

Captured Content Policy

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1. INTRODUCTION

This document outlines the Captured Content policy for Keele University. The policy aims to make it easier for staff who teach to include diversely captured teaching activity and learning resources in their practice. Also providing students with easier access to a range of learning resources.

Content capture refers to the recording of a range of teaching activities, allowing students to engage with content, resources, guidance and debate beyond 'live' or face-to-face teaching. Content capture adds to the range of learning resources that can be accessed remotely and conveniently by students. For example, captured content may help with preparation for teaching sessions, planning for assignments, recapping on problem solving or revising for tests and exams.

1.1. Purpose

- 1.1.1. Content capture enhances the student experience by preserving and making available 'live' teaching, guidance activities or learning resources as outlined in the introduction. It contributes to a vision of enriched, inclusive teaching and learning at Keele University.
- 1.1.2. Under the Equality Act of 2010, Keele University is legally obliged to facilitate reasonable adjustments to teaching delivery for disabled students. Content capture helps facilitate this by capturing teaching or instruction sessions and making them available remotely and flexibly. (For example, this could take the form of a visually impaired student requiring a lecture or screencast to be available for replay and review via audio / visual recorded formats).
- 1.1.3. This policy incorporates, but moves beyond, 'lecture capture' to a more expansive and inclusive approach. It involves translating diverse teaching and learning activities into recorded, reusable resources and ensuring their accessibility for students.
- 1.1.4. It is expected that all schools will engage with content capture, the policy ensures that schools will be able to shape their specific practice. If required support from KIITE will be available and focused on selecting the appropriate approach to content capture based on pedagogic requirements and how resources can be made available to students.

1.2. Background and Keele Strategy

- 1.2.1. This policy directly supports Keele University's Vision for Education (<https://www.keele.ac.uk/kiite/visionforeducation/>) and in particular its emphasis on flexible and inclusive learning. It builds on the objectives and impact of the PlayBack lecture capture project. The policy broadens the opportunities for academics to generate captured content that can be used to enhance student learning.
- 1.2.2. The key benefits of engagement with captured content include:
- **Flexible learning** – captured content provides on demand access to learning materials, which can then be studied at the learner's own pace.
 - **Multi-model learning** - providing materials in different formats helps engage students with different learning preferences.
 - **Deep learning** – captured content enable learners to return to challenging materials over time, resulting in opportunities for deep learning.
 - **Accessibility** - captured materials are often of enormous benefit to learners whose first language is not English and who need greater opportunity to process and review content. Captured content is also highly beneficial for those students who have a disability that impairs 'live' processing or interaction with taught content.
 - **Usability** - Interacting with captured content allows students to control the pace and register of their learning (e.g. via forward & rewind buttons, volume, screen magnification etc.)
- 1.2.3. Every effort has been made to make PlayBack **live lecture** recording **automatic** and unobtrusive to both academic staff and students; this is achieved by using PlayBack's scheduling system to match recordings with module schedules from central timetabling.
- 1.2.4. PlayBack Live Recording capture remains the easiest and fastest way of generating captured teaching and learning content for online access.

1.3. **Policy Scope**

- 1.3.1. This policy applies to all staff involved in the delivery and/or generation of captured content for teaching purposes; Keele partners or guests, involved in the generation of captured content will also be affected by this policy.

2. **POLICY**

2.1. **Definitions**

2.1.1. *Captured Content*

In the context of this policy, and of teaching and learning practice at Keele University, captured content is defined as teaching or guidance activities that have been recorded so that they can be used and accessed at other times. The captured content is usually in the form of audio or video resources, and sometimes these are enhanced by annotation and editing.

2.1.2. *PlayBack*

PlayBack is the name given to the lecture capture project implemented by Keele University in 2015. PlayBack has often been solely associated with lecture recording but, moving forward, PlayBack will refer to the recording of more diverse activity: live lectures, desktop capture, screencasts, the storage and curation of all forms of captured content.

