What is Zoom and why should I care?
Using Zoom, Cloud Based Video Web Conferencing System: to Enhance a college course and/or program

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What is Zoom?
• Zoom is an easy to use cloud based video web system that allows an individual to conduct a video conference with excellent HD quality voice and HD video capabilities.

What is Cloud computing (CC)?
• Cloud computing (CC) provides the end-user with an opportunity to transfer data (i.e. files, video, sound) with limited amount of hardware and software that might be required in a non-cloud setting (Paul & Dangwal, 2014).

Brief Overview of Zoom

- Created in 2011 by experienced Engineers from Cisco and WebEx.
- Can conduct simple online meetings, and group messaging into one easy-to-use platform.
- Excellent video, audio and screen-sharing experience with all platforms (i.e. Windows, Mac, iOS, Android, Blackberry etc.)

Some Features of Zoom

- Makes collaboration easy (i.e. share your screen)
- Shows who is speaking
- Team meetings can be held via Video or without Video (do not need a web camera)
- A chat program is embedded within the application
- Whiteboard presentation
- Record meetings and share with participants via a Course Management System (i.e. e-mail, Blackboard)
- Share documents (i.e. M.S. PowerPoint, Word documents)
- Can participant via phone, Android, PC or Mac computer
- Meetings can be held for one-on-one interaction or up to an 100 individuals

Cloud Video Capabilities

<table>
<thead>
<tr>
<th>Feature</th>
<th></th>
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<tbody>
<tr>
<td>HD Video</td>
<td>X</td>
</tr>
<tr>
<td>HD voice</td>
<td>X</td>
</tr>
<tr>
<td>Dynamic audio detection</td>
<td></td>
</tr>
<tr>
<td>Full screen and gallery view</td>
<td>X</td>
</tr>
<tr>
<td>Dual stream for dual screens</td>
<td>X</td>
</tr>
<tr>
<td>Join by telephone call</td>
<td>X</td>
</tr>
</tbody>
</table>

Source: https://zoom.us/pricing
**How much does it Cost?**

<table>
<thead>
<tr>
<th>Participants</th>
<th>Basic (9 host accounts)</th>
<th>Pro (9 host accounts)</th>
<th>Business (10 host or more accounts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>join free</td>
<td>Free</td>
<td>$9.99 per host/month</td>
<td>$14.99 per host/month</td>
</tr>
<tr>
<td>100 or 200</td>
<td>$49.99</td>
<td>$54.99</td>
<td></td>
</tr>
<tr>
<td>participants</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>1 to 1 meetings</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Group meeting</td>
<td>40 minutes per meeting</td>
<td>Unlimited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>duration</td>
<td></td>
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Source: https://zoom.us/pricing

**Zoom: Possibilities & Higher Education**

- Meet with colleagues across the school district and/or across the country for a team meeting, discuss a project, lesson and/or future idea for a presentation related to a conference and/or symposium.
- Meet with an advisor to work on a research paper, thesis or dissertation.
- Communicate/collaborate one-on-one with students during non-classroom times to assist students with assignments and projects.
- Use the application at a distance to meet with the class as if the class were meeting face-to-face.
- Share Microsoft PowerPoint presentations (final projects, papers etc.) with an online class session.
- Provide opportunities for students to listen to each other while participating in a Distance Education and/or Blended Learning Course.
- Provides opportunities to students to communicate with guest speakers, scholars and experts and ask them questions even though they may be miles apart.
- Participate with Regional, National or International Conferences (i.e. Virtual Participation or Attendance)
- Can be used as a vehicle with Telemedicine: Health Professions & Patients
- Use the tool to have virtual office hours (Totally online course or Blended Learning course).