

Case Study: Laureate



Laureate Higher Education Group saves time and cuts costs with Copyright Clearance Center's Annual Copyright License

As the popularity of online education has steadily grown over the years, few institutions have matched the success of online pioneer Walden University — the flagship university in the Laureate Higher Education Group (LHEG). For 40 years, Walden University has supported working professionals in achieving their academic goals and making a greater impact in their professions and their communities. Today, more than 40,500 students from all 50 states and more than 100 countries are pursuing their bachelor's, master's or doctoral degrees at Walden.

Due to the number of courses offered by the University, managing rights and permissions for Walden is a monumental task. Walden and Laureate were spending tens of thousands of dollars annually searching for, obtaining and reconciling copyright permissions to reuse content in print and online for Walden and eight of its sister institutions. Meghan Devine, Laureate's Associate Director of Rights and Permissions, established a process to ensure that permissions were secured on a pay-per-use basis for the copyrighted content used in each of Walden's vast course offerings, but trying to manage the high volume of requests — and associated invoices — was overwhelming.

At the suggestion of one of her Walden Library colleagues, Devine contacted Copyright Clearance Center (CCC), and evaluated the Annual Copyright License for Academic Institutions. Designed with input from hundreds of academic professionals from more than 50 colleges and universities, the Annual Copyright License for Academic Institutions from CCC provides comprehensive, institution-wide coverage to reuse text-based copyrighted content in course management systems, print and electronic coursepacks, traditional library reserves and e-reserves, research collaboration and more.

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Meghan Devine

ASSOCIATE DIRECTOR OF
RIGHTS AND PERMISSIONS
LAUREATE HIGHER EDUCATION GROUP

After conducting a comprehensive analysis, Devine determined that the Annual Copyright License would provide significant benefits, including time and cost savings for Walden and its numerous schools and programs. She was particularly impressed by the “phenomenal coverage” offered by the license, noting “The number of publishers participating in the license is staggering.” She easily won authorization from Walden's President and Laureate's Vice President of operations to purchase the license and was able to demonstrate the value of an Annual Copyright License to the college leadership across all Walden programs. After execution of the license agreement, CCC was instrumental in helping the rights and permissions team roll out the license to Walden's faculty, course developers, instructional designers and others, according to Devine, who characterizes the support her organization receives from CCC as “stellar.”

Since adopting the Annual Copyright License in March 2009, Devine believes that Walden has saved significant dollars in staff time while enabling Walden's instructors to use more diversified content in their courses. In addition, Devine and her team no longer have to wait to hear back from Rightsholders and can dedicate more time to higher value activities. "The license has provided a tremendous win for us," stated Devine. "The course developers use content covered by the license as often as possible, better managing their budgets while eliminating the need for our team to negotiate countless agreements and manage multiple invoices."

According to Devine, the license has also provided payback in another critical area, concluding "The Annual Copyright License reduces risk. Copyright law and copyright issues are often foreign to faculty and they just want us to take care of it for them. With the license, they know there is one place they can go to confirm they have the rights to use the content in their courses. Now my team is aware of every piece of content being used and our organization has the peace of mind knowing we are highly compliant."

About Laureate Higher Education Group

Laureate Higher Education Group (LHEG) is the online and U.S. campus-based group of Laureate Education, a leading international provider of higher education services. LHEG includes Walden University, a distance learning institution of higher education based in Minneapolis, Minnesota; the University of Liverpool based in Amsterdam, Netherlands; Kendall College, a leading higher education institution of culinary arts and hospitality management based in Chicago, Illinois; the NewSchool of Architecture and Design, based in San Diego, California; and the College of Santa Fe, an institute of art and design, based in Santa Fe, New Mexico.

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for millions of the world's most sought after books, journals and other content. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content that lets businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. For more information, visit www.copyright.com.

ACA0211

222 Rosewood Drive
Danvers, MA 01923 USA

+1.978.750.8400 Phone
+1.978.646.8600 Fax

info@copyright.com
www.copyright.com

