Transcript for Creative Commons Learning Opportunity: Graduates Share Their Experiences
BCcampus webinar hosted on October 23, 2024
Presenters: Jennryn Wetzler, Kaitlyn Zheng, Emily Schudel
Moderator: Lauri Aesoph

LAURI AESOPH:
Welcome. Welcome to the Creative Commons Learning Opportunity webinar, where we're going to be talking about the Creative Commons Certificate program. During this webinar, we will have a couple of graduates share their experiences. I think everyone knows who I am, but for the recording, I'll say my name is Lauri Aesoph, and I'm the operation specialist for Open Education at BCcampus. Next slide, please.

I'd like to begin with the land acknowledgment. I am joining you from North Saanich, which is at the north end of the Saanich Peninsula, approximately 25 kilometres north of Victoria, British Columbia and on the southern tip of Vancouver Island. North Saanich exists on the traditional territories of the W̱SÁNEĆ people, which also includes the Tseycum First Nation and North Saanich and the Pauquachin First Nation. I've asked Paula to add to the chat a couple of links to websites for the Pauquachin and the W̱SÁNEĆ Leadership Council. And I like when I do a land acknowledgment, not only to acknowledge the lands that I live and work and play on, but also to give people a perspective and a link to information about what these nations are currently doing. The W̱SÁNEĆ Land Trust Society, for example, has been formed to provide a place for land to be returned to the inch people. And you can see from the Pauquachin website, all the different activities and initiatives that the group is doing for their current community, which I drive through all the time living up here, and also to get some historical perspective on their nature. Next slide, please.

This is the agenda for today and this webinar is the first of two webinars we're going to have on this topic, describing how you can enhance your knowledge and expertise about Creative Commons open copyright license, and the relationship to copyright, and a little bit about copyright law in general. I took this course myself five years ago in 2019, and I was blown away by the information. It took some concentration and quite a bit of work, but there's a lot of practical applications within the course, and I'm so grateful I did. It just made me better at my job in open education. Over the last six years, since faculty and staff and librarians have been taking this course, we've had 20 from British Columbia and the Yukon who have taken the training. I also want to let you know that this session will be recorded, which will be made public on the bccampus.ca under the Events section, along with slides used during the presentation. If you have a question, feel free to put it into the chat during the presentation. If you want to ask something at the end of each individual's presentation, you can ask it then. Also, we have provided time at the end of the webinar where we can have a conversation or you can ask more questions. With that said, I'd like to introduce our first presenter, Jennryn Wetzler, she's the director of learning and training at Creative Commons and oversees its training programs, including the Creative Commons Certificate Program, which we're going to talk about today. This program has served over 68 countries. Jennryn manages Creative

Commons Open Education Platform, which is a community group of open education advocates around the world. She also manages CCs open journalism efforts and consulting work. She enjoys focusing on projects that increase equitable access to information, believing that journalism and education are pillars of any democracy and essential human rights. Very timely topics, I would say, with the elections, the American and Canadian or British Columbia one that just passed. I passed the baton over to Jennryn.

JENNRYN WETZLER:
Thank you so much. Well, it is a total honour to be here today, and I'm so glad to be here to introduce and share a little bit more about our certificate program. But first, I just wanted to thank our BCcampus colleagues for enabling this opportunity. So we love love love getting the chance to work with institutions, to work with faculty, educators, librarians, and other professionals to increase their understanding of open licensing today and put that expertise into practice. So next slide, please.

