NATIONAL FORUM
FOR THE ENHANCEMENT OF TEACHING
AND LEARNING IN HIGHER EDUCATION

The National Forum Open Licensing Toolkit May 2019

National Forum OER/OEP Series:
Open Educational Resources & Open Educational Practices

Teaching and Learning in a Digital World

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THE NATIONAL FORUM COMMITMENT TO OPEN LICENSING

Collaboration is one of the core values of the National Forum for the Enhancement of Teaching and Learning in Higher Education. We foster collaboration across the Irish higher education sector in order to promote shared knowledge, understanding and practice amongst all who are invested in teaching and learning in the sector. In line with this commitment to collaboration and shared knowledge, the National Forum has committed to openly licensing all National Forum resources, as evidenced on our website (www.teachingandlearning.ie).

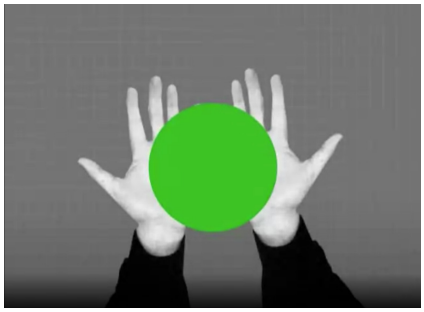
In addition, it is a requirement that resources and materials developed as part of Teaching and Learning Enhancement Fund projects and Strategic Alignment of Teaching and Learning Enhancement (SATLE) Fund initiatives be openly licensed to facilitate future use and adaptation of resources in different institutional, disciplinary and programme contexts. The adoption of open licensing, such as Creative Commons, clarifies to educators, students, and others how they may access, use, and adapt individual resources.

The Open Licensing Toolkit is the first guide in the National Forum OER/OEP Series: Open Educational Resources and Open Educational Practices. The second guide in the series is How to Choose an Open Licence, published in 2020 (see www.teachingandlearning.ie/open). The aim of these guides, and future guides in the series, is to provide practical information for anyone wishing to use open educational resources (OER) and/or open educational practices (OEP) to enhance teaching and learning.

CREATIVE COMMONS LICENCES

Creative Commons (CC) licences are the global standard for open content licensing, with over 1.4 billion CC licensed works available on the web. In addition to use by the National Forum, CC licences have been adopted globally by governments and public sector bodies, scientific and academic publishers, and cultural heritage institutions such as national museums and libraries.

CC licences are the legal standard for collaboration on the web. Creative Commons licences **build on** and **encourage respect for** copyright and copyright holders. Put simply, Creative Commons licences permit creators to retain copyright but grant a specific set of permissions to others to use and adapt their work. CC licences typically contain a minimal set of conditions, such as the requirement that a user provide attribution to the author. The following video briefly explains how Creative Commons licences work:



https://creativecommons.org/about/videos/wanna-work-together/

OPENLY LICENSING YOUR WORK

Openly licensing your work is simple and can be done in a matter of minutes by following the steps at creativecommons.org. However, it is worth thinking through the process before creating a licence so that you can be con dent that your work will be shared and credited appropriately. The following steps are recommended for all National Forum funded projects.

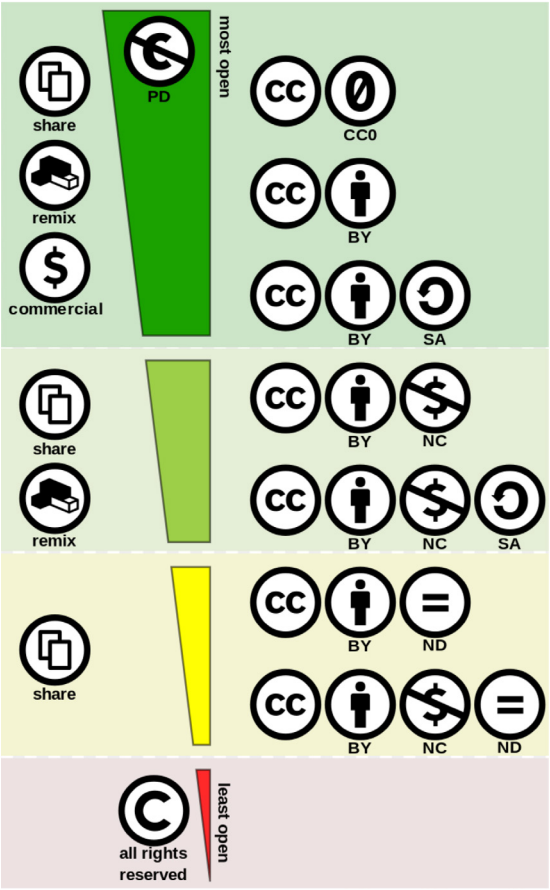
Step 1. Understanding CC licence components

At the core of nearly all Creative Commons licences is the **Attribution (BY)** component, requiring all who reuse your work to provide full attribution to you. In addition to Attribution (BY), the three other CC licensing options are:

- **Share-Alike (SA)**: All derivative work(s) must be shared with the same licence
- **Non-Commercial (NC)**: Commercial usage rights are withheld
- **No-Derivatives (ND)**: The work can be shared, but only if it remains unchanged

These options can be combined (as shown below) when you create a speci c CC licence in order to allow/restrict speci c forms of reuse of your work by others. Licences shown at the top of the spectrum are the most open; licences at the bottom are the most restrictive.

