



Elevate your Image:
**The Visual Resources Association's
33rd Annual Conference**

#VRA33

March 11-14, 2015

Denver, Colorado

Promotional banner image by Michael Reynoso

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Welcome to Denver

From its home at the edge of the Great Plains, nestled beneath the majestic Rocky Mountains, Denver welcomes you to **VRA 33: Elevate Your Image**. Our host city's colorful and rugged Western history lingers among its sophisticated and contemporary cultural attractions to create a stimulating backdrop for our Annual Conference. Between four days of excellent programming and the conference hotel's central location in the midst of myriad dining, shopping, and entertainment options, attendees will find no shortage of inspiration and enjoyment at our 33rd Annual Conference.

The **Westin Denver Downtown** features modern and comfortable meeting spaces, amenities, and accommodations. Situated in the lively lower downtown area (LoDo), it is within very easy walking distance of an impressively diverse array of unique and charming restaurants, bars, and boutiques. The Westin's ideal location along the 16th Street Mall provides convenient access to the free and frequent MallRide shuttle bus, with stops at each block through the downtown area. The MallRide travels north to the beautifully renovated Beaux-Arts Union Station, an inter-modal transportation hub that also houses several restaurants and retailers. From there, the Museum of Contemporary Art Denver is situated just two blocks to the west. To the south, the MallRide terminates at the Civic Center, leading visitors to the city's historic nexus of government, culture, and learning.

The Civic Center area includes the Colorado State Capitol, with its distinctive gold-leaf dome; the Denver Mint, harking back to the Pikes Peak Gold Rush; the Denver Public Library, with its postmodern Michael Graves addition; and the Neoclassical Civic Center Park, with its many fountains, statues, and formal gardens. This area also encompasses the Golden Triangle Museum District, home to eight of the city's world-class museums, comprising the Denver Art Museum, the Clyfford Still Museum, the Kirkland Museum of Fine & Decorative Art, History Colorado Center, the Byers-Evans House, the Denver Firefighters Museum, the Molly Brown House, and the Grant Humphries Mansion. Visitors will find many other worthwhile museums located throughout the city, such as the Black American West Museum and Heritage Center and the Denver Museum of Nature & Science.

Our two outstanding plenary speakers accentuate the excellence of the conference program: **Opening Speaker Aaron Straup Cope, Head of Engineering, Cooper Hewitt, Smithsonian National Design Museum and Closing Speaker Emily Gore, Director for Content, Digital Public Library of America**. Sessions and workshops address a range of timely topics, including visual literacy, digital humanities, crowdsourcing, digital asset management, cataloging, archives, intellectual property rights, and more. Workshops provide focused opportunities to build knowledge in the areas of embedded metadata, job searching and career development, instruction, research data management, and the International Image Interoperability Framework. Educational tours round out the program with visits to fascinating historic and cultural destinations around Denver.

We are indebted to our tireless conference organizers, Vice Presidents **Steven Kowalik** and **Cindy Abel Morris**, assisted by the hard working Conference Development Team, including **Mary Alexander, Barbara Brenny, Vicky Brown, and Jeannine Keefer**. Special thanks to Local Arrangements Committee Co-Chairs **Heather Seneff** and **Hannah Unsderfer**, and to others in the region who have assisted with planning tours, local arrangements, and events. These include **Patti McRae Baley, Anna Bernhard, Ana Cox, Lynn Lickteig, Megan Patton**, and other members of the newly formed VRA Wild West Chapter. We also wish to thank **Ken Schroepel of the College of Architecture and Planning, University of Colorado Denver** for providing his expertise as guide for the Saturday morning walking tour exploring architecture and urban planning in downtown Denver.

Our appreciation also goes out to all the workshop, session, special interest group, and meeting leaders, as well as moderators, and panel participants. The Education Committee deserves our recognition for bringing together experts from within and beyond our membership to educate, inform, and inspire us. We extend our deep gratitude to our sponsors and exhibitors, listed in this program, for their ongoing support and generosity.

Welcome to the Mile-High City from the VRA Executive Board!

Program at a Glance

March 10 • Tuesday

8:00am – 4:00pm	VRA Executive Board Meeting I	McCourt Room, Mezzanine Level, Third Floor
8:00am – 4:00pm	VRAF Board of Directors Meeting	Welton Room, Mezzanine Level, Third Floor
4:30pm – 6:00pm	VRA Board / VRAF Board Joint Meeting	Blake Room, Mezzanine Level, Third Floor
6:00pm – 9:00pm	Registration & Hospitality	Mezzanine Foyer, Third Floor

March 11 • Wednesday

7:00am – 4:30pm	Registration & Hospitality	Mezzanine Foyer, Third Floor
8:00am – 12:00pm	Workshop 1: The New You: Workshop Leader, Too	Lawrence B Room, Mezzanine Level, Third Floor
9:00am – 11:00am	Workshop 2: Using the VRA info panel in Adobe Bridge	Confluence A & B Rooms, Mezzanine Level, Third Floor
9:00am – 12:00pm	Workshop 3: The New Applicant: 21st-Century Job Searching and Career Development	Confluence C Room, Mezzanine Level, Third Floor
10:00am – 12:00pm	Professional Status Task Force Meeting	McCourt Room, Mezzanine Level, Third Floor
10:00am – 12:00pm	Tour: Clyfford Still Museum	Meet near Ingredients Coffee Shop, Lower Lobby
12:05pm – 1:25pm	Financial Advisory Committee Meeting	McCourt Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	MDID Special Interest Group Meeting Sponsors: vrcHost LLC	Lawrence B Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Omeka Special Interest Group Meeting	Confluence A & B Rooms, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Publications Special Interest Group Meeting	Welton Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Birds of a Feather Lunch 1: Dealing with Difficult People	V's Lounge Lobby Level, Second Floor
12:05pm – 1:25pm	Birds of a Feather Lunch 2: The New You	V's Lounge Lobby Level, Second Floor
1:35pm – 2:55pm	Session 1: Engaging New Technologies Sponsors: Gallery Systems	Confluence C Room, Mezzanine Level, Third Floor
1:35pm – 2:55pm	Session 2: Visual Literacy (Part 1)	Confluence A & B Rooms, Mezzanine Level, Third Floor
3:05pm – 4:25pm	Session 3: 24 x 7 at VRA 2015	Confluence A & B Rooms, Mezzanine Level, Third Floor

Program at a Glance

4:35pm – 6:00pm VRAF Legacy Lecture: Opening speaker, Aaron Straup
Cope, Head of Engineering, Cooper Hewitt, Smithsonian
National Design Museum Sponsors: Visual Resources
Association Foundation Confluence C Room,
Mezzanine Level, Third Floor

6:00pm – 7:30pm Welcome Reception Augusta Room, Lobby Level,
Second Floor

March 12 • Thursday

7:00am – 4:30pm Registration & Hospitality Mezzanine Foyer, Third Floor

7:30am – 9:00am New Members & First Time Attendees Breakfast Confluence A Room,
Mezzanine Level, Third Floor

7:45am – 9:00am Walking Tour: Colorado State Capitol Building Meet near Ingredients Coffee
Shop, Lower Lobby

9:00am – 10:25am DIMLI Special Interest Group Meeting McCourt Room, Mezzanine
Level, Third Floor

9:00am – 10:25am EmbARK Special Interest / User Group Meeting Confluence C Room,
Mezzanine Level, Third Floor

9:00am – 10:25am Digital Humanities Special Interest Group Meeting Lawrence B Room, Mezzanine
Level, Third Floor

10:35am – 11:55am Session 4: Cataloging Round-Up Confluence A & B Rooms,
Mezzanine Level, Third Floor

10:35am – 11:55am Session 5: What Do We Do With All These Slides? Case
Studies Confluence C Room,
Mezzanine Level, Third Floor

12:05pm – 1:25pm Data Standards Committee Meeting Lawrence B Room, Mezzanine
Level, Third Floor

12:05pm – 1:25pm Development Committee Meeting Cook Room, Mezzanine Level,
Third Floor

12:05pm – 1:25pm Nominating Committee Welton Room, Mezzanine
Level, Third Floor

12:05pm – 1:25pm Slide and Transitional Media Taskforce Special Interest
Group Meeting Confluence C Room,
Mezzanine Level, Third Floor

12:05pm – 1:25pm Visual Resources Emerging Professionals and Students
(VREPS) Meeting Lawrence A Room, Mezzanine
Level, Third Floor

12:05pm – 1:25pm Birds of a Feather Lunch 3: Moving Images V's Lounge, Lobby Level,
Second Floor

12:05pm – 1:25pm Birds of a Feather Lunch 4: Solo VR Curators V's Lounge, Lobby Level,
Second Floor

1:35pm – 2:55pm Session 6: Focus on National Park Service Digital Asset
Management Confluence A & B Rooms,
Mezzanine Level, Third Floor

1:35pm – 2:55pm Session 7: Archives Round-Up Confluence C Room,
Mezzanine Level, Third Floor

3:05pm – 4:25pm Session 8: VR Community Copyright Questions
Answered Sponsors: Wölff: Art at your fingertips Confluence A & B Rooms,
Mezzanine Level, Third Floor

Program at a Glance

3:05pm – 4:25pm	Session 9: “If you build it, they will come”...but will they come back? Supporting user-friendly online resources with usability testing Sponsors: Public Art Archive	Confluence C Room, Mezzanine Level, Third Floor
4:30pm – 6:00pm	Sponsors’ Meet and Greet & Poster Presentations	Mezzanine Foyer, Third Floor
7:00pm – 10:00pm	Members & Awards Dinner	Augusta Room, Lobby Level, Second Floor

March 13 • Friday

8:00am – 10:25am	Annual Membership & Business Meeting / Breakfast	Horace Tabor Room, Lobby Level, Second Floor
10:30am – 4:30pm	Registration & Hospitality	Mezzanine Foyer, Third Floor
10:35am – 11:55am	Session 10: Visual Literacy (Part 2) & Visualization Sponsors: Archivision	Confluence A & B Rooms, Mezzanine Level, Third Floor
10:35am – 11:55am	Session 11: Crowdsourcing your cultural heritage collections: considerations when choosing a platform	Confluence C Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Awards Committee Meeting	McCourt Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Intellectual Property Rights Committee (IPR) Meeting	Blake Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Membership Committee Meeting	Cook Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Travel Awards Committee Meeting	Welton Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	VRA Core Oversight Committee Meeting	Lawrence B Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Ask the Experts Brown Bag Lunch: Questions about Conference Participation Answered	Lawrence A Room, Mezzanine Level, Third Floor
12:05pm – 1:25pm	Birds of a Feather Lunch 5: Veteran Members	V’s Lounge, Lobby Level, Second Floor
12:05pm – 1:25pm	Birds of a Feather Lunch 6: Visual Literacy	V’s Lounge, Lobby Level, Second Floor
1:35pm – 2:55pm	Artstor Digital Library User Group Meeting	Confluence A & B Rooms, Mezzanine Level, Third Floor
1:35pm – 2:55pm	Education Committee Meeting	Lawrence B Room, Mezzanine Level, Third Floor
1:35pm – 2:55pm	VRA Chapter Chairs Meeting	Blake Room, Mezzanine Level, Third Floor
1:35pm – 2:55pm	Museum Special Interest Group: The Evolving Role of Visual Resource Professionals	Lawrence A Room, Mezzanine Level, Third Floor
3:05pm – 4:25pm	Session 12: Cultural Heritage in a Computational Environment: Making the Digital Humanities Visual Sponsors: Artstor	Confluence A & B Rooms, Mezzanine Level, Third Floor
3:05pm – 4:25pm	Session 13: Mapping and Geospatial Projects: Plotting Workflows and Standards	Confluence C Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - Greater New York	V’s Lounge, Lobby Level, Second Floor

