# Instructional Media Content Guidelines

## Overview

All faculty instructional videos produced by the Center for Faculty Excellence and Innovation (OAT) production team are hosted on the departmentally managed YouTube channel. This channel can be accessed at:

<http://www.youtube.com/user/FacultyCenterVideo>.

Backup: Backup copies of published videos are kept on A&M-Commerce network storage. The OAT monitors backup storage needs and will review yearly potential expansion needs in consultation with CITE technical leads.

Content Ownership: Ownership of content remains with the creator of the content, i.e. the instructor, as long as it is original content. The university maintains the right to a royalty free license of these videos. Also, YouTube’s terms of service allow other individuals to link to it.

* The OAT production team will not duplicate, edit, or publish copyright material, in accordance with YouTube’s terms of service.
* Faculty members are responsible for securing written permission from publishers to use PowerPoint slides that accompany text books.
* If a faculty member wishes to incorporate existing YouTube content in their course, faculty members are responsible for contacting individual YouTube content creators to secure written permission.

Reliability of Streaming Service: YouTube is an online service that is highly available. OAT will monitor the service with available web tools and work with CITE to notify users of outages accordingly.

Terms of Service: Faculty members are responsible for adhering to YouTube’s [terms of service](http://www.youtube.com/static?template=terms).

Removal of Content: Videos that are published to the department’s YouTube channel are removed:

* If content violations occur, such as using copyright content or, using exiting YouTube content without the creator’s permission.
* At request of the faculty creator or a university administrative official of department head level or above.

## Video Access Settings

In consultation with the faculty content owner, OAT production staff will set video playback access to individual faculty videos with one of two YouTube privacy settings:

* **Public**- This is the default setting. Anyone can view a video with this setting and the video can be found via the YouTube search engine.
* **Unlisted**- Anyone with the link can view the video but it is not searchable with YouTube’s search engine.

## Captioning

Original faculty created lecture videos that are produced by OAT for online courses and hosted on the OAT YouTube channel are captioned with a 3rd party service called 3Play. The captioning process can take approximately seven business days from when the video is published.

## Use of Copyright Video Content in an Online Course

Please contact the James G. Gee Library to receive assistance identifying library subscribed databases with video streaming options for copyright material for use in an online course.