

*Application Form Redesign
Nears Testing*

*New SRA Project Manager
Tony Ireland*

RENEWS

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REENGINEERING UPDATE

Getting to Know the New Copyright System Through Pilot Processing

Michael Burke

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ReNews talks with Jeff Cole about progress on reengineering

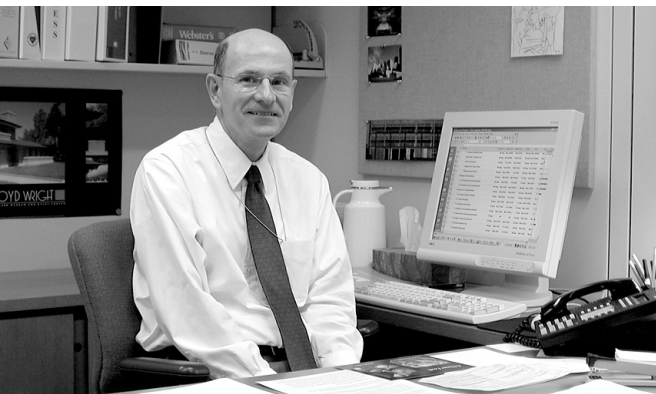


PHOTO BY JUDITH NIERMAN

In the early planning of the new information technology system, the Copyright Office decided to have periods of pilot processing of system functionality so that staff could experience what was being built well before full production implementation.

Three pilots have been planned, each encompassing a measured use of predefined and incremental system functionality to support the new business process areas. These pilots will enable staff to try out the system and to find if anything has been missed or does not work quite the way we thought it would. Real work will be processed but it will be a limited and manageable amount.

Because of its product line structure and the number of claims processed each

year (about 20,000), we decided that motion picture claims would be the principal category of work for the pilot processing. Each of the three pilots will introduce additional functionality that will be applied to this subset of work. When piloting of electronic claims and deposits begins, some music and textual works, including serials, will be added to motion pictures.

First Pilot

The first pilot will include all the functionality to support the work in the Receive Mail and Register Claim business areas. Scanning, optical character recognition, tagging, routing, deposit tracking, correspondence, creating the MARC record for Voyager, and generating certificates will all be covered. The pilot will also support receipt of voluntary electronic deposits submitted under section 407 of the copyright law.

Second Pilot

The second pilot will add the functionality of supporting the work in the Main-

[Continues on back panel]

ReNews Speaks with Jeff Cole

Jeff Cole, formerly the assistant chief of the Examining Division, was temporarily appointed to the position of reengineering program manager effective Sept. 7. Jeff will serve in this role while Julia Huff is serving as the acting chief operating officer. *ReNews* sat down with Jeff to ask how he sees reengineering progressing and what is in store for the future.

What have you been most surprised about since you began serving as reengineering program manager on Sept. 7? Most excited about?

A big surprise was how difficult it is to find office space for our move off site. I am most excited about the opportunity to work closely with so many outstanding Copyright Office staff members and contractors who are very dedicated to making our reengineering effort a success.

How do you see the reengineering implementation proceeding on the four fronts?

Excellent progress is being made on all four fronts.

IT: We are in a period of intense activity preparing for the motion picture pilot, which will begin on Feb. 14, 2005. We are conducting usability and system testing that involves many staff members to verify that the new system design can accommodate the full range of activities planned for the pilot. We are also preparing for the pilot to test the submission of voluntary section 407 deposits in electronic format. And soon a new phase of IT development will begin in the area of electronic submissions and fee processing.

Process: Most work has been completed on the process front, but new process issues do arise as we learn in more detail how our new IT system will work. Also, a very important effort that combines process and IT issues is the redesign of our paper application forms to make them easier for applicants to understand and to support the automated capture of the application data for the new system.

Facilities: On the facilities front there is a tremendous amount of activity in two

major areas. First, we are finalizing plans for the renovated space in the Madison Building and, second, we are identifying a temporary off-site location for the Office during the Madison renovation, designing the offsite space, and planning for the move. There are myriad details to be worked out in both of these areas.