Program at a Glance

4:35pm – 6:00pm	Regional Chapter Meeting - International Chapter	McCourt Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - Mid-Atlantic Chapter	Curtis Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - Midwest Chapter	Blake Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - New England Chapter	The Front Porch
4:35pm – 6:00pm	Regional Chapter Meeting - Northern California & Southern California Chapters joint meeting	Lawrence B Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - Pacific Rim Chapter	Welton Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - Southeast Chapter	Cook Room, Mezzanine Level, Third Floor
4:35pm – 6:00pm	Regional Chapter Meeting - Wild West Chapter	Lawrence A Room, Mezzanine Level, Third Floor
5:00pm – 6:00pm	SEI Meet up / Reunion	V's Lounge, Lobby Level, Second Floor
8:00pm – 10:00pm	Visual Resources Emerging Professionals and Students (VREPS) Night Out	Terminal Bar at Union Station

March 14 • Saturday

7:00am – 9:00am	Leadership Breakfast	Confluence B Room, Mezzanine Level, Third Floor
7:45am – 8:50am	Walking Tour: The History of Denver and the City's Urban Design, including Significant Downtown Buildings	Meet near Ingredients Coffee Shop, Lower Lobby
8:00am – 11:00am	Registration & Hospitality	Confluence Office, Mezzanine Level, Third Floor
9:05am – 10:25am	Session 14: Rights & Reproductions, The Handbook for Cultural Institutions	Confluence C Room, Mezzanine Level, Third Floor
10:30am – 11:00am	Coffee Break	Mezzanine Foyer, Third Floor
11:00am – 12:30pm	Closing speaker: Emily Gore, Director for Content, Digital Public Library of America	Confluence C Room, Mezzanine Level, Third Floor
1:30pm – 3:30pm	Tour: Kirkland Museum of Fine and Decorative Art	Meet near Ingredients Coffee Shop, Lower Lobby
1:35pm – 3:30pm	Workshop 4: Exploring Research Data Management in the Visual Arts	Confluence A Room, Mezzanine Level, Third Floor
1:35pm – 3:30pm	Workshop 5: Introduction to the International Image Interoperability Framework	Confluence C Room, Mezzanine Level, Third Floor
1:35pm – 3:30pm	Workshop 6: Advanced Embedded Metadata using Adobe Bridge Sponsors: Public Art Archive To be determined	Confluence B Room, Mezzanine Level, Third Floor

March 15 • Sunday

8:00am – 2:00pm	VRA Executive Board Meeting II	Lawrence A Room, Mezzanine Level, Third Floor
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Hotel Layout

THE WESTIN

DENVER DOWNTOWN

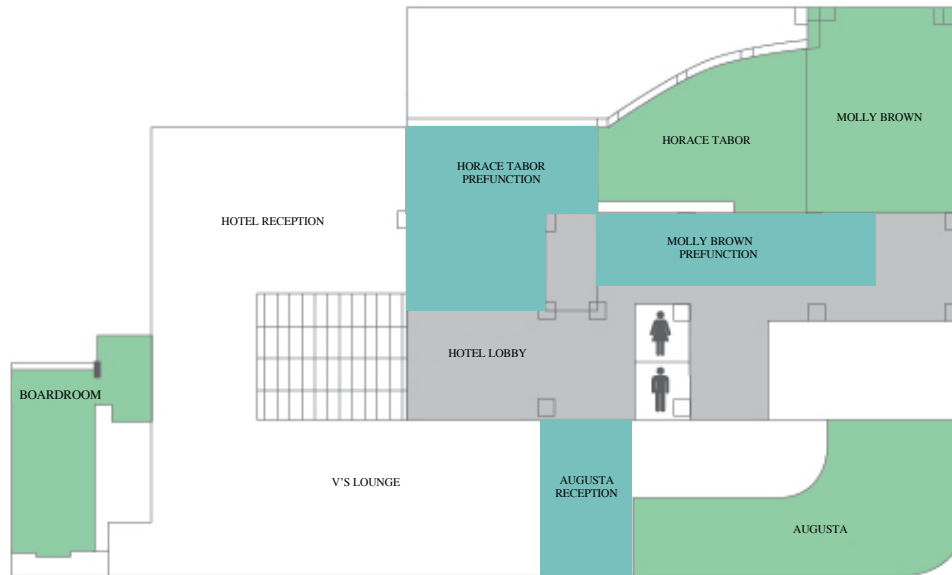
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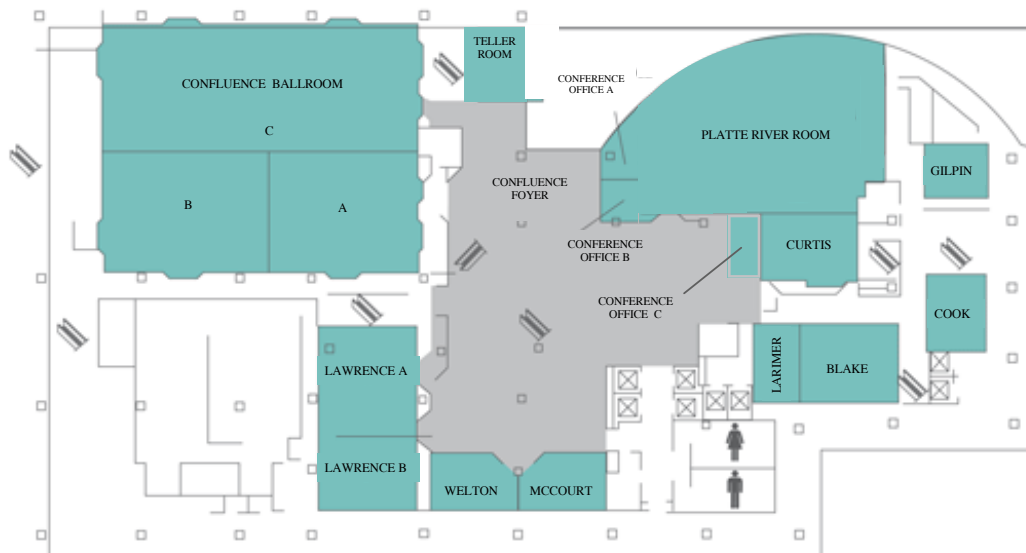
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LOBBY LEVEL, SECOND FLOOR



MEZZANINE LEVEL, THIRD FLOOR



Special Thanks!

Welcome to the Visual Resources Association's 33rd Annual Conference, a chance to elevate your image, in Denver, Colorado! We are honored to lead the planning efforts for a conference that celebrates our collective creative endeavors and aims to inspire opportunities for future challenges. Motivated by our surroundings on the Front Range, our 2015 conference expectations are expansive!

Such an undertaking is possible only with an extensive list of contributors, including committees, individuals and sponsors.

Local and regional VRA members have been vital partners in this endeavor. Chaired by Heather Seneff and Hannah Unsderfer, the local planning committee has worked diligently to assemble visitor information, connect with local venues and scholars, plan tours, and work on other special events. Thanks to Heather, Hannah, Ana Cox, Lynn Lickteig, and Megan Patton. Some of this vitality has been fueled by the enthusiasm of a newly commissioned local chapter, the VRA Wild West Chapter. Congratulations and thanks to its members too, including new chair Anna Bernhard, and Mile-High-memento-wrangler, Patricia McRae Baley. Thanks as well to our volunteer tour guides Allan T. Kohl and Ken Schroepel, and to Michael Reynoso for creating and sharing the conference's promotional banner image.

The conference development team wrangles both support and vital outreach for each conference: thank you, co-chairs Barbara Brenny and Mary Alexander, and committee members and liaisons Vicky Brown, Jeannine Keefer and Linda Reynolds. Securing sponsorships and support of the VRA is a year round task. And to those generous sponsors who have responded to the call, thank you!

Special appreciation is due the members of the Education Committee, ably co-chaired by Ryan Brubacher and Beth Wodnick Haas. Their insightful collective contributions drive the content of the conference. In addition, we extend heartfelt thanks to each speaker, presenter, moderator, and organizer contributing to the program. Without these participants, simply stated, there could be no conference. Thank you.

The Visual Resources Association Foundation deserves continued appreciation for its generous support of the opening plenary, this year's VRAF Legacy Lecture.

Not to be overlooked are our fellow VRA Executive Board: Past-President Jolene de Verges, Secretary Stephanie Beene, Treasurer Allan T. Kohl, Public Relations & Communications Officer John Trendler, as well as current President Elaine Paul who deserves special thanks for her ongoing motivation and fervent advocacy for the VRA and Colorado! Indeed, all of our board colleagues deserve high praise for their dedication to the Association and truly essential contributions to conference programming, planning and management.

Finally, we realize conference participation requires an effort on the part of each attendee, so thank you for being a part of VRA 33!

With sincere appreciation,

Cindy Abel Morris, Bunting Visual Resources Library, UNM, Vice President for Conference Arrangements

Steven Kowalik, Hunter College, CUNY, Vice President for Conference Program

Sponsors

Opening Plenary is made possible by:
the VRA Foundation Legacy Lecture fund

**Travel Awards were made available through
generous donations from:**

Archivision
Gallery Systems
Kathe Hicks Albrecht Travel Award Fund
New Horizons

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

Archivision
Denver Art Museum
Gallery Systems
History Colorado Center
vrcHost LLC (Andreas Knab)
Wild West Chapter

Coffee Break sponsored in part by:
Greater New York Chapter

General conference support:
Department of Art and Art History, University of Colorado Boulder

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

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

Mary Alexander, University of Alabama
Co-chair, VRA Development Committee

Victoria Brown, University of Oxford, UK
Co-chair, Travel Awards Committee

Jeannine Keefer, University of Richmond
Co-chair, Travel Awards Committee

Sponsors

Platinum



Gold



Silver



Visual Resources Association Foundation

The VRA Foundation deeply appreciates all our VRA donors. Herein lists the contributions since the publication of the 2014 VRA Annual Conference Program. For a complete list of donors and donation opportunities, please visit our web site: www.vrafoundation.org.

Without your generosity our programs and projects would not continue to advance knowledge in the field of visual resources and image management.

