2010 report on Turnitin.com

Of the 10 UC campuses, 4 currently license at departmental levels, 4 at institutional levels, and 2 do not currently license Turnitin.

Turnitin doesn't have an option by which the campus could pay for submitting a limited number of papers but only options for buying an institutional license (based on the total number of students here), divisional license (based on the number of students) or faculty member license (pay for faculty who use it - limited to 150 students, though one could pay for more students in chunks of 150). If it is to be integrated with eCommons, a campus license would be required.

Pricing
Based on UCSC's last reported enrollment of 16,775 students, the total cost for a campus-wide license is $31,421.46 (which includes a 7% volume discount). Individual instructor licenses cost $300 per faculty, and have a limit of 150 submissions to be used within 1 year (access is only allowed to one instructor, and there is no administrative oversight for the institution – statistics would be by faculty and only available to that faculty member).

Departmental licenses vary in range pending enrollment. There is no limit on the number of submissions and an administrator would have the ability to review statistics per faculty. The sales contact said that there is typically a 5-10% price increase effective Jan. 1st of each calendar year and to qualify for 2010 pricing all orders must be received by 12/15/2010. The sales rep estimated it would cost approximately $15,000 to license for 5 departments with minimum enrollments of 1,000 each.

Faculty in the UCSC Bio Dept use it and pay around $2000+ per year for the originality service (last year’s price; will be increased by 5%). Some instructors who regularly use Turnitin are: John Tamkun, Linda Ogren, Susan Strome, Grant Hartzog, Jeremy Sanford, Bob Ludwig, and Mary Zavanelli. John Tamkun is “a big fan” of turnitin and believes it offers students and faculty a number of benefits. Students can submit papers remotely, which they like. For faculty, papers are archived on the Turnitin site resulting in a reduction of paper (and emails) stored by faculty (and useful for reviewing when writing recommendations). He noted that the feedback features are extremely useful as well. He commented that he was stunned at the amount of plagiarism he found when papers were submitted to Turnitin.

Turnitin offers a free 60-day pilot and a 90-day pilot that costs $975 that can be applied toward the license cost. Turnitin cautioned that without an understanding of the criteria for evaluating its success and process for doing so, the pilot program may not be worthwhile.

Funding
Possible funding models are:
1. Have the central administration pay the whole cost
2. Divide the cost between the five academic divisions and the central administration (e.g., ½ divisions and ½ central) so that the cost to each division would be $3,100 and to the central administration would be $15,500 annually.
3. Divide the cost between the five academic divisions equally ($6,200 each)
4. Divide the cost between the five academic divisions proportionally
   a. to the number of students they graduate
   b. to the number of student credit hours they teach
   c. other?
5. Other

One reason for dividing the cost between all divisions is that students take classes in all divisions.

**Training and implementation**
Turnitin offer training and support free of charge, including recorded programs such as Assessing Student Writing with Turnitin, Best Practices for Teaching with Turnitin, Teaching the Writing Process with Turnitin. They offer a site with info on proper citing (plagiarism.org). There is a $5 cost for students to check their writing for plagiarism – a feature that would be free for students if we had Turnitin (multiple submissions are allowed). John Tamkun said that there was a learning curve, but not a steep one.

Three minute video on Turnitin.com: [http://turnitin.com/static/products.html](http://turnitin.com/static/products.html)

**Good website w/ FAQs**
UCLA uses turnitin and created a website about it. It answers many questions… [http://www.humnet.ucla.edu/itc/resources/turnitin/](http://www.humnet.ucla.edu/itc/resources/turnitin/)

A relatively recent feature added to “Grade Mark” enables the setting of grading rubrics for more effective uniform grading practices and assessment.

**Past efforts on campus**
Many years ago, under Linda Goff’s leadership, the institution had a license. It was used infrequently by only a few faculty. Therefore, it was determined the license wasn’t cost effective.

In December 2006 the VPDUE gathered a number of faculty, TAs, CEP reps and others to discuss having Turnitin on campus. Attendees included: Russ Flegal, Jody Greene, Tyrus Miller, Forrest Robinson, Shelly Stamp, Abe Stone, Megan Thomas; 3 T.A.s. The outcome of that meeting was that prevention and education was preferred to policing.