2017
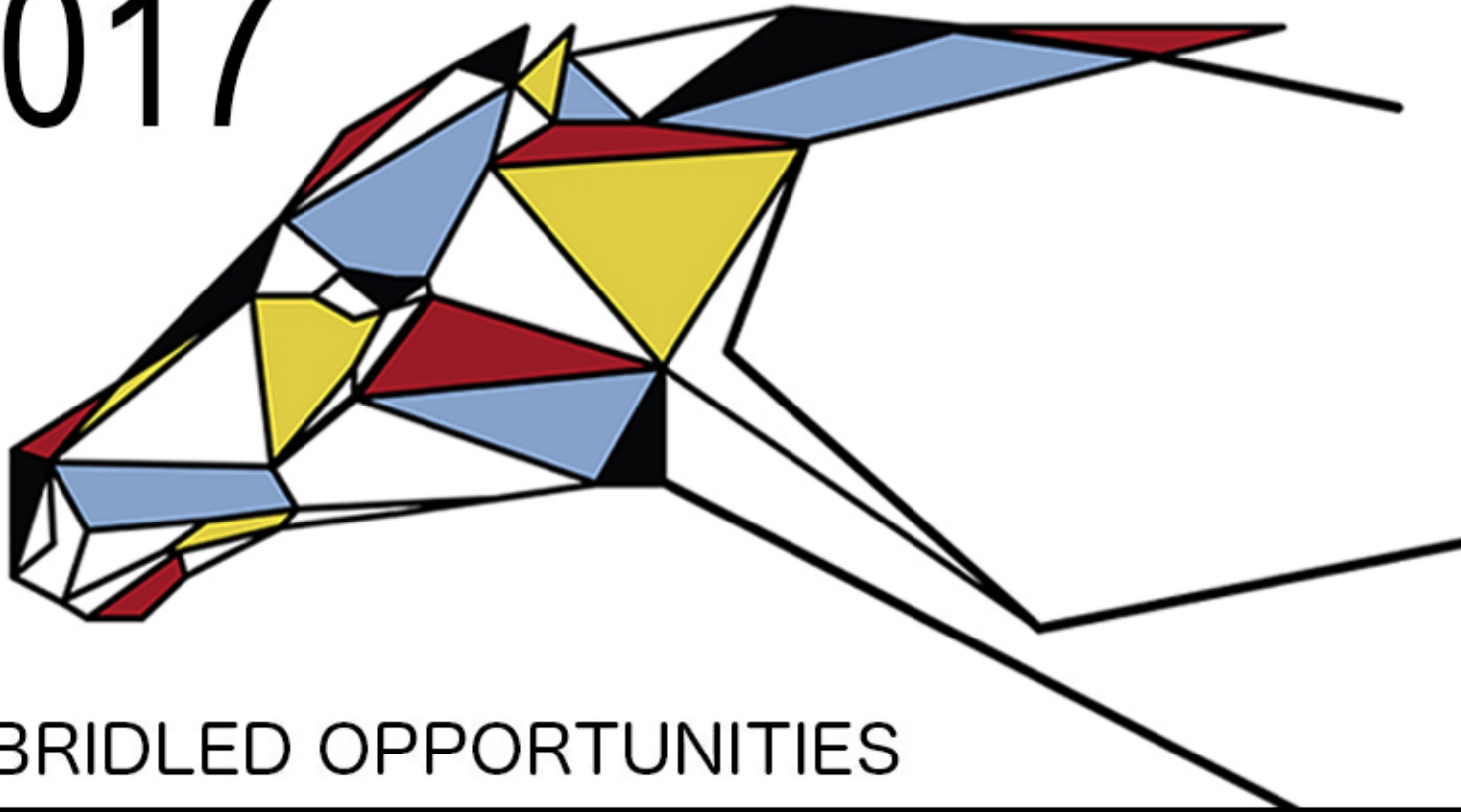
UNBRIDLED OPPORTUNITIES

Visual Resources Association Annual Conference

LOUISVILLE, KENTUCKY
March 29-April 1

#VRA2017

Promotional image by Meghan Rubenstein

Contents

Welcome to Louisville

The Visual Resources Association is pleased to present our 2017 Annual Conference, to be held in vibrant Louisville, Kentucky. Join us March 29-April 1, 2017 as we explore "Unbridled Opportunities" in image, media, and data management within the educational, cultural heritage, and commercial environments. You won't want to miss this conference opportunity to reconnect with colleagues, share your professional experience and expertise, and explore the wonders of Louisville.

Conference organizers Chris Strasbaugh and Ryan Brubacher, working with the Local Arrangements volunteers, Amy Fordham, Stephanie Schmidt, and Heather Potter, have coordinated an exciting array of sessions, workshops, meetings, and events. The top-notch conference program features representation from a broad range of perspectives, and we are excited to share with you a glimpse of what you will experience in Louisville:

We are thrilled that Dr. Brent Seales is able to join us as our convocation speaker. Seales is a professor in the Center for Visualization and Virtual Environments at the University of Kentucky and will share his thought-provoking perspectives on digital humanities and cultural preservation. Seales' work focuses on digital imaging and he is developing and evaluating new techniques for digital acquisition, restoration, and visualization using real-world library collections with particular focus on preservation and dissemination.

There will be a number of timely and relevant sessions and workshops addressing a broad spectrum of metadata structure and application, assessment and surveys, copyright and fair use, cross-disciplinary collaborations, digital repository development, digital humanities, professional scope drift, visual communication, and more.

As always, there will be opportunities to socialize, network, and inspire one another over conversation, tasty morsels, and beverages at the Welcome Reception, the Sponsors' Meet and Greet Poster Session, a VRA Volunteer Studio and Lunch, the Members and Awards Lunch, and, of course, the Annual Business Meeting Breakfast. Some of these events bear resemblances to previous years' events, but with some creative and newly designed twists. We look forward to seeing you there and hearing your feedback. The Volunteer Studio, in particular, may help new members find their niche within the Association and allow seasoned members the opportunity to explore new avenues with their colleagues.

Attending the Volunteer Studio may inspire you to join one of our Special Interest Group meetings which cover an assortment of themes, such as publications, emerging professionals and students, digital humanities, various software platforms, and more.

Or, you may learn about a Committee or Chapter that connects with you philosophically or geographically, and attending one is an excellent opportunity to learn how to get involved with the fascinating and important work that VRA members are doing throughout the year.

And, finally, I hope that you have a chance to take advantage of the enriching and culturally opportunistic tours that Chris Strasbaugh and the local arrangements volunteers have so thoughtfully coordinated for us.

Our conference hotel, the Louisville Marriott Downtown, offers comfortable and modern meeting spaces and amenities, with contemporary guest rooms. Its ideal location in the downtown area is within very easy walking distance of a diverse array of unique and charming restaurants, bars, and boutiques. You will enjoy the city's many diverse cultural attractions and excellent culinary scene. Watch the News section of this site, where the VRA Executive Board and the Louisville Local Arrangements Committee will share their recommendations, updates and guidance, such as travel information and things to do while you are in Louisville.

The VRA Executive Board is excited to greet you and meet you in Louisville this March 2017, and we sincerely hope that you can join us for this unique professional development opportunity!

Jen Green, President
Visual Resources Association

Program at a Glance

March 28 • Tuesday

8:00am – 4:00pm	Executive Board Meeting I	Place Conference Room
8:00am – 4:00pm	VRAF Board Meeting	Show Conference Room
3:00pm – 6:00pm	Registration Desk	Salon E Foyer
4:30pm – 5:30pm	VRA Board / VRAF Board Joint Meeting,	Show Conference Room

March 29 • Wednesday

7:00am – 6:00pm	Registration Desk	Salon E Foyer
9:00am – 12:00pm	Workshop 1: Introduction to Project Management	Kentucky Ballroom E
9:00am – 12:00pm	Workshop 2: Metadata Basics: Understanding and Creating Metadata	Salon C-D
9:00am – 12:00pm	Workshop 3: Putting Pen to Page: Publishing as a Tool for Professional Growth	Salon A-B
12:30pm – 1:30pm	Awards Committee Meeting	Salon A-B
12:30pm – 1:30pm	Intellectual Property Rights Committee Meeting	Show Conference Room
12:30pm – 1:30pm	VREPS Meeting	Place Conference Room
1:35pm – 4:35pm	Tour: New Way of Making: Louisville Hackerspace and Kings Distillery	Registration Desk
1:40pm – 3:00pm	Session 1: What is, what if, what wows, and what works: Design Thinking for Problem Solving, Innovation, and Leadership (Part 1)	Salon A-B
1:40pm – 4:35pm	Workshop 4: Advanced Metadata Applications: Transforming and Sharing Metadata	Salon C-D
3:10pm – 4:30pm	Session 2: Beyond Silos: Exploring and Collaborating Outside the Norm	Kentucky Ballroom E
3:10pm – 4:35pm	Workshop 5: What is, what if, what wows, and what works: Design Thinking for Problem Solving, Innovation, and Leadership (Part 2)	Salon A-B
4:30pm – 5:00pm	Coffee Break	Salon E Foyer
5:00pm – 6:30pm	Opening Convocation: Dr. Brent Seales, Gill Professor of Computer Science, University of Kentucky	Kentucky Ballroom E
6:30pm – 8:00pm	Welcome Reception	Salon A-D