Sincerely,
Margaret Webster for the VRA Foundation
Board of Directors

2014 SEI Donors

Kathe Hicks Albrecht – Graduation Lunch Sponsor
Archivision
ARLIS/NA Mid-States Chapter
ARLIS/NA Upstate New York Chapter
ARTstor
University of Michigan Libraries
University of Michigan Graduate School of Library
and Information Science
VRA Great Lakes Chapter
VRA Mid-Atlantic Chapter

**Our Grants Partner for the SEI 2014
Scholarship Program**
Samuel H. Kress Foundation

**Our Grants Partner for the VRA
Foundation Internship Award**
Samuel H. Kress Foundation

General Donations to the Foundation

Cindy Abel Morris, Bronze
Kathe Hicks Albrecht, Silver
Grace Barth
Megan Battey, Fellow
Suzanne Bennett
Victoria Bleick
David Bowers
Victoria Brown
Maureen Burns, Fellow
Linda J. Callahan, Fellow
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Brian Shelburne, Silver
Christine L. Sundt, Bronze
Christina Updike, Bronze
Margaret Webster, Bronze
Betha L. Whitlow
Loy Zimmerman, Jr.



Preliminaries

The Westin Denver Downtown • 1672 Lawrence Street • Denver, Colorado 80202 • Phone: (303) 572-9100



The conference hotel, the Westin Downtown (in the Tabor Center on Lawrence, between 16th and 17th Streets,) is well situated for access to museums, innovative restaurants of all price ranges and types, a variety of entertainment options, and public transportation. The Westin sits adjacent to the 16th Street Mall, an outdoor pedestrian shopping mall with free bus transportation (the Mall Ride) running along its mile length. The Mall Ride runs from the recently remodeled Union Station to the conveniently located Civic Center Bus Station near the “Golden Triangle Museum District.”

Along with spacious guest rooms in this four-diamond hotel, features include an indoor/outdoor pool and sundeck, a fitness center with a half basketball court, and in-room massage options plus a wide array of treatments at our offsite preferred day spa. And, if you want to take advantage of the fitness options but luggage space is at a premium? Well then - Westin has recently partnered with New Balance to provide athletic shoes and apparel during your stay, for a fee. Just call the front desk!

Also: for the first time - complimentary wi-fi is available both in guest rooms and meeting spaces.

Many, many nearby food & beverage options; and in the Westin itself:

Ingredients (grab & go - coffee and packages sandwich, soups, pastries)

Palm Restaurant (branch of the classic New York steakhouse)

V's Lounge (cool atmosphere featuring the latest cocktails and light fare)

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 Membership & Business Meeting

Friday, March 13, 2015, 8:00-10:25 AM

- I. Call to Order
- II. Approval of Minutes from the 2014 Annual Business Meeting
- III. Recognition and Thanks to the Denver Local Conference Team, Sponsors, Friends, and Donors
- IV. State of the Association, Elaine Paul, President
- V. Treasurer's Report: Allan Kohl, 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
 - i. Appointees
 - ii. Committees, Advisory Groups, and Task Forces
 - iii. Regional Chapters
 - iv. Other Reports and Announcements
- VIII. VRA Leadership Recognition
 - i. Appointees
 - ii. Committees, Advisory Groups, and Task Forces
 - iii. Regional Chapters
 - iv. Other
- IX. Recognition of Outgoing VRA Executive Board Members
 - i. Stephanie Beene, Secretary
 - ii. Steven Kowalik, Vice President for Conference Program
 - iii. Jolene de Verges, Past-President
- X. Welcome to Incoming VRA Executive Board Members
 - i. Jen Green, President-Elect
 - ii. Chris Strasbaugh, Vice President for Conference Program
 - iii. Jasmine Burns, Secretary
- XI. VRA Member Remembrances
- XII. Presentation, VRA 2016 Conference, Seattle: Joshua Polansky, University of Washington
- XIII. New Business
- XIV. Adjournment

Program

March 10 • Tuesday

March 10 • Tuesday

8:00am – 4:00pm

VRA Executive Board Meeting I - McCourt Room, Mezzanine Level, Third Floor

By invitation only.

8:00am – 4:00pm

VRAF Board of Directors Meeting - Welton Room, Mezzanine Level, Third Floor

By invitation only.

4:30pm – 6:00pm

VRA Board / VRAF Board Joint Meeting - Blake Room, Mezzanine Level, Third Floor

By invitation only.

6:00pm – 9:00pm

Registration & Hospitality - Mezzanine Foyer, Third Floor

March 11 • Wednesday

7:00am – 4:30pm

Registration & Hospitality - Mezzanine Foyer, Third Floor

8:00am – 12:00pm

Workshop 1: The New You: Workshop Leader, Too - Lawrence B Room, Mezzanine Level, Third Floor

ORGANIZERS / INSTRUCTORS:

Karen Kessel, Sonoma State University, CA

Marsha Taichman, Cornell University, NY

Betha Whitlow, Washington University in Saint Louis, Saint Louis, MO

As the visual resources profession continues to evolve, many of us are now looked to not simply for our traditional expertise, but to take an active role in sharing our knowledge of such topics as new technologies, visual literacy, and intellectual property through instruction sessions and workshops. And while taking on an educator role may be a natural step in our professional evolution, the idea of coming out from behind the desk to the front of the classroom is daunting for many of us. This workshop will combine a lecture format with interactive exercises, and is designed to get you over your fears and into teaching by addressing the following:

- Topic identification and selection
- Knowing your audience
- Content development
- Strategies for effective instruction
- Marketing

Endorsed by the Education Committee. FREE / Limit 30 participants.

Program

March 11 • Wednesday

9:00am – 11:00am

Workshop 2: Using the VRA Info Panel in Adobe Bridge - Confluence A & B Rooms, Mezzanine Level, Third Floor

ORGANIZER/MODERATOR: Greg Reser, University of California, San Diego

PRESENTERS:

Sheryl Frisch, California Polytechnic State University, San Luis Obispo

Heidi Raatz, Minneapolis Institute of Arts

Greg Reser, University of California, San Diego

This 2 hour mini-workshop will demonstrate how to use the Visual Resources Association's custom XMP file info panel in Adobe Bridge to embed VRA Core display metadata into image files. For more information, see: <http://metadatadeluxe.pbworks.com/w/page/74156486/VRA%20XMP%20Info%20Panel>

The workshop will include hands-on exercises to create and edit metadata in single and batch modes as well as strategies for formatting field contents to maximize readability and database ingest. Exercises will also show how the VRA MetaShotPpt (PowerPoint creator) and the Bridge Web Gallery can make use of embedded VRA metadata. Participants will benefit most from the hands-on exercises if they bring a laptop with Adobe Bridge CS 4, or higher installed. Participants without laptops will be able to follow and learn from the demonstrations on the projector screen.

FREE / Limit 35 participants.

9:00am – 12:00pm

Workshop 3: The New Applicant: 21st-Century Job Searching and Career Development - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZERS:

Anna Bernhard, Colorado State University, Fort Collins, CO

Molly Schoen, University of Michigan

PRESENTERS:

Jasmine Burns, University of Wisconsin - Milwaukee

Maria Elia, University at Buffalo, NY

Molly Schoen, University of Michigan

As the field of visual resources has rapidly evolved over the past fifteen years, so has the job market. While today's economy has caused increased competition for those seeking a job in visual resources and similar professions, technology allows new applicants to more easily find available positions, network, and create their own opportunities. This workshop will cover a wide range of career-related ideas for everyone from students starting out in the field to seasoned professionals seeking new experiences. Topics include: how to find and apply for opportunities and positions, online resources for the VR job seeker, how to improve application materials and hone interview skills, how to create new opportunities, and the changing nature of the visual resources profession. An open discussion will follow, allowing all attendees to ask questions and share their opinions on the future of the field.

Organized on behalf of Visual Resources Emerging Professionals and Students (VREPS).

FREE / Limit 50 participants.

Program

March 11 • Wednesday

10:00am – 12:00pm

Professional Status Task Force Meeting - McCourt Room, Mezzanine Level, Third Floor

By invitation only.

The VRA Professional Status Task Force is charged with investigating current professional status issues within the field of image and media management.

10:00am – 12:00pm

Tour: Clyfford Still Museum - Meet near Ingredients Coffee Shop, Lower Lobby

After the artist's death in 1980, the Clyfford Still Estate was sealed off from public and scholarly view. Still's will stipulated that his estate be given in its entirety to an American city willing to establish a permanent museum dedicated solely to his work, ensuring its survival for exhibition and study. Denver was selected as the recipient city and in 2011, The Clyfford Still Museum was built in a visually stunning space designed by Portland, OR, based Allied Works Architecture specifically to display his work.

The museum owns 95% of the artist's creative output and the archives are home to studio records, photographic materials, personal effects, the artist's tools and materials, his personal library, and extensive documentation pertaining to the art, career, and life of this important American artist. Join Museum Director Dean Sobel for a guided tour of the museum galleries and a behind-the-scenes look at the archives and conservation areas.

Round-trip transportation to be provided.

FEE: \$25 / LIMIT: 20 / Tour capacity is full; no further sign-ups being accepted.

12:05pm – 1:25pm

Financial Advisory Committee Meeting - McCourt Room, Mezzanine Level, Third Floor

The Committee is responsible for:

- Assisting the Treasurer in maintaining surveillance over the funds and investments of the Association with the goal of steadily increasing the assets while providing funds.
- Ensuring that the Association maintains a reserve fund equal to 6 months of current operating expenses.
- Reviewing and revising, at least annually, the Association's strategy for
- long-term financial growth, and advising the Treasurer and the Board about
- best business and operating practices for non-profit organizations.
- Investigating for the Treasurer investment vehicles for the Association; the Treasurer will submit the recommendations of the committee to the Executive Board for approval.
- Working with the Development Committee to ensure that funds raised by that Committee are appropriately allotted or invested.
- Ensuring that the Investment Policy and the Treasurer's Manual are reviewed and updated regularly.

All are welcome to attend.

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12:05pm – 1:25pm

MDID Special Interest Group Meeting - Lawrence B Room, Mezzanine Level, Third Floor

ORGANIZER / MODERATOR: Grace Barth, James Madison University

PRESENTERS:

Andreas Knab, vrcHost LLC

Leighton Shank, James Madison University, Harrisonburg, VA

Jon Short, James Madison University, Harrisonburg, VA

Several institutions have switched to MDID3 in the past year, and we look forward to sharing some of those experiences as well as showcasing new features. In this session we will share updates to MDID3 over the past year at JMU and other institutions.

The MDID team will be prepared to discuss software and hardware requirements, installation issues, best practices, system integration, custom application development, and other topics. Andreas Knab from vrcHost will discuss MDID hosting experiences and any upcoming features. This informative session is open to anyone using or interested in MDID. Adequate time for a question and answer period will follow the presentation.

Continuing the tradition of a freely shared educational resource, MDID is distributed free of charge under an open source license and is used at many institutions across the United States and around the world.