Organization: On the organization front we are in the final stages of completing drafts of the new position descriptions that will support our new processes. Some PDs require only minor changes, but others require more extensive revisions. When the drafts are completed, they will go first to the Register for her review and approval, then to Human Resources for classification and other technical work. We will then bargain any impact with our labor organizations.

What do you see as the biggest challenge in Fiscal Year 2005?

There are several. The biggest may be to find and make ready the off-site office space where we will move in early FY 2006. We must also continue the very aggressive schedule of IT development. And we must keep careful watch on our budget process during uncertain times. Finally, an ongoing challenge is not to lose sight of the big picture—the radical improvement in our operations that reengineering is all about—as we work through the inevitable bumps in the road to that final goal.

What pilot projects are in the works?

The motion picture pilot will begin on Feb. 14, 2005. In this pilot, real motion

picture registrations will be processed using many features of our new reengineered processes and systems. Fees for these pilot claims will be scheduled in the current system. Also, during this pilot, we will be accepting claims only with our current paper applications, not electronic applications.

The applications will be scanned and initial system records will be created in the Receipt Analysis and Control Center (RACC), and only the deposits will be forwarded to the Motion Picture Registration Team. This team will consist of examiners, catalogers, and technicians who will work closely together to complete both the examining and cataloging of the claims using the new Siebel software before the certificates are issued.

Certificates will not be reproductions of the paper applications as they are now. Instead, they will be generated by the Siebel system from the data scanned and tagged from the applications. Another key feature of the new system will be the electronic tracking of assets, so we will know the location of every deposit at all times.

Also on Feb. 14, 2005, we will begin a pilot project for the acquisition of voluntary deposits in electronic formats under section 407 of the law. A select group of publishers will be involved in this pilot, which will test the Web portal, submitter software, and a variety of file formats of deposits. The deposits will be made available to the Library for its collections.

Future pilots will test the new system for fee processing and the electronic registration process.

Has a location been identified for the off-site move? This is the biggest question on the minds of most staff. What issues are arising with regard to the projected move?

No, we have not identified an off-site location yet. It is proving to be very challenging to find the required amount of space for such a short period. Ideally, we want to find space that will require as little renovation as possible, will have enough contiguous space to support our processing, and will be equipped with the wiring for our IT systems. We are committed to a location that has easy access to Metro. ■

Work Continues on Application Redesign

Christy Taylor

As reported in the August 2004 issue of *ReNews*, a group led by Examining Division Chief Nanette Petruzzelli is working to redesign and consolidate approximately 15 different forms used to register various classes of works. The group presented the consolidated application to the Register of Copyrights and the Copyright General Counsel for their feedback and has since worked on incorporating their recommendations in both the application

and accompanying instructions. Visual Information Specialist Charles Gibbons of the Information and Reference Division has been working with the team to refine the layout and design a professional appearance for the new application.

The redesign group also recommended to the Register that any registration form for databases, including group

databases, should be an online form. The very nature of the work to be registered dictates that an online registration is more efficient than the traditional print form, and applicants wishing to register databases are likely to be capable of dealing with electronic submission of the application and deposit materials.

The next step in redesigning the application is to conduct an extensive test of the effectiveness of the forms with respect to the optical character recognition (OCR) software. ■

UNITED STATES COPYRIGHT OFFICE
Application for Copyright Registration

• Do not send a photocopy of this form. Forms are scanned electronically and original colors must be present.
 • You must send the required filing fee and copy/copies of the work with this application. See the separate instruction sheet for information on these requirements.
 • Please read the instruction sheet carefully before completing this form.
 • Items marked with an asterisk (*) must be completed in all cases. Leave items that do not apply blank.
 • Hand print using CAPITAL letters. Use a black or dark blue ball-point pen only.

NOTE: If you need more space, use a continuation sheet.

