# K-12
## BLUEPRINT

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FREEZE FRAME

# Maximizing Private Video Servers in K-12 Education

How Microsoft Stream provides a greater return on investment than competitors including Vimeo, WeVideo, and YouTube private channels.

# Executive summary

Educators regularly use video to provide or supplement instruction. When surveyed about tools used in K-12 environments, 80% of educators responded that they use tools for video creation in their classrooms.[01] Research suggests that video use in the classroom leads to increased motivation and confidence, improved learning outcomes, widened classroom participation, and expanded emotional engagement.[02]

**By keeping video files in a securely monitored and managed platform like Microsoft Stream, schools can avoid uploading content to a public-facing video hosting platform, like YouTube, and eliminate the need to pay for a separate district video creation tool like Vimeo or WeVideo.**

Many school leaders, instructional coaches, and technology specialists also communicate information, increase collaboration, and provide instructional content for staff and families via video. Video solutions such as Microsoft Stream, Vimeo*, and WeVideo* enable educators, school leaders, and students to create and share video content with others in their classroom, school, or district.

For all these K-12 users, Microsoft Stream provides secure and private video hosting and creation as well as cost-effective, accessible teaching and learning solutions all embedded within one comprehensive learning hub, Microsoft Teams for Education. By keeping video files in an internal, securely monitored and managed platform like Microsoft Stream, districts can avoid uploading content to a public-facing video hosting platform, like YouTube*, and eliminate the need to pay for a separate district video creation tool like Vimeo or WeVideo.

## Side-by-side comparison

| Features | Microsoft Stream[03] | Vimeo | WeVideo | YouTube (Private Channels) |
|---|---|---|---|---|
| **Cost** | Available at no extra cost with Microsoft 365 Education A5 license.. | Ranges from $12/per seat/month to $65/per seat/month, depending on the plan. Enterprise costs are not published. | Ranges from $5/per seat/month to $37/per seat/month, depending on the plan. Enterprise costs are not published. | Free version available. Premium available for $12/per user/month. |
| **Storage space** | Stream uses the storage quota based on Microsoft 365 plan. Additional storage space for the subscription. | Ranges from 60 videos/per seat/year to 240 videos/per seat/year, depending on the plan. | Ranges from 20 GB to unlimited, depending on the plan. | Unlimited |
| **Screen record** | Yes | Yes | Yes | No |
| **Camera record** | Yes | Yes | Yes | No |

*Table continues on the following page.*

| Features | Microsoft Stream[03] | Vimeo | WeVideo | YouTube (Private Channels) |
|---|---|---|---|---|
| **Record live events** | Yes – With Teams. | Varies – Live streaming is only available with the Advanced or OTT plans. | No | Yes |
| **Embedded assessments, quizzes, and polls** | Yes – Available in Stream (Classic) and coming soon to Stream (in SharePoint). | Varies – Only available with live streamed events in the Advanced or OTT plans. | No – Available with separate subscription to Play Posit only. | No |
| **Automatic text-to-speech recognition and transcription for closed captioning and subtitles** | Yes – Available in over 20 languages and dialects. | Varies – English only. Automatic closed captions available only with select plans. | Varies – English only. Automatic subtitles available only with select plans. | Yes – Available in ten languages. |
| **Filters, video enhancements, and trimming** | Yes – Add filters, text, pen, or photos on top of your recording. Users also can change their backdrop or use their screen as a backdrop while presenting. | Yes – Add additional media, scenes, text, and graphics after recording. | Yes – Add additional media, scenes, text, and graphics after recording. | Some – Trim video, add audio, blur faces, and add an end screen. |
| **File organization** | Store video files along with other files in M365. Files can be organized into folders, libraries, Teams, sites, and Communities. | Video files only. | Video files only. | Video files only. |
| **Analytics** | Yes – See the trend of views and unique visitors over time as well as names of users viewed the file. A retention heatmap shows which part of the video got viewed the most. | Yes – See the trend of views and drop offs as well as where users are viewing link and on what device. | No | Yes – See the trend of views, watch time, and audience retention as well as the reach, en-gagement, and audience of videos. |
| **Privacy and Security Controls** | • Multi-factor authentication.<br>• Allows for password protected files.<br>• Restricts video access to specific people, groups, or organizations. | • Two-factor authentication.<br>• Allows for password protected files.<br>• Restricts video access to specific people, groups, or organizations. | Information unavailable. | • Multi-factor authentication.<br>• Restricts video access to specific people, groups, or organizations. |

# Ensuring video security and privacy

Privacy and safety become a concern when educators and school leaders record content with personally identifiable information (PII) or when students begin creating content. Schools are required to maintain student privacy and safety when engaging with video hosting and creation services.