Sponsored by vrcHost LLC

12:05pm – 1:25pm

Omeka Special Interest Group Meeting - Confluence A & B Rooms, Mezzanine Level, Third Floor

ORGANIZER: Marlene Gordon, University of Michigan-Dearborn

MODERATOR: Meghan Musolff, University of Michigan-Ann Arbor

PRESENTERS:

Meghan Musolff, University of Michigan-Ann Arbor: “Omeka Overview”

Carolyn Lucarelli and Patrick McGrady, The Pennsylvania State University: “Omeka: A Practical Solution for Small Museum Needs”

Megan Marler, ARTstor: “Built Works Registry Project”

Meghan Musolff: “Omeka @ U-M”

Discussion/Questions:

In this meeting, you will learn what Omeka can do for you, your faculty, students or just about anyone. There will be an overview of both the Omeka.net (free, hosted) and the Omeka.org (free, to install on your own server) versions. Presenters will share how they have used Omeka to provide access to collections at their institutions. If you have an interesting or unique collection to share, want to add a new skill to enhance your visibility, help students use it for portfolios or online exhibitions for a class, this meeting is for you! Learn from those who have successfully used Omeka.

Endorsed by the Education Committee.

Program

March 11 • Wednesday

12:05pm – 1:25pm

Publications Special Interest Group Meeting - Welton Room, Mezzanine Level, Third Floor

ORGANIZER: John Trendler, Scripps College, Claremont, CA

Open to all interested members, the SIG will be an open format discussion of publishing, the VRA's publication program, how and why to publish, and the value of publishing for career advancement. Attendees are asked to bring other topics for discussion or to email them to the moderator prior to the conference: john.trendler@scrippscollege.edu

12:05pm – 1:25pm

Birds of a Feather Lunch 1: Dealing with Difficult People - V's Lounge, Lobby Level, Second Floor

Strategies to cope in difficult situations. The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch. One of the attendees will guide the discussion. Attendees are responsible for providing their own food/beverage which can be purchased at the Ingredients café on the hotel's lower lobby level.

Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk. IMPORTANT: Please update the list by crossing out your name if your availability changes.

ORGANIZERS:

Marlene Gordon, University of Michigan-Dearborn
Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

12:05pm – 1:25pm

Birds of a Feather Lunch 2: The New You - V's Lounge, Lobby Level, Second Floor

Discuss the evolving roles of the visual resources profession, and share tips and strategies for becoming a more effective instructor. The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch. One of the attendees will guide the discussion. Attendees are responsible for providing their own food/beverage which can be purchased at the Ingredients café on the hotel's lower lobby level.

Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk. IMPORTANT: Please update the list by crossing out your name if your availability changes.

ORGANIZERS:

Marlene Gordon, University of Michigan-Dearborn
Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

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1:35pm – 2:55pm

Session 1: Engaging New Technologies - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZERS:

Ryan Brubacher, Occidental College, Los Angeles, CA
Sarah Christensen, University of Illinois, Urbana Champaign, IL

PRESENTERS:

Krystal Boehlert, J. Paul Getty Museum, Los Angeles, CA
Molly Schoen, University of Michigan, Ann Arbor, MI
John Trendler, Scripps College, Claremont, CA
Beth Wodnick, Princeton University, NJ

Trying to keep up with all of the new and emerging technologies is daunting. Successfully implementing new technologies to increase efficiency and workplace fun can be an even bigger commitment.

This popular fast-paced, lightning talk style session returns with demonstrations of a rich variety of new technologies, while emphasizing concrete examples that show engagement in professional contexts. Utilizing the expertise of energetic, tech-savvy presenters, this session will introduce new tools as well as creative uses of more established technologies, demystifying them and empowering you to further investigate on your own. You'll leave the session thinking of ways to introduce and encourage use of new technologies among faculty, colleagues and patrons, as well as in your own work environment.

Endorsed by the Education Committee. Sponsored by Gallery Systems.

1:35pm – 2:55pm

Session 2: Visual Literacy (Part 1) - Confluence A & B Rooms, Mezzanine Level, Third Floor

MODERATOR: Mark Pompelia, Rhode Island School of Design

PRESENTERS:

Vicky Brown, University of Oxford, UK
Jenny Godfrey, Cardiff Metropolitan University, UK
Jillian Slater, University of Dayton / Dayton, Ohio
Rachel Wen-Paloutzian, Loyola Marymount University, Los Angeles, CA

Following the popular Visual Literacy Case Studies session that premiered at the 2012 annual conference and continued in 2013, this session follows that same purpose while expanding the definition of “visual literacy”. As background, a term first coined in 1969, visual literacy “is a set of abilities that enables an individual to effectively find, interpret, evaluate, use, and create images and visual media. Visual literacy skills equip a learner to understand and analyze the contextual, cultural, ethical, aesthetic, intellectual, and technical components involved in the production and use of visual materials. A visually literate individual is both a critical consumer of visual media and a competent contributor to a body of shared knowledge and culture” (Association of College and Research Libraries, “Visual Literacy Competency Standards for Higher Education). This year’s projects include re-imagining one of the nation’s largest postcard collections through creative instruction design, an exhibition of faith-based photography that poses difficult challenges to viewer interpretation, and two projects in the UK to encourage first-year art student research in areas outside their usual subject areas and an effort to have diverse faculty introduce images into their teaching, practice, and research.

Sponsored by Fotosearch Stock Photography.

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3:05pm – 4:25pm

Session 3: 24 x 7 at VRA 2015 - Confluence A & B Rooms, Mezzanine Level, Third Floor

CO-ORGANIZERS:

Liz Gushee, Harry Ransom Center, University of Texas at Austin

Elaine Paul, University of Colorado Boulder

Betha Whitlow, Washington University in Saint Louis, Saint Louis, MO

MODERATOR: Liz Gushee, Harry Ransom Center, University of Texas at Austin

PRESENTERS:

Mary Alexander, University of Alabama: “From Metadata Librarian to Metadata Consultant”

Grace Barth, James Madison University: “Redesigning VRC Spaces for the 21st Century”

Vicky Brown, Oxford University: “A VRP Abroad, or How International is the VRA?”

Jen Green, Plymouth State University: “A Campus-Wide Digital Collections Management Training Program”

Macie Hall, Johns Hopkins University: “Tell it Like a Story”

Karen Kessel, Sonoma State University: “Visual Literacy in a Nutshell (or in 7 minutes)”

Chris Strasbaugh, Vanderbilt University: “Interactive Geocaching the Outdoor Sculpture of Vanderbilt University”

Marsha Taichman, Cornell University: “Make it Work: 7 Suggestions for Good Website Design”

If you believe that it's not just what you say, but how you say it, come join us for 24x7 at VRA 2015! Fast-paced like Pecha Kuchas or Lightning Talks, 24x7 presentations are 7 minutes long and consist of no more than 24 presentation slides each. Pack eight of these into little more than an hour, with time for lively discussion, and we've got a recipe for a session that will be interactive, dynamic AND highly informative. Our speakers will be covering topics that represent the impressive range of our profession, including: training across disciplines, narrative and visualization in pedagogy, visual literacy, interactive geocaching, smart web design, redesigning facilities, community building, and evolving professional roles. To top it all off, expect a finale filled with Q & A and interactivity. We hope you'll join us for 24 X 7 at VRA: a session that's promises to be packed with action from start to finish!

4:35pm – 6:00pm

VRAF Legacy Lecture: Opening speaker, Aaron Straup Cope, Head of Engineering, Cooper Hewitt, Smithsonian National Design Museum - Confluence C Room, Mezzanine Level, Third Floor

Aaron is Canadian by birth, American by descent, North American by experience et Montréalais au fond. He usually just tells people he is from the Internet.

Aaron is currently Head of Engineering (Internets and the Computers) at the Cooper Hewitt Smithsonian National Design Museum.

Before that, Aaron was Senior Engineer at Flickr focusing on all things geo, machinetag and galleries related between 2004 and 2009. From 2009 to 2011 he was Design Technologist and Director of Inappropriate Project Names at Stamen Design, where he created the prettymaps and map=yes projects.

Aaron spends a lot of time thinking about archiving social software and looking glass archives, in the form the Parallel Flickr and Privatesquare projects.

Previously a member of the Near Future Laboratory, Aaron has also served on the advisory board to the Built Works Registry as well as Co-Director of Revolutionary Technologies for the Spinny Bar History Society since 2010. Once upon a time he was still a painter.

Aaron's work has been exhibited at the Museum of Modern Art, the Harvard Graduate School of Design, the

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NACIS Atlas of Design and 20x200.

He is a frequent speaker at the Museums and the Web conference and was a keynote speaker at both the New Zealand National Digital Forum and Access library technology conferences in 2012. He does not know how to explain the weird Rorschach circus that erupted following The New Aesthetic panel at SXSW 2012 but is proud to have been one of the speakers.

Aaron blogs at [thisisaaronland](http://thisisaaronland.com), makes bold 140-character executive poetry on Twitter at [@thisisaaronland](https://twitter.com/thisisaaronland) and does not normally speak in the third person.

Aaron is happiest in the presence of olive oil.

Read: The Museum of the Future Is Here, The Atlantic, Jan 20, 2015

Introductory statement to be given by Mark Pompelia, Rhode Island School of Design

Sponsored by Visual Resources Association Foundation.

6:00pm – 7:30pm

Welcome Reception - Augusta Room, Lobby Level, Second Floor

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

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7:00am – 4:30pm

Registration & Hospitality - Mezzanine Foyer, Third Floor

7:30am – 9:00am

New Members & First Time Attendees Breakfast - Confluence A Room, Mezzanine Level, Third Floor

Annual breakfast event for new VRA members and those attending their first VRA conference. Let breakfast be on us while you mix and mingle with both new and longtime members of the Association. The event is also an opportunity to meet VRA leaders. Attending the breakfast is a great way to meet others in our organization in a friendly and social environment. Be sure to bring your mentor or mentee. You definitely do not want to miss out on the fun!

Endorsed by the Education Committee and Membership Committee. By invitation only.

7:45am – 9:00am

Walking Tour: Colorado State Capitol Building - Meet near Ingredients Coffee Shop, Lower Lobby

Explore the free 16th Street MallRide bus route, which terminates across the street from Colorado's spectacularly-sited State Capitol building. Opened in 1894, the Capitol is surmounted by its distinctive gold dome. Its upper stories provide spectacular views of the Rocky Mountains, the city of Denver, and surrounding plains. The Capitol's interior spaces are resplendent in Rose Onyx and other rare materials, and decorated with stained glass and other works of art. After visiting "Mr. Brown's Attic," an exhibition space detailing the building's construction, tour participants can linger or return via the MallRide in time for the morning's meetings.

FREE. No advance registration required. Meet at 7:30am. Tour leader: Allan T. Kohl

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9:00am – 10:25am

DIMLI Special Interest Group Meeting - McCourt Room, Mezzanine Level, Third Floor

ORGANIZER: Chris Strasbaugh, Vanderbilt University

PRESENTERS:

William B. Sealy, Vanderbilt University

Chris Strasbaugh, Vanderbilt University

DIMLI (Digital Media Management Library) is an open-source cataloging and workflow tool designed for the visual resources community in order to provide an accurate and efficient system for cataloging cultural objects. It is web-based, easy to use, and free-of-charge. Developed in the Visual Resources Center at Vanderbilt University, it is being adopted around campus and is being used by other academic institutions around the nation.

