Welcome from Provost Joseph Glover
Information Access – Libraries and Bookstores

Presenters:
Judith Russell, Dean
University Libraries
Lynne Vaughan, Director
UF Bookstores
Cecilia Botero, Associate Dean
George A. Smathers Libraries and Fackler Director, Health Science Center
The George A. Smathers Libraries

Presenters:
Judith Russell, Dean
University Libraries
Cecilia Botero, Associate Dean
George A. Smathers Libraries and Fackler Director, Health Science Center
Library Locations

1. Library West
   Humanities & Social Sciences, Judaica Library

2. Smathers Library (East)
   Latin American Collection, Special & Area Studies Collections

3. Marston Science Library
   Government Documents, Map & Imagery Library

4. Architecture & Fine Arts Library
   (Located in Fine Arts Building A)

5. Education Library
   (Located in Norman Hall)

6. Health Science Center Library
   (Located in Shands Health Care Complex, Communicore Building)

7. Legal Information Center
   (Located at Levin College of Law)

Visit the UF Libraries’ website: www.uflib.ufl.edu
Your gateway to library resources and services. 24 hours a day, 7 days a week!
Services and Resources

Your link to the library:

www.uflib.ufl.edu
Talk to Your Subject Specialist

To:

- Suggest materials for purchase
- Learn about library resources
- Request research instruction for your classes
- Obtain advice about copyright and fair use
- Set up print or electronic reserves for your classes

http://apps.uflib.ufl.edu/staffdir/SubjectSpecialist.aspx
Academic & Scholarly Outreach

- **Academic Outreach**
  - Course and subject specific LibGuides
  - Distance learning support
  - Authors@UF, exhibits, visiting scholars

- **Scholarly Communications**
  - Open access (OA) workshops & consultations
  - Copyright & fair use workshops & consultations
  - Institutional Repository for faculty publications and research materials through the IR@UF
The IR@UF
The Institutional Repository of the University of Florida
Sharing • Scholarship • Online

Share your research openly with scholars around the world

Go to www.uflib.ufl.edu/ufir
Login with your Gatorlink
Click the PUBLISH button
- Subject-specific liaison librarians
- House Calls
- Partner with you to provide instruction
- Customized literature searches (including IACUC & IRB)
- Electronic Reserves
- Clinical Librarian
- Assist with Systematic Reviews and Data Management Plans
HSCL Gainesville Website

www.library.health.ufl.edu

Vet Med Education Center –
http://library.health.ufl.edu/about-us/other-libraries/vet-med-education-center/

Databases –
http://library.health.ufl.edu/find/databases/

Borland Library Website

www.borland.ufl.edu

Vet Med Education Center –
http://library.health.ufl.edu/about-us/other-libraries/vet-med-education-center/

Databases –
http://library.health.ufl.edu/find/databases/
University of Florida
Go Gators!

Judith C. Russell (Judy)
Dean
University Libraries
jcrussell@ufl.edu

Cecilia Botero
Associate Dean
HSC Libraries
cecbote@ufl.edu
Thank You!

www.uflib.ufl.edu.
Agenda

- University of Florida Bookstores
  - Mission Statement

- Industry Trends in Higher Education
  - Text Affordability
  - More Markets
  - Changing Students
  - Blend-in Formats

- Vital Operations
  - Open seven days a week
  - Centrally located on campus
  - Vision
  - Vital destination yesterday, today, and tomorrow
Mission Statement:
Delivering the right products and services, at the right time & quantity, through superior service – creating the premiere retail resource to students, campus, and community.
Higher Education Today - Trends

- Course Materials
  - New – Used – Rental – Digital - IncludED
- Online Shopping
  - Shipping OR In-Store Pick-Up
- Electronic Mobility
  - Clickers – Access Codes
Trends – The Changing Customer

- Digital Content
  - Academic Bookstore partners with publishers and authors on copyright protection

- Device Proliferation
  - Smart phones – iPads – Notebooks – Laptops – Digital Readers

- Mobile Commerce
  - Distance Learning is going international

- Rise of the App
Blend in Formats

2010
- Physical inventory
- Local Physical Infrastructure (Stores)
- Brick/Click Fulfillment
- Freight/Returns

Rental is a transitional pricing model as digital evolves from a price option to being fully integrated into curriculum

2015+
- Digital inventory
- Central Digital Infrastructure
- Click/Brick Fulfillment
- Digital Content Acquisition
- No Freight/Returns
- Platform for transactions; access to or delivery of digital content; networking
Course Material Requirements

- Higher Education Opportunity Act
- Course Materials & Textbook Rentals

Course Materials Adopted

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<tr>
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<td>6000</td>
<td>7000</td>
<td>8000</td>
<td>9000</td>
<td>10000</td>
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</table>
The University of Florida Bookstores

Vital Operation

- The UF Bookstores are a welcoming entity 357 days a year on the University of Florida Campus.
- The UF Bookstores are convenient for students, faculty, staff, alumni, prospective students, fans and other campus guests.
- The UF Bookstores are committed to continue to be the one-stop-shop for all the academic needs for students and faculty.
The Vision

Your UF Bookstores
Continuing to be a vital campus destination for students, faculty, staff, and visitors.
Thank You!