1 WORK BEING REGISTERED

* 1a Type of work being registered (fill in one only) A literary work A motion picture /AV work
 A work of the visual arts A work of the performing arts
 A sound recording

* 1b Title of this work

1c Previous or alternative title

* 1d Year of completion -- ve ISBN

Publication (if this work has not been published, skip to Section 2. See instructions for further information.)

1f Publication date / /

1g Nation of publication United States Other (specify): _____

1h Published as a contribution in a larger work entitled: _____
 Complete if the title in line 1h contains: Volume _____ Number _____ Issue date _____

2 CERTIFICATION (17 U.S.C. 505(b)). Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided for by section 505, or in any written statement filed in connection with the application, shall be fined not more than \$5,000.

I certify that I am the author, copyright claimant, or owner of exclusive rights, or the authorized agent of the author, copyright claimant, or owner of exclusive rights, of this work, and that the information given in this application is correct to the best of my knowledge.

* 2a Handwritten signature * 2b Printed name * 2c Date

2d Deposit account number Account holder: _____

Tony Ireland

At the beginning of September, the Reengineering Program Office welcomed a new member to the reengineering management team. Tony Ireland from SRA International joined the team to manage the day-to-day activities of the IT contractors and their sub-contractors. Tony has worked with SRA for two years and has over 16 years of project management experience. This experience includes working with several large federal agencies such as the U.S. Customs Office, the Department of Defense, U.S. Air Force, Federal Bureau of Investigation, and the U.S. Department of Commerce. Tony is a Siebel 7.7 certified consultant and has worked on several large system implementation projects during his career. David Page, the previous SRA project manager, has taken a role with SRA to act as a business program manager and will continue to serve the Copyright Office reengineering effort in an advisory role.

[**Pilot Processing** continued from page 1]

tain Accounts area and electronically submitting claims. Paper Check Conversion and payment by credit card through pay.gov will be included as well as data entry of Voyager records for all classes of material and documents through Siebel. This pilot will begin support for some of the requirements in the Answer Request area.

Third Pilot

The third pilot will go beyond processing claims by adding the functionality of supporting the work in the Record Document, Acquire Deposit, and Process License areas.

Of the three pilots, the first is the one that will have the most impact. The Siebel system will be quite different from the custom-built systems to which Copyright Office staff are accustomed. The first pilot will not have all the functionality planned for the full operating capability. And as alluded to above, we expect that during the pilot we will encounter some problems and anomalies. Nevertheless, it will be important that the system be usable and reliable so that our first use of Siebel and Captiva is a positive experience.

Pilot 1 was originally scheduled to begin on Nov. 15. However, Copyright Office and SRA staff have been engaged in refining the functionality for the first pilot, and we decided to allow more time for this interaction and to add a period of usability testing. This latter activity allows user staff to exercise the system with quantities of real work and to have the opportunity

to identify or suggest further adjustments even before the period of pilot processing. Accordingly, the start date of the pilot was moved to Feb. 14, 2005. The Reengineering Program Office managers agreed that this was a worthwhile investment of time and would contribute to an even more successful first pilot.

Usability testing will be conducted through Nov. 5, followed by an 8-week period of system testing to ensure that the functionality included in the pilot reliably and consistently satisfies the requirements. System testing will be done by Copyright Office staff with monitoring and repair of error conditions by SRA staff. The independent verification and validation (IV&V) staff of CNSI will also monitor and participate in this testing. The IV&V staff will perform a security assessment of the system to determine that adequate safeguards are in place to prevent any accidental or intentional loss or compromise of copyright information or system processing capability.

Following the testing period, administrator and staff training will take place, together with migration of the system to the Library's production environment. We will set up additional monitors, scanners, touch screens, and other equipment in the RACC and MP areas. The transition planning meetings conducted by SRA will continue on a regular basis between now and Feb. 14. The comprehensiveness of that planning promises an orderly and timely implementation. ■



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