## Meeting students' privacy needs

Laws and standards like the Family Education Rights and Privacy Act (FERPA), the Children's Online Privacy Protection Rule (COPPA), and the Age Appropriate Design Code (AADC) regulate privacy and protect sensitive data when schools use educational software.[04]

Under FERPA, videos become a part of the education record when they are directly related to a student and maintained by the educational institution.[05] Therefore, recordings of live school or classroom events, like hallway incidents on school surveillance or recordings of student presentations, that contain PII like disciplinary action and student educational records, should be safeguarded and accessible by district staff to comply with federal laws.[06]

Explore all that Microsoft Stream has to offer at https://www.microsoft.com/microsoft-365/microsoft-stream.

Alternatively, if students create or access video content, districts need to be aware of what information is collected from their students by the video hosting and creation solution. While companies are responsible for complying with COPPA, it is critical that schools review how student information is collected by third-party companies to maintain student privacy.

Unlike Vimeo, WeVideo, and YouTube, Microsoft Stream hosts video content on the same platform as other educational files so leaders and IT administrators have easy access to privacy permissions. Microsoft 365 A5 with the Compliance add-on incorporates eDiscovery, legal hold, retention, and data loss prevention (DLP) policies to protect sensitive information.[07] This enables administrators to securely retain files like videos when a triggering event occurs. Additionally, Microsoft 365 A5 with the Security Add-on allows IT administrators to act on any video files that might need changes to permissions.[08]

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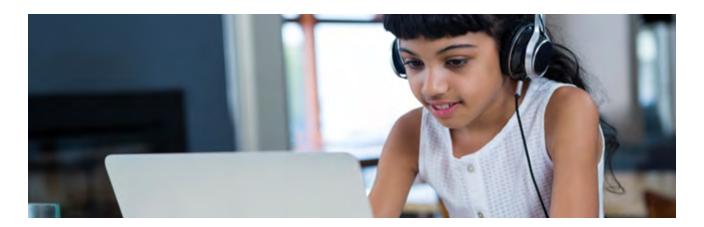
## Securing students' safety

To address the cybersecurity performance goals established by the Cybersecurity and Infrastructure Security Agency (CISA), school districts that utilize video content need a video hosting and creation service that effectively mitigates unauthorized access and breaches through multifactor authentication (MFA), password requirements, and account privilege segmentation.[09]

Microsoft Stream is also protected by Microsoft 365 A5 access management tools.

- Microsoft Purview Customer Key ensures that all video files are encrypted at rest. It also helps schools meet regulatory or compliance obligations for controlling root keys with cloud service providers all in one subscription.

- Microsoft Defender for Cloud Apps helps administrators identify and combat cyberthreats.

- Multifactor authentication (MFA) minimizes the likelihood of unauthorized users accessing content or account information.

- Azure Active Directory Premium Plan 2 provides advanced identity protection and privileged identity management capabilities.

In comparison, Vimeo offers custom permissions and directory provisioning with their Enterprise plan only.[10] Their solution also relies on two-factor authentication, not MFA. No information could be located for WeVideo regarding their security settings.

# Engaging and accessible learning

Videos, when used appropriately for instructional purposes, can engage and motivate students and positively impact learning outcomes.[11] With the right features, videos can support learning for all students both in and out of the classroom.

## Supporting learning anywhere, anytime regardless of connectivity

According to a 2021 survey, 98% of educational institutions reported that at least some students would take a hybrid course in the 2021-2022 school year and over 80% reported that they use video solutions for staff meetings and synchronous instruction, making it essential to engage staff and students in learning anywhere, anytime.[12]

Videos embedded in a common learning platform along with other instructional materials support productivity, organization, and engagement. Microsoft Stream is embedded within OneDrive* and Teams for Education so users can manage, share, and comment on videos without leaving the learning platform. Schools that use Vimeo, WeVideo, or YouTube private video channels must leave their common learning platform, like Teams for Education, and navigate to a different video hosting service to perform similar tasks.

