CONTENT OWNERSHIP IN THE DIGITAL AGE

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WHO
ARE WE?

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- **Teaching Diploma in Educational/Instructional Technologies, AUB**
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- **BE in Electrical Engineering, AUB**
- **Master's degree in Management, AUB**
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OUR
STORY

Working with AUB units towards delivery of innovative digital experiences to help achieve:

- **Creative teaching**
- **Effective learning**
- **High quality research**
- **Solid online presence**

To expand learning beyond AUB Walls!
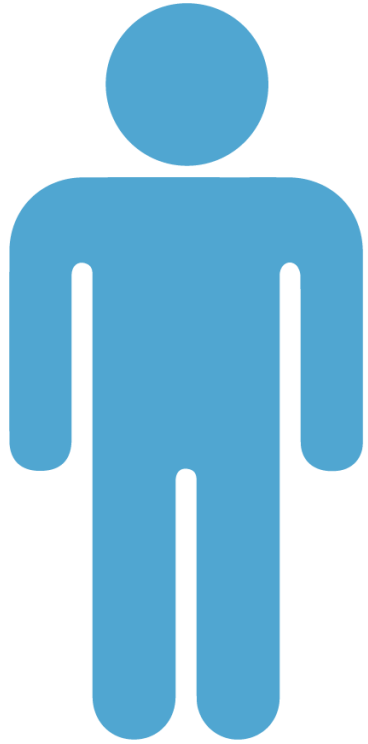
WHERE IT ALL BEGAN?

Collaborating and partnering with International Institutes:

- **Al Ghurair**
- **AUC/LAU**
- **RHU**
- **PNU**

Programs redesign:

