

## **CAPTURED CONTENT POLICY**

### **1. INTRODUCTION**

Content capture has become an integral part of modern higher education, offering new opportunities to enhance teaching and learning experiences. Keele University recognises the value of content capture in supporting student learning, promoting accessibility, and fostering inclusive education practices. This policy, along with the accompanying Captured Content Procedure, outlines the approach to the Captured Content policy for Keele University, aiming to make it easier for teaching staff to incorporate diverse content capture methods and provide students with convenient access to a range of learning resources.

Content capture refers to the recording and preservation of various teaching activities, enabling students to engage with content, resources, guidance, and debate beyond 'live' or face-to-face teaching sessions. By providing access to captured content, students can better prepare for teaching sessions, plan assignments, recap problem-solving techniques, and revise for assessments. In line with the sector direction of travel, this policy moves beyond traditional 'lecture capture' to embrace a more expansive and inclusive approach, translating diverse teaching and learning activities into recorded, reusable resources, scaffolding learning while ensuring their accessibility for all students.

#### **1.1 Definitions**

##### **1.1.1 Captured Content**

Within the framework of this policy and the teaching and learning practices at Keele University, captured content refers to teaching or guidance activities that have been recorded for use later. This recording primarily captures the audio of the presenter, enriched by on-screen content, which can include voice narrations over visual aids such as PowerPoint slides, visualisers, or other supplementary materials. Although there is an option to include video footage of the presenter, it is not mandatory. The captured content is typically delivered as audio or video resources, which may be further enhanced through annotations and editing.

#### **1.2 Purpose**

The purpose of this Content Capture Policy is to establish clear guidelines and principles for the creation, use, and management of educational recordings at Keele University. The policy seeks to:

- a) Facilitate use of content capture as a means of enhancing teaching and learning experiences.
- b) Ensure the responsible and ethical use of content capture technologies, respecting the rights and privacy of all stakeholders.
- c) Promote accessibility and inclusivity by providing students with flexible access to learning materials.
- d) Clarify the roles, responsibilities, and expectations of staff, students, and the University in relation to content capture.
- e) Ensure compliance with relevant legal and regulatory requirements, including data protection, intellectual property, and accessibility laws.

### 1.3 Scope

This policy applies to all educational recordings created and used within the context of taught courses at Keele University, including:

- a) Recordings of live teaching sessions, whether conducted in-person or remotely.
- b) Pre-recorded content created by staff for the purpose of teaching and learning.
- c) Recordings made by students for personal study or assessment purposes.
- d) Recordings featuring contributions from university staff, students, and external guests.

The policy covers recordings created using University-provided content capture systems, as well as those created using personal devices or third-party software. It applies to all staff, students, and external contributors involved in the creation or use of educational recordings at Keele University.

This policy does not cover recordings created for research, public engagement, or commercial purposes, which may be subject to separate policies and agreements.

## 2. POLICY

### 2.1 Principles

- a) Keele University recognises content capture as a valuable tool for enhancing teaching and learning experiences, promoting accessibility, and supporting inclusive education practices. The University is committed to leveraging content capture technologies to provide students with flexible access to learning materials and to support diverse learning needs.
- b) The use of content capture should be guided by the University's principles of academic freedom, intellectual property rights, data protection, and ethical considerations. Staff and students are required to use content capture technologies responsibly, respecting the rights and privacy of others, and ensuring compliance with relevant laws and regulations.
- c) Content capture should be used to supplement, complement, and enhance face-to-face teaching and learning activities, rather than replace them. The University acknowledges the importance of in-person interaction and engagement and encourages staff to utilise content capture as a complementary tool to enrich the learning experience.
- d) The University is committed to providing staff and students with the necessary training, support, and resources to effectively use content capture technologies. This includes technical support, pedagogical guidance, and professional development opportunities to help staff integrate content capture into their teaching practice.
- e) The University will ensure that University approved content capture technologies are accessible, reliable, and secure, and that captured content is stored and distributed in compliance with relevant legal and regulatory requirements. The University will invest in robust infrastructure and implement appropriate security measures to protect the integrity and confidentiality of captured content.

### 2.2 Content Capture Usage

#### 2.2.1 Lecture Capture:

- a) The expectation is that all lecture sessions will be recorded. However, staff may request to opt-out a session under certain circumstances, as detailed in the accompanying procedure document.
- b) The process for opting out of recording for particular sessions entails completion of a [Lecture Capture Opt-Out Form](#), which requires approval by the relevant Director of Education, with escalation to the Head of School if necessary.
- c) When recording lectures, staff should aim to capture both the audio and visual elements of any presentation to provide students with a comprehensive record of the session.
- d) Staff must include detailed information in the module handbook regarding content capture arrangements for each module. This should cover access and use of recordings, how student participation in recorded sessions will be managed, and specify any sessions that will not be recorded.
- e) In situations where sensitive or confidential information may be discussed, or where recording may inhibit open discussion or participation, staff should consider alternative methods of capturing and sharing key content, such as providing written summaries or selective recordings.

