

Request for comments concerning revenue sharing agreement for faculty who develop on-line courses

March 12, 2016

This letter is being distributed to members of the SCFA.

Dear Members,

The SCFA has been asked to negotiate with the university on the revenue sharing agreement for faculty who develop on-line courses. Please consult the following two documents provided by the university: the original **revenue sharing agreement proposal**, and **the university's response** to the SCFA Board's questions (the questions are also included).

You will note that the proposed return to the course creator (the faculty member) is 20%, with an additional 5% going to the course creator's department and another 5% to the relevant division.

The faculty association has always been committed to a fair return for faculty labor and we are concerned about the low percentage that accrues to the faculty member. You will note that the primary justification for the low percentage is the concern that too high a return to the individual faculty member would overly incentivize on-line course development, possibly leading to neglect of other faculty responsibilities.

The SCFA Board believes that compensation for labor should be on the basis of fair and equitable distributive principles, and not on an incentive structure unrelated to the work performed. If a faculty member authors a textbook for example, there are no measures in place to restrict royalties. The board feels that since the development of an online course rests predominantly on the expertise, creativity, and labor of the individual faculty member that the majority of profits should accrue to the course creator. We would thus propose that the 20% figure be adjusted to 60%.

The university makes clear that, at present, the likelihood of profits from online course offerings is very low, and we do not mean to raise faculty expectations. But this is the first revenue sharing agreement of this kind in U.C.'s history. Precedents are important. And the SCFA believes that it is important to establish the principle of rewarding faculty labor fairly.

Please send an email with your comments and suggestions to **Debi Rosenberg, SCFA Faculty Assistant**, by March 23, so that we can incorporate them into our

response to the university's proposal.

If you want to propose a figure higher or lower than 60%, please do so, and include your reasoning if you think it would help us. We would be very grateful for your input, and if there is a consensus around another figure we will adjust accordingly.

Also, please feel free to forward this query to colleagues who are not members of the SCFA, and please mention that we would value their input as well.

In Solidarity,
The SCFA Board