**Workforce 3One**

**Transcript of Webinar**

**Implementing Creative Commons Attribution Licenses**

**on Your TAACCCT Content: A How-To Guide**

**Thursday, June 18, 2015**

*Transcript by*

*Noble Transcription Services*

*Murrieta, CA*

CHRIS WATSON: Now I'd like to introduce our moderator, Sharon Leu. Sharon is a workforce analyst here in ETA at the Department of Labor. Sharon, why don't you take it away.

SHARON LEU: Thanks, Chris. Hi, everyone. This is Sharon and welcome to our webinar today. It sound a little bit weird and the title is a little bit long, but what we are going to do is talk about how to openly license your products appropriately.

This is actually one of the more unique requirements of the TAACCCT grant that we are particularly excited about. And so I will turn it over to Paul Stacey in a moment.

But I just wanted to just go over this slide. This shows sort of the technical assistance resources that we at the Department of Labor have available to provide, I guess, you guys any of the resources that you need. There's quite a large network that we have put together. And today we will be hearing from Creative Commons, and as well I think Rick from Cal State MERLOT also on the line.

Thank you for responding to the poll and it seems like a good number of you have access to information on that. So as we get to it, please feel free to chime in on your experience.

And as we go through the slides today, please feel free to type in any questions that you have into either the chat or – into the chat so that we can get to them as we proceed.

So I will just turn it over to Paul Stacey now, who is the associate director of global learning at Creative Commons.

PAUL STACEY: Thanks, Sharon. And hi, everybody. There I am. I'm in Vancouver. It's great to be here with you all.

And thanks so much for the interest in today's session. I think that – it looks like there's lots of you here with me today, so please feel free to ask questions throughout the entire webinar. I'm happy to take questions on the fly and make sure that your questions get answered as we cover today's topic, which is – this is like the third webinar in a series that Rick and I have been doing together for TAACCCT grantees.

Earlier webinars have looked at the big picture of open education resources and the implications of the CC BY licensing requirement of the TAACCCT SGA. Today's webinar is going to focus on the very practical matter of implementation. How do you actually put a license on the work that you are creating? When do you put it on? And what's the sort of step-by-step method of doing so?

So I'm going to actually do some – I'll walk you through the whole process. I'll do some screen sharing and show you specifically the tools that are used. And Rick is with me today from Skills Commons. And so most of what I'll be talking about is steps you need to take prior to loading things up into Skills Commons. But if you have questions pertaining to Skills Commons, we're happy to answer those today as well.

So let me get rolling with things. Maybe I'll turn off the camera. You don't want to watch me speak for the whole time. But here we go.

So this is what I thought we'd cover today. I want to talk about how to apply the CC BY license to newly developed works using the Creative Commons license chooser. We'll talk about not only putting the CC BY license on academic learning materials, but also on things like documents or marketing and promotion videos or even academic program support materials. So we'll kind of cover the full spectrum of the range of materials that you're producing that need to be CC BY licensed.

I also want to talk about the what's called attribution statement, which is simply how you would like to receive credit when others make use of your work, which is a built-in component of all Creative Commons licenses. So we'll look at how to create appropriate attribution statements so that you can get credit for your work.

And I mean, as you know, many round one grantees have started uploading – have finished their projects and started uploading to Skills Commons, so I thought I'd show some examples of how previous TAACCCT grantees have been putting a Creative Commons license on their work. I'll show you some great examples and critique some others. But I think it's useful to look at some real examples to contextualize our conversation.

And then I know from the work that I've been doing with many of you over the years, there's a lot of questions that many of you have about what's the workflow associated with implementing the CC BY requirement. And so I thought I'd talk a little bit about that workflow process and provide you with a set of recommendations and even some templates that you might consider using to help manage and track this process from start to finish.

And then we'll close out the webinar with some resources that you can use to get additional assistance and help in this whole process, as well as direct ways of contacting myself at Creative Commons and Rick at Skills Commons, should you need any help at any time.

So that's what I want to cover. And here we go.

So really the process or method for applying the CC BY license to the works that you're creating is a fairly simple, straightforward process. There's no registration required. You don't have to create an account. You're simply going to use one of the tools that we provide for free and add a notice to your work stating that it is being made available under the CC BY license. So here's how you do that.

Here's the website URL that you can use to get directly to the tool, which we call the license chooser. It looks like this. So if you enter that URL and if you want to follow along with me – Chris, maybe you could plop this URL into the chat window while I'm talking. And if people want to click on that and look at the license chooser while I'm speaking, they're welcome to.

So the license chooser kind of looks like this. And so let me step through a few of the components.

