

Copyright: Policy & Guidelines

Siena Heights University

SHU Board approved: 100714

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Introduction

Purpose

This document provides course developers, instructors, staff and students at Siena Heights University (the "University") with policy statements and guidelines on copyrights relevant to education. The intent is to ensure that any materials or library resources used by instructors, staff, or students do not infringe upon a copyright and that copyrights owned by instructors, staff, or students are clearly understood and observed. Sources of this document include the Copyright Law publication of the United States Copyright office (2011), Guidelines of the American Association of University Professors (2009), Court decisions, and policies of other educational institutions.

Policy Summary

Regarding the use of copyrighted materials, the University follows federal laws, including criteria for *fair use* without securing copyrights and for digital transmissions of performances and displays.

Regarding copyright ownership, the University generally follows the prevailing practices of North American colleges/universities and the Statement on Copyright of the American Association of University Professors. Two major policy specifications regard extensions (a) of an unlimited-use license held by the University when it has paid an instructor to develop an online course, and (b) of a limit-use license to newly contracted instructors.

I. Using Copyrighted Materials

Overview

What is a Copyright?

A copyright grants the holder (the "owner") the exclusive right to reproduce and to grant permission to others to reproduce the created works. ⁷ The protection is limited by law to original, creative works in media subject to copying, whether or not the work has been published.

A copyright can protect a variety of creations, including literary works, computer programs, musical pieces, dramas, graphical illustrations, motion pictures, and sound recordings.

Copyright protection does not extend to any idea, procedure, process, system, method of operation, concept, principle or discovery regardless of its medium of expression.⁸ Nor does it extend to any works (literary, graphic, musical, etc.) produced without originality or creativity regardless of the amount of work involved.⁹

In a college or university setting copyright ownership may be affected by special circumstances under which the work was created, such as "works made for hire," negotiated contractual transactions, and "joint works" or "co-ownership" of the work.

How Are Works Protected?

Legal copyright protection is automatic as soon as an original, creative work is expressed in a fixed form. Neither the copyright symbol © nor registration with the U.S. Copyright Office is a requirement. However, guidelines published by the House of Representatives recommend the © or a registration statement so that users might not assume that its absence justifies copying without permission.

How Long Does a Copyright Last?

All works published in the United States before January 1, 1923 and without subsequent claims of copyright are in the public domain, and therefore not copyright-protected. Protection of other works largely depends on the country where the copyright was secured, when the copyright was first secured, and whether and when a copyright was renewed. A summary of the duration of various copyrights can be found in "Circular 15A,"published by the United States Copyright Office.¹⁰

The Law

The *Copyright Act of 1976* and the laws enacted thereafter define the current legally protected rights of the copyright holder and fair use guidelines for users of copyrighted materials (Hereafter, "*Copyright Law*"). For compliance, educators must be aware of these laws and guidelines.

Copyright Law defines the ownership and use of works, including: 11

- Reproduction of the copyrighted work in any format, digital included
- Preparation of derivative works (e.g., writing music to a copyrighted poem)
- Distribution of copies of the copyrighted work to the public by sale, rent, lease, or gift
- Performance of the copyrighted work publicly (e.g., plays, musical recordings, movies, etc.)
- Display of the copyrighted work publicly (e.g., literary, musical, pictorial, graphic works, etc.)

Infringements of the law are liable to both civil and criminal penalties. Civil awards may include a monetary award of up to \$1 million, attorney fees, an injunction against the violator, and confiscation/destruction of the materials that incorporate the copyrighted works. ¹²

Fair Use

Guidelines for fair use specify situations in which copyrighted materials may be used *without* express permission of the copyright holder and situations where obtaining permission is advised. ¹³ To copy without permission, four factors must be considered:

Purpose: Use of the materials should be educational and non-commercial. Optimally the purpose should be a transformation of the creator's purpose.

Type: The original material is published, non-fictional, and/or important for educational purposes.

Marketability: Copying may not impair the marketability of the work.

Amount: Copied material must be a portion of the original work without being a critical portion.

The following table gives factors to consider about fair use and whether to seek permission from the copyright holder: 14

FAVORS FAIR USE

OPPOSES FAIR USE

Purpose. How will the copied materials be used?

