

# Welcome to the NWESD Team!



# We Take our Mission/Vision Seriously

## Our Mission:

Together we can...provide leadership and cooperative services to our educational communities in support of their efforts to increase the number of students meeting state and local standards.

## Our Vision:

Northwest Educational Service District is committed to teaching and learning, maintaining consistent communications with our customers, and holding ourselves accountable for achieving our Mission.



# What's Ahead

This orientation will share our procedures and expectations for independent contractors including:

- Forms and Procedures
- Workshop Planning Considerations
- Copyright Rules, Regulations & Expectations



# Presenter Forms & Procedures

If the proposed class is offering clock hours, please allow 6 weeks to complete the process.



# How to Begin

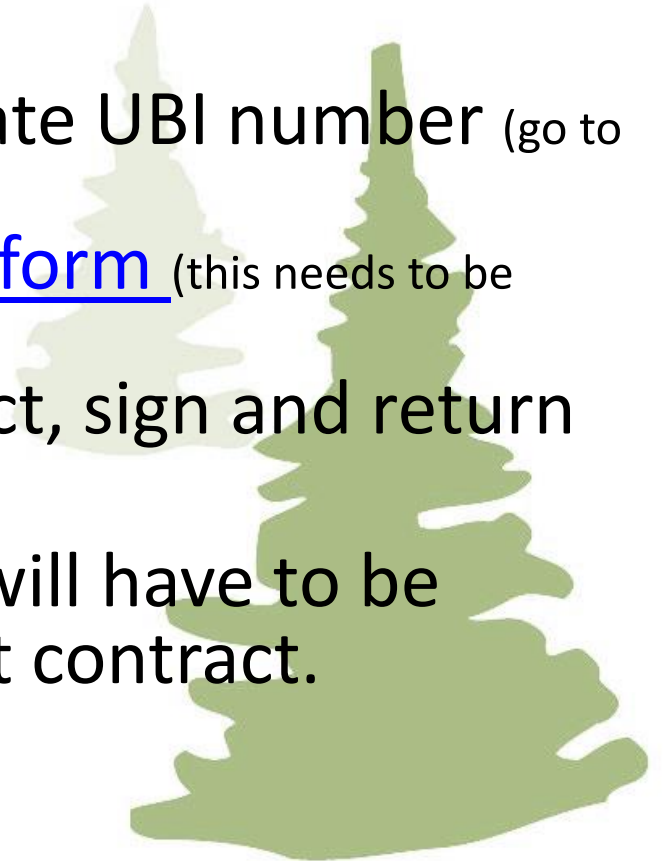
- Review the [NWESD Professional Development Standards](#).
- Complete the [Course Proposal](#) form.
- Submit a current [Vita](#).



# The Contract Process

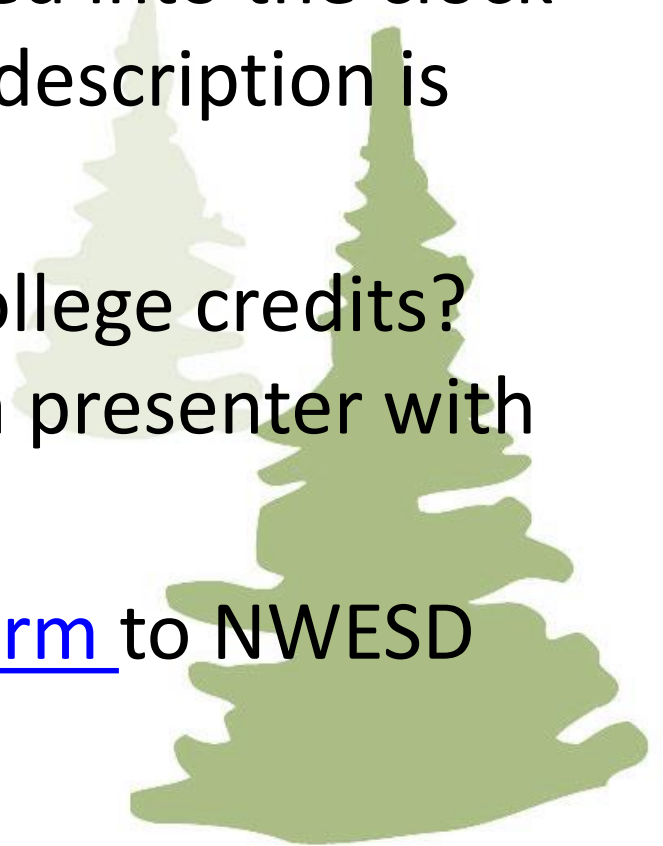
If you haven't worked as a contractor for NWESD before, the process to complete the paperwork can take up to 4 weeks.

- You will need a Washington state UBI number (go to the [State of Washington](#) website to apply).
- Complete an [ICA Qualification form](#) (this needs to be updated every 3 years).
- When you receive your contract, sign and return to NWESD.
- Any changes to your contract will have to be made by amending the current contract.



