

A Visual Approach:
**The Visual Resources Association's
32nd Annual Conference**



March 12-15, 2014

Milwaukee, Wisconsin

Cover image: Stephanie Barenz (Pfister's artist in residence), *Flight to MKE (detail)*, 2013. Mixed media on panel 30in. x 72in.

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Welcome to Milwaukee

Whether this is your first visit to Milwaukee, or you are already familiar with Wisconsin's largest city on the western shore of Lake Michigan, welcome to **VRA 32: A Visual Approach**. From its rich multicultural heritage, characteristically Midwestern charm (Happy Days), and preeminent architectural gems (Cream City) to its legendary breweries (Brew City), VRA 32 attendees will be treated to an authentic slice of Americana throughout the four substantive days of Annual Conference programming.

Continuing VRA's recent success with independent, boutique-style hotels, the 2014 conference hotel is Milwaukee's most distinctive, the elegant **Pfister Hotel**. Throughout the Pfister's ornate lobby and mezzanine, guests will have a rare opportunity not common in modern hotels today to take in the hotel's renowned Victorian art collection. A commitment to the visual arts is the hallmark of this hotel. A point of pride is the Pfister Hotel Artist in Residence Program which offers the selected artist studio and gallery space in the hotel itself. This year's recipient is the Wisconsin artist Stephanie Barenz.

Milwaukee is a pedestrian-friendly city, and VRA 32 is again offering the popular and free **Morning Walking Tours**. Within easy walking distance of the hotel is an interesting collection of theaters, breweries, civic and industrial buildings, great examples of the Germanic, Flemish, and Richardson Romanesque architectural styles. The hotel is a ten minute walk from Santiago Calatrava's dazzling **Milwaukee Art Museum**. There are unique restaurants in every direction, offering combinations of local Wisconsin beers, bratwursts, sausages, and cheeses, all extremely affordable.

Highlighting the conference are the Plenary and Closing speakers, **Philip Yenawine, Co-Founding Director of Visual Thinking Strategies and Matthew Israel, Director of the Art Genome Project at Artsy.net**. Sessions and workshops focus on international copyright, Digital Asset Management and rights management, video/film resource management, visual literacy, personal digital archiving, basic and advanced cataloging. Also featured this year are opportunities to expand expertise and skills in programming, embedded metadata, the Horizon Report, Omeka, and Adobe Lightroom.

Sincere thanks are extended to our conference organizers, Vice-Presidents **Steven Kowalik and Cindy Abel Morris**, assisted by the hard working Conference Development Team, including **Barbara Brenny, Mary Alexander, Vicky Brown, and Amanda Rybin**. Special thanks to the members on the ground in Wisconsin who are advising and guiding Milwaukee navigations. Our local committee is led by **Jacob Esselstrom and Colette Lunday Brautigam, and includes Jennifer Bastian, Jasmine Burns, Sarah Christensen, Lise Hawkos, Beret Balestrieri Kohn, Bridget Madden, and Allan Kohl**. Our gratitude 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 appreciation for bringing together experts from both within and beyond our membership to educate, inform, and inspire us. Our sponsors and exhibitors, listed in this program, deserve special thanks for their ongoing support and generosity.

Welcome to Brew City from the VRA Executive Board!

Program at a Glance

March 11 • Tuesday

- 8:00am – 4:00pm VRA Executive Board Meeting I, McKinley Room, 7th floor
8:00am – 4:00pm VRAF Board of Directors Meeting, Henry VIII Room, 7th floor
4:30pm – 6:00pm VRA Board / VRAF Board Joint Meeting, Henry VIII Room, 7th floor
6:00pm – 9:00pm Registration and Hospitality, Hotel Lobby