Maybe I should say first – I'll just go back to this previous slide – it sort of leads you through a process. And the first frame on the top left that says "license features" prompts you with a couple of questions. The default answers, which are "yes" in both cases, are the right answers for CC BY. So the license chooser by default is set to the CC BY Creative Commons license.

It may be worth saying, for those of you that are new to Creative Commons, that there actually are six different Creative Commons licenses. And so the questions that are in the top left quadrant of the license chooser, if you change "yes" to "no" it means that you really are wanting to use one of the other Creative Commons licenses.

But in the case of DOL TAACCCT and that program, you've been told that you must use the CC BY license. So you really don't need to change the answers to the questions in the "license features" quadrant of the license chooser. And in fact, you can see the arrow that it – that it feeds out of that box, pointing to the fact that the selected license is the attribution 4.0 license.

And I want to circle and just draw your attention to the fact that it does say 4.0. And I know those of you that are here in the webinar from, say, rounds one and two, the SGA specified that you should use the CC BY 3.0 version of the license. But I know from speaking to Sharon and Robin and others that the 3.0 or the 4.0 license are perfectly fine for any of the grantees to use.

My recommendation would be that you make use of the 4.0 license, even if your SGA said version 3, primarily because the 4.0 license has significantly been an upgrade to the license and now makes it applicable in the same way completely around the world. So I recommend you use the 4.0 one, which is the default one when you are currently making use of the license chooser.

But if you did want to go back to the 3.0 one, you can see here I've drawn an arrow to – on the license chooser where it says "looking for earlier license versions." Then you could click that link and it would call up the – it would start with the 3.0 license version.

But as I said, from my point of view, you don't really need to change anything in the top left quadrant. And the indication that you've selected the license attribution 4.0 international is the CC BY license that I think is appropriate for the TAACCCT grant work. So I would say go with that.

And then I've just – I'm just using screen shots here but I'm actually going to demo this myself in a moment. But I wanted to point out that from the top right quadrant it then points down and asks you if this is for a webpage. And so in that bottom right-hand quadrant is the actual icon of the CC BY license, along with a statement that says, "This work is licensed under a Creative Commons Attribution" – in this case it's 3.0; this screen shot's a bit old.

And then below that is some code. And that little bottom part of code is essentially HTML code that you could simply copy and paste onto any webpage. So if you have a TAACCCT website, for example, that's been created with TAACCCT grant funds and it needs to be CC BY licensed, then you could simply copy this code that's in the bottom right-hand quadrant, go to our webpage, paste it into the HTML editor for that webpage, and automatically on that page would appear the icon and the text that you see listed above the HTML code in that bottom right-hand quadrant.

And it would look something like this. So above – I've done it so you can see it in a larger size. But you can see the HTML piece and then the icon and the statement below it.

I want to mention, though, that you can edit the text for your specific project. So if I go back to the chooser, in the bottom left quadrant is a section that says, "How do you want others –" or "Help others attribute you." And while that part is optional, I highly recommend that you make use of this section for your TAACCCT grantee projects.

And you'll see that, in some of the examples that I'll show you in a few minutes, a lot of grantees aren't doing this. But I highly recommend that you do it so that when others do make use of the work downstream, they can simply give you the appropriate credit using the terms and descriptions that you would like to see them use for attribution.

So in this case I've typed in a title for the work, "welding 101;" I've specified a particular college, North Georgia Technical College; I've given the URL for the college. I could put in below that – I haven't done that here in this example, but I could put in a source work URL. So if this welding 101 exists on the web somewhere on, let's say, North Georgia Technical College's website, I could say that work is available here from our website.

And as I enter in that information – like title of work, attribute work to name – you can see over in the bottom right-hand quadrant that that text information is being automatically added. And so the actual HTML code is being revised and the statement that would be embedded on a webpage is being revised so that you get that full attribution context being added to a webpage.

And I see a few participant questions already. So, "How would you know which license to choose?" So in the case – that's one question that's been asked. And so to be really, really crystal clear, there is only one license that you can choose for your TAACCCT grant, and that's the CC BY license. And maybe to also be clear, when you come here to the license chooser, the default license that's sort of in place when you first come to the chooser is the CC BY license. So you're almost good to go.

Really the main thing that I would recommend you do is fill out this "how others attribute you" section in the bottom left-hand corner.

And another question – I'm just going to take some of the questions on the fly. So, "Do you need to use attribution on Twitter pages?" Well, so Twitter isn't a page, right? It's just a 140-character text message. So no, I don't think that that is – I don't think you would CC license Twitter posts.