2.1.3. *Desktop Capture*

Desktop capture is an umbrella term for any recorded content generated by using tools on your desktop PC or laptop, e.g. narrating and annotating a PowerPoint presentation and then saving it as a video or screencast.

2.2. **Principles**

- 2.2.1. Keele students can expect captured content resources to be available on all modules where captured content is appropriate for the discipline, level and approach being used.

- 2.2.2. Examples of captured content include: PowerPoint presentations saved as movie files; desktop demonstrations recorded and exported using Snagit¹; MP3

¹ University licensed software to capture the desktop.

recordings and other forms of annotated presentation. This presentation explores some of these technologies:

2.2.3. <https://sway.office.com/TM59Ijf8UUkR7Dpu?ref=Link>

2.2.4. Module leaders will ensure the choice of content capture made available on their courses is clearly described to their cohort within module outlines/guides or handbooks, and sign-posted in the KLE and relevant digital platforms.

2.2.5. Module outlines / handbooks or digital platforms should include student-friendly guidance on best practice in engaging with the content-captured materials.

2.3. **The Use of Lecture Recordings**

2.3.1. Live lecture recordings will not be used as a metric or measure of performance in individual SPRE reviews or in other forms of performance review. The recordings may be used by the individual member of staff involved in the teaching activity as evidence of teaching excellence in the application of accredited titles (e.g. Fellowships of the HEA) or to reflect upon and develop their own practice.

2.3.2. Lecture recordings will not be used as replacements or surrogates for face to face teaching sessions, for example if teaching sessions are cancelled due to industrial action.

2.3.3. Lecture recordings and resources created as part of this captured content policy will not be used as a tool for staff disciplinary proceedings.

2.3.4. In standard Playback operation, the contents of the front-screen, as well as the presenters audio are recorded; no visual recording of the presenter and students takes place.

2.3.5. Individual members of staff have control over their own recordings and, if required, have two working days to edit recordings before they are made available. In exceptional cases individual members of staff can advise on the retraction or deletion of their own recordings. This request should be logged with IT services, <https://www.keele.ac.uk/it/>. Anticipating sensitive content during a recording, individual members of staff can use the 'pause button' to ensure this isn't included in the content of the recording.

- 2.3.6. Recording notices will be displayed in teaching spaces equipped with PlayBack lecture recording equipment. Academics will also display the Introduction to PlayBack video to students during induction: <https://www.youtube.com/watch?v=XS2gmEAXPAk&t=76s>; this video will also be available at the top of the PlayBack page in the KLE.

2.4. **The Misuse of Captured Content**

- 2.4.1. All forms of captured content are for educational purposes only and for a student's own, personal use; the unauthorised downloading, editing or dissemination of these materials is prohibited.
- 2.4.2. If evidence of misuse is found, this will be reported through Keele's disciplinary processes for either staff or students.
- 2.4.3. If an individual, currently or historically employed by Keele University, believes captured content is being used in a way that is outside the terms of this policy, they should contact their line-manager. In the case of previous employees, they should contact the current role-holder

2.5. **Opting-Out of Live Lecture Recording**

- 2.5.1. Live Lecture Recording operates on an 'Opt-Out' basis; this means that, unless an individual has opted-out, and if a teaching space is equipped for PlayBack lecture recording, their lecture will be recorded.
- 2.5.2. If an individual opts-out of live lecture recording, they will be expected to explore **alternative forms** of captured content for their students. It is not expected that content capture should be a direct replacement for each teaching session, but that captured content resources are used in ways outlined in 2.1.1.
- 2.5.3. All academics, on an individual basis, will be given the opportunity to request to opt-out of live lecture recording. This opt-out request must be submitted, at the latest, one month before module commencement.
- 2.5.4. The opt-out process will require an individual to specify, using a web-form (<https://bit.ly/2T6lCvF>), a brief rationale as to why they do not think it is appropriate, or useful to students, to have their lectures recorded. The rationale, accepted in good faith, can then be used as the basis of a discussion

with the School Learning and Teaching Director (SLTDs) about the potential offered by other forms of captured content.