UF BOOKSTORES
www.ufl.bkstr.com
Museum Road & Reitz Union Drive
UNIVERSITY of FLORIDA
Technology for Teaching

Presenter:
Elias Eldayrie, Vice President & CIO
Fedro Zazueta, Associate CIO
Information Technology
IT Related?
We may have it!

Call the Help Desk:
392-HELP (4357)

141 centrally provided services
Research Computing Services
Research Computing and Support

- Computing infrastructure and other technology tools
- Support for computing research needs of UF faculty and staff
  - Anti-Plagiarism for Researchers - iThenticate
  - Campus Research Network
  - File Express Data Sharing
  - HPC Center Application Support and Consulting Services
  - HPC Compute Server and Optional Storage Acquisition
  - HPC Resource Usage
  - Open Access Digital Archive
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<td></td>
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<td>Core Data Network</td>
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<tr>
<td>Research Network</td>
<td>20 Gbps</td>
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<tr>
<td>Gig to the desktop</td>
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<tr>
<td>Wi-Fi Access Points</td>
<td>1200</td>
</tr>
<tr>
<td>Distributed Antenna System</td>
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</tr>
</tbody>
</table>
Click Image to Watch Video
Teaching & Learning Services
Teaching Support

- Classroom
- Online Tools
- Support
- Course Production
Classrooms are Managed and Maintained by:

- UFIT (Registrar scheduled)
- Department or College
All Registrar-scheduled general classrooms have PCs, laptop connections, projectors, DVD/VHS players, webcams, lecture capture capability, and WiFi.

Each installed PC is equipped with an interactive LCD tablet to write on with a special pen.

Annotated presentations can be captured and posted online.

Classroom information at http://classrooms.at.ufl.edu
Course Production Resources
Center for Instructional Technology and Training
Faculty Assistance

UF Teaching Portal
www.teach.ufl.edu
Course Design Assistance
Course Design Assistance

College Algebra

>> MAC 1105

HANDBOOK
The Course Handbook contains the syllabus, schedule, contact information, and other related course materials.

INTRODUCTION
View the Welcome Video, read the Syllabus, and take the Agreement Quiz.

MODULE 00:
COURSE INTRODUCTION

MODULE 01:
REAL NUMBERS AND ALGEBRA REVIEW

MODULE 02:
POLYNOMIALS, FACTORING POLYNOMIALS

MODULE 03:
POLYNOMIAL DIVISION, SYNTHETIC DIVISION, RATIONAL EXPRESSIONS
Course Design Assistance

- Course template
- Online assignments
- Assessment and evaluation
- Video and multimedia support
- Streamline for efficiency
- Recommendations for student engagement
- Program design and development
- www.teach.ufl.edu (form)
Center for Instructional Technology and Training

Faculty Lab
Faculty Lab

- Digital video editing
- Slide scanning
- Sheet feed scanner
- Adobe software suite
- Walk-in course setup help
Toolbox

- Presentation
- Interaction
- Social Software
- Large Enrollment
- Techniques for Utilizing Tools
- Assessment Strategies

- Teaching Excellence Workshop Presentations
- Testing and Grading Handbook
- Online Workshops

www.citt.ufl.edu/toolbox
Mediasite

- Makes content available on demand anywhere over the internet.
- Useful for review and as a study tool after viewing a lecture.
- Enables instructors to create interactive lectures.
- Creates thumbnail index of presentation for individually paced direct access to specific topics.
- Playback on computers as well as mobile devices such as iPad, iPhone, iPod, Blackberry, and Android.
Request Assistance

www.teach.ufl.edu
Video Services
Video Conferencing

- Instruction at a distance
- Guest lecturers
- Collaborative teaching with instructors at other institutions
- Specialized classes can be offered in locations where they wouldn't be available otherwise
- Collaboration on research and other projects
- Audio, video and content can be recorded
Camtasia Relay

- Easily record your computer screen and microphone audio
- Download software to your computer (home and office)
- Available in all classrooms and compatible with interactive LCD tablet
- Request account through Video Services
- http://video.ufl.edu
Hess’s Law of Heat Summation

\[ \text{N}_2(\text{g}) + 2\text{O}_2(\text{g}) \rightarrow 2\text{NO}_2(\text{g}) \quad \Delta H^{\circ}_{\text{rxn}} = 68 \text{ kJ} \]

This reaction can also be done in a step wise manner.

\[ \text{N}_2(\text{g}) + \text{O}_2(\text{g}) \rightarrow 2\text{NO}(\text{g}) \quad \Delta H^{\circ}_{\text{rxn}} = 180 \text{ kJ} \]
\[ 2\text{NO}(\text{g}) + \text{O}_2(\text{g}) \rightarrow 2\text{NO}_2(\text{g}) \quad \Delta H^{\circ}_{\text{rxn}} = -112 \text{ kJ} \]

\[ \text{N}_2(\text{g}) + 2\text{O}_2(\text{g}) \rightarrow 2\text{NO}_2(\text{g}) \quad \Delta H^{\circ}_{\text{rxn}} = 68 \text{ kJ} \]
Video Services

