

Association of Research Libraries  
148th Membership Meeting  
Ottawa, Ontario

## COPYRIGHT EDUCATION INITIATIVE

WEDNESDAY, MAY 17, 2006

1:00–2:00 P.M.

FROBISHER ROOM

---

### Convener

Winston Tabb, Johns Hopkins University Libraries

### Discussion Leader

Peggy Hoon, North Carolina State University and ARL Visiting Scholar for Campus Copyright and Intellectual Property

### Background

There is a compelling case for a strategic, comprehensive campus copyright education effort that will both meet the ever-growing need for copyright information and provide a positive, proactive message. To address this need, ARL has engaged Peggy E. Hoon to lead the planning and development of a multi-phase ARL Copyright Education Initiative, initially targeted at the use of third-party copyrighted materials as part of the academic endeavor, i.e., as part of courses or student works at US ARL institutions. This initiative can be adapted for CARL institutions. In this effort she is working closely with the Public Policies Steering Committee and key ARL and SPARC staff.

ARL's approach will be a sharp contrast to the overwhelmingly negative messages of infringements, piracy, and lawsuits that bombard our campuses on a regular basis. Our positive message will closely align with important academy values such as academic freedom, access to information, and the sharing of knowledge.

The initiative, which will be built around the theme "Know Your CopyRights", is expected to offer information, resources, and tools that are reflective of university and library principles and goals. Separate campaign strategies will be developed for each major campus constituent group, including academic administrators, campus legal counsel, faculty, librarians, and students. Given the broad scope of the initiative and the variety of potential audiences, the project will be developed and released in phases. The initial phase is targeted on academic administrators and legal counsels and is expected to be available this summer.

Ms. Hoon holds a JD degree from the University of Washington and a BS degree in nursing from the University of Colorado. She is now based at North Carolina State University where she is Scholarly Communication Librarian and Special Assistant to the Provost for Copyright Administration.

Three samples of the initiative's work to date are the overall message, a sample memo from library director to provost, and a web prototype (located at or near the registration area).

### Discussion Topics

- What is your reaction to the overall message and approach?
- What concerns/interests does this program present for you?
- What kinds of resources or materials would be most helpful to you and/or members of your campus? For those with existing copyright education efforts, what, in your experience, has been most successful in reaching the various campus groups? What could ARL provide that would extend your local resources?
- What audiences are you prepared to reach out to? What are their common high-risk copyright-related activities?
- How have you approached copyright awareness as an opportunity? Are any of these approaches particularly successful?

### Attachments

Overall message of *Know Your CopyRights* campaign

Sample memo from library director to provost advocating university participation in *Know Your CopyRights* campaign