This last year has brought many changes to DIMLI (Digital Media Management Library) including a beta testing environment, additional features unlocking the potential for galleries, libraries, and archives, and a more robust discovery platform for the end user. This special interest group is focused on presenting both the present feature set and future development as well as answering questions that you may have for this new tool. The presentations will be short and will leave plenty of time for a question and answer.

9:00am – 10:25am

EmbARK Special Interest / User Group Meeting - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZER: Marlene Gordon, University of Michigan-Dearborn

PRESENTER:

Robb Detlefs, Gallery Systems

EmbARK is a suite of software tools designed to catalog and manage collections. Cataloguer enables the user to input metadata; manage image, movie, sound, Excel, Word, PowerPoint, and PDF files; and provides import/export tools to easily migrate data (compatible with the VRA Panel Export-Import Tool). Records can be grouped into portfolios for managing thematic topics or internal projects. Comprehensive searching options are available. There will be time for discussion of the latest versions of EmbARK and EmbARK Web Kiosk (which includes batch image download). We will also review access to the eMuseum Network site. Questions can be submitted in advance to Robb Detlefs.

9:00am – 10:25am

Digital Humanities Special Interest Group Meeting - Lawrence B Room, Mezzanine Level, Third Floor

ORGANIZERS:

Jenni Rodda, Institute of Fine Arts, New York University

John Taormina, Duke University, Durham, NC

According to the UCLA Center for Digital Humanities: “Digital Humanities interprets the cultural and social impact of new media and information technologies—the fundamental components of the new information age—as well as creates and applies these technologies to answer cultural, social, historical, and philological questions, both those traditionally conceived and those only enabled by new technologies.”

Digital Humanities in the cultural heritage environment includes such activities as curating online collections,

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mining large cultural data sets, data visualization/representational technologies, information retrieval, digital publishing, gaming, multimedia, peer-to-peer collaboration, and GIS and mapping. Art, architecture and archaeology Digital Humanities projects draw on one or many of these components, as well as incorporating content and methodologies from related humanities or, ever more frequently, from natural science and social science disciplines. In this new collaborative, interdisciplinary digital environment, visual resources specialists and librarians work side-by-side with faculty and students to develop and support Digital Humanities projects for teaching and research.

This inaugural Special Interest Group seeks to engage conference attendees with the issues surrounding the support, development, dissemination, and preservation of Digital Humanities projects in the arts and humanities via a 60-minute discussion format.

Endorsed by the Education Committee.

10:35am – 11:55am

Session 4: Cataloging Round-Up - Confluence A & B Rooms, Mezzanine Level, Third Floor

MODERATOR: Hannah Marshall, Cornell University

PRESENTERS:

Ian McDermott, Artstor: “A Challenging Treasure: The D. James Dee Archive”

Tom Riedel, Regis University, Denver, CO: “Dangerous Crosswalk: Shepherding the Regis University Santo Collection to the other side”

Kristen Schuster, University of Missouri Columbia, presented by Sarah Gillis, Worcester Art Museum, MA: “Image Access and Use in the Digital Edition of Vetusta Monumenta”

Heather Seneff, University of Denver, CO: “Using the Getty Vocabularies as Linked Open Data in a Cataloging Tool for an Academic Teaching Collection: Case Study at the University of Denver”

This session presents four case studies that address the myriad challenges posed by cataloging and metadata for image collections - from standards, workflow, and assessment to the application of new technologies and the tension between best practice and adapting to the platform-at-hand, this session will weigh in on metadata in theory, practice, and development. The presenters will reflect on completed, ongoing and barely-begun projects, discussing their plans for and experiences with open source tools, crowd-sourcing, consortia, Resource Description Framework (RDF), linked open data, digital asset management systems, and a wide range of metadata schema. The projects discussed vary in scale and content, each offering a unique and valuable takeaway.

10:35am – 11:55am

Session 5: What Do We Do With All These Slides? Case Studies - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZER: Dawn Feavoyour, Rollins College, Winter Park, FL

MODERATOR: John Taormina, Duke University, Durham, NC

PRESENTERS:

Maureen Burns, IMAGinED Consulting, CA

Dawn Feavoyour, Rollins College, Winter Park, FL

Karen Kessel, Sonoma State University, CA

Randi Millman-Brown, Ithaca College, NY

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Andrea Schuler, Massachusetts Institute of Technology, Cambridge, MA
Marsha Taichman, Cornell University, Ithaca, NY

“What do we do with all these slides?” is a question frequently encountered by VRA members during the last several years. Various case studies, representing different scenarios, stages, processes and outcomes, will address this question, offering suggestions that may include archiving, digitizing, disposing, and/or recycling of 35 mm slides, in addition to ideas for re-purposing the spaces left behind by slide collections.

Endorsed by the Education Committee. Sponsored by Scholars Resource

12:05pm – 1:25pm

Data Standards Committee Meeting - Lawrence B Room, Mezzanine Level, Third Floor

Charge: The Data Standards Committee (DSC) was established in 1993 to meet the visual resources community's growing need to manage complex visual collections in the networked environment. Our charge from the Visual Resources Association is “To develop, advocate and promote standard descriptive practices in visual resources collections that will facilitate the management, organization, and exchange of information.”

All are welcome to attend.

To contact the DSC, email datastandards@vraweb.org.

12:05pm – 1:25pm

Development Committee Meeting - Cook Room, Mezzanine Level, Third Floor

The Development Committee's charge is to recommend to the Executive Board fund-raising ventures and the means to implement them; to coordinate all fund-raising activities for the Visual Resources Association authorized by the Executive Board.

All are welcome to attend.

12:05pm – 1:25pm

Nominating Committee - Welton Room, Mezzanine Level, Third Floor

Charge: To nominate a slate of candidates to run for offices of the Association; to prepare the candidates' statements and a ballot for submission to the membership with approval by the Executive Board; appoint tellers to monitor the balloting; and to notify the candidates and the President of the results.

All are welcome to attend.

12:05pm – 1:25pm

Slide and Transitional Media Taskforce Special Interest Group Meeting - Confluence C Room,
Mezzanine Level, Third Floor

ORGANIZER / MODERATOR / TASKFORCE CHAIR: Jenni Rodda, Institute of Fine Arts, NYU

The Slide and Transitional Media Task Force will meet with interested VRA conference attendees to discuss the work of the Task Force and to exchange ideas about creative ways to work with 35mm and related media as we

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continue the transition to digital. Discussion will begin with a review of the issues raised by VRA members after the initial posting of the Task Force's "Guidelines" document.

12:05pm – 1:25pm

Visual Resources Emerging Professionals and Students (VREPS) Meeting - Lawrence A Room, Mezzanine Level, Third Floor

ORGANIZERS:

Anna Bernhard, Colorado State University, Fort Collins, CO
Molly Schoen, University of Michigan, Ann Arbor, MI

Join your VREPS colleagues at this meeting to discuss the future of the group, and the educational issues, employment opportunities, and emerging trends in image management that are important to you. All are welcome!

12:05pm – 1:25pm

Birds of a Feather Lunch 3: Moving Images - V's Lounge, Lobby Level, Second Floor

Professionals dealing with challenges and finding solutions to working with this format. The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch. One of the attendees will guide the discussion. Attendees are responsible for providing their own food/beverage, which can be purchased at the Ingredients café on the hotel's lower lobby level.

Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk. **IMPORTANT:** Please update the list by crossing out your name if your availability changes.

ORGANIZERS:

Marlene Gordon, University of Michigan-Dearborn
Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

12:05pm – 1:25pm

Birds of a Feather Lunch 4: Solo VR Curators - V's Lounge, Lobby Level, Second Floor

Curators who work as solo acts; what works and what doesn't. The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch. One of the attendees will guide the discussion. Attendees are responsible for providing their own food/beverage which can be purchased at the Ingredients café on the hotel's lower lobby level.

Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk. **IMPORTANT:** Please update the list by crossing out your name if your availability changes.

ORGANIZERS:

Marlene Gordon, University of Michigan-Dearborn
Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

1:35pm – 2:55pm

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Session 6: Focus on National Park Service Digital Asset Management - Confluence A & B Rooms, Mezzanine Level, Third Floor

MODERATOR: Liz Gushee, Harry Ransom Center, University of Texas at Austin

PRESENTERS:

Chris Dietrich, National Park Service: “Get in the Picture: Involving Everyone in Digital Photo Management”

Christie McDonald, National Park Service: “NPS Focus – A National Park Service Digital Asset Management System”

Timothy Barnhart, National Park Service: “Review of the National Park Service Digital Asset Archive & Sharing System (NPS Focus) Emphasizing Metadata Issues”

The National Park Service is a large federal agency with a workforce that is geographically distributed and composed of professionals from a wide range of disciplines. Managing and sharing digital assets ranging from still and moving image to text to geospatial data involves a coordination of internal processes and purpose-built tools. The three presenters in this session will discuss the program within the NPS to promote institution-wide standardized image management. They will also present and demonstrate NPS Focus, the repository built to manage NPS’s digital assets with support for the use of embedded metadata, metadata harvesting, and more.

1:35pm – 2:55pm

Session 7: Archives Round-Up - Confluence C Room, Mezzanine Level, Third Floor

MODERATOR: Jason Miller, College of Environmental Design, University of California, Berkeley

PRESENTERS:

Jasmine Burns, University of Wisconsin-Milwaukee

Leah Rios, University of Arizona: “The Norman McGrath Archive: Developing a Processing Plan for a Mixed Media Photographic Archive at the Library of Congress”

Michael Dulock, University of Colorado at Boulder: “Reusing Legacy Metadata for Digital Collections: Colorado Coal Collection Case Study”

Sarah Gillis, Worcester Art Museum, MA: “Workflows with Embedded Metadata to Sustain a Museum’s Visual Archive”

Cultural materials are increasingly managed, accessed, presented, and stored digitally regardless of whether the institution holding them is characterized as an Archives, a Library, or a Visual Resources Collection. In working with digitized analog materials and data, the traditional distinctions between formerly distinct institution types are breaking down as challenges arise and approaches are taken to handling digital material.

This session presents three approaches to challenges faced by cultural institutions managing both analog and digital image materials and data within their collections. Topics to be touched on include: processing large collections, cooperation and collaboration between archivists and librarians, legacy metadata preservation, management of digital surrogates, embedded metadata, archival workflows, and more.

3:05pm – 4:25pm

Session 8: VR Community Copyright Questions Answered - Confluence A & B Rooms, Mezzanine Level, Third Floor

ORGANIZER: Bridget Madden, University of Chicago, Chicago, IL

PRESENTERS:

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Lael Ensor, Johns Hopkins University, Baltimore
Cara Hirsch, Attorney
Bridget Madden, University of Chicago
Molly Tighe, Chatham University, Pittsburgh

In preparation for the 2015 Conference of the Visual Resources Association, the Intellectual Property Rights Committee respectfully requests comment from the community about questions surrounding intellectual property rights issues in the visual resources sphere. Please help by completing a quick VR Community Copyright Survey. The survey's responses will be reviewed to reveal salient concerns or uncertainties which will be addressed in the conference session: VR Community Copyright Questions Answered.

