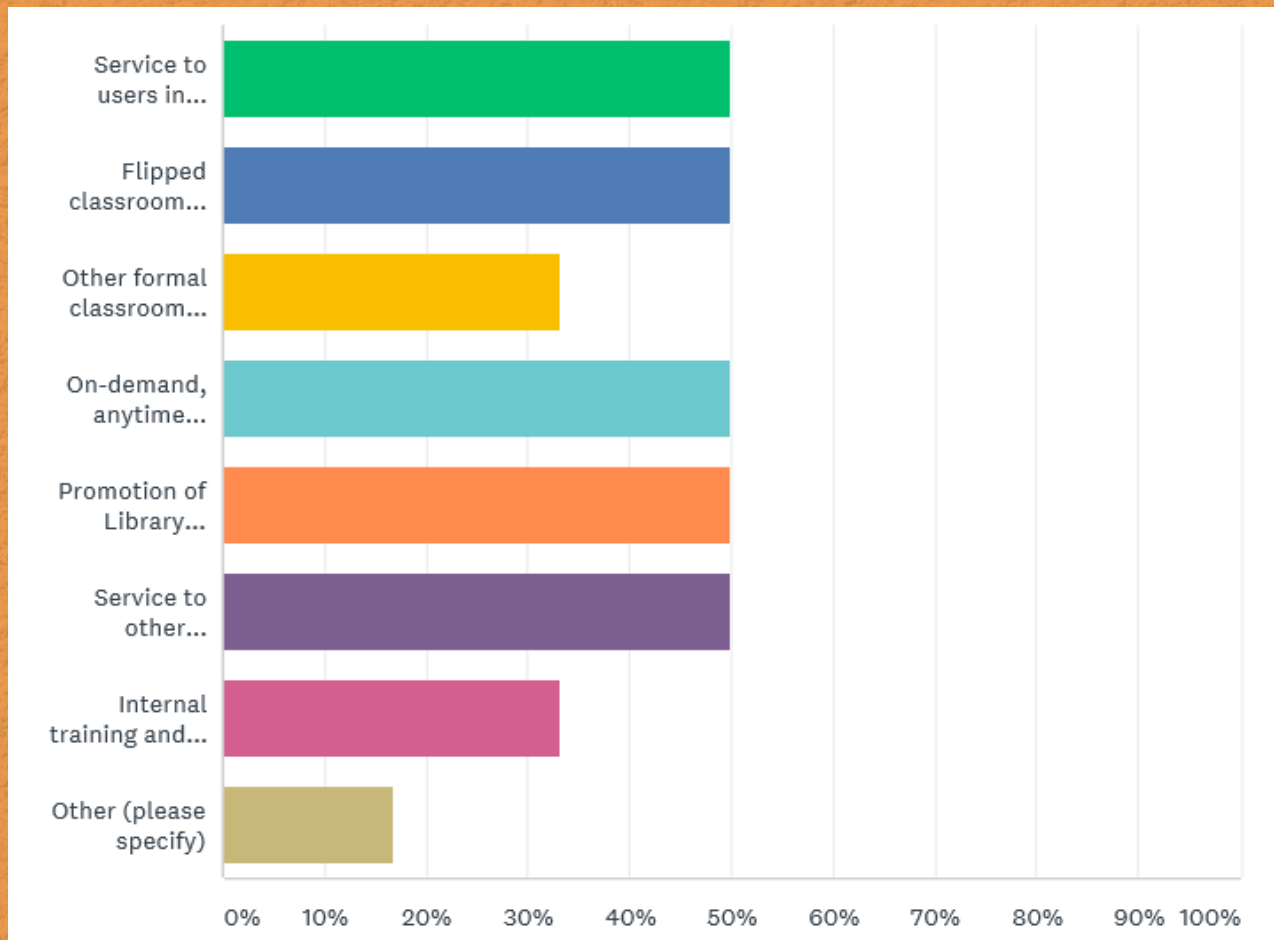


# Think Broadly About Outreach

- Remote locations
- Mobile Work
- Prisoners?
- [Collections](#)
- Displays
- [Training](#)
- Documentation
- Video as Library Service



# How Are SWALL Libraries Using Video?



# **What Can Video Solve?**

# Overcome The Fourth Dimension (Space Time)



# Get Granular!

- ❑ Specialized Training
  - Single resource
  - Specific student group
  - Specific practice group
  - High-need individuals
- ❑ Specialized Services
  - [Scholarly Communication](#)
  - Service to other units

# **Violate the Law of Conservation of Mass (sort of...)**

- Extend the resources you have
  - Collection
  - Expertise
  
- Expand role in parent organization
  
- Expand role in community at large



# **What Do You Need To Make It Happen?**

# A Problem or Opportunity in Search of a Solution

Content Ideas

Time

A Little Bit of Technology  
(oh, and maybe some Money)

No big deal, right?

