
SELF-ASSESSMENT TOOL

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This document is designed for people who are interested in forming a local Affiliate Team. It provides an overview of the local Affiliate Team, which works to build and maintain communities of people who use Creative Commons licenses and tools.

Question boxes throughout the document are designed to help you think about what your team needs to become a CC Affiliate Team and to help you decide if your team is ready to begin adapting the Creative Commons legal tools. Please read through the information carefully and consider the questions thoroughly. We are always happy to welcome new faces to the CC Community and hope that you will be joining us soon.

CC AFFILIATE TEAMS

The goal of CC Affiliate Teams is three-fold: to bring together people who want to share their works into a community and to help this community use the tools; to localize CC legal tools; and to generally promote legal sharing. The Team does this in partnership with one or more local Affiliate Institutions and Creative Commons Headquarters (CC HQ).

CC Affiliate Teams have a wide range of responsibilities, including building community, adapting the CC licenses, translating materials, maintaining resources for CC users, and providing legal expertise and information about local activities to CC HQ. Therefore, a successful Affiliate Team must have members with a diverse skill set. There are five standard pieces to a successful Affiliate Team: four distinct skill sets that the team members should have and an institutional affiliation. These pieces are explained below in terms of individuals who each encompass exactly one piece. This does not need to be the case for every team; sometimes teams can have single members who do many jobs or have several members who cover one job. Teams can also have affiliation with more than one institution.

COMMUNITY

Community building is the first and most important step. It is coordinated by the Public Lead. Public Leads are the public face of the project. The Public Lead is also in charge of writing grants, organizing the official launch of the licenses and other events the team does as part of the project, and general outreach. They work with the entire team to build a local CC community. The process for this is different in every country. CC HQ and the other CC jurisdictions are here for support and ideas if desired.

Community building team members should have experience with the following: organizing, networking and fundraising. The Public Lead should have experience with all three and be fluent in English. The team can still have other members who are strong in one or more of these areas. This is one of the most important jobs the team has, because the licenses do not have value if there is no community to use them.

Which team member has experience with fundraising, organizing projects and networking? What work has s/he done in these areas?

If you do not have a team member with these experiences, who could you approach about joining the team who does have these experiences?

LEGAL

Legal team members work under the Legal Lead to help CC and its communities understand local copyright regimes and how the licenses operate in the jurisdiction under its laws. Members also keep CC HQ informed of relevant legal changes in the jurisdiction.

All legal team members must have legal training and knowledge of copyright law and be fluent in English. It is ok to have more than one person with legal training and for the Legal Lead to have assistance in adapting the licenses. It is important for the jurisdiction's legal tools to be properly adapted so that they are legitimate and valid for use.

Which team member has legal training and copyright experience? What work has s/he done in the copyright field?

If you do not have a team member with legal training and copyright knowledge, who could you approach about joining the team who does have this training?

TECH

Tech team members' duties depend on the level of skill of the members. The tech members are responsible for maintaining a webpage and other internet services for the jurisdiction. Based on the team's tech experience, the team can use a jurisdiction website for blogging about CC events or can adapt it in other ways to best match the desires of the Affiliate Team at large. The site will be used throughout the project for promoting CC and the team's events and should have a well maintained Frequently Asked Questions section. Throughout the project, the tech members will also work closely with the language members, adding translations to the various CC materials. Once the legal part of the team completes the licenses and CC HQ approves them, the tech part of the team will be in charge of the technical preparation of the new jurisdiction-specific licenses for CC HQ to post on the CC site.

Tech team members should have general computer tech skills and must be able to do basic work with HTML.

Which team member has technical experience with computers and knows how to work in HTML? What work has s/he done with HTML?

If you do not have a team member with computer tech skills, who could you approach about joining the team who does have this type of skill?

LANGUAGE

The Language team members are very important because translation is the first, and sometimes only, step in the adaptation process. Language team members are also responsible for linguistically translating the suite of CC licenses, CC tools and the library of CC resources. The Affiliate Team as a whole should decide how many and in which languages the licenses and resources should be available. The licenses and the FAQ must be translated before the licenses can officially launch.

Language team members must be fluent in English and at least one of the languages desired by the Affiliate Team. It is sometimes a good idea to have more than one team member familiar with each language in order to discuss difficult translation points. Having the licenses and resources available in common local languages is important because it gives the general public a sense of ownership and access to the CC community.