Creative Commons licence information is often displayed in the caption of an image (as shown below), the footer of a webpage (as shown on the National Forum website), or at the beginning and/or end of a document (as on the inside cover page of this Open Licensing Toolkit).



Creative Commons license spectrum CC BY 4.0
Shaddim via Wikimedia Commons

Step 2. Key decisions prior to CC licensing

Prior to selecting your licence, you must make two key decisions: (a) choose a speci c CC licence, and (b) decide upon the correct form of authorship attribution and funding attribution.

a) Licence

Detailed guidance on choosing a licence can be found in the National Forum guide 'How to Choose an Open Licence'. In general, however, the CC BY licence is the National Forum's preferred open licence. This is the most permissive licence, enabling reuse, revision, remixing and redistribution by others, although all who use the resource must provide attribution to the creator and copyright holder. The specific choice of licence is up to each creator (individual or group), however. For example, if a Teaching and Learning Enhancement Fund project resource contains sensitive subject matter, you may determine that a different Creative Commons licence is most appropriate (e.g. CC BY-ND). You are encouraged to consult with the National Forum and/or your institution to determine which licence type should apply.

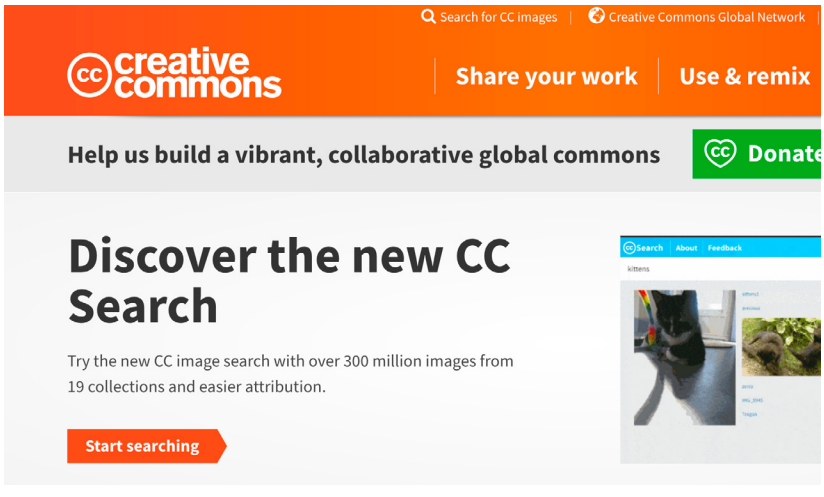
b) Attribution

In general, project resources typically identify the project name as the author of the project, rather than a list of individuals or institutions; specific credits can be provided within the resource itself (e.g. All Aboard). As for funding, in addition to the National Forum logo appearing on funded project resources (along with institutional and other logos) a funding statement should follow the CC licence text, as illustrated below:

