

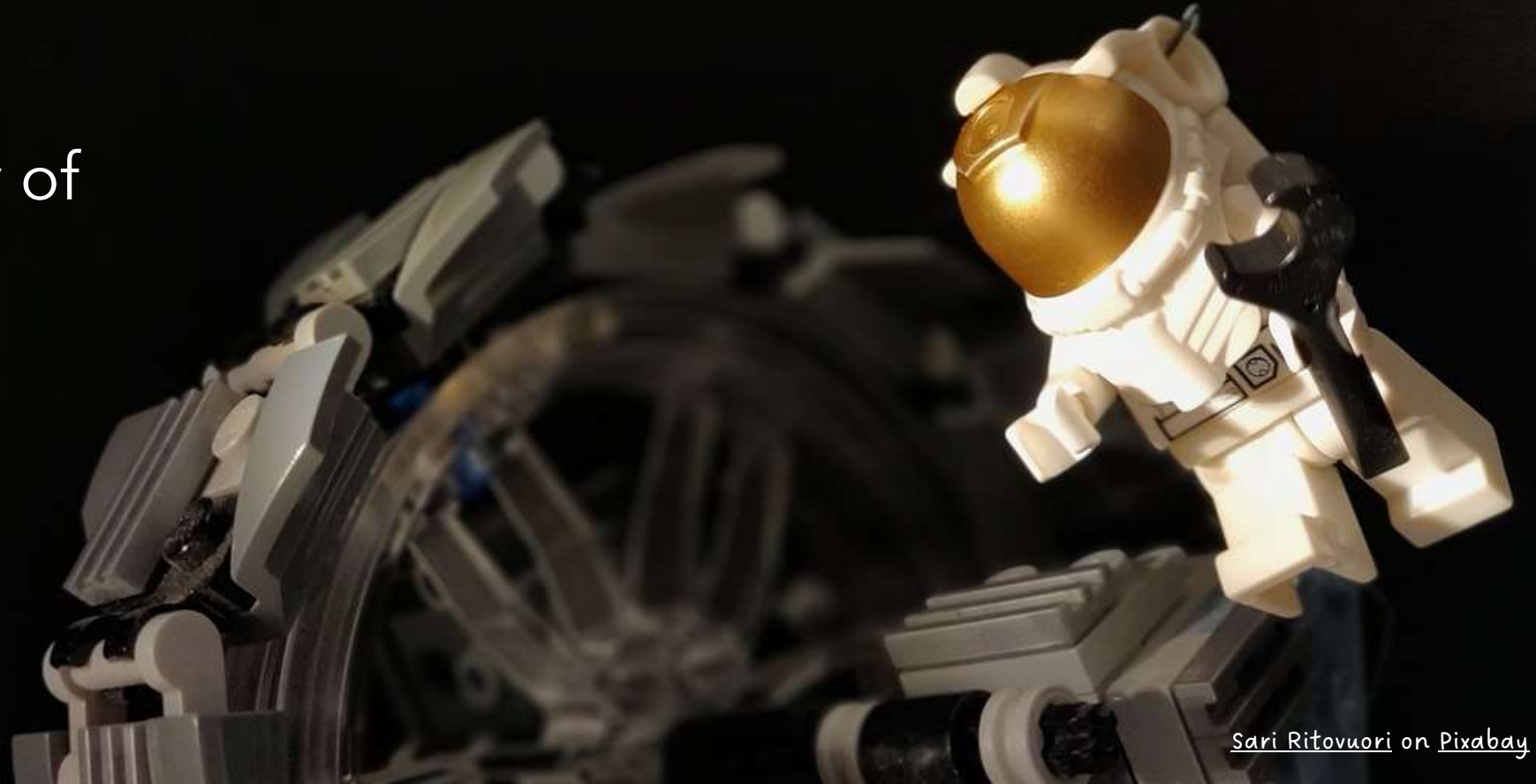
# Optimism or anxiety?

Engaging with the university  
community to create a  
copyright literacy strategy