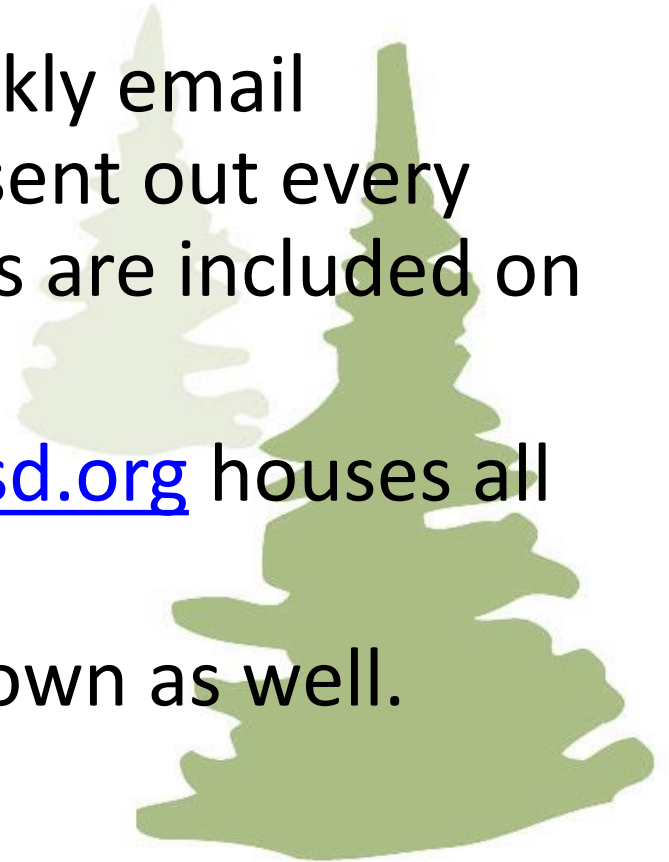
# Clock Hours & Credits

- The information that is submitted on the Course Proposal form will feed into the clock hour proposal. Be sure your description is concise and informative.
- Will your course offer SPU college credits? Make sure you are listed as a presenter with SPU.
  - Submit an [SPU Credit form](#) to NWESD



# Marketing Your Class

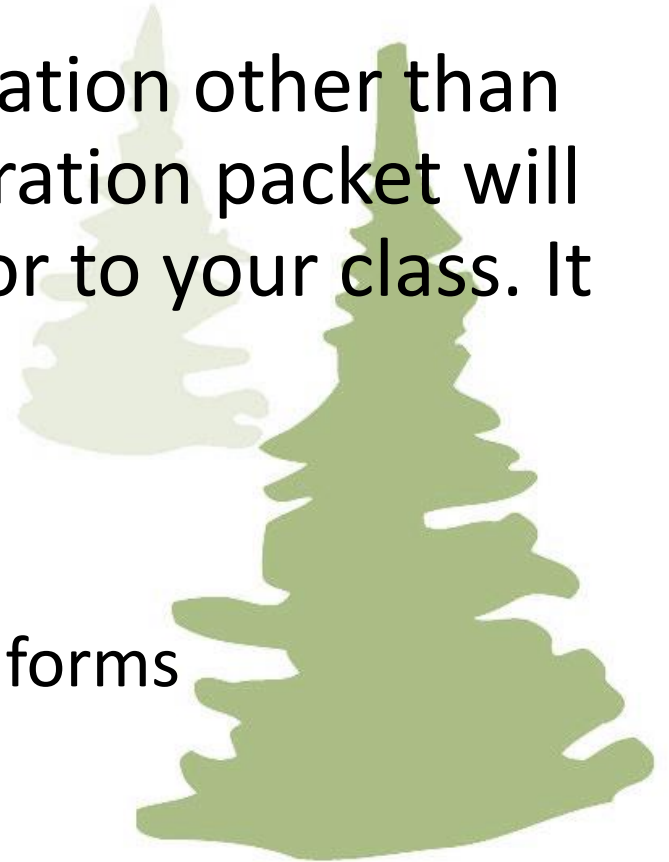
- NWESD has a printed course catalog that is published 3 times a year.
- The *Tuesday Edition* is a weekly email marketing campaign that is sent out every Tuesday. All approved classes are included on this campaign.
- NWESD website: [www.nwesd.org](http://www.nwesd.org) houses all of our course listings.
- Feel free to market on your own as well.