For more information contact:
Video & Collaboration Services
Located at the HUB

- Phone: (352) 392-2533
- E-mail: video@ufl.edu
- Web Site: http://video.ufl.edu
e-Learning Support Services
Tools for Teaching and Learning
e-Learning Support Services

- https://lss.at.ufl.edu
- Course Management System:
  - e-Learning (Sakai)
  - Request courses early!
- Integrated Services:
  - Turnitin
  - Respondus
  - Study Mate
  - Turning Technologies
LYNDA.COM

- Just in time tutorials
- Microsoft Products
- Adobe products
- CAD
- Rich Media
- Photography
- Graphic & Web design
- Developer
- Business
- Documentaries
Voicethread

Guten Tag

Group 1
Voicethread

- Collaborative multimedia slide show
- Supports most file formats
- Students comment through audio, text or video
- Share VoiceThreads for group work
Classroom Technology

Classroom Response Systems

- UF’s Classroom Response System integrated with Course Management System: TurningPoint
- All AT classrooms have the TurningPoint software installed
- Students can use handheld clickers or ResponseWare from a networked laptop, tablet, or smartphone
The Prehistoric Period

1. The prehistoric period was an emerging period. This is evidenced by the *Woman from Willendorf*. Artists were just learning how to form images and make them look like real life. This work of art demonstrates how the artists of that day were experimenting with different techniques.

2. This period was conservative based on adherence to recreation of the actual form. The prehistoric period was unstable, natural, and simple.

3. The purpose of the art was simply to portray actual figures from everyday life.

4. The unifying theme with this time period and the others was the interest in the human form as part of art. The difference here is the simple ways in which that form is portrayed.

The Near Eastern Period

1. The Near Eastern Art Period was a much more defined period. Artists had found new ways to make their art show the real world.

2. This period was liberal in their expansion of merely the human form to other objects. It was a stable period that was natural. This period is more complex than the last one, however.

3. The purpose of the art was much more symbolic because it represented what the people did, not just themselves.

4. The unifying theme with the other periods is the focus on the human form. The difference is that human actions are incorporated into works of art.

- *Darius Giving Audience*
Turnitin
- Anti-plagiarism service
- Rubric grading tool
- Peer review
- Grading features

iThenticate
- Professional paper plagiarism checker
How would you like to create your survey?

**Quick Survey Builder**
Looking for a fast and easy way to build a powerful survey? Try our survey builder to accelerate your survey creation and start gathering results!

**Create from Copy**
Use this tool to help you create a survey based on an existing survey.

**Survey Library**
Don't know where to start? Pick a survey template from a variety of categories.
Qualtrics

- Build online surveys
  - Over 100 question types
  - Ability to include rich media
- Distribute surveys
  - built-in mailer
  - schedule reminder messages
- Analysis & reporting
  - graphing capabilities
  - export data and reports
  - multiple analysis formats
Class Issues

Small Group Area vs Discussion Group
Working with others: How did it go?
Agreed upon summaries: I saw a lot of very good work!.... And some confusion.
Grading completed: grades ranged from 44 to 48 points (or 88-96) One group not graded...couldn’t read file.
Projects: 5 small group projects
Placement confusion
Virtual Classroom

- Recording
- Annotation
- Synchronous collaboration
- Polls
- Breakout rooms
- Whiteboard
- Desktop sharing
Software Licensing Services
Phone: (352) 392-7638
Web Site: http://software.ufl.edu

Training:
E-Learning Support Services
Phone: (352) 392-4357 option 3
Web Site: https://lss.at.ufl.edu/services/training/
Help Desk

- Walk in: HUB 132
- Phone: (352) 392-HELP (4357)
- E-mail: helpdesk@ufl.edu
- Website: http://helpdesk.ufl.edu
  - You can submit questions online
Questions?
E-Learning Support Services

E-Learning Help

- Walk-In: Hub 132
- Website: http://lss.at.ufl.edu
- Help? Call (352)392-HELP (Option 3)
What Changes Would You Recommend for e-Learning?

July 10, 2012

UFIT is soliciting feedback from instructors on ways to improve UF’s e-Learning environment.

The feedback mechanism is available via the left-hand navigation menu on the e-Learning Support Services Web site. Instructors may also access the feedback link through the article posted on the Sakai Message of the Day section found on the ‘My Workspace’ homepage.