But maybe I'm misunderstanding your question. So whoever asked that question – and I'm sorry, I don't have – just a lot of names scrolling by. If you want to kind of say more about that Twitter question, please do and I'll come back to it.

And yes – so I see another question about documents and I'm going to come back to that in a second. So I'm just going to go ahead again. I'll come back to the questions in a sec.

So this slide shows the HTML at the top, which shows how welding 101 has been added and how North Georgia Technical College has been added. And then the full depiction of what would show up on a webpage if you were to paste that HTML code there.

And so, yes, this is someone else's question who's asked, "What about attribution for documents versus webpages?" Thank you, Margaret. And so this is a really common question. So if you are not putting the license on a web document, like a website, but instead you're generating PowerPoints or Word documents or other files that aren't web files, then what you would do is you'd go to the bottom left quadrant. And instead of the default, which is HTML and RDFa, you would choose "offline."

And when you choose offline, what happens is that in the bottom right-hand quadrant, it now says – well, basically it just generates a very simple piece of text saying, "This work is licensed under Creative Commons Attribution –" well, the new license user would say "– Attribution 4.0 International license;" and to view a copy of the license, here's the URL.

But you can see above that there's also a link where you can download the license graphics, which I think really enhances the statement about the CC BY license. And so you could get that little icon representing CC BY and you would simply embed the text – which is completely editable, of course, because then you could add in your college and the title and so on – and you would also put the icon with that text.

And let's say you're doing a Word document; you could put it in the footer or simply on the page two after the title page. There's no specified single place where you need to put the license. You actually have some freedom about where the license gets put on your work. But this is how you would put a license on a non-web document. And so then this is what would happen.

Typically, wherever your – if you think of a traditional work – a book, let's say – when you – you know, you open the book up, there's the title page. And then you turn the title page over and on the back is usually who the publisher is, who the author is, the copyright statement. In that kind of location is where typically people put the CC BY license requirement.

But I know that we're not necessarily talking about books being created as offline documents; we're talking about Word docs and even video and so on. So wanted to cover that.

And here's a few examples then. So these are actual TAACCCT grantee examples. This is the MoHealthWINS website, which MoHealthWINS is a round one grantee. And you can see this is an actual screenshot of the website for their TAACCCT grant.

And at the bottom they actually have put the DOL disclaimer and the CC licensing requirement. I know that's a bit small to read, but if you go to that URL you can actually see the disclaimer statement that DOL requires you to put on things, as well as the statement that this MoHealthWINS project website is by MCCA staff and it's been licensed with a Creative Commons Attribution license.

And here's another example from them, which is – this is in this case a document; not a website, but a document. And what they've done is at the bottom of their title page, again, they've put the disclaimer statement in. They've put the CC BY licensing statement. So in this case, "The Missouri Credit for Prior Learning Model is licensed under the Creative Commons Attribution license." To see the license you can click on that link.

So that's how they've put the license on both a website and a document.

Here's the National Aviation Consortia. This is another TAACCCT grantee and this is their website. And here you can see – I think they've done a slightly better job of putting the CC BY license on their website because they've made use of the CC BY icon, which has a visual communication component in addition to the text communication. So you immediately see that it's CC BY.

And then they've stated that, "Unless otherwise noted, the NCA website by the National Aviation Consortia is licensed under a Creative Commons Attribution," so on license.

And usually, wherever it says "Creative Commons Attribution license," that is highly recommended to be a link because people who aren't familiar with what that means can click on that link and find statements about what permissions are being given to them in plain language, because Creative Commons provides this, what we call, human readable deed that describes in plain language what permissions are being provided.

And let me see. Oh, yes, I wanted to mention this too. The National Aviation Consortium has developed a series of videos which they've posted to YouTube. And this is – you can see I've scrolled or watched this video almost to the very end. And I know it's so small to see, but at the – one of the very last frames of their video they put the CC BY license and the DOL disclaimer statement on one of the last frames of the video.

They also – I thought I'd include in this screen shot – and I know that it's small, but again, if you go to the URL you'll see this. When you are uploading a video to YouTube, YouTube gives you the option of actually putting a Creative Commons license on the video in terms of explicitly stating to others who are maybe looking at the video that it is licensed under Creative Commons.

So they actually did that as well. Rather than just accepting the default YouTube license, they actually specified that, no, this video is being put up on YouTube under a Creative Commons license. That's just the kind of informational statement that YouTube's providing about the video.

But then they did the next and most important step which is actually what we're seeing here on the next to last frame of the video, which is they also put the Creative Commons CC BY and the DOL disclaimer on the video itself. So that if someone was to download the video, the CC BY license and the disclaimer would travel with the video as it's looked at and used by others.

