

To: Elliott Wolf, President of DSG and all other members of DSG

From: Vijay Brihmadേശam, Director of Student Services; Danette Pachtner, Film and Video Librarian; Kelley Lawton, Head of Lilly Library

Re: DSG Surplus Recommendation for devilDVD

1 Overview

DevilDVD is a venture of the Duke Student Government in partnership with Lilly Library to provide a loan service of current popular DVD titles to the Duke student body. The collection will be housed in Lilly and Perkins library and available for students to checkout free-of-charge for a 3-day period. The proposed funding of \$4388 along with \$1500 from RLHS will financially secure the program to extend from November 30, 2006 until the end of spring semester, when, if proved successful, a permanent continuation of the program ought to be implemented.

2 Rationale

There is no doubt that a favorite activity of college students is to gather together and watch movies. Duke students regularly patronize local movie theaters, rent movies at nearby video stores, and often download films from the Internet. On-campus, while the Duke University Union's Freewater Films supply weekly features shown in Griffith Theater and recent spending by the Union to televise movies on Cable 13, there is a need for an expanded selection of readily accessible movies which students could view at their own leisure. From the elimination of Elliott's Movies, to and the failure to sustain C-flix ,the devilDVD has filled a popular niche in students' social activities. Due to a lack of funding by DSG last year the program lies in jeopardy, though it was able to exceed its objectives two years ago with around 2000 circulations per semester.

Lilly library regularly receives numerous requests to add titles to their media collections. Because they must primarily respond to faculty petitions for course material, scant resources remain to fulfill popular student requests. Many of these titles are not recent releases that would appeal to most students, with the vast majority acquired from decades past. In addition to providing a movie loan service to today's student body, devilDVD would also leave future classes at Duke a growing collection of popular movies.

3 How it Works!

3.1 Beginning the Collection this Semester

When devilDVD opens this November, it will consist of devilDVD will consist of multiple copies of titles—4 copies of feature films and 2 copies of television series. The movies will be

displayed on a shelf in plain view in Lilly and Perkins Libraries.

3.2 Checking Out Movies

Standard procedures for checking out media items at Lilly and Perkins will be followed; however, the movie MUST be returned to the library it is checked out from. The rationale is two fold; first, it will provide for faster turn around for re-rental of the movie, and secondly, this policy is consistent with all other checkouts for film media at the two libraries.

3.3 Cycling the Collection

Every week, one new title will be selected and four copies will be added to Perkins and four copies will be added to Lilly. All titles will remain on the shelf for at least ten weeks. After ten weeks of circulation, seven of the eight copies of each title will be withdrawn and sold through the most convenient means for the library, with the proceeds going towards the continuation of the program the following school year. The amount raised through sales must be reported to all agencies that fund the program. One copy will become part of Lilly Library's permanent collection.

3.4 Choosing Titles

Titles will be chosen through a polling of student opinions. The student body will vote through a paper ballot box next to the movie stand and librarians will conduct an informal polling of students. All shipping, labeling, transfer to Perkins, and computer records will be handled by Lilly Library.

3.5 Loan Period/Permission

Each item will be due three days from the checkout date at the close of the library. No renewals will be permitted. Each student may only have one DVD checked out at any time. Only undergraduate and graduate students of Duke University will be permitted to check out the movies.

3.6 Fines

Overdue fines will be uniform with Lilly's current policy for media rentals. All money accrued from fines will go towards the continuation of the program. The funds will go into the next school years budget, and they will be required to report this income when seeking funding the next year.

3.7 Publicity

A mention will be placed on the DSG web page and it will be linked to a web page maintained by the library. The library web page will publicize current titles and upcoming titles. If need be a Chronicle add could be placed but previously a blast email to the student body and word of mouth were enough to publicize the program.

4 Finances and Budget

With the passage of this resolution current funding for the program will be \$6720 per year. RLHS currently donates \$1500 to fund the program on East Campus and Campus Council has agreed to fund \$1860. DSG funds will thus be funding \$3360. The intent is half of the total funds be given to movies in Lilly and half to Perkins. Based on previous operating costs the average movie cost was about \$23 per movie. Given there are 32 weeks in a year and 18 movies (9 of each title) will be purchased biweekly. Given the late start this year (Fall 2006) the funds remaining funds will be used to start the collection on west and augment the collection on east within the first two weeks after approval of the funding request.

5 Continuation

If the program is successful once again this year DSG ought to consider permanently funding the collection or finding a source to permanently fund the collection.