#### 2.2.2 Other Teaching Activities:

- a) Content capture may be used to record both synchronous teaching sessions and asynchronous teaching materials, where appropriate, [subject to the availability of technology](#) and participant agreement. Specific guidance on recording various types of teaching materials can be found in the Captured Content Procedures Document.
- b) In these contexts, staff should be mindful of the potential impact of recording on student participation and engagement and should use content capture purposefully to support specific learning objectives.
- c) Staff should obtain the consent of all participants before recording interactive sessions. This can be achieved through an announcement to attendees at the start of the session or contacting participants ahead of the session. Clear guidelines should be provided on the use and distribution of the resulting captured content.
- d) Where appropriate, staff may consider using edited or partial recordings of interactive sessions to highlight key discussions, demonstrations, or learning activities while preserving the privacy and engagement of participants.

#### 2.2.3 Pre-recorded Content:

- a) Staff are encouraged to create pre-recorded content, such as video lectures, podcasts, or screencasts, to supplement, complement or enhance their face-to-face teaching activities.
- b) When creating pre-recorded content that includes third-party material, staff must obtain the necessary permissions or ensure that the use of such content falls under the applicable copyright exceptions. The University Library provides an information sheet on obtaining permissions, and staff are encouraged to use licensed content, such as materials from the Box of Broadcasts service. <https://www.keele.ac.uk/library/academicstafftoolkit/copyright/>.
- c) When recording video content, staff should follow the University's [Online Video Production guidelines](#) on creating effective and accessible video materials.
- d) Staff should follow best practices for multimedia design and production, including considerations of accessibility, engagement, and technical quality. They should also ensure that pre-recorded content is aligned with course learning objectives and is integrated effectively with other course materials and activities.
- e) Staff are required to provide students with clear guidance on how to access and use pre-recorded content. A weekly checklist outlining the sequence and timing for engaging with the material is also recommended to help students plan their study effectively. Additionally,

staff are encouraged to provide opportunities for students to ask questions, seek clarification, or engage in discussion related to the pre-recorded content.

#### 2.2.4 Student-generated Content:

- a) In some courses, students may be permitted or required to create their own recordings as part of their learning activities, such as presentations, demonstrations, or reflective vlogs. In these cases, staff should provide clear guidelines and expectations for the creation, use, and sharing of student-generated content.
- b) Students should be informed of their intellectual property rights and responsibilities related to the content they create, as well as any policies or restrictions on the use and distribution of their recordings. Keele's IP Code of Practice sets out the position in relation to students IP. This is referenced for Students in their Terms and Conditions, in which they agree to be bound by the terms of the code of practice.
- c) Staff should provide students with guidance and support on the technical and pedagogical aspects of creating effective recorded content, including considerations of accessibility, privacy, and academic integrity.
- d) Where student-generated content is used for assessment purposes, staff must ensure that the assessment criteria and processes are clear, fair, and aligned with the intended learning outcomes, in accordance with the University's Assessment and Feedback Code of Practice. Staff will also provide students with timely and constructive feedback on their recorded work, as outlined in the Assessment and Feedback Code of Practice.

### 2.3 Conditions of Use

- 2.3.1 The unauthorised downloading, editing, sharing, or wider dissemination of captured content materials is prohibited.
- 2.3.2 If evidence of misuse is found, this will be investigated through Keele's disciplinary processes for either staff or students.
- 2.3.3 Where student recordings are explicitly created as part of an assessment activity, their use will be governed by the relevant assessment policies and procedures. For more details, please refer to the accompanying procedure document.
- 2.3.4 Recordings of assessments can be used as evidence in a student appeal, subject to the provisions of the relevant academic appeals policies and procedures.
- 2.3.5 The University will not use a recording as a substitute for a member of staff taking industrial action; and/or for performance management purposes however the University may use a relevant recording as part of its investigation under a formal disciplinary, complaint and/or grievance procedure, providing that the recording was made in accordance with this Policy.
- 2.3.6 In cases where the recording software is used for student assessments, plagiarism will be addressed as per the Student Academic Misconduct Code of Practice.
- 2.3.7 Mandatory Edits:
  - a) There are specific scenarios where edits become mandatory:
    - To ensure compliance with the General Data Protection Regulation (GDPR).
    - To remove any content that may infringe upon legal standards.
    - To exclude student or staff voices if there have been objections or concerns raised by either students or staff.
  - b) Staff members can edit recordings if they believe it will enhance the interactivity or overall quality of the recording.