In addition to providing feedback, instructors can search feedback and suggestions left by other faculty, and vote for the suggestions most important to them. Each instructor has 10 votes available and may cast as many as three votes in favor of any one issue. Visit the Instructor Feedback wiki article for more information on the voting process. The e-Learning project team and Sakai Advisory Committee will use instructor suggestions and rankings established through the voting process to make recommendations and identify priorities for changes to e-Learning.
Thank You!

www.it.ufl.edu
University of Florida Foundation

Presenter:
Leslie Bram, Associate Vice President
UF Foundation
UF Foundation

- Mission is to raise and manage private donations for University Programs
- 501 (c)3 not-for-profit
- Direct Support Organization (DSO) of the University
- Gifts of cash, securities, real property, equipment, art work, etc.
- Issue gift receipts
- Maintain central gift records
Gifts Received

- Gifts received are placed into a unique Source of Fund (SOF) number
- Allows us to track revenues and expenses for each SOF number
- Documents Donor intent to ensure correct spending
- Each fund is assigned a fund administrator
- Fund Administrator - Primary responsibility is to ensure donor intent
Financial Accounting System (FAS)

- The goal of this site is to make information accessible to fund administrators
- Information obtained from FAS is considered confidential and not for public use
- Shows fund balance, gifts to the source of fund, expenditures
- Most importantly – Shows a brief description of the donor restrictions for each source of fund
Campaign Counting

- Financial Accounting
- Fundraising counting versus GAAP
- VSE = Voluntary Support of Education
- Endowment market value; like a mutual fund
- Approximately 2700 individual endowments are pooled together for investment purposes
- Current Endowment Policy included in your packet
University of Florida Investment Corporation (UFICO)

- Created in June 2004
- Separate DSO
- Handles all of the UF Foundation’s investments as well as other DSO’s investments directly
“How to Best Access UFF” training video

Fundraising and source of fund management policies

Listing of UF Foundation departments and staff contact information

Forms for transacting business with the UF Foundation

View under Library section on the webpage

Expenditures from a professorship/chair and scholarship/fellowship included in packet today
Questions?

Leslie D. Bram, Associate Vice President
UF Foundation
lbram@uff.ufl.edu
352-392-5499
Thank You!

www.uff.ufl.edu.
Panel Discussion: General Counsel, Privacy and Security at UF

**Presenters:**
Barbara Wingo, Associate Vice President & Deputy General Counsel
Susan Blair, Chief Privacy Officer
Cheryl Granto, Manager, IT Risk & Compliance
Privacy

Presenters:
Susan Blair, Chief Privacy Officer
Privacy and Confidentiality Defined

- **Privacy**
  - Freedom from intrusion or observation.
  - Maintaining control over personal information.
  - Not a US Constitutional right – but it is in the Florida Constitution:
    - Article One, Section 23 “Every natural person has the right to be let alone and free from governmental intrusion into the person's private life.” Exception: not to limit the public's right of access to public records and meetings as provided by law.

- **Confidentiality**
  - Only permitting certain authorized persons to have information, with the understanding that they will not share the information except to other authorized persons.
Scope of Privacy Regulations at UF

**Federal Statutes**
- Family Educational Rights and Privacy Act (FERPA)
- Privacy Act of 1974
- Patriot Act
- Graham-Leach-Bliley Act
- Fair Credit Reporting Act
- Right to Financial Privacy Act
- Children’s Online Privacy Protection Act (COPPA)
- Electronic Communications Privacy Act
- Stored Wire and Electronic Communications Act
- Cable Communications Policy Act
- Health laws
  - Health Insurance Portability & Accountability Act (HIPAA) for medical components: Faculty practice plans, HSC Colleges, CLAS, IFAS, Student Health Care Center, Institutional Review Boards, Benefit and Disability Plans, and UF Foundation
  - Americans with Disabilities Act
  - Federal Substance Abuse Record Confidentiality Rule

**Florida Statutes**
- Chapter 90: Evidence
- Chapter 119: Public Records
- Chapter 381.004: HIV Testing
- Chapter 384: Sexually Transmissible Diseases
- Chapter 385: Chronic Diseases Registry
- Chapter 392: TB Control
- Chapter 393: Developmental Disabilities
- Chapter 394: Mental Health
- Chapter 395: Hospitals
- Chapter 397: Substance Abuse
- Chapter 400: Nursing Homes, Hospices
- Chapter 405: Medical Research
- Chapter 440: Workers’ Compensation
- Chapter 456-468: Health Professions
- Chapter 501: Consumer Protection
- Chapter 817: Privacy Breach Notification
- Chapter 1002-1006: Education Records
Total Privacy Incidents Investigated

![Bar chart showing the number of privacy incidents investigated from 2008 to 2012. The chart includes categories for 'All Other', 'Research', 'Personal', 'Academic', and 'Health'. The data shows an increase in incidents from 2008 to 2012.](chart.png)
UF Data Classifications

➢ Restricted
   • Data subject to specific protections under law, regulations or contracts.
     o Examples include, but are not limited to, medical records, social security numbers, credit card numbers, Florida drivers licenses, non-directory student records, research protocols and export controlled technical data.

➢ Sensitive
   • Data whose disclosure would impair the function of the university, cause significant financial or reputational loss or likely legal liability.
     o Examples include, but are not limited to, research work in progress, animal research protocols, financial information, strategy documents and information used to secure the University's physical or information environment.