I'm just going to jump over to a couple of questions now before I move on. So Frederick (sp) is asking about a round two grant. Let me just read this. (Pause.) So if – so Frederick, in your question you're stating that no coursework was developed with grant funds. And so if no coursework was developed with grant funds, then none of that coursework needs to be put up into Skills Commons.

But my question to you, Frederick, would be, if your deliverable was a sustained model of an accelerated certificate course of less than one year, and that's what you wanted grant funds for, then what did you use grant funds to do? If there was no coursework created with grant funds, what did you use grant funds for? And whatever you used grant funds for, that's what needs to go up into Skills Commons. And again, if you – please feel free to ask.

And then Jennifer's asking about creating a derivative of something that they found with a different CC license. And so what happens in that case? And that's a really good question, Jennifer.

This is one thing that I really have been encouraging grantees to do, which is look at the vast amount of existing Creative Commons licensed educational resources that are available for you to reuse and make use of them in your own development process.

And as Jennifer's pointing out, in many cases those existing materials that others have been created have been Creative Commons licensed. And so if you're going to use those materials and/or create a derivative of those materials – which is really Jennifer's question – how do you handle the licensing component?

And so Jennifer, I'll try to answer this in a simple way, but there are sort of subtle nuances to each of the Creative Commons licenses. But roughly the way it works is this. The material that others have shared with you has been licensed with one of the six Creative Commons licenses. And those six licenses express different permissions.

And so depending upon what license the other person has used, you may be required to share back a derivative work, for example, under the same license. If they chose, for example, the Creative Commons share alike licenses, those licenses would require you to share back derivatives with that very same license.

If, for example, they shared resources just using a CC BY license and you have created a derivative – you've modified and changed that work in some way – then you don't have to share it under a CC BY license. But you might – in the context of the TAACCCT program using grant funds, you would have to share it back with a CC BY license.

So there's a variety of scenarios here, Jennifer. And it depends upon what license the original work was created under. But in general, you're totally free to make derivative versions of that work. Obviously, you can't change the license that the original creator used for the work that they created, but you can in some cases license the new revisions that you've added to that work with a different license. And then you have two licenses being part of a single work. And that's totally allowed.

I'm just going to jump ahead again. Here's actual course material from the national STEM curriculum. So the STEM folks used the Carnegie Mellon Open Learning Initiative to create – as a kind of education, technology and learning management system – to create and deploy their course materials. And you can see this is actually a screen shot inside the learning management system. And what they've done is embed the CC BY license requirement right in the footer of every page of the course materials. So that's one approach.

Others are putting – if it's inside a learning management system, some people are putting the Creative Commons license kind of where the syllabus is or where the introductory section to the course is. And that's perfectly fine as well.

And here's what their statement looks like. This "unless otherwise noted" statement is not a bad idea to add to your text description accompanying your CC BY license, because that means that other aspects – there can be other material inside this work that is either licensed in a different way, as Jennifer was asking about, or is actually fully copyrighted material that you have permission to use.

And so all you would have to do is wherever those other types of material exist inside your work, you would note that they are either licensed differently or they're under copyright and who holds the copyright and that you've asked for and received permission to use them.

One thing I should say, though, is that if you're making use of proprietary materials in your TAACCCT work, those proprietary materials cannot be uploaded to Skills Commons when you get to the end. So only the CC BY materials that you've created with grant funds get uploaded to Skills Commons at the end of your grant.

And if you've incorporated some licensed material that you've purchased from a publisher, then what we would ask you to be doing is to indicate that there's a section of the curricula that is proprietary and who you got that from.

Because then others who might want to reuse that material will know, oh, OK, this section is actually proprietary and they licensed it from such-and-such a publisher; I'll simply go and license it like they did. And then that gives them the ability to move ahead and use your work in its full academic context, just like you did for your original work.

So I'm going to jump back to a few questions again. I hope this is OK; I'm jumping back and forth a little bit between presentation and questions.

A Twitter profile page. So you could definitely put a CC BY license on a profile page. So if you're a Twitterer and you create a profile page inside Twitter, you can put a CC BY license on that just simply saying, my profile – the description of who I am – is under a CC BY license.

And I know that there's a lot of discussions among Twitterers about wanting to have their tweets be CC licensed and so that's something that's a bit of an ongoing discussion right now. I think you could – if you were creating a profile page, you could say not only is your profile CC BY licensed, but you could, as part of your profile, state that all of your tweets are CC BY licensed, if that's what you wanted to do. So that kind of thing can be done.