Nonprofit Profit from use Educational Entertainment

Transformative uses beyond the scope or purpose of the original, such as criticism, parody, or commentary

Loose restrictions on use Credit not given to creator

Personal research

Firm restrictions on use Credit given to creator

Type. What is the nature of the copied material?

Factual or nonfiction Fiction

Important for educational objectives Highly creative Published Unpublished

Restricted to a specific educational issue

Marketability. What market effect might the copyright holder experience?

No significant market effect Impairs the market potential of the

Not the critical portion of the work work or of derivatives

Market effect is undetermined because no available licensing mechanism exists or the original is unavailable

A CITICAL POLITION THE WOLK
Reasonable licensing mechanism for the original is available

Affordable permission available

A critical portion of the work

Amount. How much of the work will be copied?

Small amount Large amount

Single use Repeated or long term use

Excerpts from an article No restrictions on further distribution

The amount factor was clarified during the discussions leading to the enactment of the 1976 Copyright Act. House Report No. 94-1476 from the House Committee on the Judiciary addressed guidelines for classroom copying in not-for-profit educational institutions with respect to books and periodicals. ¹⁵ These guidelines apply provided that the instructor spontaneously decides to use a work for immediate educational purposes and cannot reasonably delay its use by pursuing permission:

- A complete article or story less than 2,500 words.
- 1,000 words or 10% (whichever is less) excerpt from a prose work.
- One illustration, chart, diagram, or picture per book or periodical issue.
- No more than 250 words of a poem (whether entire or an extract).

Copying must be for only one course, and no more than one short poem, article, or story. At most two excerpts may be copied from the works of any one author. All copied materials must indicate that the original is copyrighted.

The same guidelines include several prohibitions:

- Without permission, the same instructor may not copy the same item from term to term.
- Unauthorized copying may not be used to replace an available anthology or compilation.
- Unauthorized copies may not be made of consumable works such as workbooks or standardized tests.
- Unauthorized copying may not substitute for the purchase of books, publishers' reprints, or periodicals.
- Unauthorized copying may not be directed by a higher authority, such as a department head or dean.
- Students cannot be charged beyond the actual cost of photocopying.

These guidelines do not automatically protect users from allegations of copyright infringement. Recent lawsuit judgments suggest that a judge is more likely to base final judgments on a personal sense of fairness, particularly regarding marketability, than on any strict interpretation a fair-use checklist. In most cases where factors against fair use are present, obtaining permission from the copyright holder is strongly advised. For instructions on obtaining permission, see Appendix A.

Performances/Displays

Definitions: In a *performance*, images are shown in a continuous fashion: e.g., a play, recital, or video. In a *display*, images are shown singly, in a non-continuous fashion: e.g., any single image or slide presentations of multiple images.

Distance education technologies allow students more flexibility regarding both when and where they receive instruction. At the same time, it is much easier to copy digitalized performances and displays without permission or regard for fair use guidelines. The Copyright Law includes provisions for distance education that allow more flexibility on amounts and time frames than what is required for classroom settings. ¹⁶ However, these allowances apply only for educational institutions approved by a regional accrediting authority.

Performance/display criteria widen the allowances on the amounts of copied material:

- Digital transmissions of entire performances of non-dramatic literary and musical works, such as poetry readings and non-dramatic musical works.
- Limited parts of dramatic literary, musical, or audiovisual works such as opera, music videos, and musicals.
- Images of other creative expressions such as paintings, sculptures, and tapestries

Performance/display criteria also expand the time frames, in some cases up to the duration of the course, during which students can access the materials. The criteria also specify that transmission of this material must be the type that is commonly used in classroom teaching, such as:

- Shown within the course delivery under the instructor's direct supervision
- Directly related to course content
- Limited to enrolled students
- A copy legally made

Where fair use guidelines prohibit making copies of other types of materials for more than one term, the same digital copy of a performance/display may be retained term to term. Copies must be stored on a secured server and may not be opened for students unless allowed by law. The institution itself must apply technological measures that reasonably prevent students from distributing them beyond the course setting.

Creating digital copies of analog originals (as in vinyl records, tape recordings and scanned images) is allowed provided that the amount copied does not exceed what is allowed.