➢ Open
   • Data made generally available without specific approval.
     o Examples include, but are not limited to, advertisements, job opening announcements, university catalogs, regulations and policies, faculty publication titles and press releases.
## Examples of Classified Data

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Classification</th>
<th>Justification</th>
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<tbody>
<tr>
<td>Student records (non-directory)</td>
<td>Restricted</td>
<td>FERPA</td>
</tr>
<tr>
<td>Credit card cardholder data</td>
<td>Restricted</td>
<td>PCI, FS 817.5681</td>
</tr>
<tr>
<td>Patient medical records (identifiable)</td>
<td>Restricted</td>
<td>HIPAA</td>
</tr>
<tr>
<td>Patient billing records</td>
<td>Restricted</td>
<td>HIPAA</td>
</tr>
<tr>
<td>Social Security Numbers</td>
<td>Restricted</td>
<td>FS 817.5681</td>
</tr>
<tr>
<td>Export Controlled data</td>
<td>Restricted</td>
<td>ITAR</td>
</tr>
<tr>
<td>Animal research protocols</td>
<td>Sensitive</td>
<td>Competitive and commercial potential, security concerns</td>
</tr>
<tr>
<td>System security plans</td>
<td>Sensitive</td>
<td>Protective information</td>
</tr>
<tr>
<td>Unpublished research results</td>
<td>Sensitive</td>
<td>Competitive and commercial potential</td>
</tr>
<tr>
<td>Exams (questions and answers)</td>
<td>Sensitive</td>
<td>Exam integrity</td>
</tr>
<tr>
<td>Employee data (not including SSN)</td>
<td>Sensitive</td>
<td>Employee privacy</td>
</tr>
<tr>
<td>UF Directory (students &amp; staff)</td>
<td>Open</td>
<td>FERPA</td>
</tr>
<tr>
<td>University regulations</td>
<td>Open</td>
<td>Intended for public use</td>
</tr>
<tr>
<td>Course catalog</td>
<td>Open</td>
<td>Intended for public use</td>
</tr>
<tr>
<td>Public web sites</td>
<td>Open</td>
<td>Intended for public use</td>
</tr>
<tr>
<td>De-identified patient information</td>
<td>Open</td>
<td>HIPAA</td>
</tr>
</tbody>
</table>
Top Three Danger Zones

- Family Educational Rights and Privacy Act (FERPA): Student Record
  - Authorizes Secretary of Education to end all federal funding if a university fails to comply with federal stature.

- Health Insurance Portability & Accountability Act (HIPPA): Protected Health Information
  - Civil penalties and DOJ criminal prosecutions, which may result in significant fines, penalties, and up to ten years of jail time.

- Payment Credit Industry Data Security Standard (PCIDS): Credit Card Information
  - Noncompliant entities may be fined $500,000 per incident if cardholder information is compromised, and processing privileges may be revoked.
Quick Review - FERPA

- The Family Educational Rights and Privacy Act, also known as the “Buckley Amendment” is a federal law that requires student record privacy for non-directory information. The UF regulations establish which education records are non-directory; all education records may be subject to “Privacy Holds.” A “privacy hold” means that no information may be released from a student’s education record, even directory information.

- Education Records are any information or data, recorded in any medium, directly related to present or past students, and maintained by the institution or its designee.

- FERPA applies to any and all educational institutions receiving funds from the United States Department of Education, from kindergarten through university level. US Department of Education enforces FERPA and may assess penalties up to and including loss of federal funds for education record privacy violations.
Education Record Classification

- Student records and personal identification information (as defined by the Florida law) are classified by the University as restricted information.
  - All restricted information must be used and secured as directed by UF privacy and security policies and procedures.
- University of Florida education records are the property of the University; the way the records are handled is ultimately the responsibility of the University, not of any individual or college.
- University regulations (4.007) allow the President of UF to delegate record custodian duties to the Vice Presidents:
  - (3) “Each Vice President may designate an individual in his or her area as the custodian of records for that area.”
Under FERPA, directory information includes personally identifiable information that is generally considered to be public. Each institution has the authority to define directory information for its own use, based on FERPA. The definition must be included in an annual notice to the students.

- Student’s name
- Class, college, major
- Local and permanent addresses and email address
- Listed telephone number
- Enrollment status
- Most recent previous educational institution attended
- Dates of attendance at the University of Florida
- Degree earned
- Nature and place of employment at the university
- Honors and awards received
- Publication titles
- Participation in officially recognized or registered activities and sports
- Weight and height of members of athletic teams
- Missing from this list: UFID’s and photos!!
Faculty Responsibilities

- All teachers and staff are considered school officials and are required by law to maintain the confidentiality of student records.

- The release of any non-directory information about a student to any person outside the institution, or to any school personnel without a legitimate educational interest, violates federal and state law, as well as university regulations.

- Share graded papers and exams only with:
  - the student
  - school officials in the performance of official duties
  - others only with the student's consent

- Students should not have access to other students' grades: do not leave student papers or exams in a pile or on a desk where students must look through all the papers to find their own.
Available “Privacy” Trainings

Unless otherwise noted, training programs are available online and may be accessed remotely.