And Deborah (sp) is asking which code to choose from that list. So Deborah, I'm not sure I'm – and this looks like it's a follow-on to an earlier question. And so I've just kind of – I'm not quite sure – I'll have to come back to your question, Deborah. Maybe we can come back to it at the end if I don't get it right now.

And then Susan was asking, "Does the license go on every page of a document in the footer, or just once on a multi-page document?" It can be either way, Susan. It's your choice. I think that I've seen examples in grantees' works done both ways. So some people are putting it in the footer; other people are just putting it on, let's say, the title page.

My recommendation is to think about how it will be – if you're thinking of the end resources and how they'll be uploaded into Skills Commons, and then potentially how some subsequent user would download something out of Skills Commons, what you want is to have the CC BY license on each discrete file, if you will, or item that you upload into Skills Commons, so that when someone downloads it they can see that it is CC BY licensed. So that's the critical thing, that it be somewhere on the file, that it indicates that it is licensed with a Creative Commons license.

Lina (sp) asks, "Can you license with a CC BY-SA?" No. So for the TAACCCT grant you have to use CC BY. So if you're using TAACCCT grant funds to create something, you have to use CC BY; you cannot use CC BY-SA.

And so I'm just going to jump back to my presentation here for a second.

Here's an example that Rick provided me from a grantee that's put things up into Skills Commons already. And this is actually a handout associated with a video for plumbing and repair of a shower fixture. It's actually quite a nice document and it's one of the examples that I've made available through the file share section of today's webinar.

But you can see they've put the disclaimer – this is actually the end of this document. So this is a good example of whether it should be in the footer or at the beginning or the end. In this case, they put it at the very end of the document, the disclaimer statement and then the CC BY notice with the actual icon and the full statement of it being licensed under a Creative Commons Attribution license.

So let me do a quick screen share. I'm going to do a screen share now, Chris, if you can plop that over. And then I'm going to come back to some questions. (Pause.)

OK. So I'm going to go to the Creative Commons website. So here I am on the Creative Commons website. And for those of you that didn't follow along with the URL that we made available earlier, what you would do is you'd come up to the licenses section and you'd go down to "choose a license."

And so when I do that, the license chooser comes up and I can see in the top left quadrant the set of questions associated with, "Will I allow adaptations?" "Will I allow commercial uses?" The CC BY license answer to these questions is yes, so I don't need to change those. And I can see over on the right-hand side that it's already said, here's – "You've chosen the CC BY Attribution 4.0 international license," so that's all good.

And then as I go down to the bottom right-hand quadrant I can see the CC BY icon, "this work is licensed" and a link, and the HTML code. And if I was to enter something that is a title – so "shower fixture how-to" – as I enter that, it automatically adds that text over here in the bottom right-hand quadrant. And I could say – I could create an attribution statement. I could put a URL in. And as I put all those in, it'll automatically add all those here.

And then all I have to do is copy this and paste it into a web HTML editor on a webpage and all of this information would appear on that webpage automatically.

And there were questions about what if I'm doing an offline document? So I simply go here. I choose "offline." Now, when I choose "offline," it doesn't make use of the "how others attribute you" section. It simply gives you this very basic statement that includes the URL to the license. It provides you a link to download the license graphics. And you would simply copy this and paste it into the footer or on the title page or, let's say, on your PowerPoint somewhere, to indicate that it is CC BY licensed.

And of course, you can edit this yourself just manually when you paste it on those documents to state perhaps some of these attribution aspects that you'd like to be able to give.

And that's it. It's actually not that hard. I think that – yeah. Not that hard. So I'm going to stop sharing. (Pause.)

And I'm just going to come back here and actually going to – just before I move on to attribution statements, I'm going to jump back over to questions.

"Is it OK to not put the CC license on a video but just on the YouTube page?" So the issue there, Susan, is that if you – so the issue is that there's a difference between the YouTube option to say that it's Creative Commons licensed from actually putting the license in the video. And it's kind of like the difference between a card in a library card catalog and the actual book.

So sure, the card in the card catalog might say that it's CC BY licensed – or in this case, the YouTube information about the video says it's CC licensed. But then when you go and you get the video and you take it down and you're trying to look at it and use it, if there's no CC license information on the video itself, then the user doesn't necessarily know that it is licensed with a Creative Commons license. So it's far better to actually put the CC license on the video itself.

And I know that it's – it involves effort to go back and do that, but I just think that whatever you've created with grant funds, that's what should happen.

