

Case Study: UMass Medical School



CCC's Annual Copyright License helps the University of Massachusetts Medical School take care of copyright compliance

The Commonwealth of Massachusetts' first and only public medical school, the University of Massachusetts Medical School (UMMS), was founded in 1962 to provide affordable, high-quality medical education to state residents and to increase the number of primary care physicians practicing in underserved areas of the state. More than 40 years later, UMMS retains the pioneering spirit that attracted its founding faculty and students, even as it has matured to become one of the nation's top medical schools.

Located in Worcester, UMMS is one of five University of Massachusetts (UMass) campuses and comprises three schools — the School of Medicine, the Graduate School of Biomedical Sciences and the Graduate School of Nursing.

As a world-class research institution, the need to use and share copyrighted content across the campus while respecting the intellectual property of others is of critical importance to UMMS. So when UMass President Jack Wilson learned about the Annual Copyright License for Academic Institutions from Copyright Clearance Center (CCC), he took note. Designed with input from hundreds of academic professionals from more than 50 colleges and universities, the Annual Copyright License provides comprehensive, institution-wide coverage to use text-based copyrighted content in course management systems, print and electronic coursepacks, traditional library reserves and e-reserves, research collaboration and more.

After several meetings comprised of representatives from the president's office, Copyright Clearance Center, the library directors from the five UMass campuses, and with input from the vice chancellor for finance and administration and the vice dean for medical education, a decision was made for UMMS to conduct a one year pilot program of the Annual Copyright License.

“ We all want our physicians and health science professionals to be well-trained and up-to-date. Making access to valid, reliable, complete information as easy and seamless as possible is an important component of that process. When faculty members identify vital information which can enhance the students' educational development, we want to make it simple for them to share that information. The Annual Copyright License is proving to be an important partner in achieving that goal. ”

Barbara Ingrassia

ASSOCIATE DIRECTOR FOR STRATEGIC INITIATIVES AND WORK FORCE DEVELOPMENT, THE LAMAR SOUTTER LIBRARY, UMMS

Barbara Ingrassia, the associate director for strategic initiatives for UMMS' Lamar Soutter Library, took the lead in rolling out the Annual Copyright License to faculty and staff. This included distributing posters around the school, developing a Web page: (<http://library.umassmed.edu/acl.cfm>), writing articles for the library and school newsletters, mounting a display in the library, making presentations to the Educational Policy and Library Committees and introducing the annual license to the Copy Center.

Prior to purchasing the Annual Copyright License, UMMS' academic departments were responsible for obtaining permissions for copyrighted content they wished to use in coursepacks, class handouts and in course management system postings. However, there was no set process and it was often unclear if permissions were always obtained in the rush to prepare for the start of a new semester.

Since adopting the annual license, the copyright compliance process has been largely centralized, with Ingrassia handling about 90 percent of the permissions checking. With CCC's searchable online catalog, she can verify coverage in just a few minutes. Using the Annual Copyright License Web page, Ingrassia has also taught a number of UMMS administrative assistants how to verify copyright permissions.

In addition to streamlining the copyright compliance process, Ingrassia credits the Annual Copyright License for providing opportunities for the library to provide a valuable service — teaching the UMMS community about copyright. "Now that we have the Annual Copyright License and we are educating around it, we anticipate there will be significant cost savings," stated Ingrassia. "We also appreciate the support we receive from the staff members at CCC. They are quick to respond to any questions and inform us regularly of new publishers joining the Annual Copyright License; the list of participating publishers is constantly growing."

UMMS has also discovered another way to leverage the Annual Copyright License; with the help of a partner, the medical school has developed a Learning Object Repository (LOR) which is presently in the pilot stage. Complementing both on-campus and distance education, the LOR goes beyond UMMS' course management system, enabling students in medical and graduate programs studying for boards/exams to access content used throughout their entire

time enrolled as students — not just in the semester the applicable course was offered. Since the Annual Copyright License was designed to be open and highly flexible, it supports the UMMS LOR.

"Because there is increased awareness of copyright provisions, it would be very burdensome and costly to obtain permissions before posting content to the LOR, if we did not have the Annual Copyright License," explained Ingrassia.

In reflecting on the benefits the annual license has provided to UMMS in support of its mission — serving the people of the Commonwealth through programs of national distinction in health sciences education, research and public service — Ingrassia concluded, "We all want our physicians and health science professionals to be well-trained and up-to-date. Making access to valid, reliable, complete information as easy and seamless as possible is an important component of that process. When faculty members identify vital information which can enhance the students' educational development, we want to make it simple for them to share that information. The Annual Copyright License is proving to be an important partner in achieving that goal."

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