Copying an entire digital work is allowable if the amount to be used is authorized by statute but technological protections prevent copying an allowable segment.

Digital copying of performances or displays designed for the educational market is not allowed.

See Appendix B for a checklist to ensure compliance.

For specifics on these factors, examples of fair-use court cases, and illustrative scenarios, see "Fundamentals of Copyright and Fair Use, Office of General Counsel, The California State University, July 2007 Fair Use – CSU," House Report No. 94-1476, Section 107, Limitations on Exclusive Rights: Fair Use," *supra*, and *Copyright Guidelines* in MySiena.

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II. Copyright Ownership

Siena Heights University generally follows the prevailing practices and policies of North American colleges and universities and the statement on copyright of the American Association of University Professors. However, the University reserves the right to specify policies relevant to the University. Many of the following practices and policies focus on the growing use of digital materials in education.

Prevailing Policies

Copyright protection does not extend to any idea, procedure, process, system, method of operation, concept, principle or discovery. An academic institution may freely copy, modify, and distribute these materials as it sees fit. Such materials include:

Syllabi, bibliographies, course designs, course outcomes, program designs, and assessment strategies.¹⁷

Principles of academic freedom and the common good support the long-standing practice of considering the creator as the sole owner of copyrightable course materials in whatever media. Such materials include:

Class notes and lectures; books and articles; works of fiction and nonfiction; poems and dramatic works; musical and choreographic works; pictorial, graphic, and sculptural works; computer programs and educational software; and annotations of bibliography items.

Creators are not protected against copies made of their work without their permission when it clearly falls within the fair use allowances.

When a creator grants copyrights to a third party such as a publisher, the institution may request that efforts are made to reserve to the institution the right to use the work in its internally administered programs of teaching, research, and public service on a perpetual, royalty-free, nonexclusive basis.

Given the nascent state of distance education and the growing ease with which digital materials can be copied, educational institutions are still developing policies regarding ownership, control, use, and compensation. Policy decisions give great weight to the views of the faculty.

Siena Heights University Policies

The University recognizes that the copyright of an original, creative work that can be published in a royalty-earning market, and for which the creator was not otherwise compensated by the University, belongs to the creator.

Since works created by students are automatically copyrighted, fair use guidelines might still justify using a portion of a student's work without permission (e.g., as sample text). However, instructors are encouraged to recognize the student and demonstrate professional ethics by asking for the student's permission. The request should stipulate any limits on who can see the work and on how long the permission lasts. In any case, the permission should be written, and a clear acknowledgment of

the permission and the author's name should appear in the version exhibited to others. It is the recipient's responsibility to retain written proof of this permission.

An instructor, staff or student may extend his or her copyrights to the University with or without restriction, or grant a limited-use license without further right to copy.

Use Licenses

Given the typically shorter terms and compressed nature of online courses, distance education technology presents challenges to maintaining uninterrupted quality education. The following licenses may apply to online course materials developed during the instructor's employment by the University.

Extended Use License

To develop new, high-quality online courses in a timely manner, the University may compensate instructors who develop them, in which case the University will retain a permanent license to use any or all parts of the course in the form as originally delivered. The creator maintains ownership of the copyrighted material. The University's license authorizes the University to extend to any instructor, at any time, a limited-use license to use these materials only in course delivery. The materials will include the name of the creator. The license does not extend to the use of materials created later for the same course by the original instructor. ¹⁸

<u>Limited Use License</u>

University to Other Instructor: To enable instructors to launch a fully developed online course, while protecting the copyright of creator, the University may authorize academic administrators to extend, under strict limits, the use of the existing digitalized materials for which it holds an extended license.

The limited-use license extends to instructors a right to use the copyrighted materials for a period of time agreed upon by the administrator and the copyright holder. Copyrighted materials include lectures, study guides, tests, audio/visual presentations, graphics, annotations of bibliographies, computer programs, and any other materials that could be published. The license should stipulate that:

- (a) the *use* during the agreed-upon use-license period can include using the materials directly in teaching a course;
- (b) the instructor using the material is not receiving a copyright (which would allow distribution of both paper and digital copies) but rather an authorization to provide student access to the materials online, without alteration, during the use-license period of the course;
- (c) the materials retain the name of the copyright holder; and
- (d) any further distribution of materials outside of the class setting, by an instructor or student, in any medium, requires permission from the copyright holder.

