

<p><b>Approved By:</b> Northeastern State University Executive Cabinet</p> <p><b>Responsible Official:</b> Academic Affairs (918) 444-2060 <a href="mailto:academicaffairs@nsuok.edu">academicaffairs@nsuok.edu</a></p>	<p><b>History:</b> Adopted – April 7, 2026</p> <p><b>Related Policies:</b></p> <p><b>Additional References:</b></p> <p><b>Forms:</b></p>
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# Zoom and Echo 360 Deletion and Archive Policy

## 1. Purpose

Northeastern State University (NSU) is committed to responsible management of digital media assets used to support teaching, learning, academic continuity, and business operations. This policy establishes consistent practices for the creation, duplication, archiving, and deletion of media content generated in Zoom and stored in Echo360. It ensures that content is managed in alignment with institutional needs, data lifecycle best practices, privacy, accessibility, and institutional compliance with regulatory and accreditation requirements.

By defining procedures for recording, retaining, archiving, and deleting, NSU seeks to:

- Preserve the accessibility of essential institutional materials.
- Promote efficient use of system storage.
- Protect privacy and intellectual property.
- Maintain compliance with FERPA, accreditation standards, and federal mandates.

## 2. Scope

This policy applies to all NSU faculty, staff, and authorized users who create or manage media content in Zoom and/or Echo360.

- **Zoom:** Where users choose to record, this policy applies to all recordings created using NSU-licensed Zoom accounts.
- **Echo360:** Applies to all playable media stored in Echo360, including audio, video, interactive, and spherical (360°) media. (Excludes unsupported files such as presentations or polls.)

### 3. Policy Statement

Zoom is used as a conferencing tool. Zoom and Echo360 are recording platforms; Echo360 serves as NSU’s system of record for institutional media content. All media in Zoom and Echo360 are subject to archiving and deletion according to established timelines and procedures. Users are responsible for ensuring that essential institutional content (regardless if created in either of these platforms) is properly retained within established timelines and procedures for Zoom and Echo360. Media from other sources can be uploaded into Echo360 and are subject to established timelines and procedures.

### 4. Procedures

#### A. Recording Configuration

- All Zoom cloud recordings must be initiated using an **NSU Zoom account** [properly linked to Echo360](#).
- Titles of Zoom recordings are proprietary and are duplicated in Echo360 without modification.
- Zoom cloud recordings using the ‘Record to the cloud’ setting are automatically duplicated in Echo360 at the end of the Zoom recording session. These are made available within the user’s **Echo360 Library**.
- Zoom recordings using the ‘Record to this computer’ setting are stored on the user's device and require user action to upload video(s) to Echo360.

#### B. Storage and Retention

- Zoom cloud recordings are moved from Zoom accounts to a Trash folder every **120** days.

- Users can soft-delete Zoom recordings. All deleted recordings are moved to the Trash folder.
- Zoom recordings in the Trash folder are permanently deleted after **30** days.
  - Note: Zoom recordings from NSU accounts are automatically duplicated in Echo360.
- Echo360 serves as a system of record for video content. Deleting from Zoom does not remove recordings from Echo360.

### C. Zoom Recording Maintenance

- Users are responsible for verifying that Zoom recording duplications are present in Echo360 prior to the Zoom recording deletion dates.
- Users are responsible for uploading locally saved videos to Echo360.

## 5. Echo360 Storage and Maintenance

- Content Archive Time (select one option, managed by administrators.)
  - Automatic Archival Timeline: Media not viewed within the past **24** months will be automatically archived.
- Archival Characteristics:
  - Archived media is moved to cold storage but is not deleted.
    - Note: Cold Storage is Echo360 terminology, similar to the Zoom Trash folder.
  - Archived media is removed from course visibility, analytics are paused, but it is fully recoverable.
  - Media creators may request removal from archive status at any time through **NSU Online**.
- Echo 360 Deletion Characteristics (Soft Delete, managed by user)
  - User-Initiated Deletion. Media deleted by a user is moved to the Recycle Bin and held for **12 months**. The Recycle Bin retains content, removing the ability to share. Media is not visible from the Echo360 Library, analytics are paused, but media is recoverable.

- Permanent Deletion. After the **12-month** retention window, media is permanently and irretrievably deleted from Echo360 servers.
- Restoration  
During the retention window, users may restore media via the Recycle Bin or request support from NSU Online.

## 6. Administrative Oversight

- Archive and Deletion timeframes are set by Academic Affairs with consultation from other divisions.
- The Executive Director of NSU Online serves in the administration role.
- Regular audits may be performed to ensure alignment with course delivery cycles, storage management, and accreditation expectations.

## 7. Responsibilities of NSU Users

- Verify that Zoom recordings are successfully duplicated into Echo360 prior to Zoom deletion timelines.
- Upload locally saved media to Echo360 if recordings were stored on personal devices.
- Publish recordings to approved platforms (e.g., Blackboard Ultra) for institutional use.
- Maintain accurate titles, descriptions, and playback settings for clarity and accessibility.
- Ensure recordings containing student data are only shared within FERPA-compliant systems.
- Annually review Echo360 content to determine whether to retain, archive, or delete.

## 8. Training and Support

- NSU Online provides ongoing development and support on Zoom and Echo360 for media management, course integration, and compliance.
- Support is available through NSU Online at 918-444-5855 or [nsuonline@nsuok.edu](mailto:nsuonline@nsuok.edu).

- [Zoom tutorials](#)
- [Echo360 tutorials](#)

## 9. Compliance

Failure to follow this policy may result in:

- Loss of institutional or other content.
- Non-compliance with FERPA, ADA, or accreditation standards.
- Restriction of Zoom or Echo360 access.

## 10. Review Cycle

This policy will be reviewed annually by the Office of Academic Affairs in consultation with NSU Online, or sooner if platform capabilities or federal regulations change.