- **PROGREEN**
- **CEC online**
- **EMBA**

AUB
STRATEGIC PLAN

Strategic Priorities

1. Set standards for implementing e-learning at AUB
2. Provide Faculty Members with on-going and enriched faculty development program
3. Provide the needed online support for students
4. Provide relevant campus technology and infrastructure
5. Ensure the highest level of e-learning quality
6. Suggesting and implementing disruptive innovation to enhance teaching learning and research
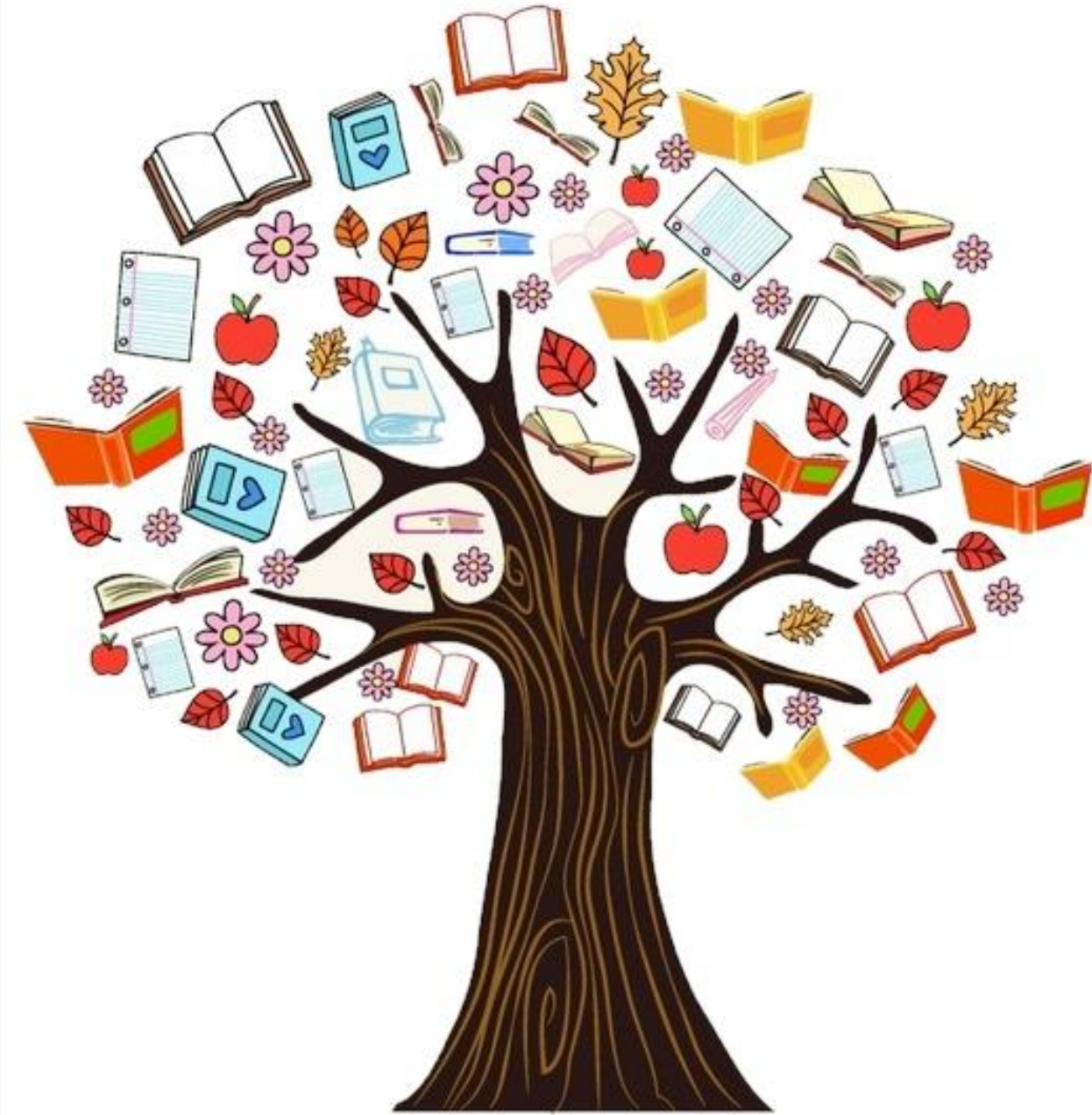
OPENNESS IN
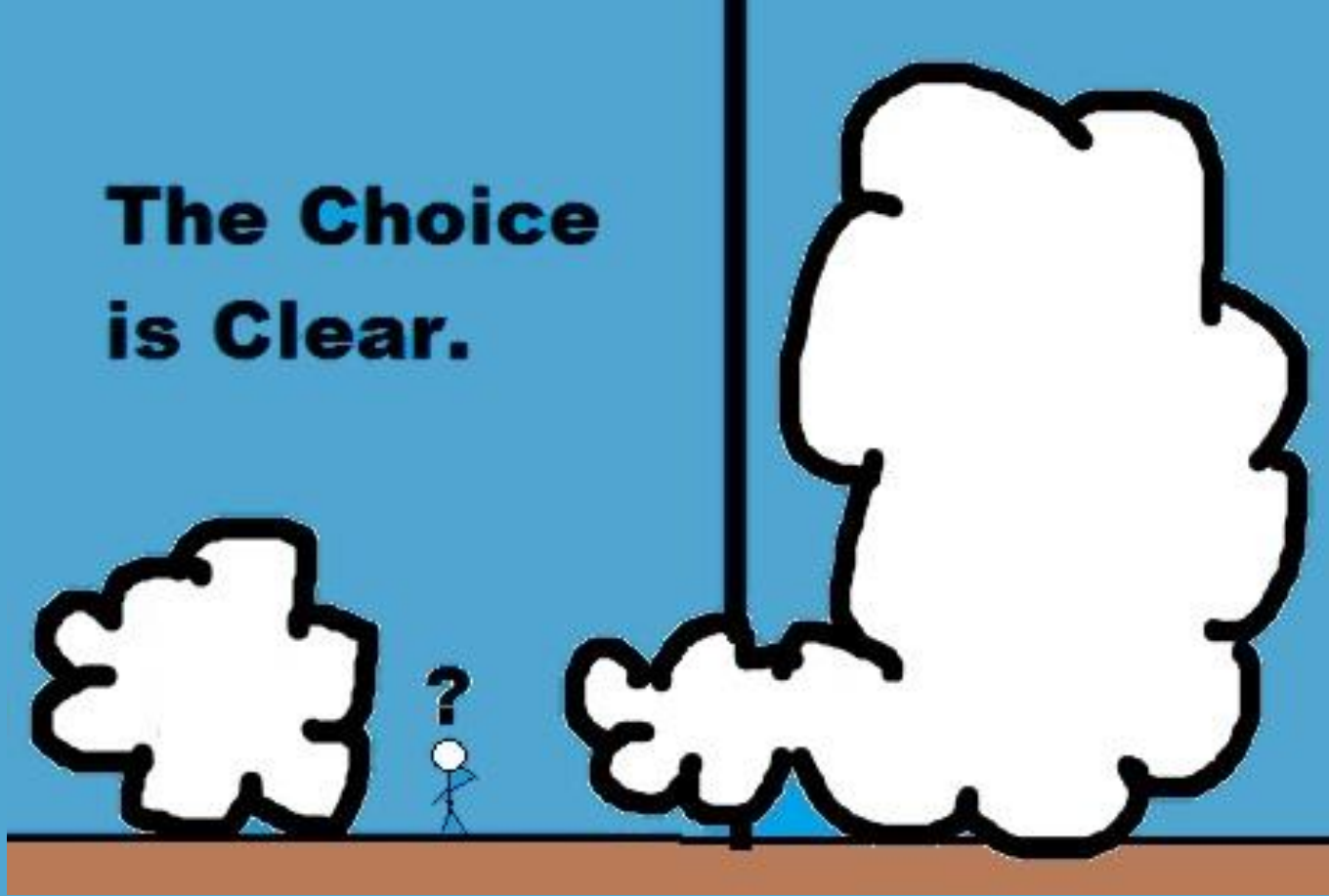# **TEACHING & LEARNING**

- **Open Educational Resources**
- **Education Is Sharing**
- **Open Teaching**
- **Open access**

How do you perceive openness in you own institutions?

