

Case Study: Cecil College



Cecil College makes an educated decision to purchase CCC's Annual Copyright License for academic institutions

Founded in 1968, Cecil College is located in North East, Maryland, approximately 50 miles from Baltimore and Philadelphia. With a diverse student population, the college enrolls approximately 2,000 full-time students and is one of the fastest growing colleges in Maryland.

Program innovations such as wireless networking, geographic information systems, fiber optics and transportation and logistics complement the college's two long-standing, regionally recognized programs in nursing and visual communications. In total, Cecil College offers more than 80 associate's degree and certificate programs.

For the college's director of library services, Lorraine Martorana, assisting faculty and other Cecil staff members with copyright questions and permissions as they prepared for a new semester was highly challenging. To ensure that the institution was in compliance with copyright law, Martorana and her modest staff took great pains to research content usage issues. They spent a lot of time consulting books and articles on copyright law, and asking peers at other academic institutions for guidance.

"A number of the other colleges in our area are much larger and they have someone on staff dedicated to handling copyright issues, such as what you can and can't put online," explained Martorana. "We don't have a person like that, so everyone on my staff has a hand in it."

While searching for additional copyright resources in response to a plea from a colleague in the college's duplication center, Martorana discovered copyright.com, the website of Copyright Clearance Center, a global rights broker for millions of the world's most sought after books,

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Lorraine Martorana
DIRECTOR OF LIBRARY SERVICES
CECIL COLLEGE

journals and other content. She soon began talking with a CCC licensing representative about solutions to help address Cecil's copyright permission needs. One particular offering, the Annual Copyright License for Academic Institutions, really piqued Martorana's interest.

"When I learned that Middlebury College had worked with CCC to develop an easy-to-use annual licensing service to support the needs of colleges and universities, it made an impact on me," recalled Martorana.

The Annual Copyright License provides faculty and staff with convenient, "check and go" permissions to use content from a growing repertory of nearly a million titles, including books, scholarly journals, news and trade magazines and newspapers. The license saves faculty and staff valuable time and reduces the costs associated with tracking and managing high volumes of individual copyright permissions.

After discussing the benefits of the service with her staff, Martorana decided to purchase the license. "Because it covers all the ways we use content, such as postings to Blackboard as well as print reserves and classroom handouts, it really fit our needs," said Martorana.

To help roll out the license across the campus, Martorana took a number of steps. First, she collaborated with the web services and development administrator to develop a copyright information page and post it on the Cecil College website. Included on this page is a paragraph about Cecil's Annual Copyright License, along with a link to copyright.com, so faculty and staff can verify coverage in seconds through CCC's searchable online catalog. Next, she sent an email to the entire staff to announce that the college had purchased the license and that the institution has posted a new web page and link for the whole Cecil College community to use.

"In the past, professors would have articles that they would use from semester to semester and even though they

thought they had permission to use them, I didn't know for sure," concluded Martorana. "Now with the license, faculty and staff can go online and quickly determine if they have permission to use the content. It's a much easier process and the license gives me peace of mind I didn't have before."

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.

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