Planning Ahead: How to Enact a Multi-Year Strategic Plan
for Copyright Services from the Academic Library

Shelby Thaysen, MI

ABC Copyright Conference
Halifax, Nova Scotia
June 20, 2024

- About

- Developing the plan

- A look at the plan itself

- Lessons learned

About

Centennial College

- 5 campuses
- 7 schools
- ~11 000 FTE
- In-person, hybrid and online courses

- 5 Libraries reporting to the VP, Academic
  - 1 Copyright Services Librarian
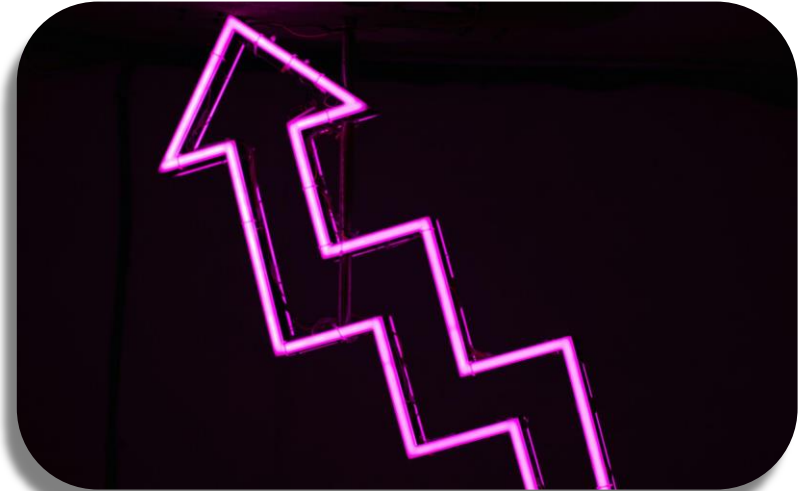 - 1 Copyright Senior Technician
  - New - 1 OER Librarian

Why plan strategically?

"[strategic planning] is used to prioritize efforts, effectively allocate resources, align shareholders and employees on the organization's goals, and ensure those goals are backed by data and sound reasoning. (Cote, 2020)

> Users

> Evidence

> Advocacy

> Effectiveness and Alignment

Developing the Plan
Process

> Gap Analysis
            Statistics

> Academic Plan analysis

> Consult / Needs Assessment

> Develop quantifiable goals

> Sticky note sorting exercise

> Reiteration

> Mobilize on the goals and track progress

The Plan

- Revisited mission and vision for the Copyright Services team

- Aligned with broader institutional goals

- Priorities scaffolded over years 2024, 2025, 2026

- Action Items vary:
  > Enhancing existing efforts
  > Improving processes

> Starting new projects, new systems

> Assessing how we assess

The Plan

View the plan here.

Mission

The Copyright Services Team at Centennial College Libraries is dedicated to fostering a culture of copyright compliance and empowering the academic community to navigate the complexities of copyright law in support of teaching, learning, and research endeavors across the college through robust outreach, education, and services.

Vision

Our vision is to be a trusted partner and invaluable resource for the college community, facilitating barrier-free access to copyright-protected materials while promoting innovation, creativity, and academic integrity.