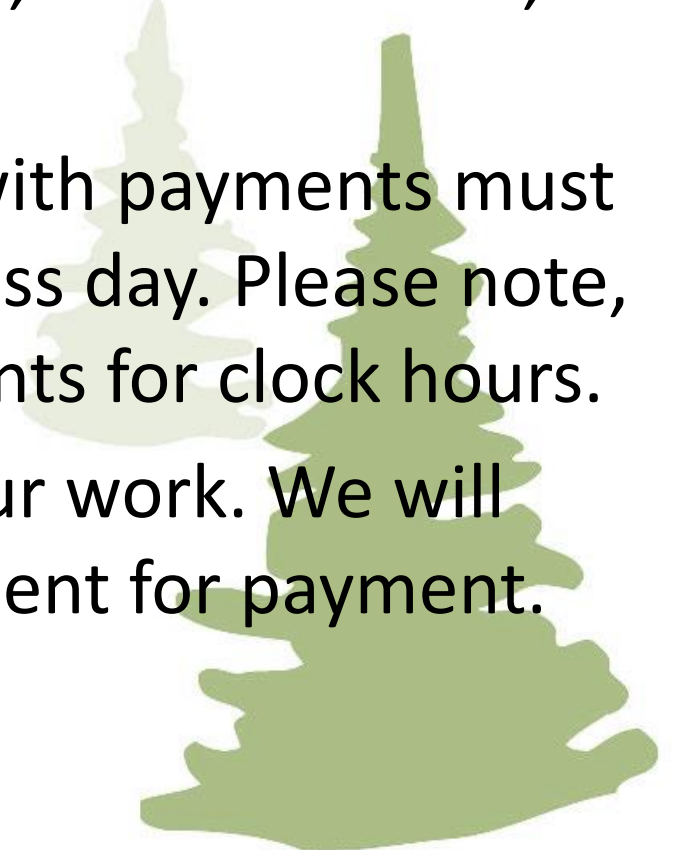
# Registration Process

- Participants register for classes at [www.nwesd.org](http://www.nwesd.org).
- If your course is held in a location other than our Anacortes office a registration packet will be mailed to you 1 week prior to your class. It will include:
  - Sign in sheet
  - Name tags
  - Clock hour forms / SPU credit forms



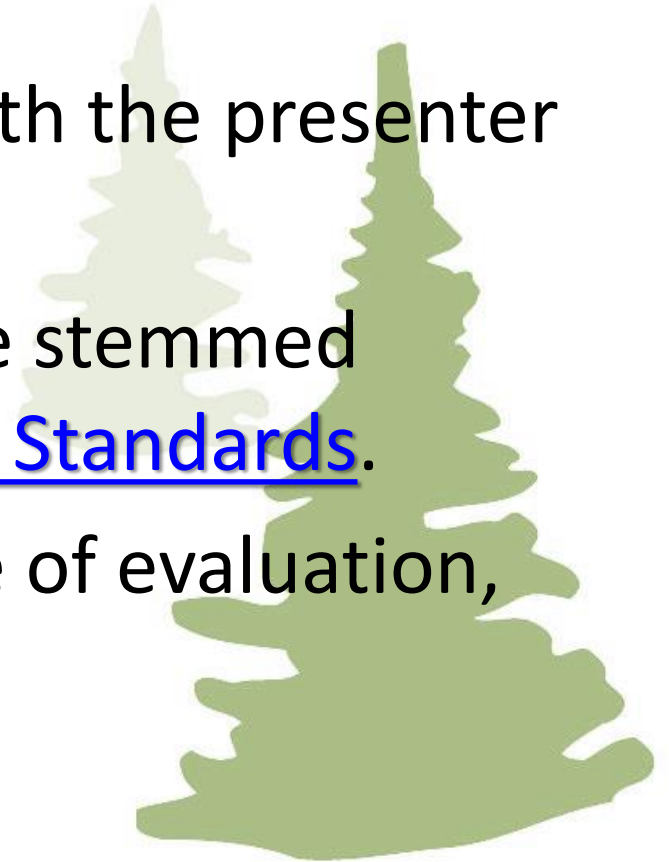
# After the Class

- If your class was held off-site, please return the sign-in sheet, clock hour forms, and SPU forms, if applicable, to our office.
- Completed clock hour forms with payments must be returned within one business day. Please note, we cannot accept cash payments for clock hours.
- Return a signed invoice for your work. We will submit it to our fiscal department for payment.



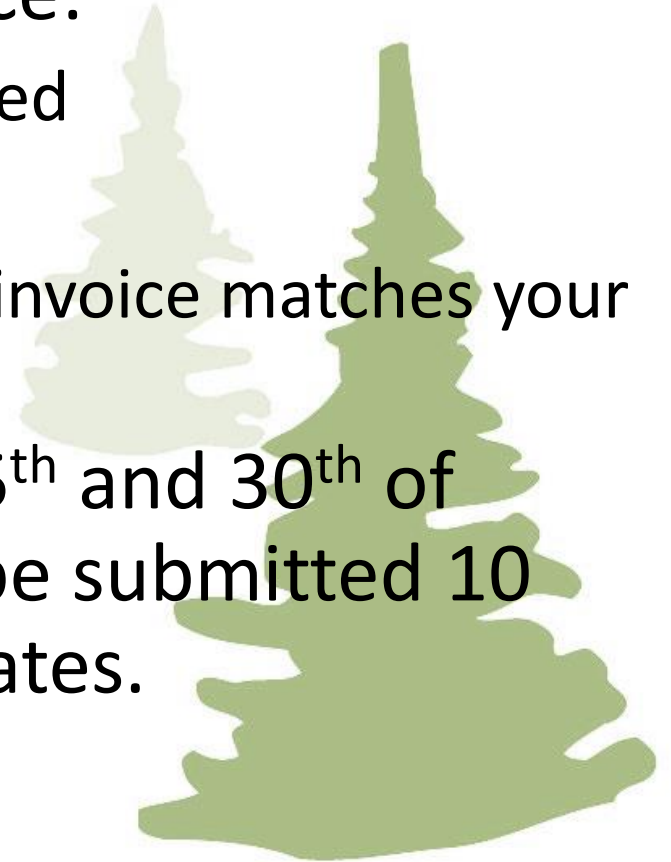
# Course Evaluation

- Course evaluations are sent to the participants electronically after the class.
- The results will be shared with the presenter via email.
- The evaluation questions are stemmed directly from the [NWESD PD Standards](#).
- If you require any other type of evaluation, please let us know.



