

COPYRIGHT ESSENTIALS FOR FACULTY

April 12, 14 & 16, 2010 :: 1:00 – 2:30 p.m. EDT



ACADEMIC · IMPRESSIONS

WEB CONFERENCE

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OVERVIEW

How copyright and fair use laws apply to teaching is not always clear. The increasing ease of copying and distribution of digital materials raises the stakes even more. Faculty often do not have access to the resources and support they need to sort those challenges out.

Join us online for this 3-part webcast series to understand the challenges and solutions of applying copyright law in your classrooms, research, and scholarship.

WHO SHOULD ATTEND

Faculty, instructional support personnel, and other academic administrators will learn how to appropriately apply copyright laws in their daily activities.

SESSION 1: COPYRIGHT FOR CLASSROOM TEACHING

MONDAY, APRIL 12, 2010 :: 1:00 – 2:30 P.M. EDT

AGENDA

- Uses of copyrighted materials in the classroom setting without the need to obtain permission
 - Copyright framework
 - Copyright in the live classroom
- Adjustment that you need to make when moving face-to-face class online
 - Copyright in the virtual classroom: The Teach Act
- Opportunities and risks posed by commercial social media sites
 - Using course management systems and social media for teaching

SESSION 2: COPYRIGHT REGULATION OUTSIDE THE CLASSROOM

WEDNESDAY, APRIL 14, 2010 :: 1:00 – 2:30 P.M. EDT

AGENDA

- How to make responsible fair use decisions
 - Overview of Fair Use
 - Assess the role of Fair Use guidelines and best practices
- Coursepacks
- e-Reserves
 - Status of e-Reserve litigation
- Understand the pitfalls of social media terms of service agreements
 - Copyright implications in the use of social networking tools
 - TEACH Act application
- Other options: Permissions, licenses, and links

Learn the
essentials
of applying
copyright
and fair use
to students
in and out
of your
classroom.



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SESSION 3: FACULTY RIGHTS UNDER COPYRIGHT LAW

FRIDAY, APRIL 16, 2010 :: 1:00 – 2:30 P.M. EDT

AGENDA

- Determine ownership of copyrighted works
- Copyright in your own works and publications
 - Considerations when signing publication agreements
 - Steps to protect and manage your copyright
- Contract and licensing considerations
- Impact of institutional and national open access policies
 - Open content requirements
 - Open access
 - Public access mandates
- Implications for faculty of the Creative Commons and the Google Books project

INSTRUCTORS



**Kevin L. Smith, J.D., Scholarly Communications Officer,
Perkins Library, Duke University**

Kevin works in the main university library and is a resource to university faculty, staff, administration, and students for advice on a wide variety of copyright, publishing, and licensing issues. He serves on the faculty of the ARL's institute on scholarly communications and on the ALA's legislation subcommittee on intellectual property.



**Donna L. Ferullo, J.D., Director,
University Copyright Office & Associate Professor of Library Science, Purdue University**

Donna advises on copyright compliance issues and is responsible for educating the university community on their rights and responsibilities under the copyright law. She has published articles on copyright and its impact on higher education and libraries. Donna is past chair and current member of the Association of College and Research Libraries' Copyright Committee and also serves on the copyright committee of the Indiana Partnership for Statewide Education.



Steven J. McDonald, J.D., General Counsel, Rhode Island School of Design

Steve has experience with a wide variety of copyright-related issues, including the development of intellectual property policies, guidelines, educational materials, and IP licensing. He previously served as associate legal counsel at Ohio State University, began his legal career in private practice, and has taught courses in internet law at Ohio State's College of Law and at Capital University Law School. Steve is a fellow and past member of the Board of Directors of NACUA.

Continuing Legal Education (CLE) Credits

This program has been approved for Continuing Legal Education (CLE) credit in the state of Colorado. Academic Impressions' sponsor ID is 'acaimp'. The program has been approved for 6** general credits. Credit may be granted by states outside of Colorado, but credit decisions are at the discretion of individual state boards.

*** 6 general credits are awarded for participation in all three sessions. Each session individually qualifies for 2 general credits.*



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. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. 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.



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REGISTRATION FORM

Make the most of the presentation: 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

REGISTRATION FEES

Single Site Connection: Copyright Essentials for Faculty

Postmarked on or before **April 5, 2010**

- All Three Sessions (BEST VALUE)** _____ \$900.00 USD
 Two Sessions Session One Session Two Session Three _____ \$650.00 USD
 One Session Session One Session Two Session Three _____ \$350.00 USD

(After April 5, 2010 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Additional Site Connections: Copyright Essentials for Faculty _____ \$195.00 per session

Session One, Quantity: _____ Session Two, Quantity: _____ Session Three, Quantity: _____

Registrants receive a 50% discount on a CD recording of all sessions in this event. Please send me the CD _____ \$450.00 USD

Can't attend the live sessions? Please send me a CD recording of this webcast _____ \$900.00 USD

Total amount enclosed or to be charged: \$ _____

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

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

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Refunds will be issued only if cancellations are received in writing by February 5, 2010. A \$75 processing fee will be assessed. After February 5, 2010 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.