And Darla's (sp) asking, "Created some online courses, put the image to the license on the landing page of the course?" That's fine, Darla. Yeah, I think that's fine. Lots of people have done that as well. Especially if the course itself, when uploaded to Skills Commons, will be uploaded as sort of one big file, so that if someone was to download that file they'd still see the license. If the course is going to be uploaded as mini multiple files, then you might want to think about putting the CC license on each of the discrete files that comprise the course.

So then someone's asking – Lina's asking, "On the materials, do you have to write the license information text or can you just put the icon by itself?" So that's a good question. The icon certainly does explicitly indicate that it's CC BY licensed, but the text and the link to what we call the human readable deed are really important, Lina, for others to understand what permissions they have around reusing the material.

So I would recommend using the icon and the little text that says, "This work –" "Unless otherwise noted, this work is licensed a CC BY Attribution 4.0 license." And where that text statement is, actually make that text into a link that when clicked on goes to the CC BY human readable deed.

So for images – so Dee (sp) – (inaudible) – "What about images that you've purchased from an outside source?" So certainly you can use TAACCCT grant funds for that, but you cannot CC license them because they're not yours and you've purchased them from someone else.

So in this case, canstockphoto.com, you purchased some photos from there. Those photos are theirs. They're the copyright holder of those photos and you cannot CC BY license them because they're – you didn't create them with grant funds. And also, you wouldn't upload those images to Skills Commons because you don't have permission to do that from the provider.

And so Carla's asking about a course that was previously developed before the grant but then enhanced with grant funds. And yes, Carla, you have to CC BY license that. So the way the SGA reads is that new content created with TAACCCT grant funds and previously existing modified content done with grant funds both have to be CC BY licensed.

And then – so Rhonda (sp), I'm actually going to come to your question here in a minute. But I'm going to wait for a few minutes and come back to it. Just looking at the time for this overall webinar, I just want to cover a few more things.

And so one thing I definitely want to talk about is appropriate attribution statements. And so as I mentioned, in the bottom left-hand corner for a webpage, this is where you would put in information about how you want to receive attribution. Some of the examples that I've showed you haven't done a lot – the grantees haven't necessarily been doing a lot of that. I highly recommend it, though, because it's essentially you stating to others downstream how you want to receive credit.

And so the best practices for attribution from my point of view are that you at least have a statement that says what the title of the work is, who the author of the work is, a source link to where the work is – that can either be in Skills Commons or if it's somewhere else on the web, on your own college's website, let's say, that link – and then the license. So everybody's been doing a license, but not necessarily the other things.

So here's a photo, for example, that a friend of mine, D'Arcy Norman, took. And here's how I might give him attribution. This is the Peace Bridge in Calgary, so that's the title. It's by him. And each of those things are links that I could click on to go to where that Peace Bridge photo is stored on the web, and to D'Arcy Norman's website himself. And then the CC BY license statement, which also is a link, which when clicked on would go to the human readable deed.

I also wanted to mention that in addition to – so in addition to this lower left quadrant of the Creative Commons license chooser that allows you to put in attribution statements, there's also this other tool that one of our partner organizations – the Washington State Board for Community and Technical Colleges – created, which they call attribution builder. And I put the URL here.

A lot of grantees have been telling me they like this tool because it allows them to put in not only the title and the URL and the author, but also the organization and the project name. And as they enter that information, a large HTML attribution statement shows up in this white area at the very bottom of the attribution builder. So in this case you actually would have to choose in the top right the Attribution CC BY license. But it gives you more fields into which you can put additional information that creates an even more robust attribution statement.

I was going to screen share that, but I'll just leave that for you to explore.

OK. Just before I move on I'm going to jump over to the questions again.

So Rhonda's asking, "The CC BY is a generic license to reuse or modify the work? The actual document with CC BY is uploaded to Skills Commons once final?" That's exactly right, Rhonda. So you would embed the – you would put the CC BY license statement on the work and then as you get to the end of your project you're going to upload that document to Skills Commons and the CC BY license will be attached to the work.

This is something that some grantees haven't realized, that they actually need to put the CC BY license on the files themselves prior to uploading to Skills Commons. That's a really important step.

And so, "Marketing material for your program using pictures purchased from bigstockphotos.com." So what you would – so should those materials be CC BY licensed? You could say – you could make use of that statement E that says, "Except where otherwise noted, this marketing material is CC BY licensed." But then you'd have to indicate the photos were purchased from bigstockphotos.com and those photos are copyrighted to them.

And then when it comes to Skills Commons, you would not upload those photos to Skills Commons; you would simply – you'd have to remove them prior to uploading.