During this period, the University expects the instructor to begin creating his/her own lectures, tests, study guides, discussion questions, graphics, etc., thereby becoming a creator of these materials, many of which could be creative adaptations of the originally received materials. However, an instructor who seeks to publish these adapted materials must reach an agreement on royalties with the copyright holder.

The University may grant a license to any instructor on a one-time, one-course basis. It may be that an instructor receives licenses for several different courses, and that several instructors receive a license for the same course.

The University should (a) document agreements with each instructor regarding specific copyrighted materials and dates of use, and (b) maintain records of each license granted to instructors. Access to records of these licenses shall be provided to the copyright holder. The University shall finalize any agreements in advance that go beyond these guidelines with the copyright holder.

Copyright Holder to Other Instructor: To extend permission or to use major portions of course materials subject to copyright to other University personnel, the copyright holder is required to document an agreement with the recipient. The agreement shall specify what royalty may apply.

Special University Services. Requests for the University to provide resources not ordinarily provided to instructors are considered *special services*.

Special services may include creative graphic elements, video production, computer programming, marketing materials, and editing services. These requests for special services must be memorialized in writing in a special service request form. If granted, the special service agreements should specify the (a) cost for the service, (b) the product/service rendered is for a roughly free use exclusively within the University, (c) the requestor accepts liability for these charges if he/she uses, or extends the use of, the course materials outside the University without written permission by the University, and (d) the University may have a corresponding claim to ownership rights.

Requests for special services may be for works slated for public consumption—such as books, performances, and works of art. Since these usually involve royalties, the agreement shall stipulate the proportion of royalties going to the creator and to the University.

Copyright Violation. Instructors, staff, or students accused of copyright infringement or violations for actions not taken under the specific written direction of the University are responsible for securing legal counsel. Instructors, staff, or students whose personally-created materials have been copied without permission are solely responsible for pursuing any applicable remedies; if a shared co-ownership with the University applies, the instructor and the University are jointly responsible for pursuing any applicable remedies.

University Rights to Access. The University reserves its right to review materials in all courses (a) by selecting administrators for purposes of evaluation, accreditation, program review, and advertising; and (b) by selecting instructors for purposes of peer evaluation and training. The University also reserves the right to allow substitute instructors to use course materials prepared by instructors who become unable to complete a course. This right extends only for the duration of the course and may be exercised without permission of the original instructor.

III. University Support

Agreements

Copyright Agreement forms are available on request to the University's Office of Vice President for Academic Affairs.

Copyright Reference Materials

This present document, plus related materials are available at MySiena>Quick Links>Copyright Guidelines.

These should be consulted to ensure legal protections and enforce legal claims.

Copyright Violations

The University's Office of Business Affairs will be available to provide direction to employees threatening or being threatened with legal action based on alleged copyright violations. The Office will also provide a forum for resolving copyright disputes as they arise.

Library Access to Journals

The *Library Databases* section of MySiena includes free access to thousands of journal articles that instructors may assign to students. 19

Legal Notice: The contents of this document are not to be construed as legal advice or counsel.

Copyright Notice: This present document, "Copyright: Policy & Guidelines, Siena Heights University," belongs to Siena Heights University. The University hereby stipulates an attribution-only, non-commercial level copyright: Any party is free to modify, or build upon this work. However, verbatim copies of major sections of materials created specifically for this document must clearly attribute its creation to the University.



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Appendices

A: Requesting Permission

First establish that permission is probably or certainly necessary. This involves understanding the criteria in this document as well as in original texts of laws and guidelines available under *Copyright Guidelines* in MySiena.

Next establish who holds the copyright. In most cases, this is clear from the materials you wish to copy.

Then prepare your request. Include the following information:

To investigate works possibly registered with the U.S. Copyright Office, see "How to Investigate the Copyright Status of a Work" under *Copyright Guidelines* in MySiena.

