

Intellectual Property Protocol and Assessment for Distance Learning

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eCore®

- First two years of college online
- USG collaborative program
- 25 courses
- 6 affiliate institutions



Collaborative development

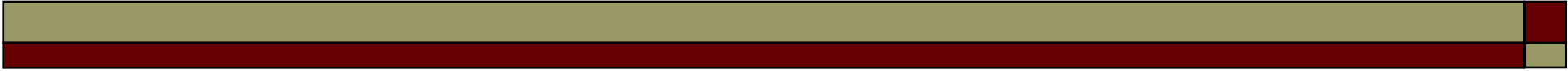
- Instructional designer
- Programmer/graphic designer
- Faculty developers

- IDD Manager
- IP Manager



Planning

- ❑ Establish a protocol
- ❑ Train the design team
- ❑ Assign status to IP
- ❑ Assess IP



1. BOR created and owns the work

2. The work is in the Public Domain

3. Work was created and owned by BOR faculty & acquired by BOR through a Contribution to a Collective Work agreement

4. Link to the work if the link is stable

5. Link or refer to the work in GALILEO

6. Apply the TEACH Act

7. Place the work on e-reserves

8. Apply Fair Use

9. Secure a license through the copyright holder

Establish a Protocol

- The IP is created and owned by USG
- The IP is in the Public Domain
- The IP was created and is owned by USG faculty & acquired through a Contribution to a Collective Work agreement
- The IP is linked to another website

Establish a Protocol (cont.)

- The IP is linked or referenced to GALILEO if:
 - The full text is available in GALILEO *and*
 - The database is available off campus.

Establish a Protocol (cont.)

- The TEACH Act is applied if:
 - The use of the IP is comparable to that of a class session *and*
 - IP cannot be retained or disseminated (streaming media, right click disabled).

Establish a Protocol (cont.)

- Apply Fair Use if:
 - The purpose of the use is educational *and*
 - The nature of IP is non-fiction *and*
 - The amount used is limited *and*
 - The market effect is none or minimal.

Establish a Protocol (cont.)

- Secure a license through the copyright owner if:
 - The IP is produced & marketed specifically for distance education *or*
 - The IP is not otherwise available *and*
 - The IP is the only suitable work.

Train the design team

- The instructional designer is the liaison between faculty developers and IP manager
- Consider many options and understand limits of time, budget and owner prerogative



Train design team (cont.)

- Complete source needed at outset
- Update USG copyright policy & training on copyright

Assign Status to IP

- Each piece of independent content is assigned a status according to the protocol
- Even pieces created by USG were documented
- IP must be essential to pedagogy

Assign Status to IP (cont.)

- IP is ranked by cost and effort
 - Minimum
 - Moderate
 - Considerable

Assess the IP

- Designer makes recommendations
 - Continue use
 - Discontinue use
 - Use a substitute
 - Further evaluation needed



