

## **Guidelines for Developing Content for the NC-NET Resource Exchange**

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The purpose of the NC-NET Resource Exchange is to facilitate sharing of professional development resources by NCCCS institutions. Colleges from across the state may submit a resource or teaching tool for consideration via the NC-NET website. If a resource is replicable, electronic files are gathered and posted to the NC-NET website for immediate access by other North Carolina community and technical colleges. The Resource Exchange is also an ideal place to showcase the best practices developed by Perkins-funded professional development projects each year. As you are planning your project activities and related deliverables, keep in mind that the end user of your resources could be located anywhere in the state. They may or may not have the benefit of attending a face-to-face event hosted by your project and will be relying solely on the electronic resources you provide to implement your program, integrate your teaching methodologies, adapt your workshop, and so on.

**Before beginning development specifically for the Resource Exchange, please communicate with the NC-NET Clearinghouse team (email: [hcotner@nc-net.info](mailto:hcotner@nc-net.info)) so we can ensure format compatibility with the NC-NET web servers and suggest ways to reach the largest possible audience with your resources.**

### **Electronic File Format Options:**

1. Streaming video of digitally-recorded face-to-face workshops, seminars, or conferences broken into short segments.
2. Self-paced Blackboard course
3. HTML files (web pages)
4. Word, Excel, Adobe Acrobat, or PowerPoint files to share documents such as handbooks, editable files for classroom use, presentation materials, etc.
5. Preferred graphic file types for images (photos, charts, diagrams, and illustrations) are GIF or JPG—if the images will only be viewed online; JPG, TIF, or EPS – for images that the user will need to print. Please provide files that are 300 dpi resolution for images that will be printed.

**To make it easy for others to replicate your success, please address as many of the items listed below as possible. Depending on your subject matter, some items may be more applicable and/or important than others:**

1. Background information and resource introduction to enable other colleges to implement your resource with ease. Such an introduction might include:
  - a. Contact information so that those using your materials can ask questions
  - b. A brief description of the project under which your materials were developed, e.g., a Perkins grant to Early Childhood Education instructors at Halifax Community College for developing a self-paced online course on using electronic teaching portfolios
  - c. Overview of how the materials were developed and pilot-tested
2. Purpose of the event, handbook, course or other resource
3. Level—introductory, intermediate, advanced user
4. Goals—broad statements of what end user should know following completion

5. Objectives or competencies—measurable steps toward achieving the goals
6. Key concepts addressed
7. Subsections—material should be divided into short segments that are easy to navigate
8. Guidelines for use—A-V/software requirements; prerequisite knowledge; order in which topics or subsections should be investigated, etc.
9. Learning experiences—activities/strategies/sample lessons to try
10. Self-assessment and/or reflection activities
11. Resources for additional study

### **Copyright Guidelines from the NC-NET Clearinghouse Team:**

#### **Text Content**

- Because the resources distributed through NC-NET are available to any member of the public who visits the website, the rules for using copyrighted materials within them are different from the rules for using copyrighted material in the classroom or in an online course. Please err on the side of caution so that you don't inadvertently re-distribute materials for which you do not have publication rights.
- If you do not know whether the material is copyrighted, assume that it is. The exception is with material produced by the federal and state governments, which is usually in the public domain. You must still cite the source of government-produced material clearly and accurately.
- Follow the same rules you expect your students to follow in terms of properly citing the authors and sources of quoted or paraphrased material used in your module.
- To fall within the Fair Use guidelines, keep quoted material brief. You may have noticed that blogs and other online forums generally post only excerpts of articles on which they are soliciting public comments. Prior to the *Los Angeles Times v. Free Republic* court case, bloggers often posted whole news articles to spark discussion. The newspaper sued for copyright infringement and won.
- Textbooks are less likely to fall within the Fair Use guidelines, as extensive quoting from a textbook could harm sales of the original work.

#### **Visual Content**

- Assume that all photos are copyrighted and that you must obtain permission or pay a fee to use the photo. There may not be a copyright symbol or photo credit visible, but the work may still be copyright protected. In particular, avoid importing images from <http://images.search.yahoo.com> or <http://images.google.com/> into your resource without getting permission from the copyright holder. Citing the source of the photo is not the same as getting permission to use the photo in a public forum.
- Our experience has been that textbook publishers will not grant permission for a module developer to use photos from a textbook, even for a module developed through a non-profit organization, college, or other state-funded entity.
- Potential sources for photos include your college's public relations office; <http://istockphoto.com> or <http://www.bigstockphoto.com/> for inexpensive, royalty-free images; or your own creativity with a digital camera.
- If you take pictures of students in your classroom or lab, please obtain written permission from them to use the photos in your resource which will be posted on a public website.