You can also contact the Copyright Clearance Center at www.copyright.com. This site is gives you prices for a variety of options (placing into a library ereserve, a course management system, on a university intranet, or on a CD/DVD; and obtaining an annual license.)

	9
	Author's, editor's, translator's full name(s)
	Title, edition and volume number of book or journal
	Copyright date
	ISBN for books, ISSN for magazines and journals
	Numbers of the exact pages, figures and illustrations. If you are requesting a chapter or more, include both exact chapter(s) and exact page numbers.
	Number of copies to be made
	Whether material will be used alone or combined with other photocopied materials
	Name of your college or university
	Course name and number
	Semester and year in which material will be used
	Instructor's full name and email address

To ensure that a permission request covers all relevant issues, standard permission forms are available under *Copyright Guidelines* (MySiena/Quick_Links). <u>Back to Text</u>

B: Digital Performances & Displays Checklist

This list is an aid to determine whether the fair use doctrine will allow use of

copyrighted displays and performance material without specific permission of the copyright holder. 20 ☐ Siena Heights University systems will not interfere with copy protection controls within the materials I want to use. ☐ The materials I want to use are specifically for students in my SHU class. Only those students will have access to the materials. ☐ The materials will be provided at my direction during the relevant lesson. ☐ The materials are directly related to my teaching content. ☐ My class is part of the regular course offerings of SHU. ☐ I will include a notice that the materials are protected by copyright even in the absence of a © indicator. ☐ I will use technology that reasonably limits the students' ability to retain or further distribute the materials. ☐ I will make the materials available to the students only for a period of time that is relevant to the context of a class session. ☐ I will remind students that further distribution is prohibited. ☐ I will store the materials on a secure server and transmit them only as permitted by this law. ☐ I will not make any copies other than the one I need to make the transmission. ☐ The materials are of the proper type and amount the law authorizes: • Entire performances of non-dramatic literary and musical works • Reasonable and limited parts of a dramatic literary, musical, or audiovisual works Displays of other works, such as images, in amounts similar to typical displays in face-to-face teaching ☐ The materials are not specifically excluded by law: • Materials specifically marketed for classroom use for digital distance education Copies I know or should know are illegal Course packs, textbooks, electronic reserves and similar materials typically purchased by students for independent study outside the classroom or class session ☐ If I am using an analog original, I checked before digitizing it to be sure: I copied only the amount that I am authorized to transmit.

There is no digital copy of the work available that allows an extraction of a

portion for the class in the way the statute authorizes.

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Notes

- Principal authors are Tad Dunne and Jim O'Flynn. Associate contributors are Donna Baker, John Fick, Anne Hooghart, Michael Miron, Liliana Toader, and Sharon Weber, O.P. Edited by J. Lee Johnson, Ph.D., CPA and Thomas J. McCarthy, JD.
- The American Library Association provides copyright guidelines for library users. See http://www.ala.org/advocacy/copyright-tools.
- For laws specifically relevant to education and libraries, see "Reproduction of Copyrighted Works by Educators and Librarians," Circular 21: www.copyright.gov/circs/circ21.pdf. For other government laws, see www.copyright.gov. For the law plus a history of amendments, see The Legal Information Institute of Cornell University at www.law.cornell.edu/uscode and www.law.cornell.edu/uscode and www.law.cornell.edu/uscode and
- For policies of the American Association of University Professors regarding copyright, distance education, and intellectual property, see *AAUP Statement on Intellectual Property*. Tenth Ed.2 10/26/06, pp. 214-216, www.aaup.org/AAUP/issues/DE. AAUP policies were approved in March 1999 by the Association's Special Committee on Distance Education and Intellectual Property Issues. It was adopted by the Association's Council and endorsed by the Eighty-fifth Annual Meeting in June 1999.
- Recent court decisions were identified in "Applying Recent Copyright Court Decisions to Distance Ed," presented by Linda K. Enghagen, attorney and Professor at Isenberg School of Management, University of Massachusetts. Magna Online Seminar, Oct 17, 2013.
- Documents of educational institutions consulted (33) include: Aquinas Institute, Barry University, Boise State University, Brown University, Creighton University, Columbia University, Davenport University, Delta College, Eastern Michigan University, Indiana State University, Jacksonville University, Madonna University, Marquette University, Michigan State University, Northern Michigan University, Oakland University, Ohio University, Pacific University of Oregon, Parkland College, Purdue University, Stanford University, University of Detroit Mercy, University of Hawaii, University of Idaho, University of Maryland, University of North Carolina, University of Notre Dame, University of South Florida, University of Southern Indiana, University of Texas, Wayne State University, Western Michigan University and Wheaton College.
- Copyright is one of two types of intellectual property. The other is industrial property, which covers inventions, patents, trademarks, and industrial designs.
- ⁸ Copyright Law, §102. See also Brinson, J. D. and Radcliffe, M. F. "Intellectual property law primer for multimedia developers." (1994) http://www.lectlaw.com/files/inp05.htm.
- The "Sweat of the Brow" argument was rejected by the Supreme Court in Feist v Rural, 1991. (The Rural Telephone Service Company was unsuccessful in claiming copyright of a telephone book.) See https://en.wikipedia.org/wiki/Feist_v._Rural.
- ¹⁰ Circular 15A, "Duration of Copyright": http://www.copyright.gov/circs/circ15a.pdf
- 11 Copyright Law, § 106
- Copyright Law, §§ 502-505. Employers of violators as well as copy services who knowingly support the violation are also liable to penalties.
- Copyright Law, § 107. Similar terms used by other resources are: (1) purpose or character; (2) nature or type; (3) effect and marketability; (4) amount and substantiality.