March 12 • Wednesday

- 7:00am – 6:00pm Registration and Hospitality, Grand Foyer, 7th floor
8:30am – 12:00pm Workshop 1: VRACamp, Grand Ballroom Central & West, 7th floor
9:00am – 12:00pm Workshop 2: Adobe Lightroom, Grand Ballroom East, 7th floor
9:30am – 11:30am Workshop 3: Working with Embedded Metadata, Henry VIII & Louis XIV Rooms, 7th floor
9:30am – 12:00pm VRACamp Breakout 1, Kennedy Room, 7th floor
9:30am – 12:00pm VRACamp Breakout 2, Roosevelt Room, 7th floor
9:30am – 12:00pm VRACamp Breakout 3, Charles I Room, 7th floor
9:30am – 12:00pm VRACamp Breakout 4, Richard II Room, 7th floor
9:30am – 12:00pm VRACamp Breakout 5, Taft & McKinley Rooms, 7th floor
9:45am – 12:30pm Tour: Harley-Davidson Museum® & Design Archives, Hotel Lobby
12:05pm – 1:25pm Awards Committee Meeting, Charles I Room, 7th floor
12:05pm – 1:25pm Financial Advisory Committee Meeting, Kennedy Room, 7th floor
12:05pm – 1:25pm Birds of a Feather Lunch 1 : Social Media, Café at the Pfister
12:05pm – 1:25pm Birds of a Feather Lunch 2 : Veteran Members, Café at the Pfister
1:35pm – 2:55pm Session 1, Applying Visual Resources Expertise Beyond Art History, Grand Ballroom Central & West, 7th floor
1:35pm – 2:55pm Session 2, Case Studies in International Resources, Grand Ballroom East, 7th floor
3:05pm – 4:25pm Session 3, Collaborating with Faculty: Building Special VR Collections, Grand Ballroom East, 7th floor
4:30pm – 6:00pm Opening speaker: Philip Yenawine, Co-Founding Director, Visual Thinking Strategies, Grand Ballroom Central & West, 7th floor
6:00pm – 7:30pm Welcome Reception, Imperial Ballroom, 7th floor

March 13 • Thursday

- 7:00am – 5:00pm Registration and Hospitality, Grand Foyer, 7th floor
7:30am – 9:00am New Members & First Time Attendees Breakfast, The Rouge, Lobby level
7:45am – 8:30am Tour: Milwaukee's Historic Downtown Architecture, Hotel Lobby
9:05am – 10:25am Intellectual Property Rights Committee Meeting, Taft & McKinley Rooms, 7th floor
9:05am – 10:25am Meeting: MDID Special Interest Group, Grand Ballroom East, 7th floor
9:05am – 10:25am Meeting: Visual Resources Emerging Professionals and Students (VREPS) Special Interest Group, Henry VIII & Louis XIV Rooms, 7th floor
9:05am – 10:25am Slide / Transitional Media Special Interest Group, Charles I Room, 7th floor
10:35am – 11:55am Session 4, The Teaching Turn: From Static Collections to Dynamic Learning Centers, Grand Ballroom Central & West, 7th floor
10:35am – 11:55am Session 5, Moving Images, Moving Targets: Video and Film as Visual Resources, Grand Ballroom East, 7th floor
12:05pm – 1:25pm Data Standards Committee Meeting, Taft & McKinley Rooms, 7th floor

Program at a Glance

12:05pm – 1:25pm	Meeting: Publications Special Interest Group, Richard II Room, 7th floor
12:05pm – 1:25pm	Membership Committee Meeting, Henry VIII & Louis XIV Rooms, 7th floor
12:05pm – 1:25pm	Travel Awards Committee Meeting, Charles I Room, 7th floor
12:05pm – 1:25pm	Birds of a Feather Lunch 3 : Moving Images, Café at the Pfister
12:05pm – 1:25pm	Birds of a Feather Lunch 4 : Solo VR Curators, Café at the Pfister
1:35pm – 2:55pm	Session 6, Back to Basics — Cataloging Workflows and Solutions, Grand Ballroom Central & West, 7th floor
1:35pm – 2:55pm	Session 7, Know Your DAM Rights: Streamlining Image Distribution through DAM Integration and Copyright Clearances, Grand Ballroom East, 7th floor
3:05pm – 4:25pm	Session 8, VRA Core 4 Unbound: Expanding Core capabilities through embedded metadata, APIs, and editors, Grand Ballroom Central & West, 7th floor
5:00pm – 6:30pm	Brewing Relationships and Serving up Innovation: Sponsors' Meet and Greet & Poster Presentations, Grand Foyer, 7th floor
7:00pm – 10:00pm	Members & Awards Dinner, Imperial Ballroom, 7th floor