#### 2.3.8 Transcript Accuracy:

- a) For recordings that come with transcripts, the recording owner or any collaborator is recommended to review and edit the transcript to ensure its accuracy and clarity.

### 2.4 Access and Distribution

- 2.4.1 Access to captured content will be restricted to students enrolled in the relevant module and/or programme, as well as to staff involved in the delivery or support of the module and/or programme. Content may be re-used for subsequent iterations of modules if the content is still current and relevant; however, video recordings involving students, for example on Teams should not be used outside of the current cohort for which it was intended.
- 2.4.2 Captured content, including lecture recordings, must be embedded into the Keele Learning Environment (KLE) to ensure secure and convenient access for students. Lecture recordings should be made available to students within no more than 5 working days following the lecture to support timely review and revision. The University will ensure that these platforms are reliable and accessible to all students, including those with disabilities, in accordance with the University's commitment to inclusive education.
- 2.4.3 Staff may share captured content with external parties, such as external examiners, collaborators, or professional bodies, subject to the necessary permissions and agreements. In these cases, staff should ensure that the external parties are aware of and agree to the University's policies and expectations regarding the use and distribution of captured content.
- 2.4.4 The University may use captured content for internal quality assurance, professional development, or research purposes, subject to the appropriate permissions and ethical considerations. In these cases, the University will ensure that the use of captured content complies with relevant data protection and intellectual property laws and that the privacy and rights of staff and students are protected.
- 2.4.5 The University may, in exceptional circumstances, use captured content for public engagement or promotional purposes, subject to the consent of the staff and students involved and the approval of the relevant University authorities. In these cases, the University will ensure that the use of captured content aligns with its mission, values, and ethical principles and that the rights and interests of all parties are respected.

### 2.5 Retention and Disposal

- 2.5.1 Captured content will be retained by the University for a specified period, in accordance with the University's data retention policies and any legal or regulatory requirements. The retention period may vary depending on the type of content, the purpose for which it was captured, and any specific agreements or requirements related to the course or programme.

- 2.5.2 The University will communicate its retention policies and practices to staff and students, including information on how long captured content will be retained, how it will be stored and secured, and how it will be disposed of at the end of the retention period.
- 2.5.3 Staff may request the removal of captured content from university systems before the end of the standard retention period, subject to the approval of the relevant Head of School. Requests for early removal should be based on legitimate reasons, such as concerns about the accuracy, currency, or appropriateness of the content, or changes in the status or permissions of the staff or students involved.
- 2.5.4 In the event of a data breach or other security incident involving captured content, the University will follow its established incident response procedures, including notifying affected individuals, investigating the cause of the incident, and taking appropriate remedial actions to prevent future occurrences.

## **2.6 Intellectual Property and Copyright**

- 2.6.1 The University owns the IP of recorded content. The IP Code of Practice states that any IP created by staff as part of their employment is owned by the University (other than Scholarly Materials). Each member of Staff hereby provides the University with their consent to be recorded for the purpose of the generation of taught content, as detailed in this Policy, on a perpetual and irrevocable basis. The creation and uploading of any captured, or recording of, taught content to the KLE constitutes deemed consent. For the avoidance of doubt, the University shall not use recorded material featuring an individual that is no longer employed by the University without first obtaining that former staff member's prior written consent, such consent not to be unreasonably withheld or delayed.
- 2.6.2 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. Any participant (including a student and/or External Contributor) who delivers, or makes a substantial contribution to, a recorded taught session, may have (and continue to have) performers' rights in the recording of that taught session.
- 2.6.3 If a recording were to be used for commercial purposes, outside the scope of this policy, written consent would be required from all parties involved in production of the content.
- 2.6.4 Moral rights arise in the recording of performances; these rights are owned by the individual delivering the performance and are aimed at protecting the non-economic interests of the author. Keele's Captured Content Policy recognises and protects moral rights by ensuring:
- Appropriate attribution - all live lecture recordings, when published on the KLE, must be labelled with the author's name and title.
  - Authors have the right to object to any addition, deletion, alteration to or adaptation of their work that amounts to a distortion of their work or is otherwise prejudicial to

reputation. An author's recordings will not be externally published without prior written consent.

