


**“CREATIVE ARCHITECTURE
AND ENTREPRENEURSHIP IN
ONLINE EDUCATION AND
ROYALTY DEVELOPMENT”**

SCOTT WILSON, UNIVERSITY OF FLORIDA


GLOBAL RACE TO THE TOP

Creativity, innovation and entrepreneurship in the development of online courses is considered by many educational institutions as a global race to the top.



CONSUMED BY THE MASSES

Over time, fully functional and interactive online courses will be identified virally by consumers, they will grow and expand over the next decade and position themselves to be globally consumed by the masses.




UNIVERSITY AND FACULTY ROYALTIES

Proven strategies to create long term royalties for the University and faculty through partnering with publishers to development superior online courses.




PARTNERING WITH PUBLISHERS: PROTECTING SEC FACULTY FROM ONLINE COPYRIGHT INFRINGEMENTS

Partnering with publishing companies to build these robust online platforms allows faculty to customize their delivery system for each course, it saves tremendous costs and resources to the University and it routinely allows students to have access to new technologies and media that have copyright protections.




ALL COPYRIGHT ACCESS

This access includes:

1. Online access to all textbook information and photos.
 2. Online Interactive Flash Cards for daily drill work.
 3. Online searchable Glossary Terms.
 4. Online access to Audio Recordings.
 5. Access to Powerpoints that can contain copyright information such as reading from the textbook or copyrighted photos.
 6. Access to Weekly Outlines with interactive links to tests and quizzes.
 7. Interactive grade book with multiple views.
 8. A online platform that matches the textbook identically in terms of branding and uniformity.
 9. Integration with other technologies such as Rhapsody.
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BENEFITS TO TEACHERS

1. Publishers are willing to program the platforms for the faculty. This can save faculty up to 8 months of building a platform. Once publishers have the information they can build the quizzes, tests, exams and entire platform in a couple days or weeks.
 2. Tech support representatives for students and faculty.
 3. High rate of student satisfaction. Students can access all course materials and copyright protected materials easily from their phones, Ipads or other mobile device.
 4. As technologies advance publisher convert quickly to the best proven and innovative technologies on the markets. This includes software advancements for online delivery systems and partnerships to expand students access to resources. This includes global advancements such as delivering courses in different languages.
 5. Faculty can generate royalties for themselves and the University.
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FINDING THE BOOK / CREATING THE CONTRACT

When working with publishers, faculty can use published textbooks that already have testing platforms created. Faculty also have the ability to add to a textbook and/or create their own testing platform and question banks.



FINDING THE BOOK / CREATING THE CONTRACT

When looking for a textbook for a course, many textbooks have shortcomings in terms of meeting new education initiatives. However, when working with the publisher you can augment a courses design, add supplement materials and Powerpoints and basically customize the course content and testing content.



CREATING THE CONTRACT

Most Universities have legal departments that specialize in intellectual property rights. In many cases these people can help you write a contract between the University and Publisher. As long as the Publisher provides an intellectual property lawyer to assist them, both parties understand the language that needs to be in the contract to protect all parties.



ROYALTIES

When these contracts are in place all parties earn a Royalty for the development of the course. This includes royalties to the authors who created materials and royalties to the University.




INCENTIVIZE TEACHERS TO BE INNOVATIVE!

Explore Ideas!



INCENTIVIZE TEACHERS TO BE INNOVATIVE

Universities could discuss modifications to the royalty agreement to encourage teachers to buy in and work together to create these platforms. A new agreement could favor higher royalty rates to those who develop online education publications and testing platforms. Community colleges or University could adopt these courses which would allow credits to transfer easily. The use of these classes throughout the nation increases royalty rates to the Universities.