- This fair use table is based on the Copyright Law (2011) and on samples from the University of Indiana, Purdue University, and University of Texas. A clear and comprehensive overview is available from Columbia University at http://copyright.columbia.edu/copyright/fair-use/practical-applications/posting-course-materials-online/.
- House Report No. 94-1476, Section 107 "Agreement on Guidelines for Classroom Copying in Not-For-Profit Educational Institutions, agreed upon by the Ad Hoc Committee on Copyright Law Revision, March 19, 1976." See the section by this title in Circular 21 ("Reproduction of Copyrighted Works by Educators and Librarians"), www.copyright.gov/circs/circ21.pdf.
- The performance/display criteria were made law in 2002 by the Technology, Education, and Copyright Harmonization Act (TEACH Act, S.487). This material replaced §110(2) of the 1976 Copyright Act and now appears as §110(2) in the 2011 Copyright Law. For transmitting performances or displays in religious, charitable, or other settings see sections 3-11 of §110. For the history and a clear presentation of the law see http://copyright.lib.utexas.edu/teachact.html#checklist. For a complete review of the TEACH Act, see http://copyright.uncc.edu/copyright/TEACH, sponsored by University of North Carolina Charlotte.
- Design elements include the organization of course materials, interactivity and communication processes, evaluation methods, resource lists, and digital navigation structures.
- ¹⁸ Technically, this unlimited-use license falls under the Attribution-NonCommercial-NoDerivs (CC BY-NC-ND) type as defined by Creative Commons, a non-profit organization that enables sharing of creative works through legal tools. (See https://creativecommons.org/.) It also restricts the use to those courses taught at Siena Heights University.
- The SHU library adheres to not only U.S. and international law regarding copyright but also follows guidelines developed by the American Library Association:

 http://www.ala.org/advocacy/copyright-tools. The library's copyright policies are based on general principles established by the American Library Association:

 http://www.ala.org/advocacy/copyright/generalcopyright. For a court decision on copyright and library e-reserves, see http://www.seattlecopyright/article/53543-final-order-in-gsu-e-reserves-case-is-a-rebuke-to-publishers.html and http://www.seattlecopyrightwatch.com/copyright/nonprofit-educational-use-is-fair-use-and-trumps-lack-of-transformation
- This TEACH checklist was adapted to the SHU context from material at the University of Texas website (http://copyright.lib.utexas.edu/teachact.html). It omits stipulations that SHU faculty may assume: that SHU is a nonprofit accredited educational institution, has a policy on the use of copyrighted materials, and provides accurate information to faculty, students, and staff about copyright (for which, see "Copyright Quickguide: for Students and Faculty" at MySiena/Quick_Links/"Copyright_Guidelines").