- 2.6.5 Staff and students are responsible for ensuring that captured content does not infringe the intellectual property rights of others, including the use of third-party content in accordance with copyright laws and licensing agreements. This includes obtaining necessary permissions, attributing sources appropriately, and using content within the bounds of fair use or other applicable exceptions.
- 2.6.6 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) data protection legislation (including the Data Protection Act 2018 and the UK GDPR); and (ii) the University's Data Protection Policy.
- 2.6.7 2.6.7 In cases where captured content is created collaboratively or involves contributions from multiple individuals, all parties involved will be required to establish clear agreements on the ownership, use, and distribution of the resulting intellectual property.
- 2.6.8 The University may, in some cases, wish to assert ownership or license rights over captured content, such as when the content is created as part of a commissioned project, funded by the University, or created using substantial University resources. In these cases, the University will enter into specific agreements with the creators of the content, outlining the terms and conditions of ownership and use.
- 2.6.9 Further information about the Keele Intellectual Property Management Code of Practice can be accessed here:  
<https://www.keele.ac.uk/media/keeleuniversity/policyzone20/studentandacademicservices/ip-management-cop.pdf>
- 2.6.10 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>
- 2.6.11 Further information about Information Governance at Keele University can be accessed here: <https://www.keele.ac.uk/informationgovernance/fortheuniversity/>

## **2.7 Accessibility**

- 2.7.1 The University is committed to ensuring that captured content is accessible to all students, including those with disabilities, in accordance with the University's accessibility policies and relevant legal requirements, such as the Equality Act 2010 and the Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018.



- 2.7.2 Staff will be provided with guidance and support to create accessible captured content, including the provision of captions, transcripts, audio descriptions, and alternative formats where necessary.
- 2.7.3 The University will endeavour to ensure that the platforms and systems used to deliver captured content are accessible and compatible with assistive technologies, such as screen readers, magnification software, and alternative input devices. The University will regularly test and audit these platforms for accessibility and will work with suppliers and developers to address any identified barriers or issues.
- 2.7.4 Students with disabilities will be provided with appropriate reasonable adjustments and support to access and use captured content, in accordance with their individual needs and preferences. This may include the provision of additional resources, such as transcripts or captioned videos, or the use of alternative assessment methods where the standard use of captured content presents barriers to participation.
- 2.7.5 The University will involve students with disabilities and accessibility experts in the design, development, and evaluation of content capture initiatives, to ensure that accessibility considerations are integrated throughout the process and that the needs and perspectives of diverse learners are considered.

## **2.8 Review and Monitoring**

- 2.8.1 The use and effectiveness of content capture technologies will be regularly reviewed and monitored by the University, using a range of quantitative and qualitative indicators, such as student engagement, learning outcomes, staff and student satisfaction, and cost-effectiveness.
- 2.8.2 The University will support the implementation of content capture through establishment of a user forum, consisting of representatives from academic schools, professional services, and student bodies. This forum will contribute to the review of the Content Capture Policy and its associated procedures to ensure their effectiveness, relevance, and alignment with the University's goals and values. The forum will meet periodically to discuss feedback, identify areas for improvement, and propose updates to the policy and procedures as needed.
- 2.8.3 The University will conduct periodic audits of its content capture practices, to ensure compliance with legal and regulatory requirements, as well as with internal policies and standards.
- 2.8.4 The University will seek and incorporate feedback from staff, students, and other stakeholders on their experiences with captured content and the support provided by the University; where changes to the policy would have a significant impact on staff, Trade Unions will also be consulted.



- 2.8.5 The Content Capture Policy and its associated procedures will be reviewed and updated on a regular basis, at least every three years, or more frequently if required by changes in legislation, technology, or institutional priorities.

## **2.9 Policy Compliance and Enforcement**

- 2.9.1 All staff and students involved in the creation, use, or management of captured content are expected to comply with this Content Capture Policy and its associated procedures.
- 2.9.2 The University will provide training and support to staff and students to ensure that they understand their obligations and responsibilities under this policy and are able to comply with its requirements.
- 2.9.3 The University will establish clear procedures for reporting and investigating suspected violations of this policy, and for taking appropriate corrective and disciplinary action when necessary.

