Guidelines for Remote Data Collection in Higher Education (Spring 21)

February 8th to March 19th
Introduction

During Spring 2021 the collection of CLA royalties data will be conducted remotely using two data capture methods. Universities will have the discretion to assess what best suits their current workflows, allowing them to use a combination of both methods across different departments. CLA appreciates that university staff may be working from home and spending limited time on campus but remain hopeful that some data may be collected this term. Please note that the collection is neither an audit nor a policing exercise.

We are capturing copy re-use of printed publications such as books, journals, periodicals, etc. as well as digital originals which are printed out then on-copied. Data collected is used to help distribute royalty payments to the authors, publishers and visual artists whose work is being used. Your institution’s role is an integral and much valued part of this process. Published staff who are members of the Authors’ Licensing & Collecting Society are also potential beneficiaries.

Relevant data may come from:

- Books, magazines, journals, periodicals, etc. including extracts or line quotes.
- Copies of copies.
- Course/study packs containing multiple extracts from learned/research journals/monographs as well as chapters from reference books, alongside lecturer prepared material. Packs created earlier in the academic year can be included.
- Copyright content transcribed and used in a printed resource such as a presentation or supporting handout.
- Crown Copyright, unless published under OGL. (Some Government publications which receive private sector funding cannot be published under OGL.)
- Open resources and material from hybrid publications, where a mix of copyright and open access content is included (particularly in journals or other collections of work).
- Resources provided to non-credit bearing students covered by the HE licence, for example, if undertaking professional or short courses.
- On-copying from born digital material made under the CLA licence is subject to the same terms as a photocopy so should be included.
  - Resources containing published content which are scanned to the VLE are excluded as this data is recorded elsewhere.

Participating Areas

This is a staff only exercise - students are not included, with the exception of post-graduates who are involved with teaching, group research projects, etc.

- For academic departments we anticipate that data will come from academics themselves or anyone copying on their behalf. Academics should be made aware of the exercise but they/you may wish to ask subject librarians or department/school/faculty administrators to report data for them. Other learning or research areas, such as Centres of Excellence, are also included. Administrative departments, such as HR and Finance, are generally excluded.
Reprographics will be required to notify us of all relevant copying, including readers, study or course packs as previously mentioned though these may come directly from departments in some instances. (Packs submitted twice are easily identified by CLA and screened out accordingly.)

Data is also collected from libraries but usually only when generated by staff or visiting academics, although we appreciate the latter is less likely at the current time.

Submitting your data

- Relevant copying activity will be captured using a bespoke version of Snap Survey, the demonstration site for which can be found [here](#). A unique page will be created for each HEI and a live link sent ahead of the start date, for onward dissemination to colleagues in the academic departments. All staff use the same page and data is submitted anonymously as would be the case if we were using yellow boxes. Simply:
  - Tell us what type of publication you copied from
  - Enter the IS number, title and publisher
  - Enter the number of people the resource is for
  - Enter the page details then click submit.
  - To submit data again, click the back button in your browser. If the page does not reset, click the refresh button.

- Data may also be sent to [hecopy@cla.co.uk](mailto:hecopy@cla.co.uk), particularly course packs or other resources which contain multiple extracts and ideally from a university domain address. The number of copies made/students it was made available to, should be noted on the front along with the name of the institution.
  - It should be possible to set up the above address as an external scan destination on MFDs (e.g. dept/library/print unit, etc.). This means, for example, if a handout is being copied, it can simply be run through the MFD scan at the same time.
  - Please check with your IT department in case of firewall settings or other security protocols. It may be necessary for them to whitelist the CLA domain.
  - Handheld devices such as a mobile or tablet can also be utilised send data to the mailbox, using a scanning app or by taking an image.

Creating Awareness of the Royalties Data Collection

In order to help with the exercise, particularly at this time, below are some of the channels previously tried and tested in other universities which you may find helpful:

- Faculty/departmental/staff meetings (virtual or otherwise)
- Newsletter/bulletin/splash screens
- Intranet & Social Media (university and/or departmental)
- Memo from the Vice Chancellor’s office
- Memo for Course Packs
- PDF posters similar to those shown below will be provided separately should you wish to print these off and place next to MFDs.
Your CLA Higher Education Licence lets you photocopy, scan and share extracts from digital and print books, magazines and some websites.

Your Licence to Copy

1 article, 1 chapter or 10% of the total - whichever is greater

We're currently collecting data at your university in order to help us reward the creators whose work you have used.

Please remember to log all photocopying on the CLA web logging system for higher education.

Visit www.cla.co.uk/higher-education-licence for more information.

Tell us what you copy

1. Log on to the CLA web logging system using the link provided by your university then select the resource you have been using content from.

2. Please enter the 12 digit as well as title and publisher where known. How and where the number of people this extract will be shared with.

3. Please provide the page information then click submit. To send more data, simply hit the back button in your browser to read the page.

Copyright Made Simple.
www.cla.co.uk

This device is part of a data collection exercise.

Start date: February 8th  End date: March 19th

Please remember to record copying of published material online, using the link provided by your Licence Coordinator.

For more information please see www.cla.co.uk or contact your licence coordinator.
Frequently Asked Questions

What if a publication doesn’t have an ISBN/ISSN?
Secondary identifiers such as title and publisher are helpful so the more detail you can give us the better e.g. if copying from another photocopy. It’s probably best to email this material to us as we have several tools which can help to identify a publication.

Why does CLA need this information?
Most of the revenue we get from our licence holders is redistributed as royalty payments. Only by collecting data can we ascertain whose work is being copied and how much the rights’ holders should be paid. Academic staff often publish material so, potentially, you could be helping higher education colleagues as well as creators outside the sector.