Please note that the information in this panel is being provided for general informational purposes and should not be interpreted as formal legal advice.

Sponsored by Wölff App, Inc.

3:05pm – 4:25pm

Session 9: “If you build it, they will come.”...but will they come back? Supporting user-friendly online resources with usability testing - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZER / MODERATOR: Jen Green, Plymouth State University, NH

PRESENTERS:

Christin Chenard, Plymouth State University, NH
Melanie Clark, Texas Tech University, Lubbock, TX
John Trendler, Scripps College, Claremont, CA

Building a digital resource collection for your department or institution is one major step towards providing access to rich online resources, but how do you ensure that your resource makes your users happy rather than frustrated, or even angry? Ask them! There are many reasons why gathering user feedback is often an afterthought to the process of creating and launching a digital platform, but it does not have to be. Any time is a good time for usability testing, although the sooner you know what's wrong, the sooner you can fix it to accommodate your users' needs. In this session you will learn about a variety of approaches to usability testing addressing a variety of stages within the process including planning, implementation, interpreting result, responding to results, and repetition. Be prepared to walk away with tangible ideas that you can implement right away at your home institution.

Sponsored by Public Art Archive

4:30pm – 6:00pm

Sponsors' Meet and Greet & Poster Presentations - Mezzanine Foyer, Third Floor

One of the main events of VRA 33, 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

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afternoon's social reception.

POSTER PRESENTATIONS:

Ana Cox, Phoenix Art Museum, AZ: "Embedded Metadata – A Tool for Digital Excavation"

Lynn Cunningham, University of California Berkeley: "Redesigning the UC Berkeley VRC into a Dynamic Learning and Events Space"

Jessica Hayden, University of Northern Colorado, Greeley, CO

Jane Monson, University of Northern Colorado, Greeley, CO: "Using Viewshare to map one soldier's Civil War journey"

Kristina Keogh, Indiana University Bloomington, IN: "Art Students and the Ethical Use of Images"

Hannah Marshall, Cornell University, Ithaca, NY: "A Comparative Study of Indexer- and User-assigned Subject Metadata in a Teaching Collection of Art Images"

Stephen Patton, Indiana State University: "Verifying Data Integrity of Dark Archive Master Files"

Rita Van Duinen, Council on Library and Information Resources / Digital Library Federation (CLIR/DLF) / Washington, DC: "Enhancing and Promoting Visual Studies: CLIR/DLF Postdoctoral Fellows in Data Curation"

Alexander Watkins, University of Colorado Boulder: "Zotero for Personal Image Management"

William Ying, Artstor: "Shared Shelf as a cataloging and research tool for Medieval Manuscripts"

7:00pm – 10:00pm

Members & Awards Dinner - Augusta Room, Lobby Level, Second Floor

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

*PLEASE NOTE: The cost of this event is included in your conference registration fee. However, prior registration for this event is required for purposes of room scheduling and catering arrangements.

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8:00am – 10:25am

Annual Membership & Business Meeting / Breakfast - Horace Tabor/Molly Brown Rooms, Lobby Level, Second Floor

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 2016 joint 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.

10:30am – 4:30pm

Registration & Hospitality - Mezzanine Foyer, Third Floor

10:35am – 11:55am

Session 10: Visual Literacy (Part 2) & Visualization - Confluence A & B Rooms, Mezzanine Level, Third Floor

MODERATOR: Jacqueline Spafford, University of California, Santa Barbara

PRESENTERS:

Stephanie Beene, Lewis & Clark College, Portland, OR

Christine Malinowski, MIT Libraries, Cambridge, MA

Leigh Garrett, University for the Creative Arts, UK

Jennifer Stevenson, University of Milwaukee, WI

Methodological approaches to teaching and applying visual literacy have evolved exponentially in recent years, with discussions around image interpretation rapidly expanding to address new and more diverse challenges, audiences, and technological innovations. The implementation of measurement tools and standards is, at best, a moving target, requiring inventive and fluid strategies. Visual literacy teaching and use practices bridge new disciplines, from Anthropology and Sociology to Physics and Biology. This rapidly changing landscape has further invigorated the dialog and generated exciting advances.

This session aims to shed light on both hurdles and innovations to visual literacy. There will be three approaches to visual literacy as it appears in very different environments, but each presentation seeks to establish meaningful ways to analyze varied components of visual materials based on specific audiences. The director of the Visual Arts Data Service at the University for the Creative Arts will present research on data management practice as applied to the visual arts. A researcher and archivist will explain how a visual information retrieval system could be implemented in archives, and how it differs from text-based searching. A collaborative team from Lewis & Clark, a small liberal arts college, will discuss case studies from a number of visual literacy workshops designed for different disciplines and levels.

Sponsored by Archivision

10:35am – 11:55am

Session 11: Crowdsourcing your cultural heritage collections: considerations when choosing a platform - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZER / MODERATOR: Trish Rose-Sandler, Missouri Botanical Garden, St Louis, MO

PRESENTERS:

Robert Guralnick, University of Florida: “The experience of the Zooniverse platform in transcribing specimen images, labels and ledgers from museum collections”

Trish Rose-Sandler, Missouri Botanical Garden: “Flickr as both an image sharing and crowdsourcing platform: the Biodiversity Heritage Library experience”

Gaurav Vaidya, Graduate Student, University of Colorado, Boulder: “Describing natural history illustrations in the Art of Life project via the Wikipedia Commons platform”

Crowdsourcing as a method for gathering and transcribing information about cultural heritage objects has been used effectively in improving access to these collections for the past decade. Large numbers of the public can be harnessed in accomplishing a task too large for institutional staffing to complete. There are numerous free or low cost crowdsourcing platforms from which to choose but institutions would be wise to take into consideration

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issues of metadata interoperability between platforms when making a selection.

This session will focus on the experience of three crowdsourcing projects from a system interoperability perspective. Institutions who engage in crowdsourcing efforts often push their data out to external crowdsourcing platforms where large numbers of users are already describing and tagging content. Once described it is often desirable to pull those descriptions back into a local repository so that those descriptions can be searched there. There are many issues to take into consideration when choosing a crowdsourcing platform, particularly in the area of data interoperability between systems. Data standards can help with this but there are other factors to take into account. The speakers will represent three use cases of crowdsourcing initiatives and lessons learned.

12:05pm – 1:25pm

Awards Committee Meeting - McCourt Room, Mezzanine Level, Third Floor

The charge to the Awards Committee is to encourage worthy nominations from the VRA membership and evaluate them using the established criteria for the Distinguished Service Award (DSA) and the Nancy DeLaurier Award (NDA). To then recommend to the Executive Board one potential recipient for the DSA award and one or more recipients for the NDA Award, to notify the recipients, to prepare the award presentation speech from the supportive materials, and make arrangements for the award presentation at the annual conference.

All are welcome to attend.

12:05pm – 1:25pm

Intellectual Property Rights Committee (IPR) Meeting - Blake Room, Mezzanine Level, Third Floor

Charge: The committee charge is to study and monitor intellectual property and copyright issues; and to develop and promote the Association's position on intellectual property rights issues and educate the membership on these issues.

All are welcome to attend.

12:05pm – 1:25pm

Membership Committee Meeting - Cook Room, Mezzanine Level, Third Floor

Charge: To support the Association's membership retention and enrollment efforts in conjunction with the Membership Services Coordinator. This includes the development and maintenance of contact lists and listservs, placing advertisements where appropriate, and coordinating the regional chapters program through involvement, encouragement, and recognition. To make recommendations to the Executive Board and implement decisions of the Executive Board in accordance with the Association's Membership.

All are welcome to attend.

12:05pm – 1:25pm

Travel Awards Committee Meeting - Welton Room, Mezzanine Level, Third Floor

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Charge: To maintain the Travel Award program that has been established to encourage participation and attendance by VRA members at the Association's annual conference; to administer the awards by formulating criteria for application guidelines and the selection of the award recipients upon approval by the Executive Board; and to arrange for the presentation of the awards.

All are welcome to attend.

12:05pm – 1:25pm

VRA Core Oversight Committee Meeting - Lawrence B Room, Mezzanine Level, Third Floor

Charge: To develop and maintain the VRA Core and to support and promote its use in a variety of communities. For more information contact: vracore@vraweb.org. All are welcome to attend.

12:05pm – 1:25pm

Ask the Experts Brown Bag Lunch: Questions about Conference Participation Answered -
Lawrence A Room, Mezzanine Level, Third Floor

ORGANIZER: Ryan Brubacher, Occidental College, Los Angeles

PRESENTERS:

Ryan Brubacher, Occidental College, Los Angeles
Steven Kowalik, Hunter College/CUNY, New York
Beth Wodnick Haas, Princeton University

Have questions about conference content, proposals, formats, how to find speakers, or how to moderate or organize a session? Don't have all day?

Drop in with a brown bag lunch to ask questions, or discuss with other members your ideas for conference proposals. Resident experts, the co-chairs of the Education Committee, Beth Wodnick Haas and Ryan Brubacher, and the Vice President for Conference Program, Steven Kowalik, will be available to give feedback, answer questions or just provide quality encouragement.

Come with an idea, a question, a lunch, a friend or all of the above. No sign up or appointment necessary. Endorsed by the Education Committee.

12:05pm – 1:25pm

Birds of a Feather Lunch 5: Veteran Members - V's Lounge, Lobby Level, Second Floor

Professional opportunities for long-time VRA members who have been there and done that. The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch. One of the attendees will guide the discussion. Attendees are responsible for providing their own food/beverage which can be purchased at the Ingredients café on the hotel's lower lobby level.

Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk. **IMPORTANT:** Please update the list by crossing out your name if your availability changes.

ORGANIZERS:

Marlene Gordon, University of Michigan-Dearborn

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Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

12:05pm – 1:25pm

Birds of a Feather Lunch 6: Visual Literacy - V's Lounge, Lobby Level, Second Floor

Meet colleagues for a discussion following Session 10: “Visual Literacy (Part 2) & Visualization” to further explore this prevailing theme. The Birds of a Feather Networking Lunches provide conference attendees with an opportunity to socialize, network and casually discuss focused topics of interest over lunch. One of the attendees will guide the discussion. Attendees are responsible for providing their own food/beverage which can be purchased at the Ingredients café on the hotel's lower lobby level.

Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk. IMPORTANT: Please update the list by crossing out your name if your availability changes.