I'm going to actually share a link to our website, and I will apologize right now, this is a website that or a web page that I designed, so it is horrific. But rest assured there will be a much more user-friendly website in the future. The CC Certificate courses are our foundational learning program at Creative Commons. For those of you who are not as familiar with Creative Commons, we are a global non-profit. We've been around for about 22 years. We are best known for our open licenses that are now considered the global standard for open copyright licenses around the world, and they've been applied to over 2.5 billion [...] works to date. But aside from our licenses, we do a whole lot of work in terms of capacity-building, policy, and advocacy, and various projects to further open access to knowledge and culture around the world. So the CC Certificate courses fall within that kind of capacity-building and training bucket of Creative Commons work. The CC Certificate courses got started in 2018, so I'm really delighted that Lauri was able to take them in 2019, and I'll introduce Emily in a bit, who took them, I think in 2018 as well. These courses are offered every January, June, and September. They are kind of like a foundational course that gives you a lot of concrete information to ground your work in open access and open education. It covers copyright basics and some of the considerations around copyright law, public domain, limitations and exceptions to copyright, as well as other considerations around Indigenous knowledge rights and so on. We also dive into the anatomy of CC licenses, how to use CC licenses and apply your own CC license to your works, and then the considerations around reuse of other CC license materials in ways that still honour the permissions of the original CC licenser. So there's a whole lot in each of these courses. They're offered over the course of 10 weeks. They're about 6 to 10 hours of work per week, so they are a significant time commitment. But we've heard from alumni that it is time well spent. From various alumni around the world, we've found that people have become the open licensing experts for their institutions. They have created master's courses based on CC licensed content. They have created faculty workshops, conference presentations, additional OER courses, and more. I'll stop there because our two alumni will tell you more about some of the things that you can do with a CC Certification. Back to the course. Our approach for these courses is to lean into open pedagogy as much as possible. We try to give

you all the flexibility and freedom that you need to really make the lessons and the work as applicable to your day jobs as possible. We want to ideally make sure that the work that you create for the certificate program is something that's useful beyond the actual lessons in the certificate program. Ideally, it's something that you can use to give back to the community, and we really support people finding the Creative freedom in the different assignments and the final project, and so on. We offer courses in a 25 to 1 participant to facilitator ratio, not the other way around. And anyone can enroll in these courses. So we have three different tracks or courses. There are courses for educators, for academic librarians, and then for open culture professionals that generally come from galleries, libraries, archives, and museums. But what we see is a wide range of people end up signing up for our educators course. We get folks who are instructional designers, IT specialists, college administrators, architects, lawyers, NGO professionals, grad students, K–12, educators, and so on. The academic librarians course tends to be much more focused for just academic librarians. But that's the main difference between those two courses. The content is pretty much the same. But because they have very different communities enrolled, the discussions and the engagement really tend to vary. The open culture course is fairly distinct. That is much more geared to opening access to digitized cultural heritage for institutions that have collections. So to date, we have almost 2,000 graduates around the world, 68 countries and counting, and we're going to hear from two of them today. I'll stop talking about the participant course right now and just give you, I think the next slide will give you a snapshot on how to get the discount.

Let me just post the direct link so you can go right to registration if you are, If you are ready. Our online courses are $500 per person. But with this partnership through BCcampus, we are able to offer a 15% discount. Those of you who are able to register for a course, click on the link I put in the chat. Then in the registration section, you have to put BCcampus 15 in the promo code area. Make sure that you see the price difference before you purchase your seat. If you have any challenges, of course, you can always contact us. I think our information is on the next slide.

And we're also always available to answer any questions, to chat about other opportunities, too. We offer in addition to the online courses, we offer opportunities for boot camps, which are condensed versions of the certificate. They are a 40-hour in-person week or boot camp. We also offer custom training and consulting and so much more. We would love to chat with any of you about additional opportunities for training for discussions with our legal experts, for anything that we can do to support you in your amazing Open work. Okay, I think that's it for me. I'm actually going to stop talking so we can hear directly from our wonderful alumni. First up is Kaitlyn Zheng. Kaitlyn is the coordinator of Project Support and Open Publication at BCcampus. She's working in open publishing, and she supports various OER development projects in the BC post-secondary sector. Kaitlyn has recently completed the Creative Common Certificate for Educators in June. So welcome. Welcome to our alumni group. And over you, Kaitlyn.

KAITLYN ZHENG:

Yes. Thank you so much. Hello, everyone. As Jennryn mentions, my name is Kaitlyn Zheng, and I probably should not repeat everything you just said. So next slide, please.

