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ATG Interviews Copyright Clearance Center & Innovative Interfaces, Inc.

by Rosemary L. Meszaros (Western Kentucky University Libraries) <rosemary.meszaros@wku.edu>

The National Center for Education Statistics reports in a recent study that about half of all libraries at institutions of higher learning with an enrollment larger than 5,000 students use an electronic course reserves system. Recently, the Copyright Clearance Center formed an integrative partnership with Innovative Interfaces, Inc. to streamline the process of obtaining copyright permissions for e-reserves. I spoke with Tracey Armstrong, Executive Vice President of Copyright Clearance Center.

The Partners

ATG: Give us a little background about the Copyright Clearance Center and about Innovative Interfaces.

CCC: Copyright Clearance Center is the world's premier provider of copyright licensing and compliance solutions for the information content industry. A trusted intermediary between copyright holders and content users, the company facilitates the exchange of reuse rights and royalties through a wide range of licensing services. Copyright Clearance Center manages the rights to millions of works and represents more than 9,600 publishers and hundreds of thousands of authors and other creators. The company's streamlined, convenient compliance solutions enable more than 10,000 corporations and subsidiaries, including nearly all of the *Fortune 100*, and thousands of government agencies, law firms, document suppliers, libraries, academic institutions, copy shops and bookstores to respect the rights of copyright holders and lawfully reuse the copyright-protected information they need to drive their business.

III: Innovative Interfaces has been a leading provider of integrated library management systems for over 25 years. The current system, *Millennium*, is an entirely Java™-based system that was built from the ground up to be integrated and open to outside resources for the benefit of staff and patrons. Information is shared between staff modules (Circulation, Acquisitions, and so on) and the Web OPAC, as well as with outside vendors and databases.

ATG: Tell us about your new partnership regarding obtaining copyright clearance for electronic reserves. How will the process work?

CCC: The integration partnership between Copyright Clearance Center and Innovative Interfaces provides librarians and library staff with fast and easy access to copyright permission services directly from the electronic course reserves capability in *Millennium Circulation*. This integration is made possible through Copyright Clearance Center's Copyright Integration Services which allows user and bibliographic data to be passed from *Millennium* to Copyright Clearance Center's Website, *copyright.com*.

WebBridge, Innovative's smart-linking tool, is an integrated part of *Millennium* that not only provides traditional URL link resolution for patrons on the Web OPAC, but also integrates *Millennium* staff modules with outside resources like Copyright Clearance Center. **WebBridge**, along with electronic course reserves in *Millennium Circulation*, form the pre-existing backbone for the Copyright Clearance partnership.

The benefits of this integration include automatic sign-on, auto-navigation to the appropriate permissions service on *copyright.com* and the pre-population of specific data fields within the service, saving the user time and keystrokes, minimizing training and reducing input errors.

Prior to the integration, librarians and library staff needed to log into *copyright.com* separately from *Millennium* to search for the titles they wanted and to purchase permission for e-reserve use. In the new process, *Millennium* users have direct access to copyright permission services without having to leave the *Millennium* client. Copyright Clearance Center's online permissions services appear as part of the *Millennium* workflow.

ATG: How was this integration accomplished?

CCC: The partnership is a direct response to both Copyright Clearance Center's and Innovative Interfaces' customer requests for a streamlined permissions process for e-reserve materials. The integration was accomplished through Copyright Clearance Center's Copyright Integration Services. Used by software application vendors, Web services providers, course pack providers, and other commercial and academic organizations to integrate copyright permissions into their applications, Copyright Integration Services allows users to obtain copyright permission quickly and easily within their existing workflow. The end result for content users is increased productivity and reduced errors.

Copyright Clearance Center's Copyright Integration Services were developed to support a variety of needs, such as interlibrary loans, course management systems and document delivery services and we currently have successful integration partnerships with a number of content service providers.

The Product

ATG: Why is the use of e-reserves increasing in popularity and are e-reserves subject to the same laws as paper reserves?

CCC: Placing print materials on reserve in libraries has long been a popular and cost-effective method for instructors to share paper-based information with their students. Times have changed and digital technology provides a convenient way for students to access information online from their dorm rooms or anywhere they have online access. This is espe-

cially convenient for students who live in off-campus housing or are involved in distance-learning situations. As a result, many institutions are quickly adopting electronic methods for sharing reserve content with students. E-reserves — ranging from electronically scanned paper documents to original online content — can be made available to students through Websites, course-management systems or a library network. The same fair use guidelines apply to e-reserves as other types of information reuse methods such as paper reserves and coursepacks. If the particular use of content doesn't meet the fair use criteria in hard copy form, it is unlikely to be considered fair use in digitized form.

ATG: Describe this new feature for electronic reserves.

CCC: The new functionality lets librarians and library staff respond to requests for copyright-protected information faster and more efficiently since the streamlined process makes it easier for them to obtain permissions. Now, for example, when a *Millennium* staff user selects a title in circulation they are automatically directed and logged in to Copyright Clearance Center's Website and its Electronic Course Content Service (ECCS) where they can check availability and get instant permission for e-reserve use. They no longer need to search through Copyright Clearance Center's catalog for titles, since bibliographic data will be automatically transferred from *Millennium*.

