



## MOOCS AND COPYRIGHT MANAGEMENT FOR ONLINE COURSES

December 6, 2013 :: 1:00 - 2:30 p.m. EST

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*Have you considered the copyright issues associated with integrating MOOCs in your curriculum?*

### OVERVIEW

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MOOCs have the full attention of higher education. Faculty, academic leaders, and students will ultimately determine the evolution, direction, viability, and value of MOOCs. However, when considering whether to integrate MOOCs into curricula, institutions must carefully consider copyright issues such as **ownership, fair use, and the TEACH Act**.

Join us online as we address major copyright issues that can arise from institutional creation of, or participation in, MOOCs. This webcast will provide a broad understanding of key copyright issues related to MOOCs, including:

- Work made for hire
- Fair use
- Third party provider and permission seeking

### LEARNING OUTCOME

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After participating in this webcast, you will be able to apply copyright laws more appropriately in creating and using MOOCs.



## WHY YOU NEED TO ATTEND

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This webcast will be most appealing to faculty, academic administrators, and librarians who are being asked to help smooth the transition from face-to-face classrooms and online courses to MOOCs. Since the law has not caught up with the technology, you have to assist with this transition based on what you know and what you can imagine about how the law might treat this important phenomenon.

# AGENDA

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**FRIDAY, DECEMBER 6, 2013**

**1:00 - 2:30 p.m. EST**

- ➔ **Ownership of course content**
  - Work made for hire
  - Joint authorship
  - Contractual relationships
- ➔ **Using third-party materials**
  - Transformative fair use
  - Class assignments (permission)
  - Linking to course sites
- ➔ **TEACH Act and MOOCs**
  - Closed online courses
  - Criteria for MOOCs
- ➔ **Wrap-Up: Policy and planning implications for your campus**



# INSTRUCTOR



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**KEVIN L. SMITH, J.D. / Director, Copyright and Scholarly Communication, Perkins Library**

*Duke University*

As Duke University's first scholarly communications officer, Kevin Smith's principle role is to teach and advise faculty, administrators, and students about copyright, intellectual property licensing, and scholarly publishing. Before moving to Duke in 2006, Kevin, a librarian and a lawyer, served as the director of the Pilgrim Library at Defiance College in Ohio, where he also taught constitutional law. He is a member of the provost's Intellectual Property Board at Duke and is chair of ACRL's Research and Scholarly Environment Committee.

Kevin Smith has contributed to a number of AI events both in-person and online—advising hundreds of higher education administrators. His previous events include:

- Copyright Law: Practical Application and Training (Conference)
- Copyright and Fair Use: Compliance Guidelines for Faculty (Webcast)
- Copyright and Faculty Rights (Webcast)
- Libraries and Copyright in a Digital Age (Webcast)
- Managing Copyright Use, Ownership, and Policy (Conference)

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### **CLE Continuing Education Credits**

Academic Impressions law-related events are applicable for Continuing Legal Education (CLE) credits in the state of Colorado. This program has been approved for continuing legal education credit in the state of Colorado. Credit may be granted by states outside of Colorado, but credit decisions are at the discretion of individual state boards.



# IMPORTANT INFORMATION

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## LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. **If you have any technical or purchasing questions, please contact us at 720.488.6800.**

## LIVE WEBCAST CONNECTION

With a single site connection you can invite as many people as you like to watch and listen to the webcast from the same computer. You'll also receive an electronic link to the presentation materials and handouts as well as additional resources referenced during the live event. Following the webcast you'll receive an email that contains a link to the recorded webcast (link active for 60 days). Additional site connections are also available for \$195.

## CD RECORDING OF LIVE WEBCAST

We record the audio and visual portion of all live webcast events and make them available in two forms; as a CD or as an electronic download. CD recordings are mailed with a bound copy of the presentation materials and handouts approximately 10 business days following the live webcast date.

## ON-DEMAND DOWNLOAD OF LIVE WEBCAST (180 DAY LICENSE)

We record the audio and visual portion of all live webcast events and make them available in two forms; as a CD or as an electronic download. On-demand downloads are available through an internet link sent via email approximately 10 business days following the live webcast date (links are active for 180 days).



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

# REGISTRATION FEES

Make the most of the presentation: purchase a live connection and invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. **Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

**Best Value**

Live webcast connection  
+ CD recording - \$525 USD

Total \_\_\_\_\_

**Live Webcast Connection**

Live connection - \$350 USD

Additional connections:  
\_\_\_ X \$195 USD each

Total \_\_\_\_\_

**Webcast Recording**

CD-ROM recording - \$350 USD   
(\$35 shipping fee outside US & Canada)

180-day on-demand  
download - \$350 USD

Total \_\_\_\_\_

**TOTAL PRICE:** \_\_\_\_\_

### EARLY BIRD PRICING

Postmarked on or before November 29, 2013. After November 29, 2013, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

### REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by October 4, 2013. A \$75 processing fee will be assessed. After October 4, 2013 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only. Purchasing questions, please contact us at 720.488.6800.

**By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.**

Visit our website to register online:

<http://www.academicimpressions.com/webcast/moocs-and-copyright-management-online-courses>



# ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES



## SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

## WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

# REGISTRATION FEES

## WEBCAST REGISTRATION

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Print Name Job Title

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Institution/Organization

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Address Fax

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City State/Province Zip/Postal Code Country

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Telephone Email

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

## ADDITIONAL CONTACT INFORMATION

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Additional Contact Name Contact Phone

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Additional Contact Email Additional Contact Title



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We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

**CREDIT CARD**



Name on Card		Account Number	
Billing Address		Billing City	Billing State
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**CHECK/INVOICE**

**AMOUNT TO CHARGE:** \_\_\_\_\_

- My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_
- Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*