2.5.5. Learning technologists and academic developers within KIITE can advise and staff and School Learning and Teaching Directors on the use of alternative forms of content capture which may be more appropriate to the teaching context and aligned to the objectives of the module.

2.5.6. Alternative forms of content production are described in the Content Capture guidance: <https://sway.office.com/TM59Ijf8UUkR7Dpu?ref=Link>

2.5.7. Keele University understands that, under certain circumstances, there may be legitimate reasons why the recording of a live lecture is not pedagogically appropriate or possible. Reasons may include:

- The teaching approach or scenarios are not suitable to be captured live or will have no value for the student as a recorded product.
- The teaching materials / subjects are not suitable to be recorded and stored by the University.
- A lecture may contain confidential or personal information.
- Lecture content may be commercially or politically sensitive.
- Not all learning spaces are equipped for lecture recording.

2.5.8. Alternative or additional arrangements for captured content will be communicated to students in module outlines and via the KLE. It is recommended that rationales for opting-out of lecture capture are provided to the module cohort via notification in the KLE: this recommendation is aimed at addressing students who may be confused or dissatisfied by the lack of lecture recording for their module.

3. INTELLECTUAL PROPERTY & DATA PROTECTION

- 3.1. Unless otherwise agreed in writing, copyright in captured content belongs to the University (except where lectures have been delivered by an external guest lecturer).
- 3.2. For the purpose of this policy, a performance is defined as the delivery of a live lecture or other live, educational experience, performed by an academic, student or guest of Keele. The performance rights associated with any recordings made directly from the live performance by staff, students or guests of Keele are owned by the individual(s) whose performance is being recorded.
- 3.3. By taking part in live lecture recording, a Keele staff member or student grants Keele University a non-exclusive, irrevocable, royalty-free licence to use the performance rights within its core business of delivering education and within the remit of this policy.
- 3.3.1. *If a recording were to be used for commercial purposes, outside the scope of this policy, written consent would be required.*
- 3.4. Moral rights arise in the recording of performances; such rights are owned by the relevant individual giving such performance and are aimed at protecting the non-economic interests of the academic.

Moral rights include:

3.4.1. *The right to attribution*

Academics have the right to be recognised as the author of their work. In the context of this policy, all efforts will be made by the University to ensure live lecture recordings, when published inside the KLE, are labelled with the academic's name and title.

3.4.2. *The right to object to derogatory treatment of a work*

Academics have the right to object to any addition, deletion, alteration to or adaptation of their work that amounts to a distortion or mutilation of their work, or is otherwise prejudicial to the honour or reputation of the academic.

3.4.3. *The right to object to false attribution*

Academics have the right not to be named as the author of a work they did not create.

3.4.4. *The right to privacy of certain photographs and films*

This means that the University will not be able to publicly publish an academic's recordings without their prior written consent.

In certain circumstances, an individual may be asked by the University to waive their moral rights, in writing, before a recording is carried out. For example, if a keynote lecture by a Keele academic is recorded and the University wishes to publish it on the Keele website.