March 30 • Thursday

7:00am – 6:00pm	Registration Desk	Salon E Foyer
8:00am – 10:30am	Annual Membership & Business Meeting / Breakfast	Kentucky Ballroom E
10:40am – 12:00pm	Session 3: Surveys and Assessment: Learning from Constituents	Salon A-B
10:40am – 12:00pm	Session 4: This is How We Do It: Helping our User Communities to Navigate Copyright, Fair Use, and Codes of Best Practice	Salon C-D
12:10pm – 2:10pm	VRA Volunteer Studio	Kentucky Ballroom E
2:20pm – 3:20pm	Data Standards Committee Meeting	Show Conference Room
2:20pm – 3:20pm	Development Committee Meeting	Kentucky Ballroom E
2:20pm – 3:20pm	Education Committee Meeting	Place Conference Room
2:20pm – 3:20pm	Membership Committee Meeting	Kentucky Ballroom E
2:20pm – 3:20pm	Nominating Committee Meeting	Kentucky Ballroom E
2:20pm – 3:20pm	Travel Awards Committee Meeting	Kentucky Ballroom E
3:30pm – 4:50pm	Session 5: Cross-campus collaboration case-studies	Salon A-B
3:30pm – 4:50pm	Session 6: Diverse Ways to Create Digital Repositories	Salon C-D
5:00pm – 7:00pm	Sponsors' Meet and Greet & Poster Presentations	Kentucky Ballroom E
7:00pm – 8:30pm	Southeast Chapter Meeting and Outing	Champions Bar and Grill (280 W Jefferson St)

March 31 • Friday

|		
7:00am – 6:00pm	Registration Desk	Salon E Foyer
8:15am – 10:15am	Workshop 6: Accounting for Scope Drift: Re-Writing your Position Description	Place Conference Room
9:00am – 10:00am	MDID Special User Group	Salon A-B
9:00am – 10:20am	ARTstor Shared Shelf User Group	Salon C-D
9:00am – 10:20am	Publishing Special Interest Group	Show Conference Room
10:30am – 11:50am	Session 7: Collections Showcase	Salon C-D
10:30am – 11:50am	Session 8: New Faces, New Voices: Emerging Professionals Lightning Round	Salon A-B

12:00pm – 2:00pm	Membership Awards Lunch	Kentucky Ballroom E
2:10pm – 3:30pm	Session 9: Second Chance: Digital Collections and Discovery in the Archives	Salon A-B
2:10pm – 3:30pm	Session 10: Similar but Different: Exploring New Avenues in Visual Resources	Salon C-D
2:10pm – 5:00pm	Tour: Behind-the-Scenes at Churchill Downs and Kentucky Derby Museum	Registration Desk
3:40pm – 5:00pm	ARTstor user Group	Salon C-D
3:40pm – 5:00pm	Digital Humanities Special Interest Group	Salon A-B
5:10pm – 6:30pm	Combined California Chapters Meeting	Kentucky Ballroom E
5:10pm – 6:30pm	Mid-Atlantic Chapter Meeting	Salon C-D
5:10pm – 6:30pm	Midwest Chapter Meeting	Salon A-B
5:10pm – 6:30pm	Upstate New York Chapter Meeting	Starbucks, Louisville Marriott
5:10pm – 6:30pm	Wild West Chapter Meeting	Place Conference Room
5:30pm – 6:30pm	VRA Core Oversight Committee Meeting	Show Conference Rom
5:30pm – 7:00pm	VRAF and VRA Donor Recognition Reception	TBA
7:00pm – 9:00pm	VREPS Night Out	Sports & Social Club (Fourth Street Live!, 427 S 4th St #100)

April 1 • Saturday

7:00am – 10:00am	Registration Desk	Salon E Foyer
8:00am – 12:00pm	VRA Executive Board Meeting II	Place Conference Room
8:00am – 12:00pm	Workshop 7: Basics of Digital Capture	Kentucky Ballroom E
8:30am – 9:00am	Power Breakfast and Break	Salon Foyer A-D
9:00am – 12:00pm	Tour: Louisville Slugger Museum and Archive	Registration Desk
9:00am – 12:00pm	Workshop 8: Visual Communication, Organization, and Notetaking	Salon C-D
1:00pm – 5:00pm	Tour: Archiving Outside the Norm: Buffalo Trace Distillery Archives and Factory	Registration Desk

Hotel Layout

FIRST LEVEL

CHAMPIONS RESTAURANT

STARBUCKS

WIN | PLACE | SHOW

LOBBY

KENTUCKY BALLROOM | D

F

C

LOUNGE

B

G

A
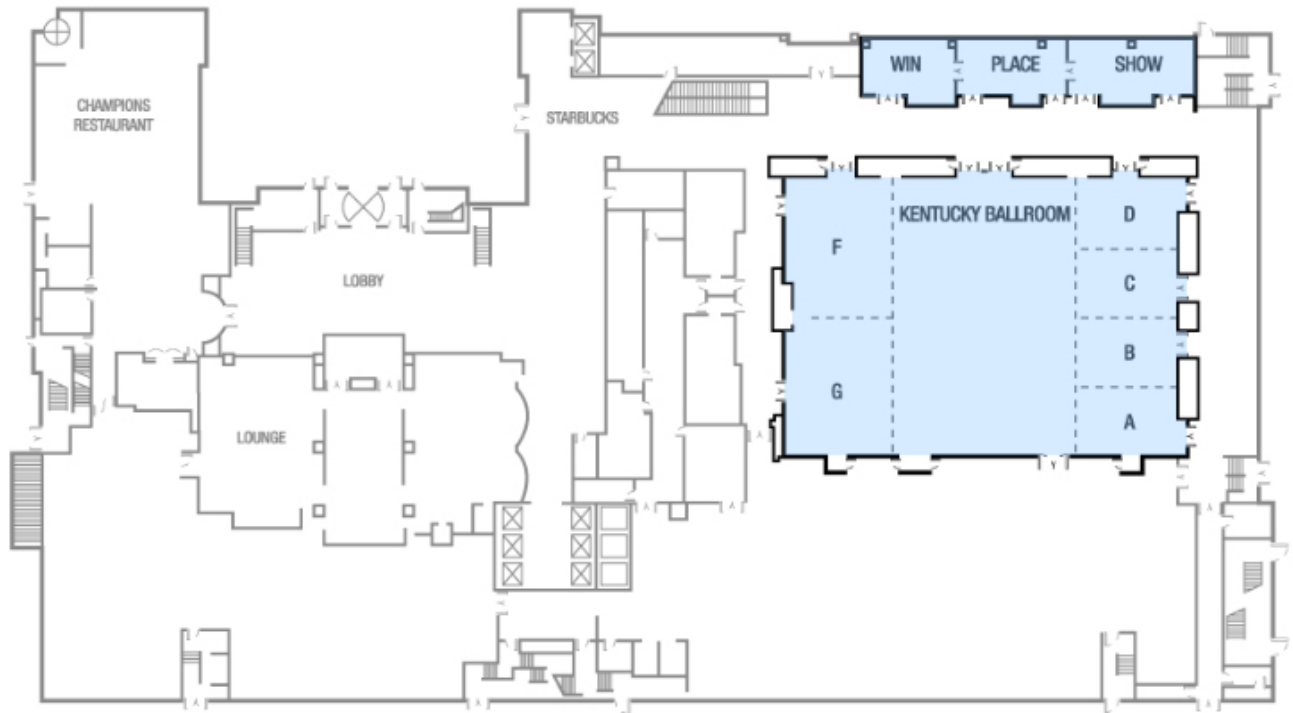
Special Thanks!

Welcome to the Visual Resources Association's 35th Annual Conference, where unbridled opportunities await in Louisville, KY! It has been an exciting and inspiring task to bring you great content that supports your professional growth while you take in a little of this historically important, and vibrant city.

We are fortunate to work with a generous and enthusiastic board, a team of invested local professionals, and the many, many others of you that go into making a conference meaningful and rejuvenating.

Local and regional VRA members have been instrumental in coordinating tours and other local content. Chaired by Heather Potter and Amy Fordham, the local planning committee contributed greatly to the outcome of the conference. Thanks to Heather, Amy, Stephanie Schmidt, and Millie Fullmer.