New technologies should prompt us to rethink how copyright is applied to education, particularly if we want to take full advantage of what a move to "digital" can afford us.

What does copyright enable or restrict?

WHY
COPYRIGHTS MATTER?

- Dramatic increase in the climate of fear among educators concerning the use of these resources for teaching and learning. fear reduces innovation!

- Mass and digital media are an important part of the cultural environment

- The effective use of copyrighted materials enhances the teaching and learning process

- Appropriation of cultural materials promotes creativity and learning

WHY ARE
WE HERE?

Seeking collaboration and input to develop an institutional policy on content ownership.

LET'S FAMILIARIZE WITH
SOME DEFINITIONS

- <u>Content</u>: All course material, subject to copyright, developed and shared through an online medium such as the Learning Management System. Content could be of different formats, such as notes, documents, assessments, presentations/slides, animations, audio and video files, assignments, and similar works

- <u>Authors</u>: One that originates and creates content.

- <u>Educational License</u>: License granted to create, sell, or distribute content for education purposes only.

- <u>Creative Commons License</u>: license that allow authors to enable how others can use their content. This encourages sharing especially in non-profit organizations.

- <u>Commercial License</u>: License granted to create, sell, or distribute content for commercial purposes.

- <u>Non-exclusive License</u>: Authors have the right to create multiple licenses.

- <u>Copyright</u>: author's legal right to reproduce, publish, modify the content they create.

- <u>Substantial use</u>: this includes the university providing resources beyond those usually provided to individuals who create course materials.

- <u>Royalties</u>: payment to an author for the ongoing use of their copyrighted works.

SCENARIO 1

A Faculty Member decides to redesign their course and offer it in a blended format. They receive the usual ID support and how-to guidelines, and the faculty member develops the content and interactive lectures on their own.

SCENARIO 2

As part of a program redesign, a Faculty member is assigned to redesign a course and offer it in a blended format. The university provides substantial use of university resources to support through the entire online content creation. This includes equipment bought by universities specifically to videotape lectures, with the assistance of university-employed videographers, using the university's lecture capture systems, and multiple hours of assistance in creating the online content.

SCENARIO 3

As part of a program redesign, a Faculty member is assigned to redesign a course and offer it in a blended format. Faculty Members receives extra compensation beyond their regular salaried appointment, for the development of online course materials.

SCENARIO 4

A consultancy project to create an online course is funded by a grant from a specific government agency.

MORE SCENARIOS

What might the university do with course content created by faculty?

KEY
PLAYERS

Authors

Library/ Academic Support

Faculty

Third Party

DIFFERENT VIEWS

| | Faculty owns |
| University owns |
| University non-exclusive |

	PSU	JOHNS HOPKINS	BROWN	TEXAS TECH UNIVERSITY
Totally Author Generated	University non-exclusive + Faculty owns	University owns	University owns — Except course content	Faculty owns
Minimal University resources	Faculty owns	University owns	University owns — Except course content	University non-exclusive + Faculty owns
Substantial University Resources	University owns + Faculty	University owns	University owns	University owns + Faculty owns
Work Made for Hire	University owns	University owns	University owns	University owns
Author's affiliation with university is terminated		University owns	University owns	University non-exclusive

TEACH
ACT

Technology, Education and Copyright Harmonization Act enacted in 2002. It is a form of copyright law which provides the educators to use copyrighted materials in a classroom setting, as well as in distance learning environments.

Following are the requirements laid down in TEACH Act:

1. **The benefits of the TEACH Act apply only to a government body or an accredited nonprofit educational institution.**

2. **The educational institution must institute policies regarding copyright.**

3. **The institution must provide informational materials regarding copyright. These materials must accurately describe, and promote compliance with, the laws of the U.S. relating to copyright.**

4. **In addition to the general distribution of informational materials, the institution must provide notice to students that materials used in connection with the course may be subject to copyright protection.**

Online Content Ownership

Policy Statement

This policy addresses the usage of and rights associated with online course materials developed at the American University of Beirut (AUB).

Purpose

The purpose of this document is to protect the rights of both the faculty member and AUB and to encourage the offering of quality online course materials.

Scope

University-Wide ☒   OR   Departmental ☐   Specify Department(s):

Who Should Read this Policy

List groups who must understand the policy in order to do their jobs.

- All members of the AUB community who develop any type of online course content
- All support staff members who assist in the design and development of online course content
- Deans, and department heads

List groups who should understand their rights and/or responsibilities under this policy

- Faculty
- Academic Staff
- Students

Responsibilities

List the individual roles or units who are responsible for some portion of policy implementation and related processes (e.g. faculty, students, operating units, departments, managers, etc.). Summarize the major responsibilities/key actions of each. Details can be provided separately in the procedures section.

OUR POLICY
TEMPLATE

Our draft for a Content Ownership policy at AUB.