

Case Study

Louisville Presbyterian

Louisville Presbyterian Theological Seminary praises CCC's Annual Copyright License for providing time savings and process improvements.



Company

Louisville Presbyterian Theological Seminary (LPTS)

Industry

Education

Background

Louisville Presbyterian Theological Seminary (LPTS) traces its beginnings to 1853. Its stated mission is to “educate men and women to participate in the redemptive ministry of Jesus Christ in the world.” Graduates serve as pastors, chaplains, pastoral counselors, clinical therapists, and teachers and in several other professions. The Seminary is distinguished by its nationally recognized field education and marriage and family therapy programs. LPTS strives to be an inclusive and diverse community, welcoming individuals from a wide range of backgrounds, ethnicities, and orientations.

As is the case at most academic institutions, the weeks leading up to the start of a new term were hectic at LPTS. One pre-term task that was especially laborious and time-consuming was obtaining permissions to reuse copyrighted material in the Seminary’s print and electronic reserves. In some cases, library staff contacted publishers with requests for permissions. In other cases, this was done by faculty and their secretaries. For all, it was a trying process that typically required multiple phone calls and e-mails and a great deal of patience.

After taking an online course on copyright offered by the University of Maryland University College (UMUC), Carolyn Cardwell, Instructional Technology Administrator at LPTS, determined that the Seminary needed to change the way it approached copyright permissions. “I realized that we needed a more organized and streamlined approach,” recalled Cardwell. “We were also coming up on the re-accreditation process, which brought to mind the fact that we needed to be able to quantify and track various activities.”

At approximately the same time that Cardwell was enrolled in the copyright course, she learned about CCC’s Annual Copyright License for Academic Institutions. Designed with input from hundreds of academic professionals from more than 50 colleges and universities, the Annual Copyright License provides comprehensive, institution-wide coverage to share text-based copyrighted content in print and electronic coursepacks, course management systems, e-reserves, research teams, administrative communications and more.





Because the Annual Copyright License provides a clean and clear process for dealing with rights issues, the faculty didn't panic, thinking they were going to have to spend an inordinate amount of time getting up to speed on how this would work.

As a result, we were able to introduce the new approach to permissions in a non-threatening way, and many in the community who thought they had a good handle on copyright found out they really didn't."

Dr. Douglas Gragg

Director of Library and Information Technology Services
Louisville
Presbyterian Theological Seminary

Once she learned more about the annual license, Cardwell believed that it would benefit the Seminary by providing time savings and process improvements. She discussed the benefits of the Annual Copyright License with Dr. Douglas Gragg, Director of Library and Information Technology Services, and with the library's public services staff, and together they decided to purchase the license. Gaining approval from the Academic Dean was "an easy sell" according to Gragg.

Because CCC provides a comprehensive implementation and support program to assist institutions in getting the full value of the Annual Copyright License, LPTS was up and running quickly. Using the professional, fully customizable materials provided by CCC, Cardwell trained the faculty secretaries on how to use the annual license. Gragg, who also serves as a faculty member, gave a presentation on the license to faculty colleagues so that key stakeholders would be knowledgeable about copyright and the new permissions process.

Now when library staff, faculty or secretaries need permission to use copyrighted content, they simply go to www.copyright.com, where they can determine whether a publication is covered by the license in seconds. Gragg and Cardwell believe that, in addition to streamlining the process for obtaining permissions, the license is also helping LPTS save money on royalty fees. As a testament to the overall value of the Annual Copyright License, Gragg concluded, "I just can't imagine going back to the old one-by-one approach."



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.

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