

Ensemble Video Streaming Policy

Introduction

The Ensemble Video Streaming service is a fully managed service offering storage and delivery of digital media content to SUNY Cortland faculty, staff, and students. Streamed video may be viewed by SUNY faculty, staff and students through SUNY Cortland classrooms and desktops and through SUNY Cortland web-based services including: Blackboard, myRedDragon and other SUNY Cortland web presence. The service provides a robust streaming server infrastructure and easy access to video streaming content.

Definitions

Commercially produced content: video content created and produced for sale or license by commercial, nonprofit, or similar entities.

Content libraries: the accounts on the server are referred to as “libraries.” The account(s) maintained by the campus library are named Memorial Library.

Ensemble: is the name of the product used for video content.

Live video streaming (Webcasting): video content uploaded and viewed in real time.

Non-commercially produced content: video content created and produced by individuals associated with the college.

Video content management: the organization, short-term storage and delivery of video materials.

Video streaming: video content uploaded to a server for viewing at later times.

Appropriate Use

Appropriate uses of streaming media services include access to instruction, research, college marketing activities, major events, library collections, and training. Personal content that is not directly related to instruction, research, college marketing activities, major events or training is not permitted on the server. Ensemble account holders are the owners of the materials in their libraries and are responsible for following appropriate college policies as well as state and federal laws.

Accounts and Accessing the Streamed Resources

While all faculty, staff, and students may view streamed video, departments, faculty and staff may need to store video on the Ensemble server. Ensemble accounts are created by Information Resources staff according to established procedures.

Accounts may be held by departments, individual faculty and staff. Students wishing to have accounts must do so either through a faculty member or through the appropriate Student Government entity. All account requestors must have an account in Active Directory in order to have an account.

Content within accounts may be reviewed by appropriate Information Resources staff for adherence to appropriate college policies, state and federal laws.

User Responsibilities

Access to streamed content is controlled by the owner of the account. Ensemble account holders must follow all appropriate college policies and make appropriate decisions about publishing points for streamed content.

Protect confidential and proprietary information: Ensemble account holders will follow appropriate policies concerning privacy and confidentiality. Original video content of students and others should include the appropriate release forms. Video content of children must follow appropriate college policies.

Respect copyright and fair use: Creators of original content are the copyright holders of that content. Using the copyrighted works of others will follow the college policies concerning Fair Use.

Commercially Produced Video: All content that has been purchased with college funds shall be loaded into the central library where it will be accessible to everyone. Departments shall contact Memorial Library to have purchased content loaded into the central library. Memorial Library will need to maintain the original copy of the content outside of the server for copyright compliance purposes. Content streamed from Memorial Library's collections must be in a password protected environment and made available only to the campus community.

Non-Commercially Produced Video: Content that has been created and produced by a campus user may be loaded into departmental or individual user libraries on the Ensemble server. Users will be responsible for maintaining an original copy of the content outside of the server.

Commercially Produced Video that is owned by employees of SUNY Cortland: Commercially produced videos owned by individuals employed by the college and used for academic purposes may be placed on reserve in the Memorial Library account, following the appropriate policies and procedures for Media Reserves. Videos may also be placed in eLearning as long as they comply with appropriate college policies.

Popular films and movies as coursework: Streaming full length, feature films raises issues with fair use, and only in rare occasions shall be approved to be uploaded to the Ensemble server. Courses that rely heavily on viewing and analyzing popular movies and films will need to find alternative means of presenting them. It is recommend that faculty teaching these courses add a requirement to their syllabus for subscription to a DVD rental service such as Netflix or Blockbuster.

Best possible quality. Creators will provide the best possible quality of the content appropriate to the medium. Requests to purchase video content for the Memorial Library collection will include a review of items available through streaming subscription services. If unavailable through subscription, Memorial Library will purchase the best possible quality for streaming.

Documentation. Releases and permissions will be stored on the server and linked to the streamed content. Tagging and metadata is recommended. Memorial Library content metadata will be cataloged and maintained according to established procedures.

Storage and Use of Content. It is recommended that account holders regularly maintain their account and ensure that content in their account is still viable, useful, and used.

Server Content Review. Information Resources staff will periodically review video streaming content and accounts. The review will include adherence to policies and to determine use data.

Webcasting. Streams created for webcast are the property of the creator/requestor and will be maintained in their account. Sandwich Seminars are considered the property of the requestor or organizer of the Sandwich Seminar.

Account Clean-up and Long-term Storage. Ensemble is not a long term storage server for files and is not intended for archival storage, so it is recommended that individual account holders routinely review their content to ensure that it's up-to-date. Items unused for longer than three semesters should be removed. Account holders should store their original files on a personal storage device.

Viewer Responsibilities

Viewers of streamed content from the Ensemble server from any point, whether home, office, or residence hall, are responsible for maintaining the appropriate hardware and software including plug-ins and updates.

Related Policies

SUNY Cortland Guidelines on Fair Use
Information Technologies Resources Acceptable Use
Collection Development Policy, Memorial Library
SUNY Cortland Website policies
SUNY Cortland eLearning policies