So as my job title subtly suggested I work in open publishing, and I have been working in open publishing since 2021 with BCcampus, and that involves checking the copyright licensing and attribution statement in the OER we publish to make sure that work that we reviewed or adapted from elsewhere are properly attributing its source and that we're following the terms laid out by the original license or the original creator. Of course, for most of the OERs, we publish, we use Creative Commons licenses. For my work now at the BCcampus Project Management Office, I support OER development projects that usually involves the big development teams and sometimes with people who are new to open education and Creative Commons licenses. Also for my own curiosity, I also wanted to further explore the possibility of CC licenses as we sometimes do encounter some tricky copyright situations when we're using a mix of copyrighted and openly licensed materials, and there isn't just a simple yes or no answer you can find on Google. So thank you to Creative Commons and Lauri for sharing that opportunity with that BCcampus. Next slide, please.

Here are some highlights of the course experience from my perspective. The course content it's fully accessible online and in the spirit of open education, you can still access the course materials after you have completed the course. Creative Commons has currently published all of the course content under CC BY license. As for the time commitment, as Jennryn mentioned, it was estimated to be around six6to 10 hours per week. But in reality, from my own experience, it may go up to 8 to 12 hours per week, especially on some topic area that I'm not as familiar with. Most of them were spent on working on the assignments and discussion posts. There's one thing due for each week. Though it's either a discussion post or assignments, but they won't make everything due in one particular week for you, but you do need to plan your time strategically around that. And there's a fair amount of readings to do as well. I really appreciate that the assignments accept a variety of formats. Similarly for the discussion posts as well. You could go for the traditional text posts or slides presentations, but you could also make a video, and infographic, a website. You can get really creative with that. The assignment props were assigned to be very practical to test their knowledge while encouraging you to make something that will be usable for your work, especially if you work in open education. For us at BCcampus, we have already published quite a few openly licensed resources on the topics of copyright and Creative Commons licenses. I was able to reuse those materials for my assignments for this course. Of course, the assignments I did for this course would also be reusable back in my BCcampus work as well. There is also the drop-in Q&A session webinars with copyright lawyers to get your copyright questions answered. These sessions are recorded as well, so even if you couldn't make it at the time, you could also watch the recording after. Next slide, please.

Here are some of my takeaways. It is a great opportunity for me to dive deep into the details of the Creative Commons licenses and to look at them with magnifying glasses. Even though I have worked with Creative Commons licenses for several years and I felt fairly confident with my

knowledge of it, I still learned a few new things that I did not know before. And I appreciate the opportunity to hear the experience of CC users outside of higher ed from different parts of the world. As our work at BCcampus, and particularly my own experience with B.C. licenses has been very much around higher-education sector in B.C. You also have a list of ready-to-use materials on the topics of copyright and Creative Commons licenses for all those assignments you do. Of course, the alumni connections. There are a number of ways to stay connected with the CC communities in the alumni communities after you completed the course. Yeah, I only listed the few here. Through the Slack channel is one of the communications channels we use for the course. I believe every CC alumni who ever participated in the course is in there to share connections, the collaboration opportunities. There's also the newsletters for CC that share connections too. Finally, it's a little digital badge that I put on the top left corner that's CC certified, and it's a nice little thing to show off your achievement for completing this course. I'll pass it back to Jennryn.

JENNRYN:
Thank you. Well, I really appreciate you raising your own experience from this course and also the difference and the amount of time it takes to complete the assignments. So that's a really great point that I did not cover. Everyone has a different experience in terms of how much they want to put into the assignments and how much time they have and so on. What we offer is just an estimate based on participant survey results, but there is certainly a wide range of time that people devote to the course. We try to make it so that if you don't have as much time as you would like, you are still able to meet the requirements of the course and pass it, but I really appreciate Kaitlyn noting that yeah, that it can take more time. I remember one of our first facilitators that had recently run through the course said that she took like 20 hours one week on one of the assignments because she got really, really into it. And I was surprised and delighted, but also that is not a requirement. So don't worry, you were never going to be expected to put in that many hours, but it is a very significant time commitment, no matter what. Okay. Next up, we have Emily Schudel. She is an instructional designer in e-learning and open education, as well as the chair of the Centre for Excellence and Teaching and Learning at Camosun College. She has worked as an instructional designer for over 30 years, worked with faculty to enhance their courses with technology, taught blended and online courses, and in 2018, began her journey in open education, becoming CC certified, and has supported faculty who are engaging in open education work using WordPress, Pressbooks, H5P, and other open platforms. Emily, thank you so much for joining us. There we go.