The Gears of Copyright Services

Outreach

Education

Licensing

Assessment

Education

Action Item/ Goal	Description	2024	2025	2026
Focus on Emerging Topics (AI, GenAI, OER, Accessibility, IEDI)	Develop 4-6 educational materials and workshops on emerging topics in copyright	Ongoing Endeavour to choose 1-2 topics per year to focus on Proposed topics: Artificial Intelligence and Accessibility	Ongoing Proposed topics: Course development support and OER	Ongoing Proposed topics: IEDI and academic integrity
Create Topical Handouts	Develop 3-4 informative handouts on specific copyright topics to distribute in the library and during workshops and outreach events.	Develop handouts on specific topics (June 2024)	Ongoing effort	Ongoing effort
Create Topical Learning Modules using Articulate360	Create 2-3 interactive modules for students using Articulate 360 on copyright issues related to Video Games, TV/Film, Music, and Marketing, OER and online development.	Develop modules for Copyright Self-Guided course (Staff and Faculty in Docebo) (March 2024)	Develop a student-facing interactive (e.g. gaming, tv and media, music, or general)	Endeavour to develop a topical interactive for both faculty/staff and students
Improve the Copyright for Students Guide	Revise and update the Copyright for Students library guide to make it more user-friendly, with clear and concise information.	Conduct overall review of guide content, ensuring existing material is up to date, links work etc (April 2024)	Improve and add content to the student guide, especially regarding topical areas and FAQs (2025)	Ongoing
Review and Update the Copyright Guide	Continuously review and update the comprehensive Copyright Guide to ensure that it remains current and aligned with legal developments.	Conduct overall review of guide content, ensuring existing material is up to date, links work etc (April 2024)	Ongoing	Ongoing
Update and Maintain the Copyright @ Centennial self-guided course for faculty	Revise and build the course modules in SCORM to be inputted in the new staff-facing LMS, Docebo. Maintain, communicate and improve	Develop the initial modules and import to Docebo (April 2024)	Ongoing	Ongoing

Academic Plan Alignment

ENROLLMENT

Create Online Courses and Develop New Programs aligned with new industry needs.

Ensure that copyright materials are appropriately licensed for online delivery and that students and faculty understand how to access and use copyright-protected content in the digital learning environment.

EMPLOYMENT

Create technology-rich learning environments to reflect the changing world of work & respond to new technology and AI.

Address copyright issues related to the use of new technologies, simulations, augmented and virtual reality, and digital collaboration platforms. Develop guidelines for the ethical and legal use of artificial intelligence in teaching and research.

EMPOWERMENT

Embrace the open-access revolution by creating, adopting and adapting Open Educational Resources.

Promote the use of open educational resources (OER) and materials with open licenses that reduce or eliminate textbook costs for students. Educate faculty on how to find, adapt, and create OER content and no-cost eReserves course materials list (ZTC).

Improving Faculty Development by deploying rich and engaging faculty development tools, resources, and training.

Integrate copyright education into faculty development programs, emphasizing the importance of copyright compliance in course development, instructional materials, and online resources.

Next Steps & Lessons Learned

Next Steps:

- Consultation!!
- Formulate and initialize into individual action plans / goal setting
    - Microsoft Planner Dashboard

Lessons: Planning is hard!

- Commitment
- Scope
- More resources needed for meaningful small unit planning
- Iteration of the plan is key

Image generated by Canva Magic Media (2024) with the prompt "neon sign that reads "thanks."

Thank you!

References & Further Resources

Centennial College. Academic Plan: 2021-2025.
https://www.centennialcollege.ca/about-centennial/college-overview/academic-plan-2021-2025

Cote, C. (2020, October 6). Why is strategic planning important?: HBS Online. Business
Insights Blog. https://online.hbs.edu/blog/post/why-is-strategic-planning-important

Thaysen, S. (2024). Copyright Services 3-Year Strategic Plan: 2024 to 2026.
https://drive.google.com/file/d/13Jy_xhrH6i_c34Q3GvU-pQCEKomZp20V/view?usp=drive_link

Further Resources

Asana. Strategic Planning: 5 PLanning Steps Process Guide
https://asana.com/resources/strategic-planning

Massachusetts Libraries. Parts of a Strategic Plan.
https://mblc.state.ma.us/programs-and-support/planning/plan-parts.php

Stephens, M.K. (2023). *Integrated Library Planning: A New Model for Strategic and
Dynamic Planning, Management, and Assessment.* ACRL.

Thompson, G.C., Maringanti, H., Anderson, R., Soehner, C.B. & Comer, A. (2019).
Strategic Planning for Academic Libraries: A Step-by-Step Guide. ALA Editions.

Image Credits
(In order of appearance)