Are there any cost implications for my department?
There are no penalties for high volume copying of copyright material as size of classes and study groups may vary considerably. It is important to be aware of what the licence allows you to copy so further details can be found at https://cla.co.uk/higher-education-licence-docs

I seldom photocopy published material - do I really need to take part?
During the remote exercise even if you copy something just once you still need to let us know. A one-off copying event may seem inconsequential but when aggregated with data from other institutions, its value can become very significant.

All my print copies come from digital material – do I need to include it?
For born digital content, once a paper printout has been made under the CLA licence, it is subject to the same terms and conditions as a photocopy and should be recorded as part of the data collection. Please see HE Licence User Guidelines for details.

Why do you include open access and crown copyright content?
Whilst usually beyond the scope of your CLA licence, there are occasions when we can make a royalties payment for these types of content, particularly when they appear alongside other published material such as in a journal. Rather than ask colleagues to check qualifying criteria it may be easier to include all relevant material and anything which is not payable will simply be filtered out when the data is processed.

Are exam papers which include copyright extracts collected?
Copying of papers for examination use are excluded. However, if any other use is involved, for example using a paper after the examination in a lecture or course pack, it will need to be included in the collection.
Further information including title search & excluded works, can be found at www.cla.co.uk

Useful contacts
Tracy Austin-Brydon, Data Research Manager for Education tracy.austin-brydon@cla.co.uk
Andrzej Sowinski, Data Collection Manager andrzej.sowinski@cla.co.uk
The CLA Royalties Officer as notified to your university’s CLA licence co-ordinator.

The CLA Royalties Data team is grateful for the support and assistance provided by the institution during this exercise.
SAMPLE MEMO FROM VCs OFFICE

This memo is disseminated to all staff within the key areas previously mentioned.

University/College of ........................................

CLA Collection of Royalties Data

The Vice-Chancellor wishes to notify you of a remote collection of royalties data, conducted by the Copyright Licensing Agency (CLA) between February 8th and March 19th 2021. This exercise pertains to the use of published material which is being photocopied or re-used in our institution under the terms of our copyright licence. Your co-operation and compliance is requested in order to fully assist CLA with their royalty distributions.

The licence fee paid by this Institution is held by the CLA until indications of copying, or re-use, enable appropriate payments to be made to the rights holders. A fair balance in the world of intellectual property is important because the rights’ holders need users as much as users need the creators of copyright works. This exercise helps to complete the cycle and reward the authors, publishers and visual artists accordingly.

If you are photocopying from books, journals, magazines or any other printed resource which includes copyright content please take a few moments to read the instructions when provided.

Thank you for your cooperation.

Name:
Position:
Tel:
SAMPLE MEMO FOR COURSE PACKS

This memo is disseminated to all staff who may produce or photocopy course packs within their department or through a centralised print service.

Date: Collection of Royalties Data within Higher Education Course Packs For Reprographics and all Academic Departments

The CLA Royalties data collection commences on February 8th but the capture of printed course packs or compilations of extracts, for use at any time during the 2020-21 academic year, can be reported henceforth. This will usually apply to packs sent for printing or which have been printed previously and are now stored digitally for convenience. It should not include those packs that have been produced digitally solely for uploading to the VLE or similar. (Course packs may also be known as module handbooks, reader packs, lecture notes, etc.)

Please submit a full replica copy of any such packs which may contain copyright material by email to hecopy@cla.co.uk including the following essential details:
   ✓ Name of institution
   ✓ Name of academic area and course of module
   ✓ Number of students the packs were made available to.

If the file you are submitting is too large for email, CLA can set-up a CLA Cloud account for direct upload. Please speak to the university licence co-ordinator <insert name/contact details> in the first instance.

Day to day copying from books, journals, magazines or other published material during the collection period should be reported online, instructions for which are provided separately.

Thank you for your assistance with this matter.
Have you been published?

What the Authors’ Licensing & Collecting Society (ALCS) can do for you

ALCS is a not for profit membership organisation, open to all types of writer. We offer a unique range of services to our Members.

**ALCS Collects monies owed**

ALCS collects money due to Members for secondary uses of their work. These include activities such as photocopying, scanning and the digital reuse of electronic and online publications. This sort of income is typically made up of small transactions that are difficult for individual writers to monitor, but can be tracked by ALCS using our bespoke systems.

**ALCS pays monies due**

ALCS makes payments twice a year to writer Members owed money for any secondary uses of their work.

**ALCS campaigns on behalf of writers**

ALCS campaigns on behalf of writers both on a national and an international level. Through our advocacy work, ALCS aims to ensure that writers receive fair and adequate payment for the use of their work, and that writers’ rights are recognised and respected.

**Raises awareness of issues that affect writers**

ALCS strives to keep our Members aware of any issues that may affect them as writers, such as the latest UK or EU copyright legislation.

> “I have nothing but good to say about the ALCS. I was only vaguely aware that the organisation existed, but it took the trouble to get in touch with me and send me a nice little bit of money that I had no idea was due to me; and every year it sends me money for photocopying and similar fees that I would otherwise have no clue how to track down. All this for zero effort on my part. What’s not to love?”

*Jane Spencer, Exeter University*

www.alcs.co.uk
www.twitter.com/alcs_uk
Find us on facebook

**How to join**

All you need to do is complete an ALCS Members application form. You can do this by either:

- Using our online application tool at [www.alcs.co.uk/join](http://www.alcs.co.uk/join)
- Completing a paper application form
- Download the paper application from [www.alcs.co.uk/forms](http://www.alcs.co.uk/forms) or contact us (on 020 7264 5700 or email membership.team@alcs.co.uk) and we’ll send you a copy to fill in