Working Digitally: Copyright & Student Tutorials

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How Libraries Can Use Digital Workflows to Help Users: Two Examples

What’s in it for the library?
- Help for students and faculty
- More efficient use of resources: fill in service gaps
- Outreach and visibility of library’s value to users
- Feedback and analytics: better insight into user needs

For copyright education and management purposes

For student tutorials (Guide on the Side)
SIPX, Inc.
A Web Service For Managing And Measuring Digital Course Materials

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@SIPXCopyright
SIPX - Benefits of Digital Workflow

- Lower cost of course materials to students and school
- Copyright education tool
- Visibility and maximizing library subscriptions
- Embedding into familiar workflows
- Manage MOOC content
- Learning from analytics on content usage and instructor/student behaviors
What is SIPX?

End-to-end solution to manage, distribute and measure course materials for higher education

• Cloud-based technology service that solves many copyright frustrations

• Networks together all stakeholders, critical data and offers open and pay-per-use content options together

• Can blend into campus systems like LMS’ and online education platforms like MOOCs

• Uniquely capable of meeting challenges of new multi-school collaboration models
Today’s Copyright Maze

- **Copyright Agents**
  - HathiTrust
  - Creative Commons
  - Public Domain

- **Publishers and Creators**
  - #@?? Where is my content going?
  - #@?? What can I use? Is there an open version?
  - #%$?? Too expensive!
  - #%&?? Can’t find the owner!
  - ^@#?! Is this fair use?
  - #%&?! Permission denied!
  - /%$&?! I have to pay for the whole class!

- **MOOC Provider**
  - ?@@? Can I put this online?

- **Educator**

- **Student**
  - Can’t figure out conditions of use

- **Librarian**
  - Legal liability?
  - Which subscriptions matter most?

- **Schools and Libraries**
  - @!#$?

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Grown Out of Unique Higher Ed Needs

- Too many data sources
- Complex & confusing processes
- High cost & inefficiency
- Time delays
- Lower quality of education
- Risk and liability

Maximize use of subscriptions, provide copyright education, and showcase value?

Understand purchase and use?

Prepare quality and affordable readings easily?

Get convenient access at the lowest possible cost?

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One Networked End-to-End Solution

System Principles

- Transparent
- Automated
- Cost-effective
- Easy to use
- Works within existing infrastructure

Publishers and Creators

MOOC Provider

Copyright Agents

Open Sources (HathiTrust, Creative Commons)

Schools and Libraries

Educator

Student

Librarian

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Instructors add readings into their regular LMS as usual. A simple keyword search bypasses the historically frustrating copyright process. Search results present open, library-licensed and pay-per-use content options.
Librarians fully leverage their subscription holdings, provide improved copyright support and content access to instructors and students, get recognized for the value they bring to the school, and get valuable usage data that helps guide collections decisions.
The Student Perspective – LMS  
(Stand-alone Cloud Service Also Available)

Students get cost-effective and easy access to course materials at the lowest possible price depending on their user context. SIPX supports on-campus and online activity, with flexible content payment options (school is invoiced or students pay on their own).
SIPX’s copyright-intelligent links give users contextually appropriate access and pricing, with no re-training of faculty and students needed.
SIPX in MOOCs and Online Education

Flexible SIPX links can be posted anywhere, ensuring student authentication, easy access at the lowest price (MOOCs span >120 countries and many school affiliations)

• Professors assign what they want
• Save schools time and $ from clearing readings
• Pay-per-use for students to buy and access their own copies
• Students benefit from their school’s library holdings
• Publishers experiment with pricing, format
Early Campus Observations

• Student engagement levels in course reserves and LMS materials

• Content development insights for the school, library and course creators are valuable

• Creating a market of new options: professors’ choice of readings influenced by cost, effort to clear, recommendations by peers…

• How else are professors’ behaviors changing – self-publishing opportunities…
Early MOOC Observations

1. Opportunity
   - SIZE: Very big classes even with high attrition rates
   - REACH: Global adoption of message and content
   - SEGMENT: Most new students not university-affiliated

2. Most MOOC students differ from campus students
   - Different motivations, desired outcomes and commitment levels
   - Does committing to content encourage deeper engagement?

Need flexible content approaches to meet the demand and behavior
   » Unbundled options
   » Differential (geo-)pricing

   Maximum reach and cost accessibility
Analytics Show More

Discovery for publishers, schools and educators
  – Most popular articles?
  – Cost tolerance across geography?
  – What subscribed content and non-subscribed content is selected?

Recommendations and predictive data on content
  – Used in other astronomy courses?
  – Used by successful students?
  – Any sensitivity to sharing syllabi?

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