# Getting Paid

- Invoice NWESD once your class is completed.
- Please include on your invoice:
  - Description of services provided
  - Your contract number
  - Make sure the name on your invoice matches your contract
- Checks are written on the 15<sup>th</sup> and 30<sup>th</sup> of each month. Invoices must be submitted 10 days prior to those cut-off dates.



# Copy 'Rights' & Copy 'Wrongs':

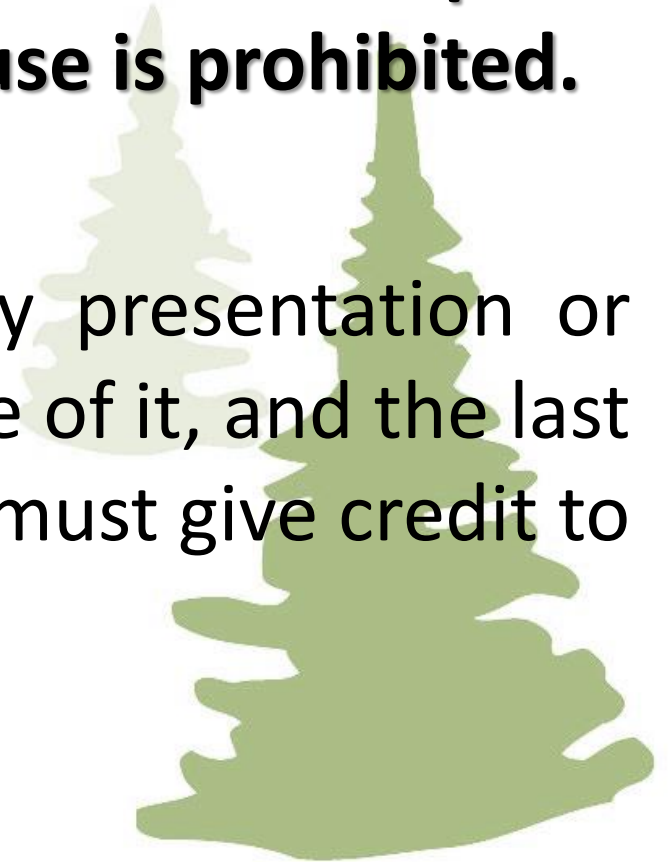
What can you freely use in lessons,  
presentations & workshops.



# Fair Use Statement

**This presentation contains copyrighted material used under the educational fair use exemption to US copyright law. Further use is prohibited.**

If you employ fair use in any presentation or document you must make note of it, and the last slide, end page, citations, etc. must give credit to all sources used.



# Copyright Basics

- All tangible creative works are protected by copyright immediately upon creation.
- Quoting or crediting the author of a copied work does not satisfy copyright requirements.
- When in doubt about either the copyright status of a work or the appropriateness of your use of that work, get permission.



# Copyright Protected?

## What is Protected:

- Nearly every original, tangible expression is copyrighted immediately upon creation, without having to register, announce that it is copyrighted, or display the copyright symbol.

## What isn't Protected:

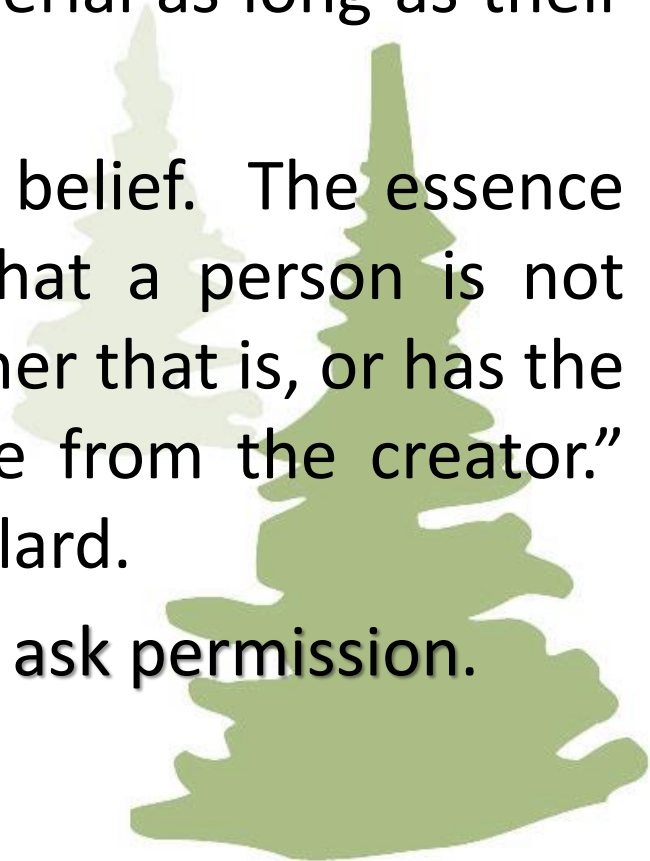
- Works not in a tangible form
- Titles, names, short phrases & slogans; familiar symbols or designs; typographic ornamentation, lettering, or coloring; listings of ingredients or contents.
- Ideas, procedures, methods, systems, processes, concepts, principles, discoveries or devices – as distinguished from a description, explanation, or illustration.
- Calendars, height & weight charts, tape measures and rulers, lists & tables from public documents, etc.





