

Think Before YOU Download Copyright Infringement Awareness Campaign

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Copyright Awareness Campaign

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¹ University Relations and University Marketing approval received.

² University Relations and University Marketing approval received.

Think Before YOU Download Awareness Copyright Campaign Timeline; Facebook, Blog, and Flyers

FACEBOOK POSTS¹ (These will be posted on different dates.)

1. Starting Spring Semester 2015, a WARNING will appear when a user on WIU's network is attempting violate copyright infringement laws by downloading content illegally. **(Post during the Warning Stage)**



2. Attempting to download copyrighted material on WIU's network will result in a WARNING that appears on the user's screen. **(Post during the Warning Stage)**



3. There now will be consequences for those who download copyrighted material illegally on WIU's network. **(Post 1st week that the policy has been enacted)**



4. Western Illinois University will now have a four strike policy for those who download copyrighted material illegally on WIU's network. **(Post 2nd week that the policy has been enacted)**



5. Downloading copyrighted material from peer to peer sites such as PirateBay, Torrentz, and Extratorrents on WIU's network will result in loss of internet privileges. **(Post 3rd week that the policy has been enacted)**



6. Whether you are on one of the computers in a lab or your laptop is connected to WIU’s network, when you download copyrighted material illegally there will be consequences. **(Post 4th week that the policy had been enacted)**



7. Think Before You Download. If you download copyrighted material illegally on WIU’s network, there will be consequences including the loss of your Internet privileges. **(Post 5th week that the policy had been enacted)**



BLOG ARTICLES

Post blog article a week after the policy has been put into place.

FLYERS

Spring 2015

Have “Warning” flyer posted in residence halls and computer labs before students return.

When it transitions from the warning stage to when the actual policy is in place, switch flyers from the Warning to Awareness Flyers.

¹ Will update documents with dates when start date of policy is confirmed.

Think Before YOU Download

Blog Article

The Digital Millennium Copyright Act (DMCA), which was signed by President Clinton in 1998, gives creators of digital content more control over their materials and can ultimately decide who can download their content. The Higher Education Opportunity Act (HEOA) requires colleges and universities to increase their response to copyright infringement. These two acts were put into place to protect others work from the digital age and those who may steal their work.

On November 1, 2014, IT Governance Council discussed in an open forum the possibility of implementing a policy that prevents students from downloading copyrighted materials illegally. The proposal was approved on December 1, 2014. uTech will be monitoring students, faculty and staff on WIU's network downloading activity for illegal activity. Starting January 12, 2015 users on WIU's network that are attempting to download copyrighted material illegally, will have a WARNING appear on their screens. Later in the semester there will be a four offense policy enacted for violators:

- **1st Offense:** Loss of Internet access for 2 hours.
- **2nd Offense:** Loss of Internet access for 48 hours (2 days).
- **3rd Offense:** Internet access lost until the offender meets with uTech personnel to discuss copyright violation.
- **4th Offense:** Violator will be referred to the Student Judicial Process.

If you don't have the right to legally download copyrighted material, it is not just wrong but it is also illegal. So just **Think Before YOU Download.**

For (name of policy) see (website)

For more information go to <https://itgovernance.wiu.edu/issues/73>.

WIU's Copyrighted Material Policy

uTech Website Announcement

The Digital Millennium Copyright Act (DMCA), which was signed by President Clinton in 1998, gives creators of digital content more control over their materials and can ultimately decide who can download their content. The Higher Education Opportunity Act (HEOA) requires colleges and universities to increase their response to copyright infringement. These two acts were put into place to protect others work from the digital age and those who may steal their work.

Through WIU's IT Governance Process, where submitted technology enhancements ideas are discussed in an open forum (http://www.wiu.edu/university_technology/it_governance/), on November 1, 2014, the IT Governance Council discussed the possibility of implementing a policy that restricts students, faculty and staff from downloading copyrighted materials illegally. The proposal was approved on December 1, 2014 (For more information go to <https://itgovernance.wiu.edu/issues/73>).

Downloading activity will be monitored for students, faculty and staff on WIU's network starting January 12, 2015. Users on WIU's network that are attempting to download copyrighted material illegally will have a WARNING appear on their computer screens as well as mobile devices. Later in the semester there will be a four offense policy enacted for violators:

- **1st Offense:** Loss of Internet access for 2 hours.
- **2nd Offense:** Loss of Internet access for 48 hours (2 days).
- **3rd Offense:** Internet access lost until the offender meets with uTech personnel to discuss copyright violation.
- **4th Offense:** Violator will be referred to the Student Judicial Process or Provost Office.

If you don't have the right to legally download copyrighted material, it is not just wrong but it is also illegal. So just **Think Before YOU Download.**

For (name of policy) see (website)

If you have any questions or concerns please contact???



Think Before YOU Download

If you don't have the right to legally download copyrighted material, it is not just wrong but it is also illegal.

WARNING

Starting Spring Semester 2015, a WARNING will appear when users attempt to download copyrighted material illegally.





Think Before YOU Download

Downloading copyrighted materials on WIU's network
has consequences:

1st Offense	<ul style="list-style-type: none">• Loss of Internet access for 2 hours• Review DMCA and HEOA Act before access is granted again
2nd Offense	<ul style="list-style-type: none">• Loss of Internet access for 48 hours• Review DMCA and HEOA Act before access is granted again
3rd Offense	<ul style="list-style-type: none">• Loss of Internet• Must meet with uTech personnel to discuss copyright violation before access is restored
4th Offense	<ul style="list-style-type: none">• Internet access will be blocked• Appear before the Student Judicial Process