EMILY SCHUDEL:
Thanks, everybody. I don't have slides. It's been crazy at work, but I do have some things that I'd like to add to. I agree with everything Kaitlyn has said, and I want to thank Creative Commons and Jennryn and also BCcampus for this opportunity to talk about the experience I had. I won't add to my introduction, but I will say that I did the course in fall of 2019. Lauri, did you do the course in the fall of 2019? Trying to remember. Mine was in January. Okay. Yes. We weren't in the same cohort, but we were very close. Yes. But it really explained when I went to start preparing for today's session, it explained why my recollection is a little hazy. I had to go

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back and look through my notes and everything because even though that's only five years ago, it was also more than five years ago, considering what happened in March of 2020. I just want to talk a little bit about why I did the course and what I found valuable about it and show you a little bit about what I ended up with at the end of the course. I was going to be moving into a project manager position, not an official position, just a piece of work off the side of my desk for a project that was funded by BCcampus, an open sustainability project. Camosun College got funding from BCcampus, and we had seven faculty members working on projects to move course materials to OER and to provide zero textbook cost course materials for their students. I was going to be the project manager and while I knew a little bit about Creative Commons and copyright and open, I needed to learn more. I found out about this course. I actually found out about it in 2018 when it was first developed. Then I downloaded all of the materials. But then I thought, I really want to engage and do something, really learning through engagement. We're really fortunate at Camosun. I'm in a faculty position at Camosun and we have a great deal of professional development, time, and funding that's awarded to us through our collective agreement. I was able to easily take advantage of the time needed to do this course. But I did need to take it on my own time. I was really happy it was an asynchronous course with the optional webinar sessions as well, and appreciated the Slack. As Kaitlyn was mentioning, there's a Slack community that was developed for the cohort, but also within the larger framework of the Creative Commons Slack community. That was great. Really interesting, I was going back and looking at my notes about the optional synchronous sessions, and I think they were in Google Meet at that time. Zoom being so ubiquitous nowadays, it certainly wasn't then, so it was a very different experience. But that was why I did the course, was to improve my knowledge so I could support faculty in their work. What I found really valuable was, of course, learning about Creative Commons. But for me, it was really about suddenly realizing how Creative Commons worked with copyright because it isn't something different. It is something that goes along with copyright and telling people how you want your material to be shared. The big piece of it for me, I think Jennryn mentioned as well, is that remixing piece. How can you remix different pieces of Creative Commons licensed materials with the different licenses? That was really important for me to see, plus just understanding all the nuances around the different licenses. I could explain that to faculty and talk to them about what was going to work best for their purposes. Now I can advise faculty on how to license their materials, how to remix materials. I've also even worked with some students who are working with open materials and creating their own. That's been really valuable.

I wanted to show you what I ended up with. This is the part of the presentation where I make sure I can share my screen. And there we go. There it is. What I really enjoyed about the course too was the opportunity to do my assessments in the open. I'm a huge proponent of open pedagogy, and anything that I do, so you might see up on my little sheet here. I've done PIDP courses through Vancouver Community College. I've also done the professional program in Open Ed through KPU that was offered a few years ago. All of my assignments for all of the courses, including the Creative Commons course are on my blog site because I really feel it's important to share that information. All of the assignments that I did for Creative Commons are still there. It's like I was going back through them going, Wow, I did all this stuff. That was very

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cool. And I share this with people. If they want to know something about copyright law or they want to know something about what Creative Commons is, I can send them a link. That's also been really easy for me because I can talk to somebody about it and then say, Here's the link for more information, or I can send them the link first and say, Come back to me with questions and we can go over this material. But for the final project, what I did was I created a Creative Commons workshop. This is something I was really happy to do, this is where that time. We're supposed to do 6 to 8 hours a week or whatever it was. Well, this was one of those 20 hours a week commitments. But I figured it was something that I could share with my college community. I've shared it with people from outside of Camosun. Again, it's just really easy if you want to really dig into what Creative Commons licensing is, here's a site to get started and then we can have a conversation about it. I was really happy to be able to create those materials and share them in the open. I'm just going to before I leave here, I'm going to, let me stop sharing, then I'll share them in the chat because this is when I'm sharing in Zoom, I always get a little bit bamboozled.