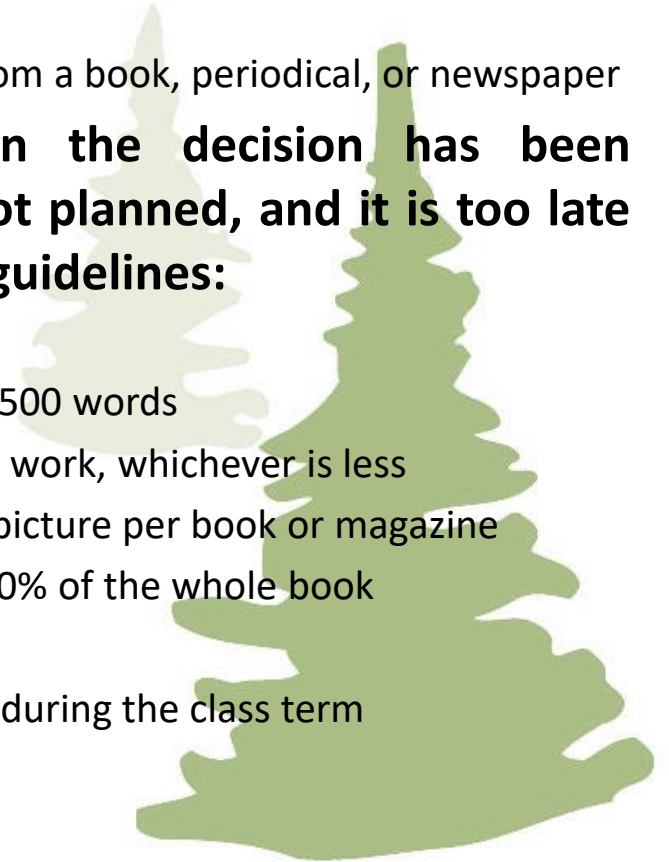
# Fair Use: A License to Steal?

- Many educators interpret the fair use doctrine as freedom to use copyrighted material as long as their use is restricted to instruction.
  - “They are not correct in that belief. The essence of the fair use doctrine is that a person is not using the work in such a manner that is, or has the potential of, diverting income from the creator.” Copyright attorney, Nancy Willard.
  - A good rule of thumb: always ask permission.



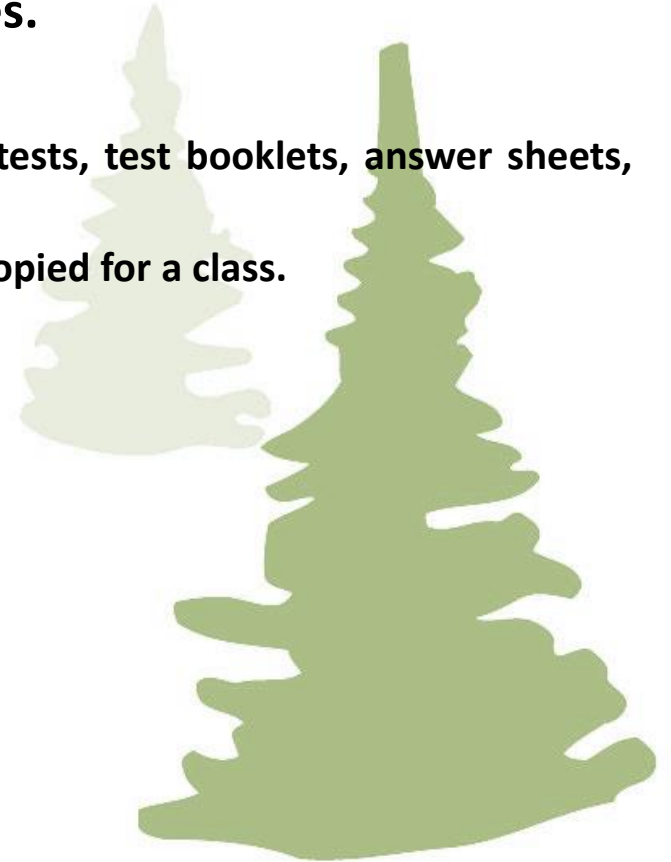
# Fair Use & Print Resources

- **A single copy, if it meets fair use guidelines, of:**
  - a chapter of a book
  - a newspaper or magazine article
  - a short story or a short poem
  - a single chart, graph, drawing, cartoon, or picture from a book, periodical, or newspaper
- **Multiple copies for classroom use when the decision has been spontaneously made (instantaneous) and not planned, and it is too late to request permission, and it meets fair use guidelines:**
  - a poem or excerpt that is no more than 250 words
  - a whole article, story, or essay only if it is less than 2500 words
  - an excerpt if it is less than 1000 words or 10% of the work, whichever is less
  - a single chart, graph, diagram, drawing, cartoon, or picture per book or magazine
  - only 2 pages of a picture book if they are less than 10% of the whole book
  - only 1 copy per student; **no extra copies**
  - only 1 entire article from a single book or periodical during the class term



