

MAHER – E-CONTENT POLICY

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Preamble

Electronic content (e-content), also known as digital content is a massive step towards digitalisation of education and information. It refers to the content or information that is delivered over network based electronic devices or that is made available using computer network such as internet.

The advancement in technology has enabled each and everyone in the society to create, receive, share and utilize information for their development, through the medium of digital content. Educational institutions across the globe are gradually making a shift towards the electronic medium of information sharing as an adjunct to the traditional classroom teaching, and Meenakshi Academy of Higher Education and research (MAHER) with its constituent colleges share the same mission.

Myriad of educational digital materials are available on various platforms on the World Wide Web. Some of these quality materials are available free of cost with minimum or no restrictions on their usage, hence they are widely modified, used and re- used by the teachers and students for teaching and learning. This social exchange of knowledge increases interaction among the community of learners and makes learning accessible. One of the main models of information exchange over electronic media that can be designed, developed and used for different purposes at various times is **e-content**.

E-content is gaining popularity due to its flexibility of time, place and pace of learning. It allows efficient and quick transmission of knowledge and information to any part of the world, to learners from different strata of the society with diverse needs and skill levels. E-content course may include audio-visual demonstrations, lectures, power point presentations and the like, on different topics and subjects, practical demonstrations and skill lab sessions, that are uploaded on the internet by the educational institution and is made available to teachers, students on campus and at home and other community learning and resource centres. It may prove to be extremely useful for the open and distant learning institutions as well.

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The E-content policy of MAHER and the purpose, scope, objectives, and guidelines are detailed in this Standard Operating Procedure to provide assistance and operational guidelines for all levels of personnel to follow and enable their creative pursuits for continual learning and sharing of knowledge in their fields of excellence.

E-content Policy

MAHER constantly supports creation of electronic content across all disciplines by the faculty members for creating a society rich in knowledge and education, applying the latest information technology.

MAHER continually strives to empower its faculty member by bestowing upon them the freedom and necessary support to explore their creativity to formulate, share, receive and utilise educational information for the design and development of E-content.

MAHER ensures that the E-content creation conforms to all the applicable regulations and guidelines as well as to the established standards and norms for an authentic and ethical process of E-content development.

1. Purpose

The purpose of this E-content Policy and Guidelines documented in this Standard Operating Procedure is to provide guidance for promoting development of digital content of educational significance among faculty members, and students in MAHER and its constituent colleges.

This procedure shall provide the scope, overall framework, rules and regulations within which the electronic content activities shall have to be performed by the faculty members of this institution.

2. Scope

This is a MAHER University wide e-content Policy and implementable across all disciplines of MAHER and its constituent colleges. This also shall serve as guideline for collaborative research with other overseas institutions across the world.

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3. Objectives

- Creating and enabling conducive environment to foster and promote e-content development culture across all campuses of MAHER.
- Providing required support through policy framework and guidelines.
- Ensuring high level of efficient and effective support system to facilitate faculty members to pursue standard e-content activities.
- Adopting an effective instructional design model suitable for the institution.
- Stating clearly the purpose of e-content development in the institution (educating, training, creating awareness, developing skills etc.)
- Identifying the group of target learners for the e-content materials.
- Analysing areas of interest and needs of the learners to establish the goal of the instructional material development.
- Preparing the content outline, syllabus and time frame.
- Providing the necessary e-development tools/ software and infrastructure.
- Establishing e-content development bodies in multiple disciplines.
- Providing step wise instructions and operational guidance for e-content developing committee of the institution.
- Promoting interdisciplinary collaborations and partnerships at the national and global levels.
- Promote technical collaborations to learn advanced technological aspects and implement them in the design and development of superior standard to electronic content which can be largely beneficial to the society at all levels.
- To create MOOCs of the MAHER and take part in the SWAYAM of UGC.

4. Custodian of Policy

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This e-content Policy shall be implemented by the e-content advisory and supervisory committee (ECASC) headed by the Vice Chancellor, MAHER to assist, advise and supervise matters related to e-content creation within MAHER and its constituent colleges.

The responsibility for effective implementation and updating of E-content Policy shall be carried out by the e-content advisory body (ECASC), MAHER.

5. E-content Policy and Procedure/Guidelines

1. The e-content instruction materials may include video or PowerPoint presentations, audio-visual lectures, use of multimedia and animations or practical demonstration with teaching tools and textual materials.
2. The electronic content is not a substitute but only an adjunct to conventional classroom teaching.
3. The content should be in simple language and easy to understand.
4. The digital content must be tech- friendly so that it may be downloaded and used on any electronic devices such as smart phones, tablets, iPad and computers either independently or in a LAN situation.
5. The content should be user friendly for easy navigation.
6. The design of the e-content should be such that the learner can indulge self-learning.
7. The instructor of the e-content should be dressed appropriately. Women faculty members should have neatly tied hair and dressed in sarees/ salwar suits/ scrubs. Male faculty members should be well groomed and dressed in formal wear/ scrubs.
8. The instructor must be clear in their speech and stick to the time frame allotted for an individual topic.
9. Self-evaluative tests and assignments in the forms of multiple-choice questions (MCQs), fill in the blanks should be given to the learners after each topic.

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10. The content should specify the objectives of teaching a topic and employ innovative strategies for skill, competency and functional development of learners.
11. E-content project proposal should be submitted to the E-content advisory and supervisory committee (**ECASC**) of the university to seek approval for a topic and apply for grant.
12. Authenticity and diversity should be maintained in the topics selected for e-content for the benefit of all levels of learners.
13. MAHER has zero percent tolerance on plagiarism. Plagiarism not only amount to academic misconduct but also copyright infringement.
14. The E-content developed by the faculties of MAHER should be Sharable Content Object Reference Model (**SCORM**) compliant to ensure interoperability with all educational LMS (Learning Management System) platforms.

6. E-content Governance

The overall management of e-content projects are to be coordinated by the E-content advisory and supervisory committee (**ECASC**). The e-contents created shall be submitted to MAHER for scrutiny by ECASC to be uploaded in the MAHER website. Faculty involved in producing e-content are advised to use the institutional/departmental AV studio and all the expenditure incurred towards shall be reimbursed by MAHER. Further the e-content created are rewarded appropriately by MAHER. Those e-resource having highest number of views/downloads will be honoured in official academic events.

Each Institution E-content activity will be coordinated by HOI or the nominations from each Institute.

7. E-content License

The e-contents designed and developed by the faculties of MAHER should be licensed under the Creative commons (CC) licensing system. This would mean that MAHER would allow

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others to share, use, distribute or even build upon their work on digital content, even commercially, as long as they credit you for the original creation.

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A handwritten signature in green ink, appearing to be "Dr RS Neelakandan".