

H-150 - Instructional Audio/Video Recording of Students

Purpose

Recording of synchronous in-person or remote instructional experiences is an acknowledged means to enhance learning, promote retention of content, enhance accessibility, and provide access to course material for students who miss class or cannot participate in the instructional experience. This Gateway Technical College (Gateway) Photography and Video Recording and Use Policy describes the College's policy relating to the use of recordings, photographs, and videos taken by Gateway employees of Gateway students and other members of the college community participating in instructional activities provided by Gateway. In general, recordings are used to enhance instruction and improve learning/retention in courses, however, these purposes must be balanced against the legal obligations imposed on the College by state and federal law. Student privacy concerns are weighed against the benefits of using recordings to aid instruction.

Scope

This policy applies to all recordings in which students or prospective students are identifiable. Examples include: classroom/lab/tutoring/instructional recording situations where students are in any way identifiable within the recording. This policy applies to all staff, whether employed on a full-time, part-time, limited term, or casual employment basis by Gateway, and who are engaged in recording instructional/tutoring activities.

The Family Educational Rights and Privacy Act (FERPA) governs the release of student information to 3rd parties. In general, recorded classes containing identifiable student information constitute an educational record under FERPA and may not be shared with unauthorized 3rd parties. In some instances, use of these recordings outside of the specific course section in which they are produced is permissible when an instructor acquires signed consent/release forms (see Resources at the bottom of this policy), which stipulate the conditions of the use of the video e.g. audience, timeframe, from ALL student participants in the class.

Wisconsin State Law provides for Single Party Consent rules when creating recordings. For this reason, this policy does not attempt to restrict students, staff, or other individuals from creating recordings, but its focus is on the use and retention of staff-generated recordings.

This policy does NOT apply to situations where audio/video or still photography is used by Gateway's Marketing and Communications department (or authorized 3rd parties) for the purpose of advertising, promoting or communicating about the college, or otherwise authorized by policy H-171: Free Speech and Lawful Assembly. Additionally, recordings made of public events or in public spaces where there is no expectation of privacy are not governed by this policy.

Definitions

Recording - Any analog or digital still photo, video recording, audio recording, screen capture, video/audio transcripts, or streamed video/audio content through any medium or device where students are identifiable.

Instructional Activity - Any teaching-related activity where students are identifiable and where recordings may take place. Includes: classroom instruction, remote synchronous instruction, simulation activities, group tutoring activities, instructor-led review sessions, etc.

Retention Period - How long a recording is kept in digital archives prior to its destruction/deletion.

Policy Statements

- Instructional recordings must be for instructional/official purposes only and student privacy must be maintained to the greatest degree possible.
- The retention period for Gateway employee-generated instructional video in which students are identifiable is one semester plus any time authorized for any student in the class who receives an Incomplete grade to finish assigned coursework.
- Gateway employees should control distribution of instructional video by using College-provided tools, ie. Zoom/Panopto whenever possible.
- Classes may be recorded and made available to students for further studying or to meet student accommodations. Recorded classes will only be shared with students in the class/semester the recording was created in.
- Departments and/or programs may have additional language governing the use of recordings. Staff in those programs must also comply with those statements in addition to these policy statements.

Non-Compliance

Violations of this policy will be subject to the sanctions outlined in policy H-190.

Related Policies

E-135 - Safety and Security Systems

A-110 - Instructional Resources, Equipment, and Software

A-140 - Online Learning

H-151 - Closed Captioning

H-185 - Social Media Policy

H-171 - Free Speech and Lawful Assembly

Resources

Link to Gateway Technical College's media release form:

<https://www.gtc.edu/about-gateway/marketing-communications-department>

Please refer to the LID Intranet site for additional how-to information and best practices on recording.

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