# Fair Use & Print Resources continued

- Each item copied must have a copyright notice.
- The individual must make the decision to copy; in other words a supervisor cannot require you to make copies.
- You cannot:
  - copy consumable materials, such as worksheets, tests, test booklets, answer sheets, etc.
  - copy again, without permission, once it has been copied for a class.



# Copyright Law & New Technologies

- The Internet is not in the public domain.
- Because the Internet is a global resource, copyrighted work on the Web is governed by an international treaty, the Berne Convention for the Protection of Literary and Artistic Works, which allows countries to establish their own rules.
- Don't assume that a work that is in the public domain in the US is also in the public domain in another country.



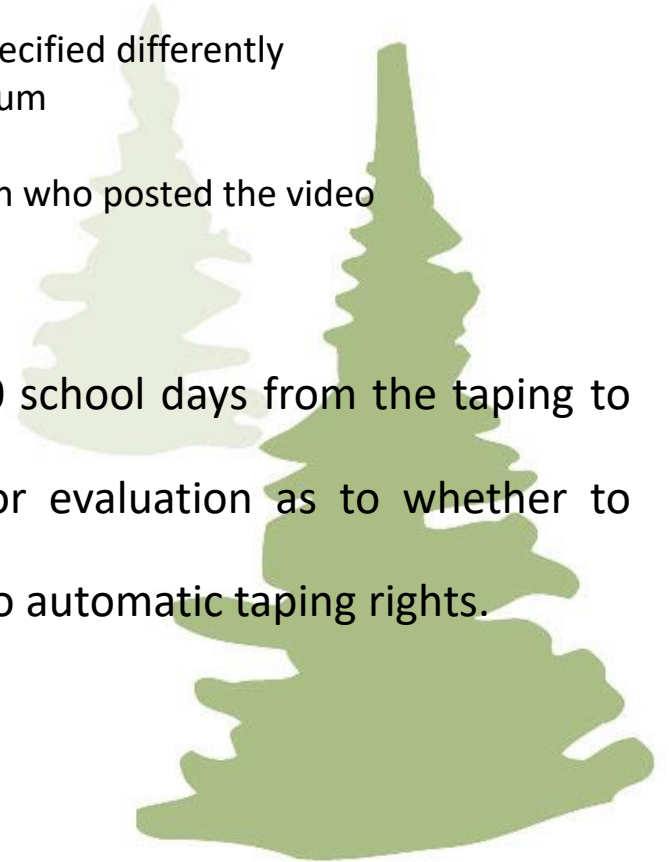
# Video Scenarios

## Using YouTube Videos:

- Check Terms of Service and Permissions and Restrictions of the YouTube Web site.
- Some restrictions are:
  - Can only access videos through their Web site unless specified differently
  - Written permission needed to use from any other medium
  - Cannot alter or modify videos
  - Be sure there is no copyright infringement by the person who posted the video

## Using Recorded TV Programs:

- If the channel is a “normal” channel, you have 10 school days from the taping to use the program
- You can only keep the recording for 45 days for evaluation as to whether to purchase
- If it is from a cable or satellite channel, you have no automatic taping rights.



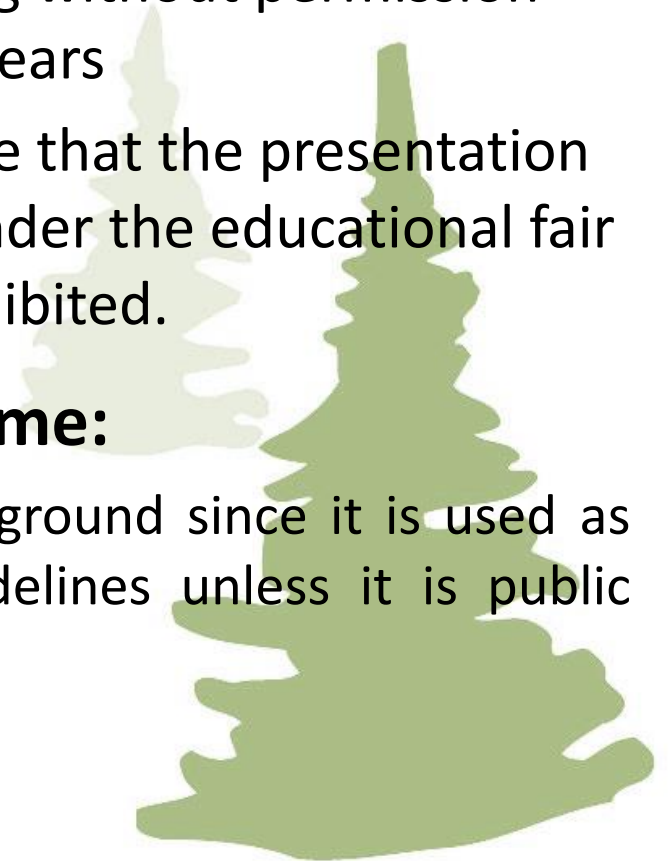
# Audio Scenarios

## **Music Incorporated into PowerPoint Presentations:**

- You can use up to 30 seconds of a song without permission and may retain the PowerPoint for 3 years
- You must acknowledge in the first slide that the presentation contains copyrighted material used under the educational fair use exemption and further use is prohibited.