## **3. ROLES AND RESPONSIBILITIES**

### **3.1 Staff:**

- 3.1.1 Academic staff are expected to use content capture as an integral part of the University's approach to supporting and enabling student learning. However, under certain circumstances it may be appropriate for staff to opt-out of the use of content capture. There will be a transparent process for approving such exemptions.
- 3.1.2 Staff are responsible for ensuring that the captured content is of high quality, both in terms of technical production and educational value. This includes using appropriate recording equipment, following best practices for recording and editing, and structuring content in a way that supports student learning.
- 3.1.3 Staff must adhere to the University's policies and procedures related to content capture, including intellectual property, data protection, and accessibility guidelines. They should also respect the rights and privacy of students and other participants in recorded sessions.
- 3.1.4 Staff should provide students with clear guidance on how to access and use captured content, as well as any expectations or limitations regarding the sharing and distribution of recorded materials.
- 3.1.5 Staff should work closely with the University's support services, such as IDS, KIITE's Learning Innovation Technology (LIT) and Learning Experience Design (LXD) teams, to ensure that their use of content capture is effective, efficient, and aligned with institutional goals and standards.
- 3.1.6 If staff encounter any issues with the content capture equipment or experience technical difficulties, they should report these problems through the Self-Service Portal (<https://servicedesk.keele.ac.uk/tas/public/ssp/4d2250d5-e7c8-4a0c-a06e-66d9eb8c4c3a>).

The Information and Digital Services (IDS) team will periodically test the equipment to ensure it is functioning properly and address any reported issues promptly.

### **3.2 Students:**

- 3.2.1 Students are expected to use captured content in accordance with the University's policies and guidelines, as well as any specific instructions provided by their instructors. This includes using captured content for personal study purposes only and not sharing or distributing recordings without permission.
- 3.2.2 Students should respect the intellectual property rights of others, including their instructors and peers, and refrain from misusing or reproducing captured content.
- 3.2.3 Students should actively engage with captured content as part of their learning process, using recordings to reinforce their understanding of course material, revisit complex topics, and prepare for assessments. However, it is important to note that content capture is not a replacement for attendance, and students are still required to attend lectures and other teaching sessions in line with the University's Student Attendance & Engagement Policy. Recordings should be used as a supplementary resource and are not a substitute for live lectures and interactive learning experiences.
- 3.2.4 Students should provide feedback to their instructors and the University on their experiences with captured content, including any technical issues, accessibility concerns, or suggestions for improvement. This feedback will help the University continually enhance the content capture service and ensure that it effectively supports student learning.

### **3.3 University:**

- 3.3.1 The University is responsible for providing the necessary infrastructure, support, and training to facilitate the effective use of content capture technologies. This includes maintaining and upgrading recording equipment, providing secure storage and distribution platforms, and offering technical support to staff and students.
- 3.3.2 The University is responsible for developing and implementing policies and procedures related to content capture, ensuring that they are clear, comprehensive, and aligned with relevant legal and regulatory requirements. This includes policies on intellectual property, data protection, accessibility, and acceptable use of captured content.
- 3.3.3 The University will provide training and professional development opportunities for staff to help them effectively integrate content capture into their teaching practice. This may include workshops, online resources, and individualised support from Learning Experience Design team at KIITE to support the use of content capture in the student learning journey.
- 3.3.4 The University will regularly monitor and evaluate the use and impact of content capture technologies, using data and feedback from staff and students to inform future investments, policies, and support structures.

#### 4. RELATED POLICIES AND PROCEDURES

Content Capture Webpage: [www.keele.ac.uk/playback](http://www.keele.ac.uk/playback)

- Keele University Student Privacy Policy
- Keele University Intellectual Property Management Code of Practice
- <https://www.keele.ac.uk/policyzone>

Others:

- Inclusive Education Framework
- [Student Attendance & Engagement Policy](#)
- [Assessment and Feedback Code of Practice](#)
- [Online Video Production guidelines](#)

#### 5. REVIEW, APPROVAL & PUBLICATION

5.1.1 This Policy shall be reviewed at least every three years, led by the Director of KIITE.

5.1.2 Any proposed amendments and future versions of the Policy will be reviewed by the University Education Committee (EC) and authorised in line with the University's Policy Framework. University Executive Committee (UEC) has overall responsibility for the Policy.

5.1.3 This Policy will be available on [Keele University Policy Zone](#).

#### 6. DOCUMENT CONTROL INFORMATION

<b>Document Name</b>	Captured Content Policy
<b>Owner</b>	Director of KIITE
<b>Version Number</b>	V11.6
<b>Equality Analysis Form Submission Date</b>	
<b>Approval Date</b>	18 November2024
<b>Approved By</b>	Senate
<b>Date of Commencement</b>	18 November 2024
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<b>Date for Next Review</b>	25 September 2027
Related University Policy Documents	Keele University Student Privacy Policy Keele University Intellectual Property Management Code of Practice Inclusive Education Framework Student Attendance & Engagement Policy Assessment and Feedback Code of Practice Online Video Production guidelines
<i>For Office Use – Keywords for search function</i>	