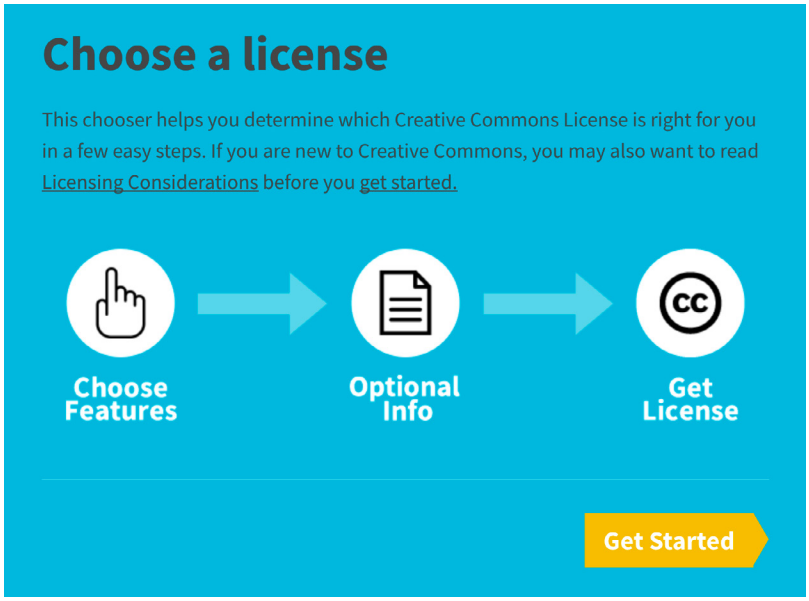
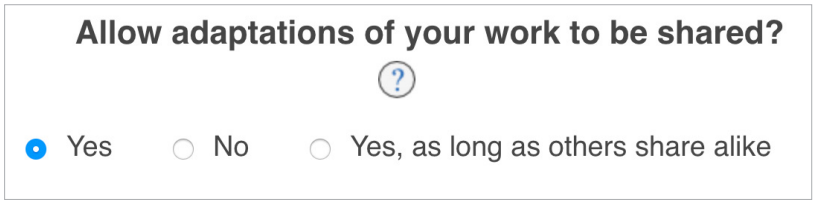
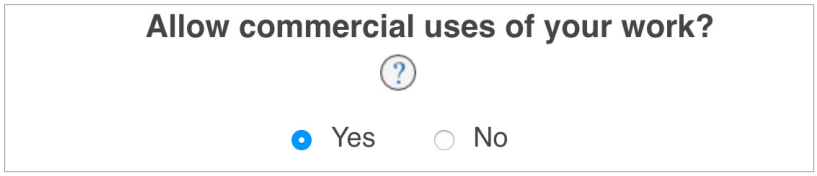
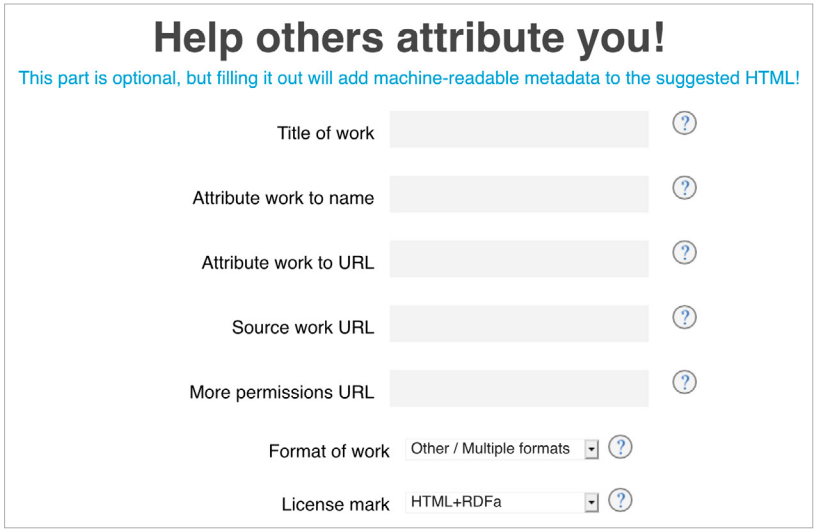
> *This [work/website/toolkit] is licensed under a [specific terms of CC licence]. Please provide attribution and link to [name of project] [URL of project].*
>
> *This project was funded by the National Forum for the Enhancement of Teaching and Learning in Higher Education under the Teaching and Learning Enhancement Fund.*

Step 3. Creating a licence

To create a CC licence for your work, simply follow these steps:

Go to Creative Commons	www.creativecommons.org
Click 'Share your Work'	

Step 3. Creating a licence cntd...

Click 'Get Started'	
Select licence features: • Click 'Yes' for a fully open CC BY licence • Click 'Yes, as long...' for a SA (Share Alike) licence • Click 'No' for an ND (No Derivatives) licence	
Select licence features: • Click 'Yes' for a fully open CC BY licence • Click 'No' for an NC (Non Commercial) licence	
Expand the text under 'Help others attribute you' and fill in each field.	

Step 4. Adding the licence to your resource

To add a licence to your resource, be sure to complete the 'License mark' eld according to whether you wish to add the licence to a digital or non-digital resource:

To add a licence to a digital resource select HTML or XMP (as approp.) in 'License mark'	
To add a licence to a non-digital resource, select Offline in 'License mark'	
You can continue to edit the text in the 'Help others attribute you' fields until you are happy with the form of your licence. Then simply cut and paste the licence into your work.	

BEST PRACTICES FOR OPEN LICENSING

Attribution, or crediting a work, is only effective when the user can relate the credit to a particular work. As outlined in Open Content – A Practical Guide, "The closer the credit is attached to the work, the more likely the attribution requirement will be complied with and the intent and purpose of crediting retained." Following is a summary of best practices when it comes to open licensing; all of the following should be included in your CC licence:

- Name of the author/creator of the work, e.g. All Aboard
- Name and link to the licence you are using
  e.g. Creative Commons Attribution 4.0 International License
- Link to the online source (can be a hyperlink if the licence is on a digital work, but must be a full URL if licence is on a non-digital work)
  e.g. for photo used on page 2 of this toolkit: Creative Commons license spectrum or https://commons.wikimedia.org/wiki/File:Creative_commons_license_spectrum.svg
- Where required or advised, include a credit to the project funding body. In the case of Teaching and Learning Enhancement Fund projects, this statement should follow the CC licence text:
  This project was funded by the National Forum for the Enhancement of Teaching and Learning in Higher Education under the Teaching and Learning Enhancement Fund.

If you have any questions about open licensing of Teaching and Learning Enhancement Fund resources, please contact Catherine Cronin at the National Forum catherine.cronin@teachingandlearning.ie.

ADDITIONAL RESOURCES

Creative Commons Resource Archive. Six licenses for sharing your work (one-pager)

Creative Commons. Best practices for marking your work with a CC license

Creative Commons. Best practices for attribution

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