## **Background Music During Work Time:**

- It is not legal to play music in the background since it is used as ambience and does not meet the guidelines unless it is public domain original recording before 1972.



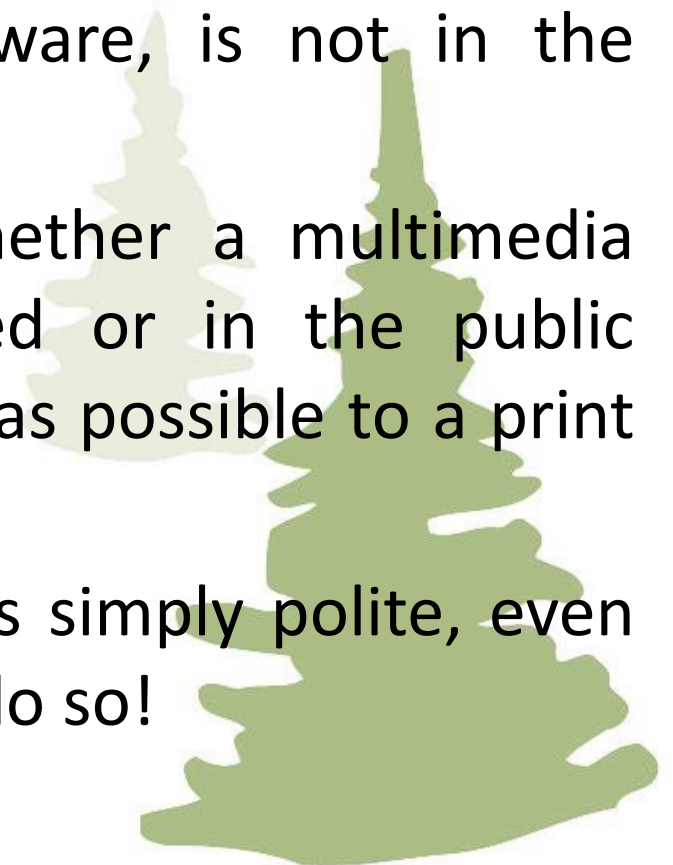
# Clip Art/Images Scenarios

- You need permission to use ALL images unless you have created them.
- This is true even for clip art. Some images must be purchased (e.g., Disney)



# Copyright Facts for Technology Users

- Most information on the Internet is not in the public domain.
- Most software, including freeware, is not in the public domain.
- A good way to determine whether a multimedia resource is copyright protected or in the public domain is to relate it as closely as possible to a print resource.
- Sometimes, asking permission is simply polite, even if you're not legally required to do so!



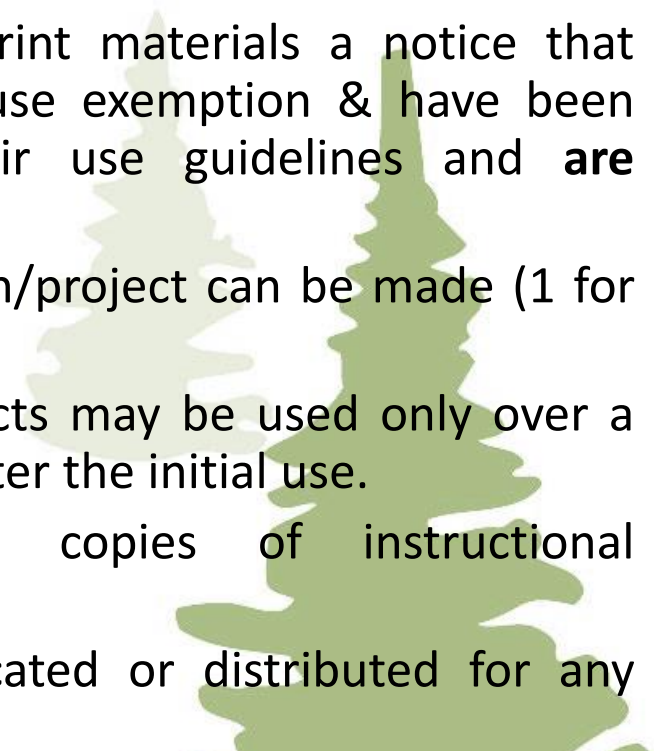


# Web Resources You Can & Cannot Use

- Just because a copyrighted work is already posted on the Web doesn't mean it's there legally.
- Even sites that have obtained the required permission may not have the right to transfer that permission.
- Print rights and electronic rights are not the same thing.

