Get to know Echo 360
What is Echo 360?

• A campus video hosting platform for instructors to create, upload, and share video content

• A way to capture your microphone, video and display content from classroom lectures or at home

• A way for students to submit video assignments

• An interactive learning and engagement tool for your classroom

• A solution for synchronous, asynchronous and hybrid learning

• A pathway to accessible class content (AODA)
What *isn’t* Echo 360?

- An instant messaging platform for faculty and students
- A webinar / collaboration system like WebEX, Zoom or MS Teams
- A replacement for the YouTube platform that are aimed at gaining external attention via social media
- Robust video editing tool

Get to know Echo 360
Getting to know Echo 360
Another tool in the toolbox

- Content Creation
- Broadcast (Streaming)
- Presentation
- Student Engagement
- Analytics
- Content Management
Get to know Echo 360
Usage on Campus

- Available in 59 classrooms on campus
- Over 500 instructors per year
- Over 22,000 students
- Over 500 courses per year
- Over 1 million video views (March 2020 - March 2021)
- Over 260,000 poll responses (March 2020 - March 2021)
Getting to know Echo 360

Features

• Integration with Avenue to Learn
• Capture audio and video of your presentation (in class or at home)
• Live video streaming is also possible
• Create interactive components for student engagement
  o Quizzes, Polls, Image-identification, discussion board, confusion flag, bookmarks, study guide
• Basic video editing (trim and cut content)
• Organize class content, share content to your students and control when it is available
• Accessibility - searchable, editable transcript is automatically created and available shortly after recording completes.
• Powerful video analytics for instructors
Student View

Surveys show Echo 360 is preferred by students

- Echo 360 automatically creates a transcript for every video uploaded. Students can search that transcript for key words then jump to that portion in the video.
- Students can create a Study Guide and take notes that are bookmarked to key portions of a video or presentation.
- Ask questions and lead discussion through the classroom discussion board.
Getting to know Echo 360

Types of Media

Polls
There are 5 types of interactive activity polls: multiple choice, short answer, image poll, ordered list and numerical.

Video (or Audio)
Videos can be uploaded, captured directly to Echo 360 or live-streamed to a class.

Slide Presentation
Upload a .PDF slide deck. Polls can be included in a slide presentation for interactive learning moments.

Interactive Media
Polls can be added to a video, creating a new type of content called Interactive Media.
Getting to know Echo 360

Media Library – Your online storage drive

All media is stored in your **Library**.

- All your media (slide PDFs, Videos, Audio files, Interactive Media and Polls) are **warehouse**ed in your Library.
- Media can be shared or “published” to **courses** or **groups** for student access
- Media can be **shared** with other instructors
- You can create embed **links** for media
- You can **edit** and manipulate your media files in your Library
- You can apply basic **searches** and **filters** to sort your media files
- Media can be republished year after year

Use a naming convention that helps you organize your files
Getting to know Echo 360
Sharing media from your Library

- Sharing media creates a **reference** to the original media file in your Library.
- It does not create new instances of that file.
- You can share or “publish” files to multiple classes.
- Any edits made to the original file affect every published destination that file has been shared.
Getting to know Echo 360
Share media from your Library to Course classes

Inside a **course section**, media is shared from your library to a class (lesson), giving students access to it.

- Classes can be reordered and organized into collections
- Classes can be scheduled with start and end times to manage attendance
- Live streaming classes are published to a course and can be accessed by students
- Videos, slide presentations and interactive media can be added to classes
- Each course has its own Q&A, polling, analytics and settings
Instructors: Getting started

Echo 360 is integrated with Avenue to Learn. You can link your LMS course shell to an Echo 360 section with only a few clicks.

1. Add Echo 360 as an **External Learning Tool** in Avenue to Learn to create an Echo 360 course that is linked to your Avenue to Learn course.
2. Download and install Echo 360’s **Universal Capture (Personal)** software.
3. Start publishing content.
Instructors: Getting started

Creating video content to classes

Schedule recordings from classroom devices through CCT or record videos from your personal computer using **Universal Capture**
Getting Support

Eco 360 is supported by Campus Classroom Technologies (CCT) through McMaster University Library.

Use the Campus Classroom Directory to find a classroom with Echo 360

Contact:

CCT
X22761
cct@mcmaster.ca
echo360@mcmaster.ca