# How To Decide What Tech to Use

**Informal quick  
videos?**

Free may be enough

**Education or  
more formal  
endeavor?**

You'll need the  
bonus features  
\$ - \$\$\$\$

**Totally Unsure?  
Do A Pilot!**

# A Universe Software/Apps



# Free!

- Techsmith [Jing](#)
- [Flashback Express](#)
- [Apowersoft Free Online Screen Recorder](#)
- [Screencast-o-Matic](#)
- [Quicktime](#) (Mac)

# Low to Medium Cost

- Techsmith  
[Snagit](#)
- [Screenflow](#) (Mac)

# Bigger Bucks

- Techsmith  
[Camtasia](#)

- Adobe [Captivate](#)



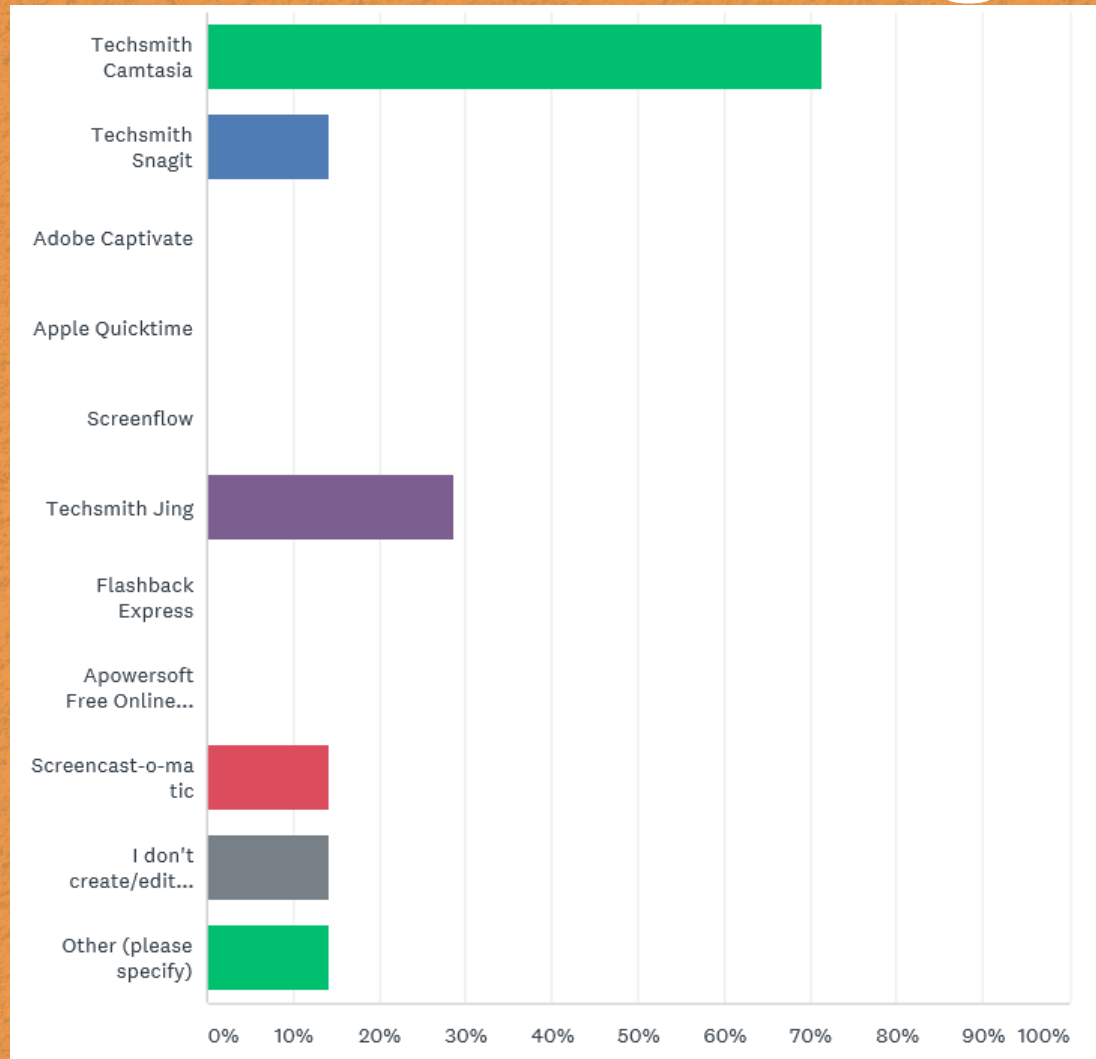
“The best  
things in life  
are free.

The second  
best things  
are very, very  
expensive.”

-Coco Chanel



# What Software are SWALL Libraries Using?



# Reading List

•Twenge, Jean M., PhD. iGen: Why today's super-connected kids are growing up less rebellious, more tolerant, less happy - and completely unprepared for adulthood, Atria Books, 2017.

•Little, Geoffrey. *The Revolution Will Be Streamed Online: Academic Libraries and Video*. The Journal of Academic Librarianship, v.37, iss. 1, 2011.

•ACRL, Library Marketing and Outreach Interest Group: Readings & Videos, [https://acrl.libguides.com/marketingresources/readings\\_videos](https://acrl.libguides.com/marketingresources/readings_videos)

•O'Flaherty, Jacqueline and Craig Phillips. *The use of flipped classrooms in higher education: A scoping review*. The Internet and Higher Education, v.25, 2015.

# Thank You!

## ANY QUESTIONS?

You can find me at [laws@law.unm.edu](mailto:laws@law.unm.edu)