And then, "A website created with grant dollars –" (pause). So Brant is asking – I'm just trying to understand your question, Brant. So, "If a website's created with grant dollars, wouldn't it be better to place CC BY on terms and conditions?" So that – lots of people are doing that, Brant. So I think it's best to make the CC BY visible on the website so someone doesn't – not very many people go and read the terms and conditions.

So it's better to make it completely visible upfront. But then if you also want to make a statement in your terms and conditions associated with that website, feel free to. But to just simply bury it in terms and conditions, which hardly anyone ever reads, is not a recommended process from my point of view.

And there's really – you know, people are – in general are not confused by the CC BY material, especially if you include the link to the human readable deed.

Plagiarism repercussions. So Susan's asking about plagiarism repercussions. So there is no police force in place, Susan, who's monitoring all of this. I do think this is – I get this question sometimes, especially from faculty who are concerned that someone will take work that they've put up under a CC BY license and then someone else uses it without appropriately giving them attribution.

And I understand that concern. I think that is a concern. That's why we've structured the licenses to be mandatory, that attribution to the creator be given. And certainly the creator, if they saw someone doing that, would have the ability to say to the person who's making use of their work in an inappropriate way, you can't do that, just like you would under any kind of typical plagiarism scenario.

I would also say, though, Susan, that in general I see faculty taking materials from all over the web and not giving credit at all in the materials that they're using for PowerPoint materials, for example, to where they got those materials from. And so I really think that this is a practice that we have to look at engaging not only students in but faculty in as well.

And the copy – the text graphics for the – so there is no graphics for the DOL disclaimer, Forrest (sp). But the DOL disclaimer is spelled out word-for-word in the SGA itself. And so as far as the text for the DOL disclaimer, I would simply be copying the word-for-word disclaimer out of the SGA and pasting it onto your materials.

And then Gail's (sp) asking about content in a learning management or educational management system, and how do you manage that? So Gail, this is where my great colleague, Rick Lumadue can help you. And we'll talk about in a second some resources that they've created on Skills Commons that help guide you exporting content out of a learning management system so that it can be uploaded to Skills Commons.

But in general, what we're looking for, Gail, is to ensure that when you do have TAACCCT grant content for an online course, let's say, that there is still the ability to get that content out of a learning management system – let's say it's Desire2Learn or Blackboard or Moodle or whatever you're using – and have it be exportable out of a learning management system. So that that exported set of files can then be uploaded into Skills Commons with all the content intact and with the CC BY licensing on it, and potentially reused by someone else inside whatever learning management system that they are using.

OK. I'm going to jump back now to the presentation piece because we just have a few minutes left. I wanted to spend a few minutes talking about work flow process and how to kind of think about managing this whole workflow associated with the CC BY license.

So one thing I actually put up in the file share is this document that my colleague Bo-Young Choi from the Washington state board created based on some of the practices that they've been using. It's just a set of resources all contained in that Word document, which you can find in the file share area of the webinar and download if you're interested.

Essentially, it's a set of templates and tools for managing and inventorying all of the both proprietary content that you may be using inside your curriculum materials, as well as things like YouTube videos. And just kind of tracking that whole process and a way of managing from start to finish the production of curriculum materials like this.

The second point about who should put the CC BY license on the materials is something that grantees have been asking me about. On the one hand, it's fairly simple, as you saw from the license chooser. It's pretty simple to put a CC BY license on work, and so conceptually, anyone could do it. You could simply be asking all of the faculty and instructional designer people who are creating content to do the CC BY license piece as part of the work that they are doing when they're engaged in the offering process.

But on the other hand, one thing to consider is the attribution part. And so for many grantees I think it's worth talking about collectively, especially if you're part of a consortia. Who should be receiving attribution as the author, let's say? And having a kind of attribution statement that is consistent across all the colleges in the consortia so that there's a common way of referencing how attribution should be received.

And in that case, some grantees are doing it in a way where there's one person at each institution who's putting the CC BY license on all the materials, and others are assigning one person for the whole consortia who does the CC BY licensing step of putting that on materials prior to uploading to Skills Commons.

So I think there's a number of things to talk about there. But I guess my point is it can be done by everyone; but maybe if you're going to give it to everyone to do, you maybe want to talk about in advance reaching some common understanding of what the statement will be that gets put on materials so that there's consistency and appropriate attribution being given.

And I also wanted to emphasize that the CC BY license piece is something you have to do prior to loading materials into Skills Commons. And even though Skills Commons – and here's a screen shot of – and I know this is small, but this is a screen shot of the process, the steps and the additional what we would call metadata that you'll be asked to enter when you are uploading and contributing your resources to Skills Commons. And it will prompt you to indicate which Creative Commons license your using and are there other materials that you've incorporated into your curricula that are licensed differently.