In this integrated solution, *Millennium* users simply click on the **WebBridge** button to reveal a hyperlink to Copyright Clearance Center. They are then automatically directed to the appropriate resource record on *copyright.com* to get permission for e-reserve content — without having to conduct additional searches and log-ins. This streamlined solution makes it more efficient and easier for librarians to secure copyright permission for e-reserve content.

ATG: Is this available only to subscribers of Innovative Interfaces?

CCC: Yes, the benefits of this new integration partnership are available to all users of Innovative Interfaces' *Millennium* system and the **WebBridge** smart linking product. To use the new functionality, a library's *Millennium* administrator must first set up Copyright Clearance Center as a "resource" in *WebBridge* administration. They just visit the Innovative Interfaces Customer Service Website to obtain the Copyright Clearance Center URL string, input the URL string and specify which *Millennium* module they want the link to appear — in this case, *Millennium Circulation*. This is a very simple process and can be accomplished in minutes.

Customers can request a set up sheet with detailed instructions on how to activate Copy-

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of benefits compared to many different systems!

Over the last few years many publishers, often but not always the larger publishers, have exhibited a strong preference for selling their bulk licences directly to the library. In doing this they have managed to pass along the cost of the management directly to the library, since they would not be paying any agents' discount. But this is in general a false economy. Libraries rarely have the number of trained people to fully resource all the potential administrative challenges that can and very often do occur with bulk licences. Everything from title and publisher tracking to the demands of making payments in a foreign (to the library) currency by a date outside the normal budget period can cause problems. All this means many harried calls to publishers' help desks, increasing the publisher's expenditure on customer support, and each new deal adds additional costs since this is a people intensive requirement that is not easy to automate. Were an agent to be involved, then one query to the help desk often solves many customers' problems (and vice versa), reducing the pressure for customer service on the publisher. So agents' services can also dramatically help the publishers by reducing costs, especially of customer service and the need to provide services such as invoicing, with which their systems are not generally designed to cope.

It is strange then that there are still some,

although decreasingly few publishers who demand that their customers do NOT use an agent. Such a policy condemns both library and publisher to spending more on administration than need be the case. Demanding the customer conform to the supplier's system is in most industries bad business practice, since if it does not suit the customer, will the supplier continue to get the business? In such cases both customer and agent need to make their demands as customers known to the suppliers and work with the publishers concerned towards a system that

will benefit all parties. In the end, anything that helps reduce the libraries' administrative costs is helping to increase the amount of money available for spending on content, and is also likely to reduce the pressure on publishers' customer support, thereby lowering the publishers' costs. Working together towards agreed goals will in the end transform the whole irksome business of the administration of electronic journals and is only really likely to be realised by using intermediation combined with effective technical solutions to automation.

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right Clearance Center as a resource in WebBridge by contacting Copyright Clearance Center at 978-646-2592 or Innovative Interfaces at 510-655-6200.

ATG: What does this service cost? Tell us about the billing procedure.

CCC: There is no additional cost for Innovative customers with the WebBridge, Circulation, and electronic course reserves elements. It is a feature that Innovative Interfaces has provided to enhance user productivity and satisfaction. Existing links for staff productivity, like the one to Copyright Clearance Center, already exist at no extra cost, such as Millennium's linkage to Ulrich's Periodical database (www.ulrichsweb.com) for technical services staff. Royalty fees for the materials

posted in Millennium electronic course reserves will be billed to the Copyright Clearance Center account used to obtain the permissions. Copyright Clearance Center does not charge any additional fees for this integration and standard pricing and billing procedures are used.

The Process

ATG: Describe the mechanics of the process for those who need copyright clearance for e-reserves. What information must be provided to request permissions?

CCC: When a user needs to get copyright permission from Millennium's electronic course reserves, they simply click on the copyright permission button and all of the necessary bibliographic information needed to request permission, such as the title of the article, date, etc., is automatically populated in the corresponding fields on Copyright Clearance

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From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Robert Scott Small Library, College of Charleston, Charleston, SC 29424; Phone: 843-953-8014; Fax: 843-953-8019) <gilson@cofc.edu>

Students of African American history and culture will welcome **Routledge's *Encyclopedia of the Harlem Renaissance*** (2005, 157958389X, \$325). Containing nearly 640 articles from 260 contributors, this two volume set does more than map the development of the Harlem Renaissance. Edited by respected scholars **Cary D. Wintz** and **Paul Finkelman**, it places the artistic and intellectual accomplishments of the movement in social and political context.