- FERPA: Education Records
  - Basics
  - For Faculty

- GLBA: Financial Aid
  - Take FERPA Basics

- HIPAA: Protected Health Information
  - General Awareness
  - For Fund-raising or Marketing
  - For Researchers
  - For Nurses
  - Visitors & Vendors

- Pro3 Certification: Privacy in Academia, FERPA (classroom)

- Red Flags Rules: Credit cards and Financial Information

- Social Security Numbers

+ Customized Training for Colleges or Departments
Privacy & Online Teaching Tools

- **Sakai**: Grade distribution; quizzes and other course materials.
- **Turn-it-in**: Reviewing documents, detecting plagiarism; not for grade assignment or distribution as it’s a cloud service.
- **Qualtrics**: Research surveys; limited posting period, e.g. 30 days.
- **Voice Thread/Adobe Connect**: Deliver student accountable online lectures; video presentations within classroom; peer topic discussions; module meetings; “use guidelines” essential. Cannot use videos for future classes unless students provided written permission.
- **Pinterest**: Bulletin board for images; potential personal information misuse.
- **Googledocs**: Unacceptable consolidated privacy policy; similar concerns for any Google product.
When You’re Not Sure, Ask!

- There are many points to remember and many fine distinctions in these laws.
- Many experts at UF will gladly provide advice or clarification – before you do something. The following people and websites are available to you:
  - The Office of the University Registrar
    - http://www.registrar.ufl.edu/ferpa.html
    - 352-392-1374
  - The Dean of Students Office
    - http://dso.ufl.edu/
    - 352-392-1261
  - The Office of General Counsel
    - http://www.generalcounsel.ufl.edu/about/
    - 352-392-1358
  - The Privacy Office
    - http://privacy.ufl.edu
    - 352-273-1212
    - (Toll-free Hotline) 866-876-4472
Thank You!

www.privacy.ufl.edu
Policy and Law

Presenters:
Barbara Wingo
Assoc. Vice President and Deputy General Counsel
Letters of Recommendation

- When is a written consent required?
- When is a written consent not required?
- When is a written consent recommended?
Letters of Recommendation: Written Consent

http://www.registrar.ufl.edu/pdf/ferparelease.pdf
Copyright: What Does Copyright Protect?

- Copyright protects “original works of authorship fixed in any tangible means of expression.”
- Copyright is intended to secure to the author (or other owner of the copyright) for a limited period the exclusive right to (and to authorize others to) reproduce, distribute, sell, perform, or publicly display the copyrighted work and to prepare derivative works.
Copyright: What Does Copyright Protect?

- Copyright protection is secured immediately upon creation of the work.
- Ownership of a fixed tangible form of the work vests no copyright.
Copyright: What May Be Used?

- Public Domain works
- Fair Use: To determine if a use constitutes a fair use, each of the following factors must be considered:
  - Purpose and character of the use.
  - Nature of the work.
  - Amount used in proportion to the work as a whole.
  - Effect on the potential market.
Copyright: What May Be Used?

- TEACH Act
  - Covers transmission of non-dramatic literary works, non-dramatic musical works, and limited and reasonable portions of all other performances.
  - What is required for an institution to take advantage of the TEACH Act?
- Permission to use Copyrighted Works
Copyright: Who Owns What?

- Copyright immediately vests in the author upon creation of the work. But in the case of a work made for hire an employer is presumptively the author.
- University of Florida Policies:
Copyright: Who Owns What?

➢ A simplification of the University’s intellectual property policies as they relate to electronic platform and online learning:

http://teach.ufl.edu/resources/intellectual-property/

1. The University will own the copyright in a work of authorship by faculty member or other employee that is created to be captured electronically for use in an online learning course. The creation of such materials may be part of the faculty member’s assignment or may be commissioned through an overload appointment.

2. The University has the right to use such course materials in the University’s online learning courses without additional compensation to the originating authors.

3. Revision of online course materials will be the responsibility of author(s) unless they are no longer University of Florida employees or are unable or unwilling to make such revisions. In such case, the material may be revised by other University of Florida faculty.

4. If such materials are licensed to a third party (not to the University or an affiliated entity), distribution of proceeds will be governed by Article 25 of the Collective Bargaining Agreement for in-unit faculty members or the University’s Intellectual Property Policy for other faculty and staff members.
Recording of Classes

- No private recordings without permission
- Recordings by the instructor or the University
- Access to recordings
Electronic Class Discussions

- Nature of the discussion can be limited
- Required language for a University of Florida social media site that allows only comments that are consistent with, supportive of, and further the objectives of the University or the unit:
  - The University of Florida [description of unit if applicable] intends to educate, inform and provide updated information on [unit’s or UF’s] activities [or specify a narrower focus] and to support and promote the [unit’s or UF’s] objectives for these activities through its social media site. All [unit or UF] comments are made by [unit or UF] designees. This site is not a public forum. Social media users may share ideas through commentary that is consistent with an furthers the objectives of a [unit or UF] and the University of Florida [unit if applicable] reserves the right to remove any comments that do not fall within this purpose.
  - By posting a comment on this social media site, users agree to follow the terms of use of the site, Florida and federal laws and University of Florida regulations and policies, including but not limited to the University’s Acceptable Use of Computing Resources Policy. The [unit or UF] reserves the right to remove from the site any comments that violate these requirements.
Public Records Law