Thank you to the Development Committee co-chairs Barbara Brenny and Maria Elia, and committee members and liaisons Chris Strasbaugh and Jeannine Keefer. Securing sponsorships and support for the VRA is a never-ending endeavor. And to those generous sponsors who have supported this year's events, thank you!

To the speakers, organizers, and moderators responsible for the excellent workshops and sessions, we want to express our deep gratitude. Without you there is no conference! Every year we are impressed by the fantastic ideas and work that go into coordinating and delivering the content offerings we have grown accustomed to at VRA conferences. As always we want to especially thank the Education Committee and co-chairs Marsha Taichman and Beth Haas for the excellent content that comes from their members through their collaborative planning process.

The Visual Resources Association Foundation deserves a special thank you for their support of the Volunteer Studio and the Opening Convocation Speaker, Brent Seales. We were delighted to invite Dr. Seales and look forward to hearing about the exciting work he is doing bridging technology and humanistic inquiry.

Finally, we know that the conference is only a success with the engaged participation of attendees. Thank you to all of you for making the trip and contributing your own thoughts, passions and skills to this awesome learning and networking experience.

With sincere appreciation,

Ryan Brubacher, Library of Congress, Vice President for Conference Arrangements

Chris Strasbaugh, Ohio State University, Vice President for Conference Program

Sponsors

Opening Plenary is made possible by:

VRA Foundation Legacy Lecture fund

Prizes at the Sponsors' Meet and Greet & Poster Presentations provided by:

Archivision

VRCHost

Coffee Break sponsored in part by:

Midwest Chapter

Southeast Chapter

Metadata Basics Workshop sponsored by:

Greater New York

To all, the VRA extends its warmest thanks and deepest appreciation:

Barbara Brenny, North Carolina State University Libraries
Co-chair, VRA Development Committee

Marie Elia, University at Buffalo
Co-chair, VRA Development Committee

Sponsors

TRIPLE CROWN

BELMONT

PREAKNESS

KENTUCKY DERBY

Great New York Chapter

Midwest Chapter

Southeast Chapter

Preliminaries

Louisville Marriott Downtown • 280 West Jefferson • Louisville, Kentucky 40202 • Phone: (800) 266-9432

The Louisville Marriott Downtown, in the heart of the city, is near many of Louisville's main attractions, including the Muhammad Ali Center, Louisville Slugger Museum, and Churchill Downs, while within walking distance of the 4th Street Live Entertainment District.

The beautiful Louisville Downtown hotel is equipped with luxurious amenities and guest rooms. Admire the grand lobby staircase and check out the full-service business center, indoor pool and whirlpool, and state-of-the-art Health Club. As you walk into your guest room, take notice of the beautiful views of the Ohio River Valley and city sights.

Hotel dining options include:

- BLU Italian Grille – open for breakfast, lunch and dinner
- Champions – a sports-themed bar and restaurant, open for lunch and dinner
- Starbucks – open for breakfast

Conference Policies & Codes

Code of Civility

The Visual Resources Association is committed to the highest ethical and professional standards of conduct as an integral part of the organization's mission, furthering research and education in the field of image management. To achieve this goal, the Association relies on each community member's ethical behavior, honesty, integrity, and good judgment. Each member should demonstrate respect for the rights and opinions of others and is responsible for his/her actions. Disturbances at association events, including disruptive behavior or harassment that infringes upon the rights of others, may lead to disciplinary action or sanctions, especially if the act would interfere with the processes, procedures, or functions of the VRA. Any person who violates this code of civility may be subject to warning (verbal or written), removal from events, and/or denial of membership benefits. Any sanctions imposed will be based on the severity of the offense, amount of harm created, the violators record, and comparable offenses.

Visual Resources Association
Event Photography and Recording Policy

As image media professionals, the VRA encourages the sharing of pictures documenting organizational events. There are a variety of official methods employed at conferences and meetings to record and share information, which does not preclude personal photography. Officially designated conference photographers (including the Association's Public Relations & Communications Officer and the Archivist) document such events for the organization's records.

Balancing the ethical considerations associated with taking or publishing photographs and legal obligations is especially relevant in a digital world with mobile technology.

Below are some considerations:
- Taking pictures or video might be disruptive or distracting, especially during presentations;
- Please respect the intellectual property rights of presenters;
- Please consider rules associated with specific performances and venues, such as fundraising events, as some do not allow photography of any kind;
- Quality over quantity—being selective of what is published is appreciated;
- Please avoid publishing unflattering or embarrassing photographs—be considerate;
- If you're concerned about an image of yourself that has been published online, contact the person that posted it;
- Some online services allow posters and viewers to control privacy settings—you might be able to do this yourself;
- Please avoid tagging excessively, but we do encourage metadata;
- If you're unsure about posting something, ask the person involved if it's OK to post.
- Lead by example as we move forward into new technologies;
- Please share responsibly—sharing media can help promote the association and show how much fun it is to be a member of the VRA.

Annual Business Meeting

Thursday, March 30, 8:00am — 10:30am

I. Call to Order

II. Approval of Minutes from the 2016 Annual Business Meeting, Seattle

III. Recognition and Thanks to the Louisville Local Arrangements Team

IV. State of the Association: Jen Green, President

V. Treasurer's Report: Jeannine Keefer, Treasurer

VI. Report from the Visual Resources Association Foundation: Margaret Webster, Chair, Foundation Board of Directors

VII. Reports and Announcements from Appointees, Committees, and Chapters
    A. Appointees
    B. Committees, Advisory Groups, and Task Forces
    C. Regional Chapters
    D. Other Reports and Announcements

VIII. VRA Leadership Recognition
    A. Appointees
    B. Committees, Advisory Groups, and Task Forces
    C. Regional Chapters
    D. Other

IX. Recognition of Outgoing VRA Executive Board Members
    A. Chris Strasbaugh, Vice President for Conference Program
    B. Jasmine Burns, Secretary (continuing another term)

X. Welcome to Incoming VRA Executive Board Members
    A. Jasmine Burns, Secretary
    B. Jacob Esselstrom, Vice President for Conference Program
    C. Stephen Patton, President-Elect

XI. VRA Member Remembrances

XII. VRA 2018 Philadelphia Conference Presentation

XIII. New Business

XIV. Adjournment

Conference Program

8:00am – 4:00pm

VRA Executive Board Meeting I - Place Conference Room

By invitation only.

8:00am – 4:00pm

VRAF Board Meeting - Show Conference Room

By invitation only.

3:00pm – 6:00pm
Registration Desk – Salon E Foyer

4:30pm – 5:30pm

VRA Board / VRAF Board Joint Meeting - Show Conference Room

By invitation only.

March 29 • Wednesday

7:00am – 6:00pm

Registration Desk – Salon E Foyer

9:00am – 12:00pm

Workshop 1: Introduction to Project Management - Kentucky Ballroom E

MODERATOR: Meghan Musolff, University of Michigan Library

SPEAKERS:

- Jesse Henderson, University of Wisconsin
- Madison Kate Thornhill, Oregon Health and Science University

As positions shift, and responsibilities change, many visual resources professionals find themselves working and/or leading project-based teams. VR professionals are now working in environments that ask them to manage multiple user-centric projects at once with multiple stakeholders, different timelines, and diverse teams. Taking on this work is rewarding and can expand your role, increasing your value to your institution. But, it can be a new, tricky, and occasionally frustrating, way of working. This workshop will provide a basic overview of the fundamentals of project management. Presentations and discussions will cover stakeholder-focused project planning, task planning, project management buzzwords, strategies for effective communication with diverse teams and users, and project and stakeholder assessment. Group work will highlight examples specific to libraries, archives and museums of different sizes and scope. Workshop facilitators will provide project planning templates, productivity tips and tricks, and other helpful resources. Come learn strategies for project success! If you want to learn more about how to utilize brainstorming and design thinking in areas beyond project management, register for "What is, What if, What Wows, and What Works: Design Thinking for Problem Solving, Innovation, and Leadership" workshop. Endorsed by VRA Education Committee. Limit 25 participants.

9:00am – 12:00pm

Workshop 2: Metadata Basics: Understanding and Creating Metadata - Salon C-D

MODERATOR: Johanna Bauman, Pratt Institute

SPONSOR: Greater New York Chapter

SPEAKERS:

- Susan Jane Williams, Independent Cataloging & Consulting Services
- Sheryl Frisch, California Polytechnic State University
- Jeff Mixter, Research Support Specialist, OCLC
- Johanna Bauman, Visual Resources Curator, Pratt Institute

The morning session will cover a general introduction to metadata, why it is important, what it can do, and what role it plays in the universe of knowledge organization. Special attention will be paid to understanding and differentiating the standards that are applied in metadata creation with a special emphasis on visual resources: structure standards (VRA Core, DC, etc.), encoding standards (XML), value standards (Getty Vocabularies), and content standards (CCO, RDA). Building a metadata record using a relational database will be demonstrated. Using that record, participants will be introduced to various ways to use and manipulate the data via mapping, application profiles ("data dictionaries") and transforms. Sample mappings to tools like Omeka will be shared. No recommended prerequisites. Limit 30 participants.

