



About Cummings Graduate Institute for Behavioral Health Studies

Cummings Graduate Institute of Behavioral Health Studies (CGI) is a nonprofit, DEAC accredited, private institution offering online, post-graduate education and training in the field of integrated behavioral health, including the Doctor of Behavioral Health (DBH) degree, Trauma Informed Care certificate, and Integrated Behavioral Healthcare certificates with specializations in Leadership, Women's Health, Adults, Gerontology, and Military Families and Veterans.



Case Study

Cummings Graduate Institute for Behavioral Health Studies chooses CCC's Annual Copyright License to streamline copyright permissions to support its growing program

Getting a new school up and running is challenging to say the least. In addition to building all the courses, hiring faculty and staff, promoting the school and a myriad of other mission-critical activities, securing copyright permissions for all the content used in the courses is an onerous, but important, task.

Enter Lori Christianson, Director of the Electronic Campus, at the nascent Cummings Graduate Institute for Behavioral Health Studies (CGI), a nonprofit, DEAC accredited private institution offering online post-graduate education and training in the field of integrated behavioral health, including the Doctor of Behavioral Health (DBH) degree, Trauma Informed Care certificate, and Integrated Behavioral Healthcare certificates.

Christianson, who has been at the school since its founding in 2015, started out as CGI's librarian and was a one-stop shop that faculty members turned to when they wanted to post articles and book content in the school's learning management system (LMS) for their courses. Using copyright.com from Copyright Clearance Center (CCC), she'd purchase copyright permissions for each individual article or book excerpt prior to the start of every term and was certain that at some point she would need a more efficient way to manage this process as the school grew.

"I always knew there would come this tipping point where it would no longer be sustainable as the sole librarian to manage this process or cost-effective to purchase permissions on a one-off basis and that it would make more financial sense to purchase the Annual Copyright License for Higher Education," explained Christianson.

For CGI – and Christianson – the tipping point for purchasing the Annual Copyright License came in early 2021 as preparations got underway for the Master's of Healthcare Leadership program the school is developing. In the process of doing all the curriculum development for the new program the issue of copyright permissions came up again. Christianson determined that not only did she need to look for a good value, but she also needed to streamline the process of securing permissions and purchasing the Annual Copyright License was a 'no-brainer.'

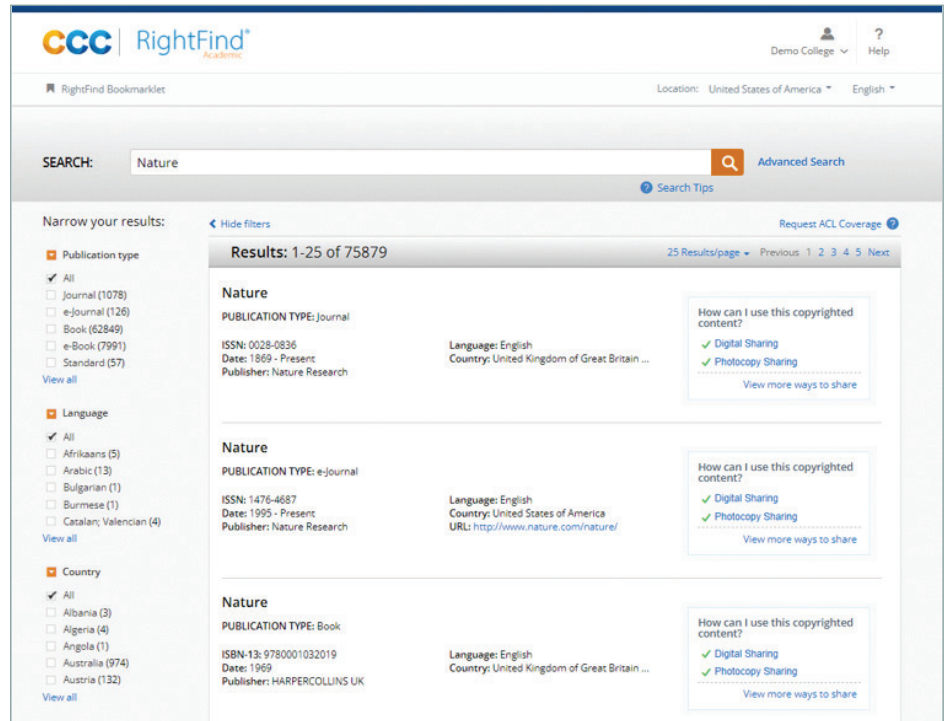
Designed with input from hundreds of academic professionals from more than 50 colleges and universities, the Annual Copyright License for Higher Education provides comprehensive, institution-wide coverage to share text-based copyrighted content in print and electronic coursepacks, learning management systems, e-reserves, scholarship and research, administrative communications, and more.



Faculty are very happy that we got the Annual Copyright License for Higher Education from CCC because it opens up the ability for them to use far more content than they had previously been able to use. There were times in the past when I had to tell an instructor that they couldn't use an article because the copyright permission was expensive. Getting the license has enabled us to improve the quality of the materials that we offer to students because there's no longer a barrier."

Lori Christianson
 Director of the Electronic Campus, CGI

Now that CGI has the Annual Copyright License in place, Christianson simply goes to RightFind Academic – the online title search and verification tool for the license – logs in, searches for the publication a faculty member wishes to use for their course and verifies coverage in a matter of seconds.



Even though it's exclusively Christianson verifying that content is covered by the license before it's posted in the LMS, she announced to faculty and staff that the school had purchased the Annual Copyright License and outlined how it would benefit all the stakeholders.

"Faculty are very happy that we got the Annual Copyright License for Higher Education from CCC because it opens up the ability for them to use far more content than they had previously been able to use," concluded Christianson. "There were times in the past when I had to tell an instructor that they couldn't use an article because the copyright permission was expensive. Getting the license has enabled us to improve the quality of the materials that we offer to students because there's no longer a barrier."

About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) 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 about the Annual Copyright License for Higher Education:

copyright.com/academia/annual-copyright-license/