

## Tip Sheet

# Best Practices for Conducting a Successful Information Usage Survey

As part of the CCC or RightsDirect Annual Copyright License agreement, companies are required to participate in an Information Usage Survey every two years. The data from the survey helps ensure that authors, publishers, and other copyright holders are compensated fairly for the use of their content. It also helps CCC maintain and expand publication coverage that is important to your industry.

The survey is easy! It only lasts 10 business days and is seamlessly incorporated as part of the RightFind Advisor workflow. Here are some best practice tips to ensure a successful survey:



### **Familiarize Yourself with the [Survey Coordinator Overview](#)**



### **Recruit an Executive Sponsor**

Identify a sponsor who can leverage their influence to communicate the importance of fulfilling the survey requirements.



### **Identify and Recruit Participants**

Identify those people in your organization who access and share hardcopy and online published materials (journals, newspapers, newsletters, websites, magazines, books, industry publications, standards, and blogs) most frequently. Beyond your Library or Information Center, consider asking a variety of employees across departments such as Corporate Communications, Human Resources, R & D, Business Development/Sales, IT, and Legal.

Customize the survey participation outreach email template on the CCC [Resource Center](#) to enroll participants.



### Encourage Participants to Register for RightFind Advisor

Participants must have a RightFind Advisor login to participate in the Information Usage Survey. Registration is fast and easy and can be completed on the [RightFind home page](#). Participants who access RightFind Advisor through a single sign-on system should click the Sign Out link (located in the upper right corner of the screen) and they will be prompted to register.



### Communicate

Make sure participants are well informed of the survey start date. Send email reminders one week and one day prior to the start of the survey and direct them to the CCC [Resource Center](#) for training information and answers to FAQs. You can include links to these helpful tools in your email communications to survey participants.

#### About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.



#### Learn more

If you have any additional questions, contact:

✉ [license\\_support@copyright.com](mailto:license_support@copyright.com)