

The Annual Copyright License for Student Assessments

A simple and effective way to license your content for K-12 assessments

Earn new revenue from a growing market

To ensure accountability and measure performance against local and federal standards, states and test developers create and administer assessments using innovative technology and substantial amounts of copyrighted content. This presents new market opportunities for publishers.

The next generation of assessments

Today's formative and summative assessments do not follow the traditional testing model that employed static passages and questions. Instead, many assessments are now delivered utilizing computer adaptive technology that tailors tests according to student performance in real time. This change in testing methodology impacts the rights and permissions landscape. With computer adaptive testing, for instance, it is virtually impossible to know in advance how many students will see a piece of content or even how much content will be used.

Because methods for securing permissions vary so much, there's no clear way for a state or a school district to streamline the process when it has to adhere to unique rules each time. To address this challenge, CCC worked closely with the Smarter Balanced Assessment Consortium (SBAC), assessment market thought leaders, test developers, and publishers to develop the Annual Copyright License for Student Assessments (ACLSA).

By participating in the Annual Copyright License for Student Assessments you can:

- Access a large and growing revenue stream
- Gain wide market coverage
- Greatly reduce the complexity of managing per-use permissions
- Get usage reporting



The ACLSA by the numbers



350+
participating publishers



21+ million
students covered



37 high-stakes
states tests covered

A consistent set of reuse rights

Whether assessment developers offer computer adaptive testing or fixed format assessments (on paper or via computer), the ACLSA facilitates the use of excerpts of copyrighted materials in K-12 student assessments and related preparatory materials. The license is based on a repertory model, providing a consistent set of reuse rights across works from multiple sources and publishers.

How does the license work?

Once an assessment developer adopts the license, they use the RightFind Assessments content discovery tool provided by CCC or their own sources to identify content suitable for their assessments and item banks. Next they use the RightFind Assessments title search and verification tool to ensure the content is covered under the ACLSA.

CCC then collects a per-student fee from licensees and distributes royalties back to participating publishers based on actual usage information provided by licensees. Royalty and usage reports for each distribution are made available in CCC's Publisher Portal.

Why participate in the ACLSA?

- **Access a large and growing revenue stream:** All K-12 assessments administered across the United States are eligible for coverage under the ACLSA. This includes state-mandated accountability assessments, district and state assessments, formative and summative assessments, alternative assessments, and more.
- **Gain wide market coverage:** The ACLSA has been adopted by national assessment consortia, including Smarter Balanced Assessment Consortium and the majority of the assessment developers in the U.S.
- **Greatly reduce the complexity of managing per-use permissions:** Participate in an efficient licensing service for all parties — publishers, assessment developers and administrators.
- **Get usage reporting:** Gain insight into how and where your content is being used.
- **Make your content discoverable:** CCC gives you the option of providing content access to licensees making your content more discoverable and increasing your royalty distribution potential.
- **Flexible licensing:** The ACLSA is non-exclusive, giving you freedom to license your valuable content as broadly and in as many channels as possible. You can include or exclude any works under the license — you maintain complete control of how your content may be used.
- **Maintain control of your works:** CCC's license verification tool for the ACLSA — RightFind Assessments — helps ensure that your content is being used appropriately by users within the scope of the license.



About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright, information management, artificial intelligence, and machine learning, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by harnessing information from a wide variety of data sources and content assets.

Enroll today

To participate in the Annual Copyright License for Student Assessments, please contact our Rightsholder Relations team.

✉ rightsholders@copyright.com

☎ 1.978.750.8400 (option 3)