9:00am – 12:00pm

Workshop 3: Putting Pen to Page: Publishing as a Tool for Professional Growth - Salon A-B

ORGANIZER: Maureen Burns, IMAGinED Consulting

SPEAKERS:

- Betha Whitlow, Washington University in St. Louis
- Hannah Marshall, Artstor

Publish or perish? While perhaps not as crucial in the professional field of visual resources as it is in many academic disciplines, there are many reasons to consider publishing. The personal and professional benefits of publishing are many, providing the opportunity to: sink your teeth into areas of interest, learn new things, focus on pertinent topics, expand expertise, build your resume, demonstrate professionalism to your constituents, strengthen your case for promotion, and share valuable experiences and insights with a global audience. Simply put, instead of publish or perish, why not publish and thrive? This interactive, half-day workshop will provide a comprehensive toolkit for how to develop a piece for publication. The instructors will cover various publication formats, topic identification, journalistic methods, style guide usage, peer review issues, illustrations, references, editing, and how to finalize a manuscript. Using the example of the VRA Bulletin, the electronic journal of visual resources professional practice, the workshop will also provide a window into the publication process. The editors of this publication will discuss the content options and submission guidelines, as well as demonstrate how the online tools and system work. We will also identify other key publications to which visual resources professionals may contribute utilizing the skills gleaned in this workshop. Whether you are starting from scratch or have a project well underway, this workshop will provide you with the information and confidence to pursue professional publishing. Limit 25 participants.

Endorsed by VRA Education Committee.

12:30pm – 1:30pm

Awards Committee Meeting – Salon A-B

MODERATOR: Margaret Webster

12:30pm – 1:30pm

Intellectual Property Rights Committee Meeting – Show Conference Room

MODERATORS: Lael Ensor, Bridget Madden

12:30pm – 1:30pm

VREPS Meeting - Place Conference Room

MODERATORS: Marie Elia, Amy Lazet

1:35pm – 4:35pm

Tour: New Way of Making: Louisville Hackerspace and Copper and Kings Distillery, Registration Desk

As our field is looking at news ways of reinventing ourselves, Louisville is also bring new technology and new ideas to change the way things have been done. This three-hour tour will provide a tour of two separate industries. The first place will be the LVL1 Hackerspace. This tour will highlight how these types of spaces provide tools to take on new and creative projects while at the same time building a community of people with diverse backgrounds willing to learn from each other. Just around the corner is the Copper and Kings Distillery. While they are known for their brandies, their tours highlight their unique, secret ingredient. They pump in music during the aging process (called sonic aging) to maximize the movement inside the barrels. This tour would combine walking and public transportation. http://www.lvl1.org/ and http://www.copperandkings.com/visit/. $15, Limit 25 Participants.

1:40pm – 3:00pm

Session 1: What is, what if, what wows, and what works: Design Thinking for Problem Solving, Innovation, and Leadership (Part 1) – Salon A-B

ORGANIZER: Betha Whitlow, Washington University in Saint Louis

SPEAKERS:

- Marsha Taichman, Cornell University
- Betha Whitlow, Washington University in Saint Louis

We are led to believe that the ability to innovate is reserved for people born with a special gift. Even for individuals for whom creativity and thinking outside of the box comes more easily, the tension between risk and reward can stifle our ability to approach both our day-to-day professional responsibilities and new problems in thoughtful and forward- thinking ways. There is a natural tendency to focus on obvious facts and familiar solutions, which do not necessarily best address the problems. We often take on issues with the best recipe and the exact ingredients already in hand, resulting in what we think is the perfect dish and then end up unintentionally serving meat to vegetarians. Design thinking is about throwing away the recipe, and building more thoughtful, human-centered, appropriate solutions through a process of reflection, deconstruction, brainstorming, and experimentation. While the method is often associated with artists and inventors, the strategies it employs are simple and accessible to everyone. Through a combination of instruction, demonstrations and group exercises, this workshop will examine the various approaches and techniques of design thinking, and how to effectively apply them in our professional lives for problem solving, innovation, personal growth, and leadership. Note: If you want to learn more about how to apply design thinking within the context of project management, register for "An Introduction to Project Management." Endorsed by VRA Education Committee

1:40pm – 4:35pm

Workshop 4: Advanced Metadata Applications: Transforming and Sharing Metadata – Salon C-D

ORGANIZER: Johanna Bauman, Pratt Institute

SPONSORS: Greater New York Chapter, Gallery Systems

SPEAKERS:

- Jeff Mixter, OCLC
- Sheryl Frisch, California Polytechnic State University
- Susan Jane Williams, Independent Cataloging & Consulting Services

The afternoon session will pick up where the morning session left off and address the different ways to transform and share metadata once it has been created. The VRA floating palette tools for creating, exporting, importing, and manipulating embedded metadata will be demonstrated, along with more in depth coverage of transformations with discussion of XSLT and XML. The VRA Transform Tool, which can transform the Excel created by the VRA floating palette into XML will be demoed in a hands-on mode. Once XML is created, an additional transform can be applied to create RDF (Resource Description Framework) with LOD (Linked Open Data). Further discussion of the data requirements for RDF and LOD (storing vocabulary names and refids in your data) will be discussed as well as strategies for dealing with legacy data. Recommended prerequisites: Metadata Basics Session or SEI; experience creating metadata and applying standards on a regular basis; experience using Microsoft Excel. Limited to 40 participants.

3:10pm – 4:30pm

Session 2: Beyond Silos: Exploring and Collaborating Outside the Norm - Kentucky Ballroom E

MODERATOR: Ian McDermott, LaGuardia Community College, City University of New York

SPEAKERS:

- Molly Schoen, Fashion Institute of Technology
- Colette Lunday Brautigam, Lawrence University
- Patricia Guardiola, University of Pennsylvania

Image management and discovery has undergone radical changes over the last 15 years. While some of these changes have been difficult, new opportunities for collaboration and discovery have emerged that were previously unimaginable. This panel will highlight the creative collaboration made possible when visual resources curators and librarians leverage technologies in ways that maximize the impact of collections. Speakers will discuss how data mining and social media websites facilitate image discovery for art historians; how collaboration between faculty, librarians, and IT has brought artists' books online in a manner that enhances discovery; and how an image collection is experiencing renewed relevance by working closely with disciplines across the arts to develop new reference and outreach models.

3:10pm – 4:35pm

Workshop 5: What is, what if, what wows, and what works: Design Thinking for Problem Solving, Innovation, and Leadership (Part 2) – Salon A-B

ORGANIZER: Betha Whitlow, Washington University in Saint Louis

SPEAKERS:

- Marsha Taichman, Cornell University
- Betha Whitlow, Washington University in Saint Louis

We are led to believe that the ability to innovate is reserved for people born with a special gift. Even for individuals for whom creativity and thinking outside of the box comes more easily, the tension between risk and reward can stifle our ability to approach both our day-to-day professional responsibilities and new

problems in thoughtful and forward- thinking ways. There is a natural tendency to focus on obvious facts and familiar solutions, which do not necessarily best address the problems. We often take on issues with the best recipe and the exact ingredients already in hand, resulting in what we think is the perfect dish and then end up unintentionally serving meat to vegetarians. Design thinking is about throwing away the recipe, and building more thoughtful, human-centered, appropriate solutions through a process of reflection, deconstruction, brainstorming, and experimentation. While the method is often associated with artists and inventors, the strategies it employs are simple and accessible to everyone. Through a combination of instruction, demonstrations and group exercises, this workshop will examine the various approaches and techniques of design thinking, and how to effectively apply them in our professional lives for problem solving, innovation, personal growth, and leadership. Note: If you want to learn more about how to apply design thinking within the context of project management, register for "An Introduction to Project Management." Limit 25 participants. Endorsed by VRA Education Committee

4:30pm – 5:00pm

Coffee Break, Salon E Foyer

SPONSORS: Midwest Chapter, Southeast Chapter

5:00pm – 6:30pm

Opening Convocation: Dr. Brent Seales, Gill Professor of Computer Science, University of Kentucky - Kentucky Ballroom E

SPONSOR: Visual Resources Association Foundation

This year's convocation speaker, Dr. Brent Seales, paradoxically works with cutting-edge technology as well as some of the world's earliest artifacts. Dr. Seales received his doctoral degree from the University of Wisconsin in Madison. Currently, our guest speaker is a professor and chair of the Department of Computer Science and what's more, the director of the Center for Visualization and Virtual Environments (VIS Center) at the University of Kentucky. Another notable period in his career trajectory occurred in 2012-2013, when he was a visiting scientist with Google in Paris.