- Applies to all Materials made or received by an agency that are used to perpetuate, communicate or formalize knowledge.
Public Records Law

- If a public records request is received, contact the Office of University Relations or the General Counsel’s Office.
Records Management:  
http://cms.uflib.ufl.edu/records/Records

Records Retention Schedules:  
http://cms.uflib.ufl.edu/records/Schedules

Student examinations: Record copy must be maintained 1 year after final grade is posted provided no appeal is pending. Records disposal request must be submitted.

Other student work: Retain until obsolete, superseded or administrative value is lost.

Student records (education records under FERPA) may only be destroyed by a bonded and insured professional document destruction company.
One Final Note: Outside Activities

- What is an activity or financial interest that may create a conflict of interest and needs to be Reported?
- Guidelines, policies and procedures on conflict of interest and outside activities, including financial interest.

www.generalcounsel.ufl.edu/downloads/COI.pdf
IT Security

Presenters:
Cheryl Granto, Manager
IT Risk and Compliance
No Drop Box - No Google Docs

DANGER

DO NOT ENTER
File Limits/Expireations

- **Total available disk space:** 100 GB
- **Maximum single file size:** 5GB
- **Default expiration length:** 1 day(s)
- **Maximum expiration length:** 5 day(s)

**Notification system**

A File-Express folder creator will specify various settings, including accessibility requirements and e-mail addresses of individuals meant to access uploaded files. *File-Express: File Sharing Service* will send notifications based on these settings chosen. These notifications include email messages to:

- **The folder creator:** whenever a File-Express folder is created and/or modified so the creator can share the URL.
- **The folder creator:** whenever a File-Express folder is accessed so the creator knows that files have been downloaded.
- **A list of folder users:** a File-Express folder can email users that files have been uploaded by the creator for download.
- **A non-UF uploader:** a File-Express folder will email that a folder has been created so that a non-UF user can upload files.

<table>
<thead>
<tr>
<th>Features</th>
<th>File-Express folder</th>
<th>SharePoint</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File Content</strong></td>
<td>Personal &amp; Corporate</td>
<td>Exclusively Corporate</td>
</tr>
<tr>
<td><strong>Accessibility</strong></td>
<td>Internal &amp; External Associations</td>
<td>Internal Corporate Associations only</td>
</tr>
<tr>
<td><strong>Main Purpose</strong></td>
<td>Transfer of Completed Files</td>
<td>Collaboration Tool</td>
</tr>
<tr>
<td><strong>File Size</strong></td>
<td>Unlimited number of files of no more than 5GB each</td>
<td>Unlimited number of files of no more than 50MB each</td>
</tr>
<tr>
<td><strong>Folder Creation</strong></td>
<td>Unlimited, created by individual user.</td>
<td>Created by administrative personnel, privileged access required.</td>
</tr>
</tbody>
</table>
Research Computing

- Training
- Matching Programs
- Consulting
Mobile Computing and Storage Devices Policy

To view the Mobile Computing and Storage Devices Standard, [click here].

Purpose

To ensure secure, reliable, and accountable use of mobile computing and storage devices with [University of Florida Restricted Data]. This policy establishes unified management, and formally assigns roles and responsibilities for these devices.

Scope
Mobile Computing and Storage Device Policy

- **Restricted Data** stored on mobile computing and storage devices must be encrypted.
- Any and all mobile computing devices used within the University of Florida information and computing environments must meet all applicable UF encryption standards. Mobile computing devices purchased with University of Florida funds, including, but not limited to contracts, grants, and gifts, must also be recorded in the unit’s information assets inventory.
- University of Florida information security policies applicable to desktop or workstation computers apply to mobile computing devices.

Mobile Computing and Storage Device Standard

- All laptops and portable personal computers storing restricted data must utilize whole disk encryption. In addition, any laptops and portable personal computers purchased after August 17, 2011 must utilize whole disk encryption. All other laptops and portable personal computers shall have whole disk encryption installed by August 17, 2013;
- All smartphones and PDAs that access University of Florida data must be configured to encrypt any restricted data in persistent storage. In addition, any smartphones and PDAs purchased after August 17, 2011 must utilize encryption. All other smartphones and PDAs shall have encryption installed by August 17, 2013.
- All smartphones and PDAs must include the ability to remotely wipe stored data in the event the device is lost or stolen.
- All portable storage devices must include built-in encryption. The following exceptions apply: The encryption and key management methods used must have the approval of the UF Information Security Officer or designee.
- Restricted Data must be protected by encryption during transmission over any wireless network and any non-University of Florida wired network.
## Hard Drive Encryption

