University of Kent

COPYRIGHT LITERACY
STRATEGY 2020–2025

Copyright Literacy Strategy

Our vision

By 2025 people working and studying at the University of Kent will feel confident in making informed decisions about using copyright material and will understand the role copyright plays in innovation and creation of new knowledge.

The University's approach to copyright education will support its strategic objectives by informing policy and practice.

Our values

The University takes a responsible yet critical approach to copyright law. This recognises that:

- Staff and students are expected to behave lawfully and responsibly, but should be able to question assumptions about copyright law.

- A balance is required between the concept of copyright as private property and the importance of communication and dissemination of knowledge.

- Management and licensing of copyright content created by University staff and students requires different approaches depending on the context.

- The use of fair dealing and statutory copyright exceptions is an essential aspect of academic activity and a vital supplement to the use of licensed resources. The University will support its staff and students in taking advantage of these legal provisions.

- It is often necessary to take a risk-managed approach to copyright when working with third party copyright material.

- Copyright law operates on an international basis and good decision making requires an appreciation of different cultural and legal customs.

- There are a number of related legal and compliance issues such as information security, data protection and accessibility considerations which often need to be considered alongside copyright when assessing risk.

Our activities

The University will take the following actions:

- Create a Copyright Literacy Steering Group to oversee progress with the strategy.

- Review its policies relating to copyright law to ensure they reflect the institution's strategic objectives. This process will highlight potential conflicts and suggest ways of addressing these where appropriate.

- Develop its copyright guidance to support staff and students using user experience design principles. This will ensure guidance is concise, in plain English and easy to access.

- Contribute to sector-wide developments in defining and communicating codes of best practice in fair dealing.

- Monitor developments in copyright law and consider whether these require a change to University strategies or policies.

- Develop a network of staff whose roles involve advising on aspects of copyright law to identify opportunities for education, training and communication. This recognises that copyright often has to be addressed in context and alongside other issues. The network will include staff responsible for:

  ◦ Academic Development

  ◦ Digital Accessibility

  ◦ Digitisation of library collections and archives

  ◦ Embedding aspects of copyright law in taught programmes, including but not limited to creative subjects

  ◦ Exploitation of research and innovation

  ◦ Information Governance

  ◦ IT Security

  ◦ Learning Development and Support for Students

  ◦ Licensing and provision of library resources

  ◦ Marketing and Communications

  ◦ Open educational and publishing practices

  ◦ Online teaching

  ◦ Professional development for staff

  ◦ Risk Management

  ◦ Scholarly Communications

Measuring Success

This strategy will enable the empowerment of staff and students but recognises that it will be challenging to compile quantitative data on behavioural change. It will therefore report on a range of available measures including:

• Case studies demonstrating how the strategy is supporting teaching, research and engagement at Kent

• A periodic survey measuring confidence in working with copyright amongst staff

• Numbers of enquiries to the copyright support team

• Analysis of engagement with online guidance

• Number of people who have attended copyright training sessions

• Level of engagement with other institutions on Kent's approach

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