His work researching digital imaging in the fields of cultural heritage at the enviable VIS Center (basically a Visual Resources Center on steroids), is what makes Seales such an exciting and timely addition to this year's program. The VIS website describes the Center as having produced fascinating research using advanced technologies that incorporate "computer vision and image processing, data acquisition, graphics, human-computer interaction, multimedia, and networking that are dedicated to research and development of computer-generated immersive environments, ambient environments, dynamic scene acquisition and preservation, advanced telepresence and telecommunications, and visualization applications in such areas as education and training, medicine, manufacturing, security, and daily life." Receiving international acclaim, the VIS Center has partnered with such renowned institutions such as the Museo de Arte de Puerto Rico, The British Museum, IBM, FBI, Archivision, and a number of universities.

One of his most compelling projects developed at the VIS Center is known as EDUCE (Enhanced Digital Unwrapping for Conservation and Exploration). It aims to produce readable images of ancient texts too fragile to open by using a virtual unwrapping tool similar to X-ray technology. Fortunately, (spoiler alert) for one particularly damaged ancient scroll from Ein Gedi, which resembles a lump of coal, Seales and his research team achieved the seemingly impossible by developing a software that involves layering digital images over the primary source, then altering the documents color and resolution. Thanks to Dr. Brent Seales for having securely laid the groundwork, we can only hope that such emerging technologies become common-place in the future within our field of visual resources.

6:30pm – 8:00pm

Welcome Reception, Salon A-D

Catch up with friends and meet new colleagues. Light hors d'oeuvres; cash bar.

7:00am – 6:00pm

Registration Desk – Salon E Foyer

8:00am – 10:30am

Annual Membership & Business Meeting / Breakfast - Kentucky Ballroom E

The VRA Annual Business Meeting is the official forum for conducting Association business. The agenda includes the President's State of the Association message; the Treasurer's report; updates on current and future Association projects and activities; the recognition of outgoing officers, committee chairs, and appointees; the induction of incoming officers, committee chairs, and appointees; and the presentation on the 2017 conference host city. There will be an opportunity for questions and announcements from the membership. Breakfast will be provided. The Executive Board cordially invites all Visual Resources Association members to attend and participate.

10:40am – 12:00pm

Session 3: Surveys and Assessment: Learning from Constituents - Salon C-D

MODERATOR: Brian Shelburne, University of Massachusetts, Amherst

SPONSOR: ARTstor

Assessment has always been an important aspect of collection management. Data-driven (or data-informed) decision making is being employed more and more in libraries and other institutions to maximize resources and respond more precisely to the needs and wants of users of those resources. Publications and conference presentations dealing with assessment techniques are seen with increasing regularity – a testament to how our profession is assigning more importance to methods of gathering and analyzing data for guidance in its decision making and analytical processes. This session will explore several aspects of assessment. One presentation will focus on the tools for gathering data and how low-barrier software can be adapted to gather significant data on which decisions may be made and policies formulated. The middle presentation will explore how the policies are developed and how the impact of a digital repository on its users can be measured using data gathered from the user experience. The final presentation reports on assessment practices associated with Digital Humanities projects and suggests assessment approaches that apply to individual projects as well as to the community at large.

SPEAKERS:

Hannah Marshall, Artstor, *Low-Barrier Metadata Assessment Using Survey Instruments*
The low-barrier nature of survey tools allows for experimentation, rapid prototyping, and cost effective data collection that can provide insights into the "discoverability" of a collection. In this presentation Hannah will explore the adaptation of basic survey software to design a metadata assessment tool that can assess the effectiveness of descriptive metadata in searches and determine retrieval rates for records. She will examine ways in which it can be customized to mimic specific search scenarios and how it can expand the focus of the inquiry to provide a general "discoverability" snapshot or narrow it to explore something as precise as determining preferred terms for local authorities. Her presentation will discuss the ways that survey instruments can enable information management and meaning management by providing pattern-based analyses as well as lending visibility to outliers and anomalies that are often missed in assessment results.

Kate Thornhill, Oregon Health and Science University Library, *User Experience Leading DAM Repository Assessment at OHSU Library*
Oregon Health and Science University Library's DAM/IR Task Force is in the process of implementing new repository services, and repository community participation is crucial for success. Since the beginning of 2016, OHSU Library has been implementing a digital assets management system for marketing and communications departments. User experience has been central to decision-making and measuring repository impact. As the lead for outreach and assessment, the Repository Community Librarian spearheads stakeholder communications and involvement with repository system implementation. Using UX methodologies and

approaches, Kate Thornhill will discuss developing and integrating UX personas usability tests into a user-centric repository assessment plan and implementation strategy.

Laura Spears, University of Florida
Laurie N. Taylor, PhD, University of Florida
Assessing the Digital Humanities Working Group Projects at the University of Florida
The completion of Digital Humanities projects add value to prized digital collections at the University of Florida, while simultaneously building a human infrastructure of skilled Digital Humanities researchers, administrators, practitioners and consultant librarians. Digital Humanities programs will enable structured feedback and assessment mechanisms that identify training, development and documentation infrastructure as well as create collaborations that result in future contributions to the burgeoning humanities in the digital age. This study suggests practices for both formative and summative assessment methods that support the short term, practical objectives of projects, and also capture outcomes that contribute to the desired, long-term, Community of Practice (CoP) program goals. Future efforts will improve with embedded assessment that both evaluates the initiatives' outcomes and contributes to developing communities of practice.

Heather Cleary, Digital Projects and Metadata Librarian, Otis College of Art and Design
Preparing for Program Reviews and Institutional Accreditation

10:40am – 12:00pm

Session 4: This is How We Do It: Helping Our User Communities to Navigate Copyright, Fair Use, and Codes of Best Practice – Salon A-B

ORGANIZERS:

- Bridget Madden, Associate Director, University of Chicago
- Allan Kohl, Minneapolis College of Art and Design

SPEAKERS:

- Bridget Madden, University of Chicago: Analytical Writing
- Stephanie Beene, University of new Mexico: Teaching about Art
- Allan Kohl, Minneapolis College of Art and Design: Making Art
- Margaret C. McKee, The Menil Collection: Museum Uses
- Marie Elia, University at Buffalo: Online Access to Archival and Special Collections

An evolving responsibility of visual resources professionals at many institutions is helping their user communities to understand copyright and apply principles of fair use in actual practice. This session uses the framework of the College Art Association's Code of Best Practices in Fair Use for the Visual Arts to demonstrate practical ways to apply fair use guidelines and similar "best practice" statements to the real-world situations our users typically encounter. Each of our five presenters will address one of the Code's five sections: Analytical Writing; Teaching About Art; Making Art; Museum Uses; and Online Access to Archival and Special Collections. Our speakers will demonstrate presentations, interactive exercises, model tools and templates, and other resources they have developed for use in their own institutions, but which attendees are welcome to adapt and customize for their own user communities.

12:10pm – 2:10pm

VRA Volunteer Studio - Kentucky Ballroom E

MODERATORS: Jennifer Green, Margaret Webster

SPONSOR: Visual Resources Association Foundation

The Volunteer Studio is open to everyone and is designed to be a multi-directional learning space that will address professionals' (new, established, and prospective members) questions regarding how they can contribute their skills to the VRA without overcommitting themselves, feeling overwhelmed, or feeling uncertain about whether their valuable skills and time would be well spent. The Volunteer Studio will also provide a forum for potential volunteers to hear from committee, chapter, and association leadership about the

nitty-gritty of Association work as well as the tremendous (and practical) benefits/opportunities that this work has provided them in return. I hope for this to be a high-energy, thoughtful, and interactive event (with a free lunch!).

2:20pm – 3:20pm

Data Standards Committee Meeting – Kentucky Ballroom E

MODERATORS: Sheryl Frisch

Are you interested in cataloging, metadata, and data standards? Did you attend one of the metadata workshops and would like assistance or have some lingering questions? Has your attendance at the Volunteer Studio piqued your interest in finding out more about the work of the Data Standards Committee? Join members of the Visual Resources Data Standards Committee for an informal "ask the experts of DSC" continuing discussion of the various projects and work of this VRA committee.

