Copyright Conundrums
Managing Your College Campus

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What is your title?
What does that title mean?

<table>
<thead>
<tr>
<th>TITLES</th>
<th>UMBRELLAS</th>
<th>OTHER</th>
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<tbody>
<tr>
<td>Copyright-go-to-person</td>
<td>Coordinator of Access Services</td>
<td>?</td>
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<td>Copyright Liaison</td>
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<td>Copyright Librarian</td>
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Philosophy

✧ Show you’ve attempted to take the honorable path.
✧ Work together with others to find the best answer.
✧ Evaluate who you’re working with & their copyright knowledge
  ✧ Students
  ✧ Veteran Faculty
  ✧ New Faculty
  ✧ Staff & Campus Community
  ✧ Publishers
  ✧ Other library professionals
✧ Document, document, document
✧ Give options and let the user decide.
✧ Be as quick as possible.
Take Action

1. Educate yourself.
2. Devise a means of keeping records.
3. Form policies and access to them.
4. Form a committee that deals with copyright concerns.
5. Develop a process for working with diverse groups of people.
6. Consult the experts.
7. Educate students when you can.
Education

◊ Online courses
  ◇ Have technicians and library staff educate themselves as well
◊ Read blogs
◊ Designate a day a week/month for updating your knowledge base
◊ Readings
Does anyone have a better way of doing this? Do you have a way you can search your records?

**Record Keeping**

**Digital**
- Online folders by Person’s Name
  - Example: Oberlin, Jessica
  - Emails
  - Notes on conversations
  - Contact with publishers
  - Forms
- Copy/forward to a staff employee

**Paper**
- I try to avoid this
- Older data
- Personal notes – ALL of them
- Staff employee keeps files
  - Currently by year
Webpage & Documentation

✧ I need to update this.
✧ Linking to already awesome resources
✧ Clear policies
✧ FAQs
✧ Contact information
We just got a bill from an organization claiming our students used their web images without permission.

Faculty members want me to copy old VHS tapes onto a DVD format for them, what do I do?

I’m being asked to copy large portions of text for faculty’s classes. How do I handle this?

How can we better educate students about copyright?

Will the library pay for copyright fees for academic departments?

Copyright Guidance Committee

PEOPLE
- Copyright Librarian
- Director of Library
- Provost
- Student Programs Supervisor
- Chief Information Officer
- Media Services Coordinator
- Bookstore Manager
- Faculty Member

DISCUSSIONS
- Meet when needed
- Complicated questions/situations
- Other policy issues come up
- Trademark & Patents discussed as well

Ends with solutions: “The Committee suggests…”
Working with Faculty

✧ Resistance
✧ Institutional Repositories
✧ Online Reserves – Moodle
✧ Campus Workshops
✧ “The Committee has decided…”
✧ Forms
✧ “60 seconds or less…”
Campus Speaker

◊ Speak on campus yourself
◊ Invite an expert speaker
  ◇ $ costs associated with this ($500)
    ◇ Attorney fees
  ◇ Librarian, but also lawyer
  ◇ Skype is less expensive
◊ Have campus community submit their questions beforehand
◊ Answer questions yourself after the session
◊ Sometimes means more coming from an outside source.
◊ Some technology set up if doing this virtually
◊ Ask if you can record the session so those who can’t be there can view it later.

Donna L. Ferullo, J.D.
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“Managing Copyright in Higher Education: A Guidebook”
Student Organizations & Clubs

✧ The problem: We owe you what?!
✧ The solution: Committee decides to educate students
  ○ Leadership day
  ○ Presentation by Copyright Librarian & Director of Student Programs
  ○ FUN
  ○ Formative Assessment built into presentation
  ○ Gave away mini-prizes for volunteers – buttons.
  ○ More productive and effective than I ever thought!

See student PowerPoint presentation post on PaLA website.
You are free to use this presentation with proper attribution and citation. ☺
Questions?

- What are major concerns at your institution about copyright?
- What new ideas can you share with the group?
- What resources do you consult for help?
- How do you work with faculty/students/staff to educate them?