Which team members are fluent in both English and the language(s) you expect to use? What is their level of proficiency with each language?

If you do not have a team member who is fluent in a language you would like to use, who could you approach about joining the team who is fluent in this language?

AFFILIATE INSTITUTION

Affiliate Institutions provide the local infrastructure for the Affiliate Team and serve as the official house of the CC project in the jurisdiction. Affiliate Teams partner with an institution for a number of reasons. One of the main reasons is reputation building. With an institution supporting them, Affiliate Teams gain the advantage of institutional reputation and sustainability beyond individual team members. Affiliate Institutions give the Affiliate Team a path through which funding can travel if the team seeks grants, as well as providing a location and partner for various programs and workshops the Affiliate Team might wish to conduct.

Affiliate Institutions have a short-term and a long-term role. The short-term role is to provide support during the community building and localization process, offer legal expertise from within the institution to assist the Legal Lead and provide feedback. This can include providing feedback to CC HQ about suggestions for changes to consider for the next version of the licenses, as well as assistance with translating the licenses into the languages considered appropriate by the Affiliate Team.

The long-term role is to serve as the ongoing host of the Affiliate Team. The institution works with the team to advance public education, access to knowledge and the use and reuse of culture by maintaining

the CC licenses, and by explaining the licenses, tools and CC's mission. The Affiliate Institution is ultimately responsible for ensuring the long-term availability and maintenance of the Frequently Asked Questions page and the jurisdiction's CC email discussion list. The institution also keeps track of who is serving on the Affiliate Team and informs CC Headquarters of any changes to the team, as well as communicating with Headquarters about legal issues and developments that arise in-country.

For individuals in the Affiliate Institution, their role is whatever they make it. If the individual wants to oversee the institution's involvement, he can do that. If the individual does not have the time for that type of involvement, she can suggest someone else who might be perfect for that type of work. Often times, Affiliate Institutions use students (with proper oversight) to help with the work.

An ideal Affiliate Institution is locally run, owned and managed. It has prestige and a professional network that includes copyright and internet law expertise. The institution must also have a willingness to collaborate and the capacity to house the CC project. The institution should be available for support throughout the project. The most successful Affiliate Institutions are usually local universities with a strong law department, although other types of institutions are welcome as well.

With what respected institution(s) in your country with legal expertise does your team have connections?

Why do you believe this institution has the capacity to house your team's project?

Can this institution provide the legal expertise and support necessary during the process?

Which person at the institution can oversee the institution's role in the project?

Is this institution interested in remaining affiliated with the Affiliate Team after the local licenses are launched?

Is this institution willing to work with the CC community in-country to help them understand the benefits of using CC licenses and how to use them?

Will the institution be able to maintain contact with CC HQ in the United States? What will be the best method of communication?

If you do not have any connections to institutions at this time, what institutions do you have in mind that you could approach about affiliating with the Affiliate Team?

OTHER CONSIDERATIONS

Working with Creative Commons and CC Affiliate Teams is entirely voluntary, and volunteers do what they are able. However, it is important that the Affiliate Team and CC Headquarters know what each volunteer is willing to do in order to make sure the Affiliate Team is a complete and active team. A

successful team is comprised of dedicated people with a desire to see CC grow in their country. All team members, including the Affiliate Institutions, are part of the CC Affiliate Network.

MEMORANDUMS OF UNDERSTANDING

The relationship between CC and its affiliates is described in the Memorandum of Understanding (MOU). The MOU is signed after the Affiliate Institution or individual Affiliate agrees to become part of the project and the Affiliate Team completes a Roadmap.

If you would like a sample of the CC/Affiliate MOU, please contact CC HQ.

MORE INFORMATION

If you would like more information about the localization process or building an Affiliate Team, please visit <http://wiki.creativecommons.org/Affiliates>.

There are people from other Affiliate Institutions and Affiliate Teams in the CC Affiliate Network that would be more than happy to share their experiences and discuss what it means to be part of the CC Community from their first-hand perspective. If you would like to talk to someone about their experiences, please contact CC HQ with your request.

To contact CC HQ, please email affiliate-program@creativecommons.org.