2:20pm – 3:20pm

Development Committee Meeting - Kentucky Ballroom E

MODERATORS: Marie Elia, Barbara Brenny

2:20pm – 3:20pm

Education Committee Meeting - Place Conference Room

MODERATORS: Beth Haas, Marsha Taichman

2:20pm – 3:20pm

Membership Committee Meeting - Kentucky Ballroom E

MODERATORS: Melanie Clark, Molly Schoen

2:20pm – 3:20pm

Nominating Committee Meeting - Kentucky Ballroom E

MODERATOR: Steven Kowalik

2:20pm – 3:20pm

Travel Awards Committee - Kentucky Ballroom E

MODERATOR: Marcia Focht

3:30pm – 4:50pm

Session 5: Cross-Campus Collaboration Case-Studies - Salon A-B

MODERATOR: Carolyn Lucarelli, The Pennsylvania State University

SPEAKERS:

- Krystal Boehlert, J. Paul Getty Museum, *Digital Share Culture at the Getty*
- Ryan Brubacher, Library of Congress, *Celebrating Cervantes*
- Holly Rick, University of Phoenix, *Academic Affairs and the Library*
- Jeff Steward, Harvard Art Museums, *Integrating IIIF and Mirador at Harvard*

- Jeannine Keefer, University of Richmond, *Race and Racism Project*

We all collaborate in various small ways in our day to day work, but large scale collaborations across campus are a different story. Finding opportunities for collaboration, learning about collaborative efforts where our expertise would be helpful, facilitating conversations across different departments, funding large projects, working with a variety of personalities, assessing and learning from collaborative projects and communicating the results of collaborations all can get difficult and time consuming. The case-studies in this session will highlight different types of collaborative projects and illustrate problems, solutions, techniques, results, and rewards of taking on cross-campus collaborative projects, with the aim of inspiring us all to take the time and effort to tap into unbridled opportunities. Endorsed by VRA Education Committee

3:30pm – 4:50pm

Session 6: Diverse Ways to Create Digital Repositories - Salon C-D

MODERATOR: *Meghan Rubenstein*, Colorado College

SPEAKERS:

- Barbara Elam, Bard Graduate Center, *Learning from Things: The Bard Graduate Center Study Collection*
- Zoe Waldron, New York Public Library, *Life Story: Creating Metadata for a Portrait File*
- Lael J. Ensor, Johns Hopkins University, *"Without absolute certainty, what do we do? We do the best we can:" Maintaining Integrity in the Creation of Digital Images*
- Amy Lazet, College for Creative Studies

The presenters in this session join an ongoing conversation about how visual resources professionals navigate the relationship between physical objects and the data that represent them. Their papers address new, and often exciting, challenges faced when working with digital repositories and present case studies that demonstrate how to respond to both the needs of the collection and its audience.

Barbara Elam will present her work with the Bard Graduate Center Study Collection, an assemblage of decorative arts and material culture objects whose purpose is to support pedagogy by providing hands-on, close-up examination of objects as part of a classroom experience. She will trace the development of the collection from its inception, including the challenges of cataloging objects with limited or no information. Barb will also discuss recent collaborations, share her photography process—including 3-D image capture—and talk about issues surrounding the preservation, conservation, and storage of these "non-museum" objects.

Zoe Waldron will present her work with The Portrait File, one of the largest and most heavily used digital image collections at the New York Public Library, which encompasses approximately 68,000 portrait and biographical images of notable figures in American, British, and European history from ancient times to early 20th century. She will examine the metadata creation practice for the Portrait File, which evolved in its approach over its long digitization history that has spanned 15 years, one database migration, and many metadata creators. Zoe's work with this collection demonstrates that metadata creation is an ongoing process, and her paper will discuss metadata enhancements that might be made to Portrait File items in the future.

Lael J. Ensor and **Amy Lazet** will present their work on how materiality translates through digitization and intervening media and the choices visual resources professionals must make in the creation of surrogate images. Within visual resources there are many guidelines and publications that focus on technical aspects of artwork digitization, but there is a dearth of literature pertaining to creating surrogate images of the visual arts, especially as it relates to the materiality of copywork. Scholars and students rely on the accuracy of the images we provide, but what constitutes accuracy where works of art are concerned? Lael and Amy address how we, as visual resources professionals, can provide the best possible images by approximating the aura of the original work of art, including its materiality (texture, volume, contours, etc.). They also ask: How and to what extent should visual resources professionals think about materiality when creating surrogate images?

5:00pm – 7:00pm

Sponsors' Meet and Greet & Poster Presentations - Kentucky Ballroom E

SPEAKERS: David Clarke, Rebecca Pattillo, Alix Reiskind, M. Renee Roll, Nancy Smith, Kendra Werst

One of the main events of VRA 34, this event consists of exhibits showcasing products/services by VRA sponsors, commercial or non-profit partners, friends, donors, etc. All of VRA's commercial and non-profit partners are encouraged to take advantage of this opportunity to showcase their products and services and interact directly with conference attendees.

The event includes poster presentations by conference attendees, a feature meant to stimulate dialogues with colleagues. Enjoy light hors d'oeuvres, soft drinks, and wine while you mix, mingle, and learn during this afternoon's social reception.

Poster Presenters:

- Kendra Werst, Graduate Student, Indiana University, *Reciprocal Relationships: Student Organizations and Professionals*
- Alix Reiskind, Harvard University, *A New Path for Materials Collections*
  Rebecca Pattillo, Indianapolis Museum or Art , *About DAM Time: Preserving and Integrating Conservation Photography*
- David Clarke, CEO, Synaptica, LLC, *Panofsky's iconographic analysis for the semantic web: Developing educational resources based on semanticimage annotation*
- Nancy Smith, Trinity College, *Does an Art Collection need a Museum?*
- M. Renee Roll, Kent State University, *Establishing a Brand for the 21st Century Visual Resource Center- Kent State University*

7:00pm – 8:30pm

Southeast Chapter Meeting and Outing - Champions Bar and Grill (280 W Jefferson St, Louisville, KY 40202)

MODERATOR: Jenna Duncan

March 31 • Friday

7:00am – 6:00pm

Registration Desk – Salon E Foyer

8:15am – 10:15am

Workshop 6: Accounting for Scope Drift: Re-Writing your Position Description - Place Conference Room

MODERATORS: Jasmine Burns, Marie Elia, Nick Homenda

ORGANIZERS:

- Jasmine Burns, Cornell University
- Marie Elia, University at Buffalo
- Nick Homenda, Indiana University

The swift and ongoing changes in the field of visual resources and beyond have left many professionals feeling displaced from their initial job duties as they fall victim to "scope drift," a continuous expansion of the scope of their original position. Amidst these shifts, position descriptions become outdated and irrelevant, as they no longer accurately describe what we do or reflect the impact that we have on our communities. The goal of this workshop is to provide an interactive space for participants to collaboratively conceive of how to present themselves and their work to their employers, colleagues, patrons, and communities through their position descriptions. We will be 1) taking a close look at some actual position descriptions submitted by our participants and workshop leaders, 2) brainstorming as a group to create a working document that doubles as a broad master list of responsibilities and action words from which to draw, and finally 3) using a standardized template/worksheet to update and/or craft our own position descriptions with support from our colleagues. Limit 25 participants.

9:00am – 10:00am

MDID Special User Group - Salon A-B

MODERATOR: Andreas Knab

SPEAKER: Grace Barth

SPONSOR: vrcHost LLC

9:00am – 10:20am

Artstor Shared Shelf User Group - Salon C-D

MODERATORS: Hannah Marshall

This annual gathering is an opportunity for both current users and those curious to learn more to find out how Shared Shelf, Artstor's media management and sharing software, fits into the VR landscape, and to discuss how it might evolve to meet changing needs of the community. Speakers from three institutions will present on their experiences in using the software to support their projects and Artstor's Strategic Services team will provide an overview of recent and upcoming Shared Shelf releases before opening up the meeting to all attendees for questions and discussion. To learn more about Shared Shelf, visit: www.sharedshelf.org.

9:00am – 10:20am

Publishing Special Interest Group – Show Conference Room

MODERATORS: Maureen Burns, Hannah Marshall

10:30am – 11:50am

Session 7: Collections Showcase - Salon C-D

MODERATOR: Elizabeth Schaub, The University of Texas at Austin

SPEAKERS:

- Lavinia Ciuffa, American Academy in Rome
- Anna Culbertson, San Diego State University
- Lisa Lamont, San Diego State University
- Shannon Lucky, University of Saskatchewan

From Processing to Public Service: The Digital Humanities Center at The American Academy in Rome
Lavinia Ciuffa will present the Digital Humanities Center (DHC), the new infrastructure that will serve to streamline and unify the American Academy in Rome's cataloging system and make publically available the Academy's archival resources through a single, online interface by way of the Academy's website. The presentation will describe the workflow required to inventory, cataloged, digitize and upload visual resources.

Out on the Left Coast: San Diego LGBT History
Lisa Lamont will showcase the colorful images and graphics of the Pride phenomenon in San Diego collected and preserved by her and **Anna Culbertson**'s partners at the Lambda Archives. She will demonstrate their work to date on the Cal Humanities-funded website and archival database and talk about the project's highlights and challenges.

Artist-Run Archives: Developing a digital community archive with PAVED Arts artist-run centre
Shannon Lucky has been working with PAVED Arts (an artist-run centre (ARC) in Saskatoon, Canada focused on photography, audio, video, electronic, and digital arts) to develop a digital resource that meets the needs of artists and researchers while remaining sustainable for this non-profit organization. Her presentation describes the collaboration, the challenges that ARCs face to preserve and make their collection usable, and plans to develop a digital resource that will persist and grow with PAVED. Community archives are a vital part of this project; Lucky will describe how they organized an event to fill in gaps in the documentary record and capture oral histories of the PAVED community for inclusion in the archive.

