SRM UNIVERSITY – *AP*, ANDHRA PRADESH

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POLICY ON REGULATIONS FOR USING THE E-LEARNING STUDIO AT THE TEACHING LEARNING CENTER OF SRM UNIVERSITY – AP

Preamble

SRM University – AP strives to enable all e-content creators (faculty members, directorates, students, and academic departments) to use cutting edge instructional technology tools and techniques and benefit from them. The e-learning assets created by e-content creators are created using university infrastructure, manpower and facilities. The following regulations have been prepared to ensure that the facilities and e-content creators' contributions are appropriately used and acknowledged.

Objective

The e-Learning Studio at the Teaching Learning Center of SRM University – AP has been setup to enable faculty members, directorates, students, and academic departments to create e-learning content for academic use by:

1. Recording micro-modules and lessons in solo (studio mode) or live (classroom mode)
   a. Digital Mode (Using Digital Wacom Tablet / Classroom IT Infrastructure)
   b. Analog Mode (Using White Board)
2. Working with Learning Design Mangers to create engaging e-learning lessons with detailed lesson plans and scripts.
3. Working with Video Production Managers to create engaging 2D and 3D animations to be used in class, e-learning lessons, and other authorized platforms.
4. Future consideration may include, creating full online courses to be used as
   a. Part of certification programs to be offered by SRM University - AP
   b. Submission to MOOC platforms such as SWAYAM ©, EdX ©, Coursera © among others.

Definitions

University: SRM University – AP, Andhra Pradesh

E-content creator: Any faculty member / staff employed by the university, any student registered in an academic program in the university who are part of any of the academic departments or non-academic service departments and directorates.

E-learning assets: E-Learning videos, audios, animations (2D and 3D), images, titles, documents, and other digital assets created for the purpose of promoting learning.

E-Learning Studio: The recording and editing studio located in the Teaching Learning Center.

Committee: E-Learning Committee to set up to determine how the revenue will be shared between the university and the content creator.

Copyright: The exclusive right granted by law for a certain period to an e-content creator to reproduce, publish or sell copies of his or her creative e-learning assets.

Revenue: Payment received from a third party such as MOOC Platforms as per an agreement by the university, usually for a legal use of e-learning assets through a license.

The e-learning process at SRM University - AP has the following 4 major steps.

Creation

The studio is encouraged to be used by all e-content creators (faculty members, directorates, students, and academic departments) to create e-content and lessons with the inclusion of animations, motion graphics and integrated assessments.

1. All content created at the e-Learning Studio at the Teaching learning Center, SRM University -AP, will include the University's Logo / watermark and will be owned by SRM University – AP as per section 3.b)- ii & iii of the University's IPR policy with the following caveats.
   a. The developer of the e-content holds the right to use said content in a professional capacity as long as in the employ of the university.
2. In the event of revenue generated from e-content, the revenue will be shared between the university and the content creator is the ratio of 70% to the university and 30% to the content creator, the modalities of which are to be determined by an e-learning committee setup by competent authorities of the university for this purpose.
   a. The constitution of the said committee will be as follows:
      i. Dean Academics – Chair of the Committee
      ii. HOD / Director of relevant department - Member
      iii. Dean Research - Member
      iv. Chief Financial and Accounts Officer - Member

      v. Director: Entrepreneurship and Innovation - Member

      vi. Assoc. Director TLC - Member

      vii. Coordinator TLC – Convener of the Committee

  b. The revenue sharing will also stand in view of separation from the university and content creator for a period of 20 years from the date of creation of said content.

3. The faculty members, directorates, students, and academic departments creating the content will be responsible for ensuring that the content (and all parts thereof) is of own creation; or the source of said content (and all parts thereof) is properly cited and acknowledged. The faculty members, directorates, students, and academic departments shall endeavor to perform all due diligence to ensure that such copyright standards are met.

4. The Teaching Learning Center will follow a 4-step process for content creation.

  a. Initial Consult and Needs Analysis

  b. Scheduled Video shooting, audio recording, animation creation, editing etc.

  c. Video Production Manager review with e-content creators (faulty members, directorates, and academic departments)

  d. Revision and finalization.

Storage

1. It is understood that e-content creators may not be able to complete all the intended video production process in a single schedule and therefore, the Teaching Learning Center will safely store the following in "air-gapped" local storage to ensure privacy and security of the created content.

  a. All "in progress" content created.

  b. All project files, such as animations, titles, transitions etc.

  c. All review footage and finalize projects.

2. As future needs of e-content storage increases / changes, the Teaching Learning Center reserves the right to shift the storage to appropriate modalities as required to best serve the interests of SRM University – AP.
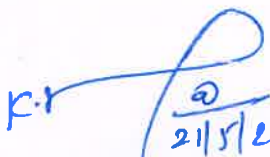
Dissemination

1. E-content creators (faculty members, directorates, students, and academic departments) may use the finalized lesson / micromodules.

  a. In the designated Learning Management System (Currently Google Classroom, other LMS as instituted by the competent authority of SRM University – AP in the future)

b. Through official University communication channels (E-Mail, Google Classroom, Google Drive, and other future designated methods).

2. The competent authority of the university may choose to use the created e-learning content (in parts or in totality) for purposes determined to be beneficial to the university and its constituents, such as outreach, marketing, and collaboration among others.

   a. Through official communication channels to other university stakeholders (parents, alumni, recruiters among others).

Archival

"At SRM University - AP, we believe in the importance of preserving all final e-learning content for future reference. It is the university's endeavor to ensure that all modules and lessons are stored with the utmost care and consideration. However, in the unlikely event that any of the content is found to be of little use or outdated, the University may need to consider discarding it in accordance with relevant policies in force at the time."

Registrar

Dr. R. PREMKUMAR
REGISTRAR
SRM UNIVERSITY - *AP*
Andhra Pradesh - 522240