But you should think of this Skills Commons contribution data as being like that equivalent of the card in the library card catalog. It isn't actually putting the license on the materials; it's simply information about the materials that's describing the materials, including what license is being used.

Here's a few of the support resources that I also wanted to make sure you all were aware of. So from a Creative Commons point of view, if you have questions we welcome questions nonstop all the time at taa@creativecommons.org.

We haven't talked a lot about Skills Commons today. That's really at the very end of your workflow process. As you read the end of your project you're going to be uploading things there.

And the next webinar, which will happen in a couple of weeks with Rick and Jerry, is really going to focus on that Skills Commons piece. So I really encourage you all who are interested in that to attend that webinar.

And I'm going to go back to questions, Chris, for the last few minutes. So we have just a few more minutes but I certainly welcome additional questions. I'm going to go back to them now.

So Marie's (sp) asking about uploading zipped LMS's into Skills Commons. Rick, you want to talk about the export out of LMS's and what you prefer to see as the process people use for this?

RICK LUMADUE: Yeah. I answered that in the chat window there.

MR. STACEY: OK.

MR. LUMADUE: But just to reiterate, just – both would be great, if you could do both. That way, people that aren't going to use it in an LMS, maybe just want to cherry pick, can see the individual files. But then having it in a zipped LMS export is great because then somebody could just take that whole zipped file as it's organized.

As I was explaining there to Gail about her question about that things may not be organized the same way if they're split up. So this way, it keeps it organized the way you built the course, so when they upload it into an LMS it will appear the way you designed it.

MR. STACEY: Right.

MR. LUMADUE: Having the other file with all the individual documents and things is great. That way, people don't have to have that huge file to – that zipped file of the LMS export to look through.

MR. STACEY: Sure.

MR. LUMADUE: Both are good. So I hope that's clear. So both would great, honestly.

MR. STACEY: Yeah. And then Holly's (sp) asking about whether the CC BY should be on documents that students are seeing. And the answer is yes, Holly. So you really should be having the CC BY license on all content materials that you're using with faculty and students, as well as the resources that you upload to Skills Commons.

And in fact, lots of students are increasingly getting interested in seeing that the curricula materials are openly licensed because that gives them the option, actually, of keeping those resources if they wish to.

Let's see. And then, "Are all materials uploaded to Skills Commons at the end of the grant?" And they don't have to be, but I do think, just as you've described, you're going through rounds of revisions. And so I do think that if that's the case, I would wait until your rounds of revisions are over so that you are uploading grant finalized materials rather than materials that are still in the process of being edited.

So Marty's (sp) asking about photos that you've purchased the pictures and the rights from the photographer. So if you have purchased the rights from the photographer – so this is a great question, Marty. Like, sometimes you contract a photographer to take photos. And as part of the contractual agreement, there's a statement that says that you own the rights to the photographs. And in that case, yes, you should CC BY license them and attach – and upload those photos as part of your upload process.

And then, "Should individual names be used or consortia names be used?" This also is really your choice, which is why I showed that Washington state board attribution builder tool, which would allow you to do both if you wanted to. So it's really your choice as to whether you put the individual name of, let's say, a faculty member who authored a particular set of materials, or you put the consortia name, or you put the college name. And as I said with the larger attribution builder tool, you can put all three of them if you want.

And so Rick, I'll let you answer this one for putting a grant name for round four TAACCCT to set up an account.

MR. LUMADUE: Yeah. Just shoot me an email and we'll get it set up, Holly. Thank you. Or you could just put it in the chat window and we'll set it up.

MR. STACEY: And then if you purchase – so Jason's asking about purchasing lesson resources using grant funds, that were created by someone else, like instructional videos. Which again, you can use grant funds to do that.

But the way to think about it is, when you're purchasing something like this, you're really just usually purchasing – there's usually some terms associated with the purchase. And usually the purchase is simply that you have some rights to use those materials in your particular context, that you don't – it's not typical – I know there was just an example in an earlier question about purchasing the rights to the actual photographs.

But usually for instructional videos you're just purchasing the right to use them; you're not actually purchasing the right to own them. And so it's only if you own the materials that you can put a Creative Commons license on it. If you don't own the materials outright, then you can't license them with a Creative Commons license because they're not yours to license. I hope that helps.

I think we're pretty – so I've gone a couple minutes over time. But thank you all for these great questions. And I hope this has been helpful. I know that there's often – this is a new process for most of you and people are interested in knowing how it works. And so I've tried to provide some specifics about the actual implementation steps in today's webinar, but please feel free to contact me if you have any further questions.

(END)