

# Managing Streaming License Renewals

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# Background

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- No consistent process
- Auto-renewal for invoiced licenses
- Lapsed licenses for Kanopy videos
- More data – a mediated silver lining

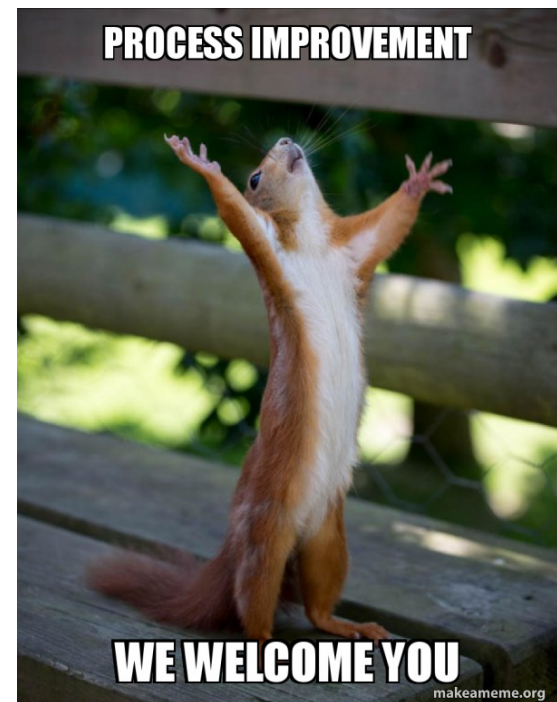


Photo courtesy of <https://makeameme.org/meme/process-improvement-we>

# The Process

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Photo courtesy of <https://makeameme.org/meme/lets-review-66677e6d35>

- List of expiring licenses w/ requestors
- Usage data
- Library review
- Faculty feedback

# Criteria – Library Review

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- Available elsewhere = no renewal
  - No usage = recommend no renewal
  - Low usage + less than ½ film viewed = recommend no renewal
  - Low usage + mostly viewed = ask faculty
  - High usage = ask faculty
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# Faculty Feedback

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Dear Professor

In the last year you requested that the library obtain access to streaming videos. Generally, streaming videos are licensed for one year and must be renewed annually. Here is a list of streaming videos you requested with their cost, expiration dates and usage:

**Bad Sugar**

\$150 annual license  
expires May 22, 2021  
26 uses – 518.87 minutes played

**Please reply by May 15th** and let us know when you plan to use these videos again and for how many semesters you expect to need access.

It may be possible to purchase a multi-year subscription or a perpetual license (good as long as the company exists). Planning will allow the library to maximize use of limited funds, and help insure that renewals are completed on time to avoid gaps in access.

There are many streaming videos already available through the library that you might consider for possible use in class or as a supplement. Videos are included in [Esearch](#), or you can search directly in the [library's video collections](#): Academic Video Online, DocuSeek2, or [JoVE Science Education](#). The [librarian subject specialist in your area](#) can also assist with finding video options; please don't hesitate to reach out.

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**The Arc of Character in The Merchant of Venice**

\$150 annual license

expires August 27, 2021

1 use – 0.5 minutes played

While we recognize that unexpected circumstances can result in a change of plans for use of videos, the library cannot afford to continue to license videos that won't be used.

Therefore, we don't plan to renew any of the titles listed above. Please let us know if you think this usage information is incorrect, or if there are other issues you would like to discuss related to this title.

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# Outcomes

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- Increased faculty awareness of streaming video products
  - Increased faculty awareness of pricing models for streaming content
  - Improved communication with faculty
  - Decrease in expenditures
  - Decrease in unused videos
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