ThinkCERCA Adopts the Annual Copyright License for Curriculum & Instruction From CCC

ThinkCERCA's Founder and CEO, Eileen Murphy, Explains How the License Helps Satisfy Educators' Content Requests on Webcast 10 November at 1:00 pm ET

November 9, 2021 – Danvers, Mass. – CCC, a leader in advancing copyright, accelerating knowledge, and powering innovation, announces Chicago-based ThinkCERCA, an education company that creates K-12 writing software and curriculum, has adopted the Annual Copyright License for Curriculum & Instruction to add greater value to its offering.

The Annual Copyright License for Curriculum & Instruction was designed to address the diverse licensing needs of ed tech providers, core and supplemental curriculum developers, and custom publishing companies, as well as U.S. State Departments of Education and K-12 school districts. The license provides a broad repertory of print and digital rights for excerpts of high-quality content for use in curriculum and instructional materials, ed tech applications, and online platforms such as learning management systems.

There are currently over 30 publishers participating in the license, including Rosen Publishing and ABDO, newspaper publishers McClatchy, AP, and Chicago Tribune, and children's serials such as JUMP!, Skipping Stones, and Fun for Kidz. Additional publishers are being added every week.

CCC is hosting a 30-minute webcast on 10 November at 1:00 pm ET, entitled "Add Greater Value to Your K-12 Applications," featuring ThinkCERCA Founder and CEO Eileen Murphy. Participants will learn how ThinkCERCA and other ed tech providers are using the Annual Copyright License for Curriculum & Instruction to easily and quickly integrate excerpts of timely, diverse, local, and inclusive published content in course materials to enrich students' experience.

"ThinkCERCA wanted to be able to respond to the needs of our districts swiftly. Our goal is to engage students in the highest quality content from publications that have rigorous standards for excellence in writing. We use authentic mentor texts at different levels, not rewrites. Our approach is bringing kids up to the texts they'll encounter in the real world, not bringing the texts down to the students. That's equity, and it requires quality models to empower the next generation of writers," said Murphy. "CCC's Annual Copyright License for Curriculum & Instruction lets us reuse content from dozens of publishers through a single solution, saving considerable time and effort."

"This webcast will give course content creators insight into how they can save time and money while using high quality standards-aligned authentic content," said Roy Kaufman, Managing Director, Business Development and Government Relations, CCC. "We look forward to Eileen sharing her experience with the license on November 10th."

To assist schools and providers in the academic market navigate the complex world of copyright compliance, CCC recently introduced *Copyright Essentials for K-12*, an on-demand certificate course for professional development that helps raise awareness of copyright and content use within K-12 school districts in the U.S., education technology companies, curriculum developers, and custom publishers.

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.

ABOUT ThinkCERCA
ThinkCERCA's personalized literacy platform helps educators teach critical thinking skills through argumentative writing. With students and teachers using its platform in all 50 states and 130 countries, the company has partnered with prominent leaders in education, including Follett Corporation, and has been featured by *The Atlantic* and EdSurge. In a recent controlled study of 26 ed-tech tools by LEAP Innovations, ThinkCERCA was proven to help students achieve two years of academic growth per year on average. A 2016 SIAA CODiE Awards finalist in the Best Learning Capacity-Building Solution and Best Reading/English/Language Arts Instructional Solution categories, ThinkCERCA has also been named one of the best tools in ed tech by Common Sense's Graphite. In July 2013, ThinkCERCA was the recipient of a Bill & Melinda Gates Foundation Literacy Courseware Challenge grant, and in December 2012, graduated from the inaugural class of Impact Engine's social impact accelerator. To learn more, please visit www.ThinkCERCA.com.

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