Only select Vimeo and YouTube plans allow users to live stream their own camera or screen. In contrast, Microsoft Stream enables educators to easily record Teams meetings, produce video content, and share videos with students or colleagues. Whether it is a missed class or a late faculty meeting, Stream videos increase presence so that everyone can participate and remain engaged in learning through live streaming or recorded videos. Publishing recorded meetings on platforms like Vimeo, WeVideo, or YouTube requires multiple steps and time spent downloading and uploading files.

With Microsoft Stream, viewers can also download videos for offline viewing so that learning continues when internet access is spotty or unavailable. Video creators also retain control over who has permission to download. Solutions like YouTube, Vimeo, or WeVideo require a secondary application or additional plan cost for users other than the video creator to download.

## Making learning accessible for all through video transcription

According to the National Center for Education Statistic (NCES), 7.2 million students, or 15% of all public school students, received special education services during the 2020-2021 school year.[13] When it comes to accessing video content, people with vision, hearing, motor, and cognitive disabilities may experience unique barriers to learning. School staff should consider accessibility when creating video content to eliminate these barriers for all learners and avoid potential legal challenges due to inaccessibility.

Microsoft Stream automatically transcribes speech in over 20 languages and dialects, which makes videos accessible for people who are deaf or hard of hearing and speakers of other languages. After speech is transcribed, all users can do a deep search in the video to jump to the exact point in a video that has the information they seek. Users can even search anywhere in Microsoft 365 or use Microsoft Search in Bing to locate a video that they created, that was shared with them, or that is housed in their school or classroom SharePoint based on what was said.

Incorporating transcriptions also provides closed captions to help viewers follow along. Services like Vimeo and WeVideo provide automatic transcription and closed captioning, but only certain paid plans and only in English. WeVideo, Vimeo, and YouTube do not allow users to search through both their video and non-video files for words used in a video transcript.

High school mathematics teacher, Stephanie Ruggerio,[14] uses closed captioning to make math more accessible for her students that are multilingual. Subtitles can be uploaded in over 80 languages.

> " **I turn on closed captioning for my English language learner students and others who have hearing issues. They can follow everything that way.**"

## Assessing learning using analytics

Microsoft Stream delivers advanced analytics that help creators understand how their videos are being viewed.[15] This includes statistics on trends, viewer retention, and who watched a video. This information can help educators track student progress and engagement over time, a feature that is unavailable in Vimeo, WeVideo, and YouTube.

Microsoft Stream on SharePoint will soon seamlessly incorporate quizzes, forms, and polls into video content to assess student learning and allow learners to engage with the video.[16] With Stream, educators can embed assessments as interactive elements in a video's scrubber so that it does not affect the media content. Solutions from Vimeo and YouTube require a secondary application in order to include interactive video elements. WeVideo offers a similar solution through Play Postit, but is only available with a district enterprise subscription and requires creators to integrate the two platforms.

# Conclusion

It is imperative that school districts select a secure, private video hosting and creation platform that not only allows students and staff to view information, but also engages learners with video in a way that is accessible for all.

> **The features and capabilities included in Microsoft Stream with the Microsoft 365 Education A5 license with Security add-on, offer a better overall value for private video streaming than solutions such as WeVideo, Vimeo, and YouTube.**

Microsoft Stream offers K-12 users a multitude of benefits all as a part of the Microsoft 365 Education A5 license, including:

- Secure and private video creation and hosting services

- Access to learning through video content anywhere and anytime

- Accessibility tools, like automatic transcription and closed captioning, that remove barriers for all learners

- Advanced analytics that help educators and school leaders track progress and engagement

Microsoft Stream is also available in a central learning platform, Teams for Education, cost-free with Microsoft 365 and allows for the creation and sharing of both synchronous and asynchronous video content. For these reasons, Microsoft Stream is the ideal choice for school leaders, IT administrators, educators, and students.

- Get started with Microsoft Stream at https://www.microsoft.com/microsoft-365/microsoft-stream.

- Want to learn more? Explore support resources at https://support.microsoft.com/microsoft-stream.

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## Sources

01  State of Video in Education 2022
02  The Impact of Video in the K-12 Classroom: A scoping study of instructional video research
03  Current features and upcoming roadmap for Microsoft Stream (on SharePoint); Stream (on SharePoint) FAQ
04  FERPA; COPPA
05  Family Educational Rights and Privacy Act Regulations (FERPA)
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12  State of Video in Education 2022
13  Students with Disabilities - NCES
14  Union County Public Schools Customer Story
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16  Add a survey, poll, or quiz to a Microsoft Stream video