I'm going to just share the links to those two sites in the chat. You can take them. They are all CC BY SA licenses. You can take them and share them and adapt them and share them back. Please do that. Then just to finish off what I'm going to want to say today is what I'm thinking about where this course is going in the future, because I was thinking I would really like to know if the material has changed since I took it in 2019, because a couple of things that I wonder if would be included next as part of the course. First of all, artificial intelligence considerations in the realm of open education and copyright and Creative Commons. I would come back just to take that. But I'm also wondering about traditional knowledge labels and cultural knowledge aspects and how they relate within that realm because they are not public domain, but they're not copyright. How do we work with traditional knowledge labels in this realm? If those things start to be included in the material, I might just have to come back and do the program again.

JENNRYN:
Yeah. Yeah, a couple of quick notes on that front. One, we have increased the amount of information on traditional knowledge labels and Indigenous knowledge rights and considerations. There is some, I think in Unit 2, but a whole lot in the Unit 5 for open culture. All of this is available on our website under the OER section. So you can read through it. You don't have to take the courses again, but we would totally welcome you. The other thing I would note, and this is very premature to say anything, but we recently put in a grant for funding to create a more advanced certificate that would focus on some of these more nuanced considerations, particularly around AI and open education, AI and open knowledge work, and Indigenous knowledge rights and data rights, and so on. That's a big TBD. We don't know if we will get funding for it, but we would love to continue exploring options for that. In the meantime, we are increasing the number of webinars with experts that address AI considerations for our current courses. One of the major things that we're working on right now and that will continue as a priority into the new year is looking at the ways that we can better empower creators in this era of AI ingestion with preference signals. So having people who want to opt into the system where AI ingests your content, understanding what you might be

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able to control or relinquish control on, whether you want attribution or you want your work only used for, for research or otherwise. And we know that ideally in the coming year. Sorry I'm going off on a big tangent here, but ideally in the coming year. We'll be able to preview some of these preference signals, which would likely have legal teeth in the European Union, but would be more about norm setting in other regions in the U.S., for example. So we will definitely have more on AI. We definitely have more on some of the Indigenous knowledge rights and considerations already in the text, and we would welcome you all to come back or just peruse our text as is and we'll stay tuned for any future certificate developments.

LAURI:
All right, Thank you, everyone. If anyone has any questions or would like to share any experiences or what they're looking for in this area, please feel free.

Paula, if you wouldn't mind putting up the slide that we had there, it's just a reminder, there we go, of the discount. It's available to basically faculty, staff, grad students in B.C. or Yukon's post-secondary system. Right now, this applies to courses in 2025 because the current intake for September is going on right now. There's a promo code there as well and we've shared in the chat where you can register, and that is where you would put in the code in order to get the 15% discount. So, let's see, there, Jennryn just put in Register here, and then we have information as well that Paula stuck in there about the discount in the chat. Does anyone have any questions or do they want to pop a question into the chat or a comment? No questions, but thanks. Thanks, Debra. All right. Well, it looks like we don't have any questions at the moment. But I do want to let you know that we are offering another webinar like this to talk to people about this opportunity, and that is scheduled for January 28. So watch our newsletter and our listservs, and we will share out that information when we're closer to that time. We have two other graduates of the program who will share their perspectives. I think it's really interesting to hear. It was great hearing from Cain and Emily because all of our experiences from taking the course, I think, are a little bit different in how we apply the information. But I'll echo what everyone said. I just found the information invaluable, really. I pride myself in knowing a lot in this area because I've been a project manager for the creation of so many OER, but that has really expanded my knowledge in this. I'd like to thank you again very much for coming.

JENNRYN: Thank you, Lauri.

LAURI: You're welcome! I hope you have a good rest of your day.