**Video Conferencing Certification Proposal**

Particularly during the COVID pandemic and its aftermath, video conferencing has become an important skill for communication, and will be essential for not only securing many jobs, but for the day-to-day work of those jobs as well. There are multiple different types of video conferencing programs that can be used for free, such as Google Meets, Skype (and Skype for Business), Microsoft Teams, and Zoom. While each of these programs are slightly different, they function similarly in many important ways and this rubric attempts to assess some of the most common and most essential skills in video conferencing, as well as some more advanced knowledge. These basic skills include: downloading a video conferencing application and creating an account, accessing a meeting through a provided link, creating and sharing a meeting link, muting and un-muting audio and video, and exiting a meeting. More advanced skills include: creating break-out groups, renaming yourself, using the waiting room and lock meeting functions, and changing program settings. The purposes of this assessment will be twofold: to identify areas where additional practice and instruction are needed, and to provide a certification for participants who have demonstrated proficiency in video conferencing technology.

**Northstar Skills Used**

Computer Basics:

8. Demonstrate appropriate use and ability to right-click and left-click

9. Double click and right click

11. Use mouse to select check boxes, use drop-down menus and scroll

12. Adjust volume and mute audio

13. Plug in headphones correctly and use when appropriate

Internet Basics:

8. Identify a hyperlink and demonstrate the ability to use a hyperlink to access other webpages

14. Identify search engines (Google, Yahoo!, Bing) and enter search terms into the search engine.

Windows:

7. Start and exit programs

14. Open programs

MacOS:

5. Use Finder to locate files, folders, and applications.

8. Open applications using the Application Folder.

10. Open applications using the Dock.

11. Close and switch between applications.

Email:

4. Log into email

5. Create an email message

6. Address an email, including to more than one recipient

7. Send an email

8. Open an email

**Basic Skills**

1. Download your chosen video conferencing program
2. Create an account
3. Open a link to a video meeting
4. Create a link to a video meeting
5. Invite people to the meeting (from within the call)
6. Mute and un-mute audio
7. Mute and un-mute video
8. Switch to phone audio from computer audio (very useful if you have slow wifi)
9. Send a message in the chat
10. Enter or exit a breakout group
11. Use the raise hand and reaction features
12. Share screen/present
13. Toggle between speaker view and gallery view
14. Leave meeting
15. End meeting for all

**Advanced Skills**

1. Schedule a video meeting in Google Calendar
2. Edit your screen name
3. Enable the waiting room
4. Lock the meeting
5. Create breakout groups, automatically and manually
6. Access host settings
7. Correctly identify the logos and appearances of multiple video conferencing programs, such as Zoom, Google Meets, and Microsoft Teams.
8. Identify and practice the basics of video conferencing etiquette, such as when to mute/unmute, appropriate background settings, and announcing your arrival and departure

**Evaluation based on skills:**

Participants will be assessed based on basic and advanced skills only (Northstar skills are for reference, but are incorporated in the skills specific to video conferencing). Correctly displaying 13/15 basic skills would be approximately 86% for a passing score. For participants to achieve an advanced video conferencing certification, they would have to correctly perform all basic skills and 5/6 advanced skills. I have separated the rubric into basic and advanced, because the advanced skills aren’t absolutely necessary for someone who isn’t planning on hosting larger meetings. Additionally, proctors may want to tailor the assessment to a particular video conferencing technology, in which case some of the skills may not be applicable, and the scoring system would have to change.

It would be easiest for this assessment to be conducted in person. However, in many cases that won’t be possible. There can be some flexibility as to how this assessment would be conducted over the internet, as most participants will probably have to have some facility with a video conferencing program in order to even be taking a video conferencing workshop. Proctors can feel free to tailor the skills to fit the needs of the participant, and can choose whether to give them points for skills that they likely had to demonstrate prior to meeting the instructor (such as downloading the video conferencing program, creating an account, and joining a meeting) or delete those skills from the rubric.