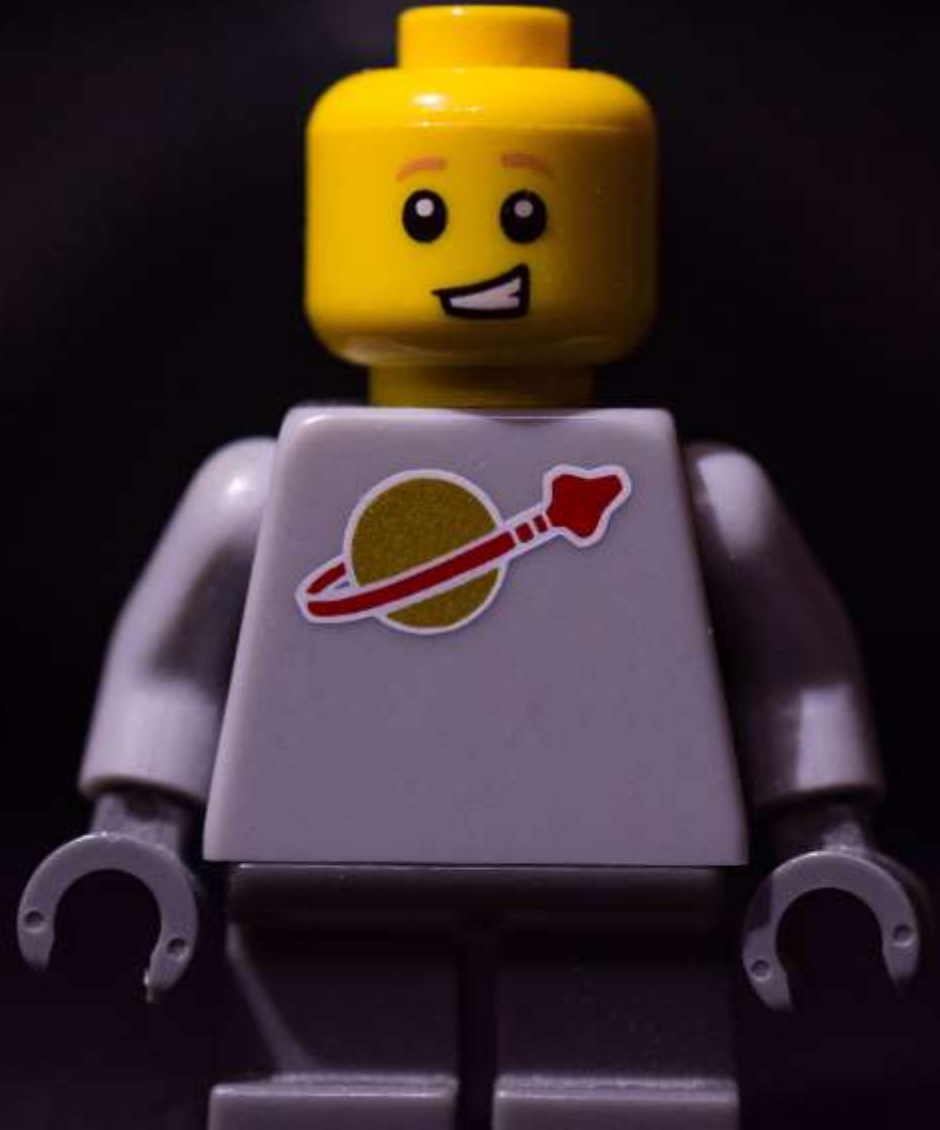
# The mission

Create a **copyright literacy strategy** and accompanying **copyright policy** for the University of Aberdeen



# Our process

- Set up project team
- Review other people's policies
- Project team develop draft policy
- Workshop policy with stakeholders
- Refine, redraft, and further feedback
- Committee and Senate approval
- Develop supporting material
- Launch!



It's a long journey...





...but we are learning lots along the way!



# People have limited time and energy

- Can be difficult getting people to engage
- Get out there and promote it
- Make it relevant to them



# But once people get involved...

...they often have a lot to contribute!





People have many concerns and worries...



...which might not be the  
ones you're expecting.



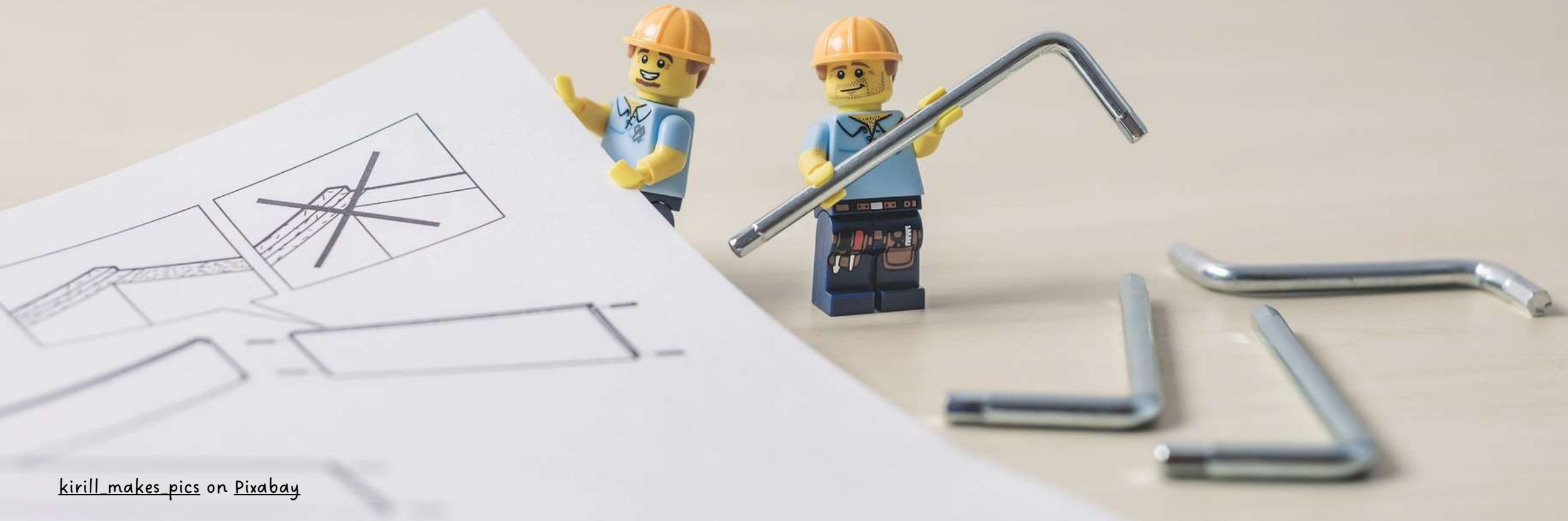
# You need a cross section of people...

...with a variety of needs, experiences and concerns.



Copyright can be an enabler...

...closely linked to institutional strategy.



It takes time to get it right...



...but it will be  
worth it in the end  
(or so we hope...).

# Discussion

What are your questions or experiences?

Are you planning something similar at your institution?

Can we collaborate?





# Connect with me!

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Thank you!