While a number of articles focus on Harlem as a center of African American culture, the *Encyclopedia* also points out that there were many outside influences and discusses the movement in other parts of the country. For instance, there are separate articles under the heading Harlem Renaissance that discuss the impact on and relationship of the Harlem Renaissance to different sections and cities of the country like the South, Kansas and the Plains States, Philadelphia, etc. In addition, there are entries under the broad heading Europe and the Harlem Renaissance that focus on the individual cities of London, Paris, Berlin, as well as the Soviet Union. Additional social and political context is provide with articles on **Garveyism**, **Jim Crow**, Black Zionism, the Great Migration, Civil Rights and the Law, Higher Education, Racial Violence, and White Patronage. And, of course, there are numerous biographies of artists, musicians, writers, and publishers, as well as essays on individual plays, films, books and influential periodicals.

The *Encyclopedia of the Harlem Renaissance* offers the reader comprehensive coverage of this seminal era in African American life. The scholarship is impressive with each entry being fact filled and informative. A thematic list of entries, helpful bibliographies, "see also" references, and a map of Harlem, offer added value as does a thorough index. A definite choice for all types of libraries where there is interest in African American culture.

Although there are multivolume encyclopedias on crime, **Sage's *Encyclopedia of Law Enforcement*** (2005, 0761926496, \$250) is unique with its emphasis on the "practice and theory" of policing. While this three volume set has over 550 entries written by more than 300 scholars and practitioners, in many ways this is a production of the **John Jay College of Criminal Justice** at the **City University of New York**. Editor in Chief **Larry E. Sullivan** and his co-editors, along with numerous contributors, are affiliated with the College. In terms of article selection and content, they are to be commended for their efforts.

Rather than providing a straight alphabetical arrangement throughout the three volumes, each volume treats a major theme creating a set comprised of individual volumes. The first volume covers state and local issues, while the second deals with federal concerns and the third covers the international dimensions of law enforcement. All three volumes list selected entries on relevant topics but the third also serves as an international survey, offering numerous articles on individual countries. The *Encyclopedia* subject scope ranges from articles discussing police procedure to those on civilian and private involvement, as well as entries discussing various investigative techniques, policing strategies, safety and security concerns, crime statistics, minority issues and police conduct.

The appendices in the first two volumes are worthy of note. These appendices provide annual reviews of state and local, as well as federal law enforcement developments culled

from the publication *Law Enforcement News* covering 1989-2003. In addition, besides each entry having a bibliography, there are impressive master bibliographies cumulated in each volume. Providing access to the individual articles are both a topical Reader's Guide and a master index. These indexes are very helpful, but they have minor problems. The topical Readers Guide organizes the individual articles by broad subject category but neglects to indicate which volume they can be found in. Normally this would not cause difficulty but given there is no straight alphabetical arrangement throughout the set, it does. Admittedly, that information can be ascertained by checking the list of entries in each volume; however, this is an added, inconvenient step. Another inconvenience is the lack of a page key in the general index telling the reader the pagination of the individual volumes.

These comments aside, *Encyclopedia of Law Enforcement* is a valuable and serious work that will appeal to the layman, as well as students and faculty. Impressive overall, a particular strength is the international coverage. One expects state, local and federal coverage to be a major portion of such a work but the editors wisely give international law enforcement the attention it deserves. In the process, they have produced a well rounded and thorough treatment of an important and growing area of study. Community college libraries supporting law enforcement programs will find this set a natural for their collections as will other academic and larger public libraries with interest in law enforcement issues.

While there are a number of more broadly focused references in religious studies, **Brill's *Dictionary of Gnosis & Western Esotericism*** (2005, 9004141871, \$289) is more narrow in scope, but it is nonetheless important. This two volume work sheds light on the "complexity of the relations between science, natural philosophy, cosmology, and religion in the period from Antiquity through the 17th and even the 18th centuries." And, in doing so, it helps trace the acculturation of pagan traditions like the hermetic, Aristotelian, neoplatonic, and the occult into the Christian culture of the Middle Ages and the Renaissance. But more than that, the *Dictionary* also follows these complex relationships through the Enlightenment and up to the present day of scientology and the New Age Movement. One caveat, Judaism and Islam are discussed as influences upon, rather than fully integrated into the concept of Gnosis and Western Esotericism. Editor **Wouter J. Hanegraaff** explains that this was a decision based on the fact that "the disciplines studying Jewish and Islamic "mysticism" have so far developed relatively independently, and have already succeeded in achieving a certain degree of academic recognition."

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Center's Website, *copyright.com*. Their user name and password are automatically sent over to *copyright.com* eliminating the need for sign-on. This streamlined process makes getting copyright permission for e-reserve materials faster and easier since users will no longer have to re-key data. Since library staff already know how to use **WebBridge**, no special training is required on **Millennium**.

ATG: Where can I get more information about it?

CCC: A press release announcing the partnership can be found on **Copyright Clearance Center's Website** at www.copyright.com and on **Innovative Interfaces' Website** at www.iii.com.

ATG: Anything else you wish to add?

CCC: This partnership is evidence of **Copyright Clearance Center's** strategy and continued work to put easy copyright licensing everywhere users access content and **Innovative's** desire to respond to customer requests to provide its users with convenient and efficient access to copyright permission without having to leave the **Millennium** application.

ATG: Thank you.