10:30am – 11:50am

Session 8: New Faces, New Voices: Emerging Professionals Lightning Round - Salon A-B

MODERATORS:

- Marie Elia, University at Buffalo
- Amy Lazet, College for Creative Studies

SPEAKERS:

- Purva Chawla, MaterialDriven
- Heather Rayl, Indiana State Unversity
- Jacquelyn Clements, University of Toronto
- Millicent Fullmer, Director and Visual Resources Curator, Vanderbilt University
- Jamie Zeffery, California State University Los Angeles

When you were a new professional in the field of visual resources, what is it you wish you had known? In this lightning round, new professionals will share information learned the hard way and what worked for them on various issues including access, workflow, and image searching, as well as hearing from the developers of two exciting new online tools, one focused on the material creation of art and the other an open access resource. Our speakers will present in a 24 x 7 format (24 slides in 7 minutes) for a fast-paced session dedicated to the issues facing those new to the field of VR.

12:00pm – 2:00pm

Membership and Awards Lunch - Kentucky Ballroom E

A highlight of the Conference, the Members & Awards Lunch brings colleagues together for an opportunity to relax and socialize over lunch in an elegant setting. The festivities include recognition of the Association's honors and awards recipients along with the generous donors who have made these awards available.

2:10pm – 3:30pm

Session 9: Second Chance: Digital Collections and Discovery in the Archives - Salon A-B

MODERATOR: Marie Elia, University at Buffalo

SPEAKERS:

- Elliot McNally, Savannah College of Art and Design—Atlanta
- Molly Dahl Poremski, University at Buffalo
- Kate Thornhill, Oregon Health and Science University
- Amy Lazet, College for Creative Studies

How do you share a collection that is too fragile to touch? How do you document a city that no longer exists? How do libraries develop repository services that their users actually want? And how can you make available artwork that is literally locked up?

Elliot McNally will discuss creating a digital collection for the visual poetry of Amelia Etlinger, pieces comprised of textiles, found objects, and flower petals. These poems were intended to be read only once, by the recipient, the act of opening them destroying them in what Etlinger considered collaboration.

Molly Poremski will discuss documenting Polonia, the historically Polish section of Buffalo, NY, using History Pin to map parts of the city that no longer exist or are unrecognizable in their present state. Using a combination of materials from the Polish Collection, she created a digital reconstruction of Polonia where visitors can learn about its history and residents.

Kate Thornhill is working with her library's DAM/IR Task Force on a marketing and communications digital assets management system, taking the opposite of the "if we build they will come" approach, making decisions

informed by expertise in repositories assessment and management, digital library systems administration, and digital preservation, as well as stakeholder perspectives from across the OHSU campus.

Amy Lazet was the project manager for the Digital Image Archive for the Prison Creative Arts Project, which provides incarcerated individuals with instruction in creating fine (and performing) arts. Amy will discuss building a database for and cataloging the visual artworks; establishing metadata standards and vocabulary for outsider art; and navigating intellectual property rights to facilitate scholarship of prisoner art and enhance accessibility for the artists and their families.

2:10pm – 3:30pm

Session 10: Similar but Different: Exploring New Avenues in Visual Resources - Salon C-D

MODERATOR: Cindy Frank, University of Michigan

SPEAKERS:

- Madeleine Casad, Vanderbilt University
- Stephanie Schmidt, Buffalo Trace Distillery
- Theresa Quill, Indiana University

Curation of slide libraries may have been the foundation of who the Visual Resources Association was when first created but it has become so much more. Whether technologists, data collectors, GIS specialist, catalogers, digital humanist, and so many more; this field has changed dramatically. However, the principles that guided our field have become increasingly valuable to those outside what was once called normal. This session showcases a few areas that haven't been historically connected the Visual Resources but provide new directions and opportunities in our field.

Stephanie Schmidt, Buffalo Trace Distillery: *Whiskey Boom: An Update on the Sazerac Company Archives*

Theresa Quill, Indiana University: *Spatial Literacy in the modern age*
This talk explores maps as visual resources, and will present strategies for developing spatial literacies with an emphasis on modern day navigational apps and GIS applications.

2:10pm – 5:00pm

Tour: Behind-the-Scenes at Churchill Downs and Kentucky Derby Museum, Registration Desk

Join us for a fun, behind-the-scenes tour of Louisville's historic racetrack. Along the way, you'll get to meet horses, jockeys, and see the inner-workings of the blacksmith shop. This tour will also allow for time to experience the Kentucky Derby Museum. This museum serves to preserve the history of one of the most important horse racetracks in America. There are a number of unique exhibitions including the immersive 360-degree theater that shows the video The Greatest Race. Round-trip transportation to be provided. Limit 25 participants.

3:40pm – 5:00pm

Artstor User Group - Salon C-D

MODERATORS: Megan Marler

What's new from Artstor. This meeting is open to both users and those interested to learn more. Among topics for discussion at this year's meeting will be our new approach to collection releases, with a look at the collections themselves, including architecture from the Columbia School of Graduate Studies, Islamic Art from the Doris Duke Foundation, and an important release of images from the Andy Warhol Foundation. Also discussed will be the upcoming major update of the Digital Library platform, complete with a new IIIF image viewer and the flattening out of account access to promote ease of sharing. There'll also be an opportunity to

take a glimpse into the future with an overview of the possibilities opened up by Artstor's alliance with ITHAKA and JSTOR.

3:40pm – 5:00pm

Digital Humanities Special Interest Group - Salon A-B

MODERATORS: Madeleine Casad, Jeannine Keefer

5:10pm – 6:30pm

Combined California Chapters Meeting - Kentucky Ballroom E

MODERATORS: Maureen Burns, Jason Miller

5:10pm – 6:30pm

Mid-Atlantic Chapter Meeting - Salon C-D

MODERATORS: Jennifer Kniesch

5:10pm – 6:30pm

Midwest Chapter Meeting - Salon A-B

MODERATORS: Jacob Esselstrom

5:10pm – 6:30pm

Upstate New York Chapter Meeting – Starbucks, Louisville Marriott Downtown

MODERATORS: Jasmine Burns

5:10pm – 6:30pm

Wild West Chapter Meeting - Place Conference Room

5:30pm – 7:00pm 7:00pm – 9:00pm

VRA Core Oversight Committee Meeting - Show Conference Room

MODERATORS: Michael Dulock, Elizabeth Meyer

5:30pm – 6:30pm

VRAF and VRA Donor Recognition Reception

By invitation only.

7:00pm – 9:00pm

VREPS Night Out - Sports & Social Club (Fourth Street Live!, 427 S 4th St #100)

MODERATORS: Marie Elia, Amy Lazet

Are you a person? Are you attending the VRA conference? Then YOU should come bowling with us at the VREPS night out, sponsored by the VRA Board! While traditionally the VREPS night out has served to allow

emerging professionals and students to get together and become acquainted in an informal situation, this event will allow everyone, no matter their career status, to socialize and foster discussions across boundaries. The VRA Board is providing bowling lanes and appetizers at the Sports & Social Club, *and all are encouraged to attend*. What could be better than bowling, hors d'oeuvres, and talking to like- minded people in a friendly, casual setting?!

April 1 • Saturday

7:00am – 10:00am

Registration Desk – Salon E Foyer

8:00am – 12:00pm

VRA Executive Board Meeting II - Place Conference Room

By invitation only.

8:00am – 12:00pm

Workshop 7: Basics of Digital Capture - Kentucky Ballroom E

ORGANIZERS:

- Beth Haas, Princeton University
- Whitney Gaylord, University of Chicago

SPEAKER: Gawain Weaver, Photograph Conservator, San Francisco Bay Area

We have scanners and we have cameras, and we have materials to document. Every shop has different equipment, procedures, patrons and priorities, but it is always a good idea to get back to basics. This workshop will focus on fundamentals that should aid visual resources professionals, digital librarians, museum professionals, archivists and anyone else that deals with needing to digitally document items in collections. Though basics are of course important for people new to an activity or technique, basics are also the foundation for quality work. This workshop will emphasize basics as a philosophy to avoid over-complication and inefficiency. Whether you need to get your feet wet for the first time, or know its high time you re-evaluated your set-up, or just need to streamline for efficiency, the Basics of Digital Capture workshop is totally what you need. Areas to cover include scanning and camera equipment, deciding when to scan and when to use a camera, basics of lighting and color management, workflows, quality assurance and backups, software for all aspects of digitization, and community standards and guidelines. Endorsed by VRA Education Committee. Limit 25 participants.

8:30am – 9am

Power Breakfast and Break, Salon Foyer A-D

Stop by to grab a quick bite before you enjoy a tour, workshop, or leaving for home.