ORGANIZERS:

Marlene Gordon, University of Michigan-Dearborn
Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

1:35pm – 2:55pm

Artstor Digital Library and Shared Shelf User Group Meeting - Confluence A & B Rooms, Mezzanine Level, Third Floor

PRESENTERS:

Ian McDermott, Collection Development Manager
Megan Marler, Director of Strategic Services
James Shulman, President

Artstor is a non-profit digital library that provides more than 1.8 million images of cultural objects and architectural works covering a wide range of historical, political, social, economic, and cultural documentation from prehistory to the present. Artstor collections enable a wide range of users to teach and study with images in an online environment optimized for exploring visual content. Institutions can also co-mingle their local collections with Artstor content using Shared Shelf, a web-based media management software for cataloging and providing access to digital collections. This meeting will provide updates on Artstor's collection development strategy, planned features for the Artstor and Shared Shelf suite of tools, and Artstor's community initiatives.

1:35pm – 2:55pm

Education Committee Meeting - Lawrence B Room, Mezzanine Level, Third Floor

Charge: To engage in research, build accessible resources, and share information about educational and professional development opportunities for the VRA membership by remaining in contact with appropriate members of related professional organizations and educational institutions. To regularly solicit information from the VRA membership about interests and educational concerns in order to develop supportive programming at the annual conference and as other opportunities arise. All are welcome to attend.

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1:35pm – 2:55pm

VRA Chapter Chairs Meeting - Blake Room, Mezzanine Level, Third Floor

MODERATOR: Jen Green, Plymouth State University, NH

Want to know more about what it takes to become a chapter chair? If so, this is the meeting for you! All are welcome to attend.

1:35pm – 2:55pm

Museum Special Interest Group: The Evolving Role of Visual Resource Professionals -
Lawrence A Room, Mezzanine Level, Third Floor

ORGANIZER / MODERATOR: Ana Cox, Phoenix Art Museum

PRESENTERS:

Krystal Boehlert, J. Paul Getty Museum, Los Angeles

Ana Cox, Phoenix Art Museum

Deborah Wythe, Brooklyn Museum, NY

This special interest group meeting will focus on visual resource professionals that work in, or aspire to work in museums. How have careers in visual resource management evolved with advancements in imaging and cataloging technology? How do we fit into this organization and what skills do emerging VR professionals need to obtain careers in museums? This meeting will address the unique challenges we face, compared to other VRA colleagues, with regard to copyright, user base and archiving.

The meeting will begin with 3 short presentations from museum professionals followed by sixty minutes of open conversation. From shifts in job titles to created or inherited responsibilities, presenters will discuss how they serve users at their institution and how this role has evolved within their institution.

3:05pm – 4:25pm

Session 12: Cultural Heritage in a Computational Environment: Making the Digital Humanities Visual - Confluence A & B Rooms, Mezzanine Level, Third Floor

ORGANIZERS / MODERATORS:

Jenni Rodda, Institute of Fine Arts, New York University

John Taormina, Duke University, Durham, NC

PRESENTERS:

Stephanie Beene, Lewis & Clark College: “Visual Resources in a Digital World: Pedagogical Practices in the Digital Humanities, Archives, and Liberal Arts”

Siân Evans, Artstor

Erin McCall, Artstor: “The Big Picture: Visualizing Data in Your Visual Resources Collections”

Andrea Schuler, Massachusetts Institute of Technology

Michael Toler, Massachusetts Institute of Technology: “The Challenge of Digital Humanities: Decisions in the Rebuilding of Archnet and the Building of the Disaster Resilient Design Archive”

Chris Strasbaugh, Vanderbilt University: “Harnessing a Linked-Open World: Integrating Cross-Discipline Content to Support Digital Humanities”

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According to the UCLA Center for Digital Humanities: “Digital Humanities interprets the cultural and social impact of new media and information technologies—the fundamental components of the new information age—as well as creates and applies these technologies to answer cultural, social, historical, and philological questions, both those traditionally conceived and those only enabled by new technologies.”

Digital Humanities in the cultural heritage environment includes such activities as curating online collections, mining large cultural data sets, data visualization/representational technologies, information retrieval, digital publishing, gaming, multimedia, peer-to-peer collaboration, and GIS and mapping. Art, architecture and archaeology Digital Humanities projects draw on one or many of these components, as well as incorporating content and methodologies from related humanities or, ever more frequently, from natural science and social science disciplines. In this new collaborative, interdisciplinary digital environment, visual resources specialists and librarians work side-by-side with faculty and students to develop and support Digital Humanities projects for teaching and research.

This session seeks to highlight the issues surrounding the support, development, dissemination, and preservation of Digital Humanities projects in the arts and humanities. Papers will address the issues surrounding the transformational changes brought about by introducing the concepts surrounding Digital Humanities into the arts and humanities disciplines. Papers will engage with issues in digital pedagogy, digital archives, and digital humanities; visualizing data in visual resources collections; decisions surrounding the rebuilding of Archnet and building a disaster resilient archive; and integrating cross-discipline content to support digital humanities via linked data.

Endorsed by the Education Committee.

Sponsored by Artstor

3:05pm – 4:25pm

Session 13: Mapping and Geospatial Projects: Plotting Workflows and Standards - Confluence
C Room, Mezzanine Level, Third Floor

ORGANIZER: Jeannine Keefer, University of Richmond, VA

MODERATOR: Greta Bahnemann, University of Minnesota, MN

PRESENTERS:

Jonathan Cartledge, Smith College, Northampton, MA

Chris Gist, University of Virginia, Charlottesville, VA

Greta Bahnemann, Mountain West Digital Library Geospatial Task Force representative

Mapping and geospatial projects have flooded all areas of humanities research in recent years; but like most digital projects there are a number of options to consider when it comes to organization, data, and delivery. The array of decisions that face a geospatial project planner are familiar to those already working within the VR community: metadata schema(s), controlled vocabularies, preservation, and delivery.

The collaborative nature of these projects creates exciting outcomes, but also presents some unique challenges. The use of controlled vocabularies for geographic metadata is relatively new practice. The application of this type of metadata varies widely depending on the vocabulary and standard selected. As we have seen with our institutional image databases, data migration and digital preservation concerns also need to be considered. The organization of data and the underlying data integrity are two important factors that will influence how well these projects can be migrated from platform to platform and/or combined with other projects in an institutional repository.

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4:35pm – 6:00pm

Regional Chapter Meetings

Greater New York Chapter - V's Lounge, Lobby Level, Second Floor
Greater New York Chapter Chair: Zoe Waldron, New York Public Library

International Chapter - McCourt Room, Mezzanine Level, Third Floor
International Chapter Chair: Vicky Brown, University of Oxford

Mid-Atlantic Chapter - Curtis Room, Mezzanine Level, Third Floor
Mid-Atlantic Chapter Chair: Catherine Adams, Pennsylvania State University

Midwest Chapter - Blake Room, Mezzanine Level, Third Floor
Midwest Chapter Chair: Jacob Esselstrom, University of Wisconsin-Madison

New England Chapter - The Front Porch (1215 15th St, Denver, CO)
New England Chapter Chair: Jen Green, Plymouth State University

Northern California & Southern California Chapters joint meeting - Lawrence B Room,
Mezzanine Level, Third Floor
Northern California Chapter Chair, Samantha O'Brien, AllTech Systems/Chevron
Southern California Chapter Chair, Greg Reser, University of California, San Diego

Pacific Rim Chapter - Welton Room, Mezzanine Level, Third Floor
Pacific Rim Chapter Chair: Brooke Sansosti, Reed College, Portland, OR

Southeast Chapter - Cook Room, Mezzanine Level, Third Floor
Southeast Chapter Chair: John Taormina, Duke University

Wild West Chapter - Lawrence A Room, Mezzanine Level, Third Floor
Wild West Chapter Chair: Anna Bernhard, Colorado State University

5:00pm – 6:00pm

SEI Meet up / Reunion - V's Lounge, Lobby Level, Second Floor

The Summer Educational Institute for Visual Resources & Image Management, a joint project of the VRA Foundation and ARLIS/NA, has provided educational summer workshops on image management since 2004.

Reunite with your SEI colleagues and raise a toast to this joint project of VRA and ARLIS/NA as it embarks on its 12th year! Previous attendees of the Summer Educational Institute for Visual Resources and Image Management as well as instructors, co-chairs, implementation team members, and sponsors are welcome to attend. If you are thinking about registering for a future SEI or hosting SEI at your institution someday, this event is also for you!

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6:00pm - 8:00pm

VRAF Party with the Stars - location to be determined

The VRAF invites its donor Rockstars to attend a Party with the Stars, Friday evening from 6-8. We will announce the suite in which the event will be held at the conference. A VRAF Director will also be available by the elevator to point guests to the appropriate suite. This event is by invitation only, but all who become donors at the conference will be most welcome to rock with us. Contact any VRAF board member, or visit the VRAF Foundation website, for information on making a donation.

8:00pm – 10:00pm

Visual Resources Emerging Professionals and Students (VREPS) Night Out - Terminal Bar at Union Station

An informal “Dutch treat” social outing that provides emerging professionals an opportunity to get to know each other, discuss conference sessions and form new professional relationships.

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7:00am – 9:00am

Leadership Breakfast - Confluence B Room, Mezzanine Level, Third Floor

By invitation only.

This invitation-only breakfast is a chance for the VRA Leadership (including Committee Chairs, Chapter Chairs, Board Appointees, VRA Past-Presidents, VRA Executive Board) to gather and discuss organization matters and interests. The VRAF President is also cordially invited to attend.

7:45am – 8:50am

Walking Tour: The History of Denver and the City’s Urban Design, including Significant Downtown Buildings - Meet near Ingredients Coffee Shop, Lower Lobby

FREE / Limited to 20 participants / Sign up at Registration. Meet in Lower Lobby between 7:30 & 7:45am.

Tour leader: Ken Schroepel, College of Architecture and Planning, University of Colorado Denver

8:00am – 11:00am

Registration & Hospitality - Confluence Office, Mezzanine Level, Third Floor

9:05am – 10:25am

Session 14: Rights & Reproductions, The Handbook for Cultural Institutions - Confluence C Room, Mezzanine Level, Third Floor

ORGANIZER / MODERATOR: Anne Young, Indianapolis Museum of Art

PRESENTERS:

John French, Yale University Art Gallery

Deborah Wythe, Brooklyn Museum

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Anne Young, Indianapolis Museum of Art

Currently, there is no single reference for established rights and reproductions or permissions specialists or professionals new to the field. The forthcoming publication, *Rights & Reproductions: The Handbook for Cultural Institutions*, will be the first comprehensive resource to focus solely on the rights and reproductions field. It will be co-published by the Indianapolis Museum of Art and The American Alliance of Museums Press and has an anticipated publication date of July 2015. With intellectual property laws and rights and reproductions methodologies ever-changing with the development of new technologies, this digital publication, produced using the Online Scholarly Catalogue Initiative (OSCI) Toolkit platform, will be a living document that can be updated to stay current with trends and best practices.

As recent discussions in the field center around fair use, open access, and reproduction fees for scholarly publications, the ability to add content, reference papers, conference presentations, and court cases to the handbook will be vital. *Rights & Reproductions: The Handbook for Cultural Institutions* boasts a selection of contributors ranging from rights and reproductions specialists in museums and libraries, to intellectual property lawyers, and collection specialists who each bring a unique expertise and knowledge of the field to this publication. Additionally, a panel of lawyers specializing in intellectual property will review the content prior to its release. This presentation, led by three of the contributors, will introduce attendees to the upcoming publication by sampling the early preview chapters.