- 3.5. Recordings may involve the processing of personal data where individuals are identifiable. All personal data captured in recordings, made available via PlayBack, will be processed in accordance with (i) the Data Protection Act 2018; and (ii) the University's [Data Protection Policy].
- 3.6. Academics have full control over their own recordings and can edit, retract or advise on deletion.
- 3.7. In the event of an external speaker delivering a presentation, explicit consent must be granted to the faculty/school/directorate in order for them to be recorded
https://docs.google.com/forms/d/e/1FAIpQLScRHU19D0FqiGPYe6S_MPGI5SVIElfAZCyqSrlLx64h6HTfLg/viewform?usp=sf_link
- 3.8. All recordings are securely stored on Keele University servers; academics can only access recordings on modules they convene, teach or co-teach on; students can only access recordings for modules they are enrolled on.
- 3.9. Staff must ensure that they comply with copyright legislation, in respect of material contained in lectures that are recorded. Guidance in relation to copyright legislation is available here: <https://goo.gl/B8iseJ>
- 3.10. Further information about the Keele Intellectual Property Management Code of Practice can be accessed from here:
<https://www.keele.ac.uk/policyzone/viewbyowner/researchinnovationandengagement/name,117461,en.php>

- 3.11. Further information on performance rights can be found in Part II of the UK Government’s Copyright, Designs and Patents Act (CDPA) 1988, available through the following link:
<https://www.legislation.gov.uk/ukpga/1988/48/contents>
- 3.12. Further information about Information Governance at Keele University can be accessed from here:
<https://www.keele.ac.uk/informationgovernance/fortheuniversity/>

4. ROLES AND RESPONSIBILITIES

Policy Creation	LTO KIITE, (01782) 733061, k.gimblett@keele.ac.uk
Policy Updating	LTO KIITE
Strategic Oversight	Director KIITE
Academic School Link	School DLT
Policy Review	University Executive Committee (UEC)

5. RELATED POLICIES AND PROCEDURES

Content Capture Webpage	www.keele.ac.uk/playback
Content Capture Guide	https://sway.office.com/TM59IJf8UUkr7Dpu?ref=Link
Keele Teaching & Learning Strategy to 2020	https://www.keele.ac.uk/discover/strategicplanandmission/learningandteachingstrategy/
Opt-Out Web Form	https://bit.ly/2T6lCvF
Intellectual Property Code of Practice	https://www.keele.ac.uk/policyzone/viewbyowner/researchinnovationandengagement/name,117461,en.php

6. POLICY REVIEW, APPROVAL & PUBLICATION

Review or updating of this policy should involve the following: KIITE, Education Committee, University Executive Committee, Keele Student Union, Keele UCU, and Senate

This document and all others relating to the Captured Content will be stored and accessible from the project webpage at: www.keele.ac.uk/playback.

7. TECHNICAL DETAILS AND SUPPORT

- 7.1. Technical and pedagogical support services are available for staff who are either actively developing captured content or who are considering introducing captured material into their practice.
- 7.2. After a recording takes place, a published version of the session will be available in the KLE approximately 2 working days later.
- 7.3. Live lecture recordings will be archived on Keele University systems for the period specific to the relevant cohort in line with the records retention policy schedule:
<https://www.keele.ac.uk/recordsmanagement/recordsretentionschedule/>
At the end of this period they will be deleted.
- 7.4. For PlayBack live lecture capture, immediate technical support is available by using the podium-mounted telephone to call Audio Visual Services (AVS).
- 7.5. Computer applications that facilitate the generation of captured content can be accessed via Keele desktop computers and laptops. Further information can be found at: <https://sway.office.com/TM59IJf8UUkR7Dpu?ref=Link>.
- 7.6. A suite of training videos, support documentation and related documents are hosted on:

www.keele.ac.uk/playback;
- 7.7. Regular updates are posted to the PlayBack Twitter account:

www.twitter.com/Keeleplayback;
- 7.8. The University cannot guarantee that every live lecture, where PlayBack is available, will be recorded. In the event of the failure of the PlayBack lecture recording system, due to unforeseen circumstances, Faculty LTO's will be notified and instructed as early as possible in the event of any disruption to service.
- 7.9. The University will make clear to students that there can be no basis for complaints against the lecturer or the University where PlayBack is not used or is unavailable due to technical failure, and that unavailability of PlayBack for

whatever reason cannot be used to support Exceptional Circumstances applications.

8. DOCUMENT CONTROL INFORMATION

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