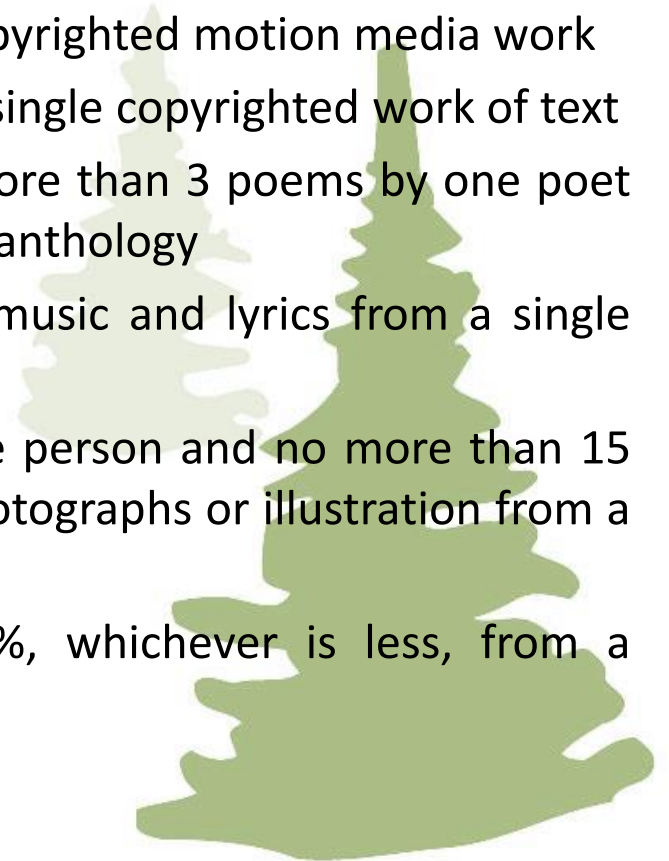


# Multimedia Presentations

- Educators
    - Technology must prevent copying of the material.
    - Can use for 2 years, then must obtain permission for each copyrighted portion.
    - State on the opening screen & any print materials a notice that materials are included under the fair use exemption & have been prepared according to multimedia fair use guidelines and **are restricted from further use.**
    - No more than 2 copies of a presentation/project can be made (1 for instructor and 1 held in media center).
    - Online instructional presentations/projects may be used only over a secure network for a period of 15 days after the initial use.
    - Students cannot make their own copies of instructional presentations/projects.
    - Presentations/projects cannot be replicated or distributed for any purpose without copyright permission.
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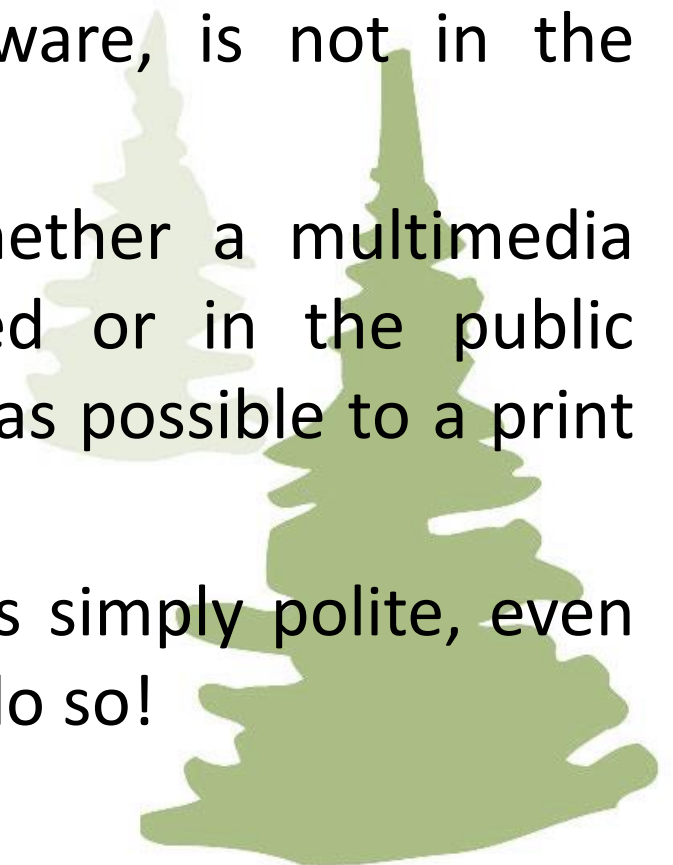
# Multimedia Presentations continued

- Restrictions on material included in educational presentations/projects:
  - 3 minutes or 10%, whichever is less, of a copyrighted motion media work
  - 10% or 1,000 words, whichever is less, of a single copyrighted work of text
  - up to 250 words of a long poem, but no more than 3 poems by one poet or 5 poems by different poets from a single anthology
  - 30 seconds or 10%, whichever is less, of music and lyrics from a single musical work
  - up to 5 photographs or illustrations by one person and no more than 15 images or 10%, whichever is less, of the photographs or illustration from a single published work
  - up to 2,500 fields or cell entries or 10%, whichever is less, from a numerical database or data table



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# Together, We Can!

Thank you for a collaborative relationship that leads to providing leadership.

