

MOOC Content Licensing Solution

*A simple, cost-effective way to secure content and permissions
for MOOC course materials*

MOOCs (Massive Online Open Courses) are large virtual classrooms that are accessed online by students worldwide and often sponsored by leading academic institutions of higher education. Steadily gaining in popularity, MOOCs are moving from primarily research universities and a select group of disciplines to a broader set of institutions across many disciplines. In fact, according to a recent survey conducted by the Primary Research Group of colleges on their plans for developing MOOCs, 42% of respondents said they are likely/highly likely to offer such a course within three years.*

* Survey of College Plans for MOOCs, Primary Research Group, Inc. September 2013

Increasingly, the list of course readings for MOOCs includes published content such as book excerpts, journal content and magazine articles alongside materials produced by instructors and staff. This trend presents a few challenges for institutions in obtaining copyright permissions, especially given a high student enrollment (often in the tens of thousands), fluctuations in those enrollment numbers and sporadic session participation. There is also the financial impact for institutions of having to bear the cost of obtaining permissions which is exponentially higher than that of traditional courses due to the sheer volume of student enrollment.

Copyright compliance just got easier

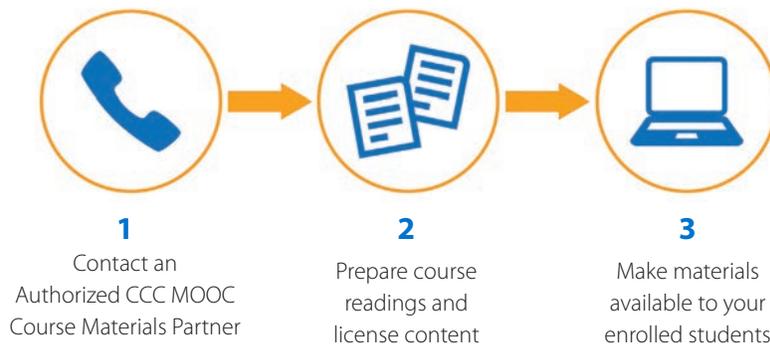
To help overcome these challenges, Copyright Clearance Center (CCC), working with its Authorized MOOC Course Materials Partners including Study.net and XanEdu, developed the MOOC Content Licensing Solution. Designed specifically for academic MOOCs, this easy-to-use solution makes it possible to include published content in course readings and ensure enrolled students use those materials responsibly. Plus, it alleviates the burden on the sponsoring institution of having to absorb the cost of permissions on a large scale.

The MOOC Content Licensing Solution:

- Simplifies copyright compliance
- Delivers cost-effective published content to enrolled students quickly and easily
- Distributes the cost of permissions to individual students
- Allows students to purchase all or just some of the copyrighted course content based on their need and session participation
- Supports MOOCs delivered directly by your institution or through a MOOC platform provider such as Coursera or edX

How it works:

To get started, contact an Authorized CCC MOOC Course Materials Partner to deliver your MOOC course readings. They will work with you to help your staff prepare course readings, license content as necessary, and make materials available to your enrolled students through your existing course management platform, a MOOC platform, or other service.



Copyright Clearance Center (CCC) is a global leader in content management, licensing, discovery and delivery solutions. Through its relationships with those who use and create content, CCC drives market-based solutions that fuel research, power publishing and respect copyright. With its subsidiaries RightsDirect and Ixxus, CCC provides solutions for millions of people from the world's largest companies and academic institutions



LEARN MORE

Find out how the MOOC Content Licensing Solution can help you leverage published content in your course materials, manage copyright compliance and enrich the learning experience for your students.

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📞 1.978.750.8400 (option 3)

🌐 Copyright.com/MOOCs