CURRENT UF ROYALTY RATES

**For net adjusted income up to \$500,000
(Schedule A):**

40% individual creator(s)

10% program(s)

7 ½% creator(s)'s department

7 ½% creator(s)'s college

35% VPR or UFRF

ROYALTY RATES THAT INCENTIVIZE

OLD MODEL: For net adjusted income up to \$500,000 (Schedule A):

40% individual creator(s)

10% program(s)

7 ½% creator(s)'s department

7 ½% creator(s)'s college

35% VPR or UFRF

NEW MODEL WITH SLIGHT CHANGES

45% individual creator(s)

20% creator(s)'s department (THIS IS THE BIG DIFFERENCE!) !!!!!

35% VPR or UFRF



ONE SMALL ACTION COULD NET INNOVATION

This may not be the solution however I can be accurate in saying that creating solutions that target creating a financial incentive to innovate is how we cultivate faculty entrepreneurs and attract top talent. It is an example of how this one small action could generate an explosion of teachers working hard to create premier online publications.



DOMINATING THE ONLINE LANDSCAPE

These platforms the SEC could create with publishers could dominate the landscape because their courses would utilize the industries best online education deliver platforms and finest faculty. Online platforms that by definition have superior online content and are economically delivered with copyright protected materials and resources.



BI-PRODUCT OF INNOVATION

Providing these new financial models to the educational system are crucial for many reasons to numerous to discuss here. However, one such benefit from creating multiple royalty streams for faculty is that it opens the door for early retirement for those long term faculty that want to retire. In some cases these faculty who have produced educational products for the University will have secondary income from royalties for perhaps several years or more beyond retirement. This in term allows our faculty the financial freedom upon retirement to keep innovating in their areas (much like in the music business with regards to artist royalties for Grammy Award winning records).




BI-PRODUCT OF INNOVATION SUCCESS FOR OUR STUDENTS AND UNIVERSITIES.

From the royalties the UF jazz department receives for our online Jazz History course we have been able to collectively put that money to use to produce the following outcomes to create a student centered education. Our royalties have produce the following outcomes.

- 1. We have created dozens of student portfolio videos showcasing our students performing in ensembles and teaching in the classroom. This has already helped them win jobs and win endorsements.**
- 2. We created professional portfolio pictures for students and websites for graduates students.**
- 3. We support guest lectures and Skype lectures for classes.**




BI-PRODUCT OF INNOVATION SUCCESS FOR OUR STUDENTS AND UNIVERSITIES.

- 4. We record all student original compositions and big band charts.**
 - 5. We have more financial freedom to innovate without apply for endless grants or subtracting from department funds.**
 - 6. We can contract artists to create artwork and recording tracks for CD's,**
 - 7. We can contract students musicians to perform at events which helps them financial afford school and rightfully get paid for extracurricular actives the department supports.**
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THESE INNOVATIVE IDEAS ADD UP TO AT LEAST THESE OUTCOMES:

1. HAPPINESS FOR THE FACULTY AND A SUPERIOR PRODUCT FOR THE STUDENT.
- 2,. UNIVERSITIES LEAD THE INDUSTRY IN FINANCE REFORM AND TECHNOLOGY AND ONLINE EDUCATION DELIVERY SYSTEMS.
3. DEPARTMENTS RECEIVE AUGMENTED FUNDING FOR THEIR EFFORTS IN ONLINE INNOVATION. THIS INNOVATION IS ESPECIALLY CRITICAL WITH REGARDS TO THE EVER SHRINKING BUDGET.
4. OUR GRADUATES WIN JOBS AND KNOW SUPERIOR ONLINE TECHNOLOGY.
5. OUR EDUCATIONAL COPYRIGHTED PRODUCTS CAN POTENTIALLY GO VIRAL OR GLOBAL.
6. OUR SEC FACULTY ARE THE BRIGHTEST IN OUR FIELDS AND WE COULD BE DELIVERING EDUCATION WORLD WIDE WITH INNOVATION!

WIN – WIN – WIN – WIN - WIN – WIN – WIN – WIN - WIN – WIN – WIN – WIN



**WHAT STANDS IN OUR WAY!
WHO IS AT FAULT AND HOLDING US BACK!**

**INNOVATION AND ENTREPREURSHIP
CAN GET US THERE.**

