

Media Suite Report

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Background & Introduction

In early 2022, the Digital Media team began work on a project to bring media production and editing services to all members of the FSU community. What was envisioned as a “One Button Studio” transformed into a fully-fledged production studio: the [Media Suite @ Dirac](#).

Through collaboration with Marketing and Engagement, the Media Suite was opened February 24, 2023. Since then, students have used the space to create videos, podcasts, and audiobook presentations for their classes. This report represents data gathered from the first 9 weeks (about 2 months) that the Media Suite was open.

Observations

Usage of the Media Suite was slow in the first few weeks after its opening. Gradually, as the semester progressed and students worked on their media projects, the space was increasingly utilized. This will likely be the trend in future semesters as well, unless the Media Suite becomes a space used by students to record ongoing podcasts or other weekly projects.

Though some students used the space for non-media work, the vast majority of students used it for media projects. This information was gleaned from conversations with users of the room, along with the troubleshooting requests ASD sent to us.

While there were 81 unique users of the Media Suite, most of them used the space only once or twice. About 15 users, however, booked more than 10 sessions over the course of multiple weeks. These power users represent the majority of time booked compared to the average users.

Insights from [Data](#)

The two line charts represent usage of the Media Suite over the course of the second half of the semester (Week 1 starts on February 28th). From Week 1 to Week 7, the usage of the space gradually increased, along with a spike on Week 3. Week 8 and Week 9 represent students finishing media projects before the end of the semester, and this is a trend that will almost certainly continue in future semesters. It is currently uncertain whether the trend of increased usage of the space will repeat in following semesters, or if that was the result of the Media Suite gaining popularity slowly after it opened; in that case, we would expect to see usage consistent at 30%-40% throughout the semester.

The two bar charts represent usage of the Media Suite on any given day. The bar chart on the right has been adjusted based on the different hours that Dirac and, by extension, the Media Suite are open. The highest usage of the space occurred on Monday and Wednesday, though there was significant Sunday-

Thursday. Excluding Friday and Saturday, the Media Suite saw an average of 40.0% usage over the semester, and during finals the space saw an average of 78.1% usage.

Conclusions and Next Steps

Overall, the Media Suite performed exceptionally well, especially for a space that opened in the middle of the semester. It served the audiovisual needs of the patrons, providing a high-quality, self-service production studio open to everyone in the FSU community; however, we can improve the space even further and better serve the media needs of FSU patrons:

- On Fridays and Saturdays during the Fall semester, we will close the Media Suite for booking. We will reopen the bookings for the last two weeks of the semester to accommodate the increased need due to finals.
- A potential service we may begin researching is loanable media production kits. Each kit would come with a set of tools (microphones, webcams, headphones, etc.) to empower students to work on media projects in the space of their choice, rather than being limited by the physical location and availability constraints. This would be especially impactful during finals, as students would not have to rely on the Media Suite being available.
- Audio/video training sessions before the end of the semester would also support students in their creation of media projects. We will develop and lead these sessions.
- We are currently creating an instructional module with Articulate 360. The module contains training on using the space and editing audiovisual projects. We are also working with the English department to integrate the Media Suite training into Canvas courses, so instructors will be able to quickly and easily direct their students to the space.

Data