10:30am – 11:00am

Coffee Break - Mezzanine Foyer, Third Floor

11:00am – 12:30pm

Closing speaker: Emily Gore, Director for Content, Digital Public Library of America -
Confluence C Room, Mezzanine Level, Third Floor

Emily Gore is the Director for Content of the Digital Public Library of America. In this role, Emily provides strategic vision for DPLA content and metadata, coordinates content and collections workflows and oversees the DPLA Hubs program. Much of Gore's current daily work focuses on identifying and helping to establish new Service Hubs for DPLA. Before joining DPLA, Emily served as Associate Dean for Digital Scholarship and Technology at Florida State University Libraries. Emily's 15 year career in libraries has largely focused on building digital collection collaborations among cultural heritage institutions. During her career, Emily has received over \$4 million in grant funding for this work. She has an MLIS from the University of Alabama, a BA from Clemson University and is a 2011 graduate of the Frye Leadership Institute.

1:30pm – 3:30pm

Tour: Kirkland Museum of Fine and Decorative Art - Meet near Ingredients Coffee Shop,
Lower Lobby

Kirkland Museum has one of the most important public displays of international decorative art in North America, from about 1875 to about 1990. More than 3,500 works are on view of Arts & Crafts, Aesthetic, Art Nouveau, Glasgow Style, Wiener Werkstätte, De Stijl, Bauhaus, Art Deco, Modern, Pop Art and Postmodern. Join curatorial staff for a tour of the museum and a viewing of the vaults including the work of Vance Kirkland and his original studio, their vast decorative arts collection, and the work of several Colorado and regional artists. Round trip transportation included in fee.

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FEE: \$15 / LIMIT: 15 / Tour capacity is full; no further sign-ups being accepted.

1:35pm – 3:30pm

Workshop 4: Exploring Research Data Management in the Visual Arts - Confluence A Room,
Mezzanine Level, Third Floor

ORGANIZER / PRESENTER: Leigh Garrett, University for the Creative Arts, UK

Fee: \$20 / Limit 30 participants.

This workshop will enable participants to actively explore the nature of research data in the visual arts and the essential elements of its appropriate management. For researchers, the effective management of research data helps validate and contextualise the outputs of artistic research, while at the same time supports the research method by enabling researchers work more effectively and to mitigate against the risk of data lost. In addition, many funders in the UK now require data management plans to be submitted as part of the funding process.

Funded by the Arts and Humanities Research Council (AHRC), and led by the Centre for Digital Scholarship, a research centre of the University for the Creative Arts, and working in partnership with Falmouth University and the Glasgow School of Art, the VADS4R project is currently developing a series of tailored skills development workshops and materials on research data management in the visual arts. These are focused on the needs of early careers researchers and postgraduate students in the visual arts and will be piloted over the course of the current academic year. Through utilising this emerging knowledge and practice, participants will be given an opportunity to:

- examine the nature of research data in the visual arts and why is it important and to whom
- learn about the key requirements of good research data management and what to consider when planning your own approach
- explore the vital elements of the data management planning to help support your funding proposals

The workshop will consist of a mixture of presentations and participant led activities. It will be an abridged version of the full program currently being piloted but it will offer introduction to this vast and complex area, and participants will be able to access to the online toolkits for independent review following the session.

1:35pm – 3:30pm

Workshop 5: Introduction to the International Image Interoperability Framework -
Confluence C Room, Mezzanine Level, Third Floor

ORGANIZER / MODERATOR: Jon Stroop, Princeton University

PRESENTERS:

Michael Appleby, Yale University

Robert Sanderson, Stanford University

The International Image Interoperability Framework (IIIF)[1] is an effort to make image collections interoperable and sharable across research and national libraries, archives, and museums, as well as commercial entities. In this workshop we will discuss the shortcomings of typical image delivery solutions, explain IIIF's goals and objectives, provide in-depth tutorials covering the IIIF Image[2] and Presentation[3] API specifications and demonstrate several client and server applications (deep zoom viewers, page turner/"multi-up" viewers, JPEG2000 and other tile servers, etc.) that implement each. We will finish the session with an update

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about IIF's present and future projects and will also solicit feedback and additional use cases. Provided there is adequate bandwidth, software demos will be on-line for attendees to use during the workshop.

1. http://iif.io	2. http://iif.io/api/image/	3. http://iif.io/api/presentation/
----------------------------------------------	--------------------------------------------------------------------	----------------------------------------------------------------------------------

Fee: \$20 / Limit 30 participants.

1:35pm – 3:30pm

Workshop 6: Advanced Embedded Metadata using Adobe Bridge - Confluence B Room,
Mezzanine Level, Third Floor

ORGANIZER/MODERATOR: Greg Reser, University of California, San Diego

PRESENTERS:

Sheryl Frisch, California Polytechnic State University, San Luis Obispo
Heidi Raatz, Minneapolis Institute of Arts
Greg Reser, University of California, San Diego

FREE / Limit 30 participants.

This 2 hour mini-workshop is intended for advanced Bridge users and will demonstrate how to perform batch embedded metadata creation, export and import in Adobe Bridge. Participants should already be familiar with using Bridge - basic navigation and functions will not be covered. Participants should also have moderate experience using Microsoft Excel.

The workshop will include hands-on exercises focused on efficiency, such as the use of templates to speed data entry for frequently used information such as institutional contact, and rights details. Exercises will also demonstrate how to export and import embedded metadata using tab-delimited text so it can be moved to or from a database.

Participants will benefit most from the hands-on exercises if they bring a laptop with Adobe Bridge CS 4, or higher installed. Participants without laptops will be able to follow and learn from the demonstrations on the projector screen.

Sponsored by Public Art Archive

March 15 • Sunday

8:00am – 2:00pm

VRA Executive Board Meeting II - Lawrence A Room, Mezzanine Level, Third Floor
By invitation only.

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 Individual	\$40
Individual	\$110
Institutional (3 named representatives receive the privileges of full membership)	\$300

Application for membership in the VRA is available at <http://vraweb.org/membership/join/>. Memberships are for the calendar year (January through December); those received after October 15 are applied to the next calendar year.

Executive Board 2014-2015

President: Elaine Paul, University of Colorado Boulder

Vice President for Conference Arrangements: Cindy Abel Morris, University of New Mexico

Vice President for Conference Program: Steven Kowalik, Hunter College/CUNY

Secretary: Stephanie Beene, Lewis and Clark College

Treasurer: Allan T. Kohl, Minneapolis College of Art & Design

Public Relations and Communications Officer: John Trendler, Scripps College

Past-President: Jolene de Verges, Hamon Arts Library, Southern Methodist University

Executive Board 2015-2016

President: Elaine Paul, University of Colorado Boulder

President Elect: Jen Green, Plymouth State University

Vice President for Conference Arrangements: Cindy Abel Morris, University of New Mexico

Vice President for Conference Program: Chris Strasbaugh, Vanderbilt University

Secretary: Jasmine Burns, University of Wisconsin-Milwaukee

Treasurer: Allan T. Kohl, Minneapolis College of Art & Design

Public Relations and Communications Officer: John Trendler, Scripps College

Contact the Executive Board: board@vraweb.org

VRA Appointees 2014-2015

Communications Technology Advisor:
Stephen Patton, Indiana State University

Membership Services Coordinator and
Listserv Manager:
Lise Hawkos, University of Wisconsin, Stevens Point

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

Social Networking Contributor:
Krystal Boehlert, J. Paul Getty Museum

VRA Archivist:
Martine Sherrill, Wake Forest University

VRA Bulletin, Content Editor:
Maureen Burns, IMAGinED Consulting

VRA Bulletin, Production Editor:
Jason Miller, UC Berkeley, College of Environmental
Design, Visual Resources Center

VRA Web Site Editor:
Jackie Spafford, University of California, Santa Barbara

Web Technology Coordinator:
Jennifer Kniesch, Dickinson College

Affiliate Representatives 2014-2015

ARLIS/NA Affiliate Representative
TBD

CAA Affiliate Representative
Mark Pompelia, Rhode Island School of Design

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

SECAC Affiliate Representative
John Taormina, Duke University

Regional Chapter Chairs 2014-2015

Canada
Rebecca Young, Nova Scotia College of Art & Design

Great Lakes
Marlene Gordon, University of Michigan/Dearborn

Greater New York
Zoe Waldron, New York Public Library

International
Victoria Brown, University of Oxford

Mid-Atlantic
Co-Chairs:
Catherine Adams, Pennsylvania State University

Midwest
Jacob Esselstrom, University of Wisconsin/Madison

New England
Jennifer Green, Plymouth State University

Northern California
Jason Hosford, University of California Berkeley

Pacific Rim
Brooke Sansosti, Reed College

Southeast
John Taormina, Duke University

Southern California
Greg Reser, University of California, San Diego

Texas
Adrianna Stephenson, Southern Methodist University

Upstate New York
Nancy Golden, Hartwick College

Wild West
Anna Bernhard, Colorado State University

Committee & Task Force Chairs 2014-2015

Archives Task Force (Co-chairs):

Marcia Focht, Binghamton University
Brian Shelburne, University of Massachusetts, Amherst

ARLIS/NA - VRA Joint Task Force on Professional Standards Criteria (Co-chairs):

Allan T. Kohl, Minneapolis College of Art & Design
Gregory P.J. Most, National Gallery of Art

Awards Committee:

Margaret Webster, VR Consultant, Ithaca, NY

Data Standards Committee (Co-chairs):

Sheryl Frisch, California Polytechnic State University
Abby Dansiger, Academy of Art University

Development Committee (Co-chairs):

Barbara Brenny, North Carolina State University
Mary Alexander, University of Alabama

Education Committee (Co-chairs):

Ryan Brubacher, Occidental College
Beth Wodnick Haas, Princeton University

Financial Advisory Committee:

Billy Kwan, Philadelphia Museum of Art

Intellectual Property Rights Committee (Co-chairs):

Molly Tighe, Mattress Factory
Bridget Madden, University of Chicago

Membership Committee:

Melanie Clark, Texas Tech University

Nominating Committee:

Jolene de Verges, Southern Methodist University
Jeannine Keefer, University of Richmond

Professional Status Task Force (Co-chairs):

Macie Hall, Johns Hopkins University
Jen Green, Plymouth State University

Slide and Transitional Media Task Force:

Jenni Rodda, New York University

Travel Awards Committee (Co-chairs):

Vicky Brown, University of Oxford, UK
Jeannine Keefer, University of Richmond

VRA Core Oversight Committee (Co-chairs):

Johanna Bauman, Pratt Institute
Tricia Rose-Sandler, Missouri Botanical Garden



ARLIS/NA

ART LIBRARIES SOCIETY of NORTH AMERICA

vra visual
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SAVE THE DATE!

ARLIS/NA – VRA JOINT CONFERENCE

MARCH 2016

Seattle, Washington

Natural Connections

Watch for details coming soon!