<table>
<thead>
<tr>
<th>Operating System</th>
<th>Bitlocker</th>
<th>GPG</th>
<th>PGP WDE Pro</th>
<th>PGP WDE Entrp</th>
<th>PGP Virtual Disk</th>
<th>PGP SDA</th>
<th>EFS</th>
<th>File-Vault</th>
<th>True-Crypt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mac OS</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microsoft Windows 2000 SP4¹, Windows 2003, and Windows XP</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Microsoft Vista</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Linux</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Don’t Be a Data Hoarder

But if you do need to keep Restricted Data follow these:

- **Data Protection Recommendations**
  - Limit risk! If you don't need access to restricted data then don't store it.
  - If you must store restricted data on your laptop, use encryption.
  - When transmitting restricted data over the network, use the UF VPN to encrypt the session.
  - Install remote data destruction software to ensure secure deletion of restricted data in the event your laptop becomes lost or stolen.
You must explicitly define members for Group Discussion each time a topic is listed.

- **Problem**: Students and others may be able to access and participate in group discussions where they do not belong. Users who visited topics prior to the group restrictions will continue to have access to those topics.

- **Workaround**: Make sure group permissions are set for group topics prior to releasing these topics to the students.
Welcome to the University of Florida Qualtrics account.

To login you will need your GatorLink username and password. Once you are logged in, you will be able to create, deliver, collect, and analyze online surveys in support of your teaching, research, and studies.

Please note that Restricted Data is not permitted in the questions or answers of Qualtrics. For questions about what constitutes Restricted Data see http://www.it.ufl.edu/policies/infosecdefinitions.html or contact the IT Security Office or the Privacy Office.

For assistance, contact e-Learning Support Services: 352.392.4357, option 3 | learning-support@ufl.edu | Hub 132
### Additional Teaching Technologies Being Evaluated

<table>
<thead>
<tr>
<th>Azure</th>
<th>Follett/McGraw-Hill</th>
<th>Peermark*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big BlueButton*</td>
<td>Google Earth</td>
<td>Pinterest</td>
</tr>
<tr>
<td>Blogger</td>
<td>Googledocs</td>
<td>ProctorU*</td>
</tr>
<tr>
<td>Calibrated Peer Review</td>
<td>Grademark*</td>
<td>Sakai</td>
</tr>
<tr>
<td>Canvas*</td>
<td>iRubrics*</td>
<td>SCORM 2004</td>
</tr>
<tr>
<td>Cor 360</td>
<td>ISIS/Pearson</td>
<td>Skype</td>
</tr>
<tr>
<td>Coursera</td>
<td>iThenticate</td>
<td>Smarthinking</td>
</tr>
<tr>
<td>Dipity</td>
<td>Kaltura</td>
<td>SSP (Acad Adv)</td>
</tr>
<tr>
<td>Dropbox</td>
<td>Knowillage</td>
<td>TurnItIn*</td>
</tr>
<tr>
<td>EduBlogs</td>
<td>Kryterion</td>
<td>Vimeo</td>
</tr>
<tr>
<td>Elgg</td>
<td>MediaSite</td>
<td>Voice Thread</td>
</tr>
<tr>
<td>ePortfolio</td>
<td>Moodle</td>
<td></td>
</tr>
</tbody>
</table>
NIST System Development Life Cycle Management policy require that media containing sensitive NIST data be erased using a repeated overwrite operation, purged, degaussed, or destroyed prior to recycling, reusing, donating, or disposal of the storage media.

Electronic Media Secure Disposal Service

UF requires the destruction of data on electronic equipment being disposed, transferred or reused. This includes all forms of electronic media, such as hard drives, solid-state and flash drives, tapes, and devices with built-in storage.

Media Disposal Dropoff Locations

UF Computing Helpdesk
HUB 132
Hours of Operation

HSC Communicore
Room C2-22A
Tuesdays 10am – 12pm
or by appointment

https://wordpress.webadmin.ufl.edu/security.ufl.edu/it-workers/media-disposal-2/
Data Leaks, It’s so Easy…Stop and Think!

- A faculty member decided to collect students’ SSNs for a class he manages in Sakai because a class activity involved the students visiting a prison, which required SSNs in order to allow their visit. The faculty member inadvertently distributed a spreadsheet in Sakai to the students that included the SSNs of those who already responded. The intention was to distribute a list of those students who had not yet responded. The wrong file was attached.

- What errors occurred in this incident?
A faculty member was collecting the SSNs of high schools students who were participating in a NIH study. The faculty was using SurveyMonkey.com to collect this data and storing the results on the computer and sharing the spreadsheet with a department staff member.

What errors occurred in this incident?
A faculty member was using Dropbox as a convenient method of gaining access to work files remotely and as a tool to share files with a research collaborator. Because Dropbox automatically syncs files saved in specific local folders, the faculty member did not realize that this was saving Restricted Data or FERPA student records in the cloud.

What errors occurred in this incident?
Check out the new UF Mobile Application! It's free and available now in Google Play and the App Store.
Data Security

Is Our Shared Responsibility
Questions?

Better to Ask Permission Than Forgiveness
Thank You!

www.it.ufl.edu/policies/security