9:00am – 12:00pm

Louisville Slugger Museum and Archive Tour, Registration Desk

MODERATORS: Molly Schoen, Bailey Mazik

Visit Louisville Slugger Museum & Factory to get a behind-the-scenes look through the photography and document archives, including photographs of baseball players, Hillerich & Bradsby Co. factories around Louisville, the evolution of making baseball bats (and golf clubs), promotional images, and other miscellaneous topics through the decades. Important professional baseball player contracts with Hillerich & Bradsby Co., bat order records, and correspondences are also available for study. Participants will also be treated to a guided tour through the active wood bat factory and the famous Bat Vault which houses thousands of historic bat

models. The museum galleries of permanent displays and temporary exhibitions will also be open. Walking Tour. $15, Limit 20 participants.

9:00am – 12:00pm

Workshop 8: Visual Communication, Organization, and Notetaking - Salon C-D

SPEAKERS: Rebecca Moss, John Trendler

This workshop is designed to improve attendees' use of visuals in organizing, presenting and understanding information so that they are able to retain more information, improve their communication style and more deeply engage audiences. For more information, please visit our site - z.umn.edu/vravizcomm. Limit 25 participants.

Why is this important? In a world filled with information, much of which comes to us in a visual manner, it is important to learn techniques that we can use to better synthesize, organize and utilize visuals to be more effective communicators.

What should I expect? We will cover many of the basic principles of using visuals, including:

- How we process and organize information using visual communication hierarchies
- Best practices for constructing visual narratives
- Creating effective visuals visual notetaking (sketchnoting) - listening for and translating main points into visuals and text.

Part of the time will be spent on theory, and the rest will be hand's on activities. Attendees will have an opportunity to share what they've learned with the group.

Hand's on activities:

- Diagramming presentations
- Organizing information on a page
- Mind mapping
- Creating effective icons, designing text, and using visual emphasis
- Viewing successful examples of visual communication

Materials Provided:

Paper, pencils, markers, tablets, source materials (books, comics, art)

1:00pm – 5:00pm

Tour: Archiving Outside the Norm: Buffalo Trace Distillery Archives and Factory, Registration Desk

At Buffalo Trace Distillery, Stephanie Schmidt will provide an in-depth tour of the archives at this facility highlighting how visual resources can be in niche areas such as this. There will be a tour of this facility, a bourbon tasting (free), and the ability to ask questions about the industry as a whole. You will also get to enjoy a beautiful ride through the heart of Bourbon country and Bluegrass. Perfect way to top off your conference experience.

Archivist Stephanie Schmidt, Sazerac Company, Frankfort, KY, will lead an in-depth tour of the archives at the Buffalo Trace Distillery, the oldest continuously operating distillery in the United States. Buffalo Trace Distillery is a fully operational distillery producing bourbon, rye and vodka on site and is a National Historic Landmark as well as listed on the National Register of Historic Places.

Schmidt and the archives team have catalogued every award and piece of art throughout the distillery. By maintaining the distillery's art collection, they are better able to display Buffalo Trace's impressive history for visitors and employees. Indeed it boasts a rich history with connections to early settlement, industrial revolution, prohibition, and modern innovations in distilling. Schmidt's first curatorial responsibilities began with a collaboration to develop an educational interpretation of the Old Taylor House, a historic home at the distillery, and populate expanded areas of the Visitor Center with historic materials.

Schmidt, who graduated from Vanderbilt University in 2012 with a bachelor's degree in the history of art, was a student assistant in the Visual Resources Center and a gallery attendant for the Vanderbilt Fine Arts Gallery. In October 2014 she was a featured speaker at a two-day VRA mini-conference held at Vanderbilt. Her topic was "In Production: Establishing the Buffalo Trace Distillery Archives." She earned a master of arts degree (Critical and Curatorial Studies) in 2015 from the University of Louisville as well as a master of public administration degree (Non Profit, Public, and Organizational Management). Her thesis was entitled "Corporate History and Curatorial Practice at Buffalo Trace Distillery." $25 / Limit 40 participants.

Visual Resources Association

Incorporated as a General Not-for-Profit Corporation in the State of Missouri, August 31, 1982, under Number N0028029, Federal Tax ID Number 43-1293169.

Membership

Student, Retired, Unemployed	$45
Individual	$115
New Member	$85
Institutional (3 representatives receive privileges of full membership)	$300

Application for membership is available at http://vraweb.org/membership/join. Memberships are for the 12 months after date of joining.

Executive Board 2016-2017

President: Jennifer Green, Dartmouth College

Vice President for Conference Arrangements: Ryan Brubacher, Library of Congress

Vice President for Conference Program: Chris Strasbaugh, Ohio State University

Secretary: Jasmine Burns, Cornell University

Treasurer: Jeannine Keefer, University of Richmond

Public Relations and Communications Officer: Melanie Clark, Texas Tech University

Past-President: Elaine Paul, University of Colorado Boulder

Executive Board 2017-2018

President: Jennifer Green, Dartmouth College

President-Elect: Stephen Patton, Indiana State University

Vice President for Conference Arrangements: Ryan Brubacher, Library of Congress

Vice President for Conference Program: Jacob Esselstrom, University of Wisconsin-Madison

Secretary: Jasmine Burns, Cornell University

Treasurer: Jeannine Keefer, University of Richmond

Public Relations and Communications Officer: Melanie Clark, Texas Tech University

Contact the Executive Board: board@vraweb.org

VRA Appointees 2016-2017

Communications Technology Advisor
Stephen Patton, Indiana State University

Membership Services Coordinator
Lise Hawkos

Picture Licensing Unuiversal System Coalition (PLUS) Board of Directors Appointee
Greg Reser, University of California, San Diego

Social Networking Contributor
Kate Thornhill, Oregon Health and Science University

VRA Archivist
Martine Sherrill, Wake Forest University

VRA Bulletin, Content Editor
Maureen Burns, IMAGinED Consulting

VRA Bulletin, Production Editor
Hannah Marshall, Cornell University

VRA Website Editor
Heather Rayl, Indiana State University

Regional Chapter Chairs 2016-2017

Great Lakes
Rebecca Price, University of Michigan

Greater New York
Dacia Metes, Queens Borough Public Library

International
Marta Bustillo, Trinity College Library Dublin

Mid-Atlantic
Catherine Adams, Pennsylvania State
Jennifer Kniesch, Dickinson College

Midwest
Jacob Esselstrom, University of Wisconsin-Madison

New England
Brian Shelburne, University of Massachusetts

Northern California
Lynn Cunningham, University of California Berkeley

Pacific Rim
Morgan Bell, University of Washington

Southeast
Jenna Duncan, University of North Carolina/ Charlotte
Martine Sherrill, Wake Forest University

Southern California
Maureen Burns, IMAGinED Consulting

Upstate New York
Jasmine Burns, Cornell University

Wild West Chapter
Anna Bernhard, Colorado State University

Affiliate Representatives 2016-2017

ARLIS/NA Affiliate Representative
Breanne Crumpton, North Carolina Museum of Art

CAA Affiliate Representative
Mark Pompelia, Rhode Island School of Design

SAH Affiliate Representative
Jacqueline Spafford, University of California, Santa Barbara

SECAC Affiliate Representative
Millicent Fullmer, Vanderbilt University

Committee & Task Force Chairs 2016-2017

VRA Strategic Plan Task Force
Jolene de Verges, Southern Methodist University
Elaine Paul, University of Colorado Boulder

Online Learning Task Force
Marsha Taichman, Cornell University

Slide and Transitional Media Task Force
Jacob Esselstrom, University of Wisconsin-Madison

Awards Committee
Margaret Webster, VR Consultant, Ithaca, NY

Data Standards Committee
Heidi Raatz, Minneapolis Institute of Art
Sarah Gillis, Worcester Art Museum

Development Committee
Barbara Brenny, North Carolina State University
Marie Elia, University at Buffalo

Education Committee
Beth Wodnick Haas, Princeton University
Marsha Taichman, Cornell University

Financial Advisory Committee
Allan T. Kohl, Minneapolis College of Art & Design

Intellectual Property Rights Committee
Bridget Madden, University of Chicago
Lael J. Ensor, Johns Hopkins University

Membership Committee
Melanie Clark, Texas Tech University
Molly Schoen, University of Michigan

Nominating Committee
Jolene de Verges, Southern Methodist University
Steven Kowalik, Hunter College/CUNY

Travel Awards Committee
Michael Donovan, Flaxman Library, SAIC
Marcia Focht, Binghamton University

VRA Core Oversight Committee
Michael Dulock, University of Colorado Boulder
Elizabeth Meyer, University of Cincinnati

visual
resources
association

SAVE THE DATE!

VRA2018:
Workshop of the World

March 27-30, 2018

in

Philadelphia, Pennsylvania

at the

Loews Philadelphia Hotel