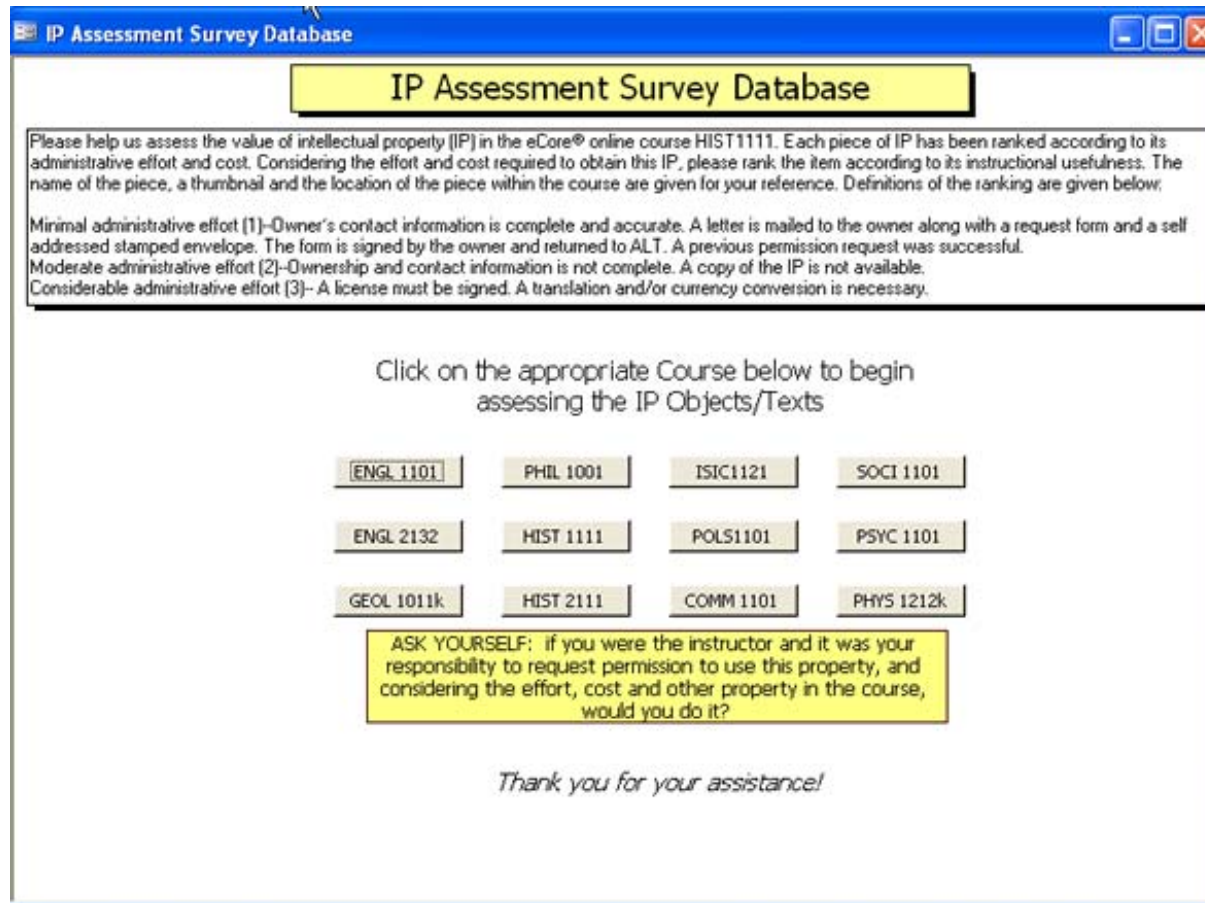
Implementation

- Costs:
 - Part time IP manager
 - Part time student to develop the Assessment Tool
 - Licensing fees

Implementation (cont.)

- Benefits of part time IP manager
 - Frees up the design team's time
 - Ensures uniform processes for documentation
- Benefits of “life of course” strategy
 - Reduces fees in the long term
 - Reduces administrative costs

Assessment Tool portal



The screenshot shows a web browser window titled "IP Assessment Survey Database". The page has a blue header bar with the title. Below the header, there is a yellow box containing the title "IP Assessment Survey Database". A text box explains the purpose of the survey: "Please help us assess the value of intellectual property (IP) in the eCore® online course HIST1111. Each piece of IP has been ranked according to its administrative effort and cost. Considering the effort and cost required to obtain this IP, please rank the item according to its instructional usefulness. The name of the piece, a thumbnail and the location of the piece within the course are given for your reference. Definitions of the ranking are given below." The text box also lists three levels of administrative effort: (1) Minimal, (2) Moderate, and (3) Considerable. Below this, a central instruction reads: "Click on the appropriate Course below to begin assessing the IP Objects/Texts". There are twelve buttons arranged in a 3x4 grid, each representing a course: ENGL 1101, PHIL 1001, ISIC1121, SOCI 1101, ENGL 2132, HIST 1111, POLS1101, PSYC 1101, GEOL 1011k, HIST 2111, COMM 1101, and PHYS 1212k. A yellow box with a question asks: "ASK YOURSELF: if you were the instructor and it was your responsibility to request permission to use this property, and considering the effort, cost and other property in the course, would you do it?". At the bottom, a message says "Thank you for your assistance!".

IP Assessment Survey Database

Please help us assess the value of intellectual property (IP) in the eCore® online course HIST1111. Each piece of IP has been ranked according to its administrative effort and cost. Considering the effort and cost required to obtain this IP, please rank the item according to its instructional usefulness. The name of the piece, a thumbnail and the location of the piece within the course are given for your reference. Definitions of the ranking are given below.

Minimal administrative effort (1)-Owner's contact information is complete and accurate. A letter is mailed to the owner along with a request form and a self addressed stamped envelope. The form is signed by the owner and returned to ALT. A previous permission request was successful.
Moderate administrative effort (2)-Ownership and contact information is not complete. A copy of the IP is not available.
Considerable administrative effort (3)- A license must be signed. A translation and/or currency conversion is necessary.

Click on the appropriate Course below to begin assessing the IP Objects/Texts

ENGL 1101 PHIL 1001 ISIC1121 SOCI 1101

ENGL 2132 HIST 1111 POLS1101 PSYC 1101


GEOL 1011k HIST 2111 COMM 1101 PHYS 1212k

ASK YOURSELF: if you were the instructor and it was your responsibility to request permission to use this property, and considering the effort, cost and other property in the course, would you do it?

Thank you for your assistance!

Sample IP screen

Location: 7.2.5
Media: photo
Description: The Great Bath
Source: free but contact
Administrative Effort Rating: 1
Fee: \$0.00



Record Number: 46

Possible Recommendation: Please accept or reject recommendation:

Instructional Value: Object Recommendation:

If Administrative Effort Rating is 3 and object recommendation is Continue Use, please explain briefly why you think this piece should be continued.

Alternative/Replacement Information:

This item can be linked. Please provide url, if possible:

This text can be placed on e-reserves.

An alternative translation of this text can be used.

If revision is needed, what steps need to be taken?

Rewrite Text
 Recreate Object
 Find Alternative

How much revision is required?:

Comments:

Record: 46 of 110

Benefits

- Time savings from “life of course” strategy
 - From 191 in 2005 to 5 in 2006
- Tighter construction of courses
- Easier to maintain courses
- Reduced need for USG signatures
- Applying exemptions appropriately

Lessons Learned

- ❑ IP management must be integral to course development and revision
- ❑ Permission acquisition process affects course content
- ❑ IP management should be systematic
- ❑ Successful assessment requires planning and clear communication

Resources

- BOR Copyright & Fair Use
 - <http://www.usg.edu/legal/copyright/>
- Georgia Harper
 - <http://www.utsystem.edu/ogc/intellectualproperty/gkhbio2.htm>
- Lolly Gassaway
 - <http://www.unc.edu/~uncInG/gasaway.htm>
- Center for IP & Copyright in Digital Environment
 - <http://www.umuc.edu/cip/>
- U. S. Copyright Office
 - <http://www.copyright.gov/>

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