March 14 • Friday

8:00am – 10:30am	Annual Business Meeting / Breakfast, Imperial Ballroom, 7th floor
10:30am – 5:00pm	Registration and Hospitality, Grand Foyer, 7th floor
10:35am – 11:55am	Session 9, Case Studies in International Copyright Compliance: Untangling the Web of Publishing and Sharing Copyrighted Content Online, Grand Ballroom East, 7th floor
10:35am – 11:55am	Session 10, Case Studies in Collaboration within Archival and Special Collection Environments, Grand Ballroom Central & West, 7th floor
12:05pm – 1:25pm	Development Committee Meeting, Charles I Room, 7th floor
12:05pm – 1:25pm	International Task Force Meeting, Grand Ballroom East, 7th floor
12:05pm – 1:25pm	VRA Chapter Chairs Meeting, Henry VIII & Louis XIV Rooms, 7th floor
12:05pm – 1:25pm	VRA Core Oversight Committee Meeting, Richard II Room, 7th floor
12:05pm – 1:25pm	Birds of a Feather Lunch 5 : Back to Basics: Cataloging Workflows and Solutions, Café at the Pfister
12:05pm – 1:25pm	Birds of a Feather Lunch 6 : Proposing and Moderating Conference Sessions, Café at the Pfister
1:35pm – 2:55pm	Education Committee Meeting, Richard II Room, 7th floor
1:35pm – 2:55pm	Meeting: Introductory Omeka Special Interest Group, Grand Ballroom East, 7th floor
1:35pm – 2:55pm	Meeting: Shared Shelf Special User Group, Grand Ballroom Central & West, 7th floor
1:35pm – 2:55pm	Walking Tour: The Pfister Hotel's Victorian Art Collection, Hotel Lobby
3:05pm – 4:25pm	ARTstor Digital Library User Group Meeting, Grand Ballroom Central & West, 7th floor
4:35pm – 5:25pm	Great Lakes Chapter Meeting, Richard II Room, 7th floor
4:35pm – 5:25pm	Northern California & Southern California Chapter joint Meeting, Taft & McKinley Rooms, 7th floor
4:35pm – 5:25pm	Greater New York Chapter Meeting, Blu Bar: Cocktail, Martini Lounge, 23rd floor
4:35pm – 5:25pm	Southeast Chapter Meeting, Roosevelt Room, 7th floor
4:35pm – 5:25pm	Pacific Rim Chapter Meeting, Charles I Room, 7th floor
4:35pm – 5:25pm	Mid-Atlantic Chapter Meeting, Henry VIII & Louis XIV Rooms, 7th floor
4:35pm – 5:25pm	New England Chapter Meeting, Blu Bar: Cocktail, Martini Lounge, 23rd floor
4:35pm – 5:25pm	Four Corners Chapter Meeting, Mirror Room, 7th floor
4:35pm – 5:25pm	Midwest Chapter Meeting, Kennedy Room, 7th floor
5:30pm – 6:30pm	Summer Educational Institute (SEI) Reunion, Blu Bar: Cocktail, Martini Lounge, 23rd floor

Program at a Glance

- 5:30pm – 6:30pm Visual Resources Association Foundation Donor Appreciation Reception, Blu Bar: Cocktail, Martini Lounge, 23rd floor
- 6:30pm – 8:00pm Friday Evening Drink 'n' Draw with Stephanie Barenz, Rockbottom Restaurant & Brewery
740 N. Plankinton Ave. Milwaukee, WI 53203
- 8:00pm – 10:00pm Visual Resources Emerging Professionals and Students (VREPS) Night Out,
Swingin' Door Exchange · 219 E Michigan St. Milwaukee, WI 53202

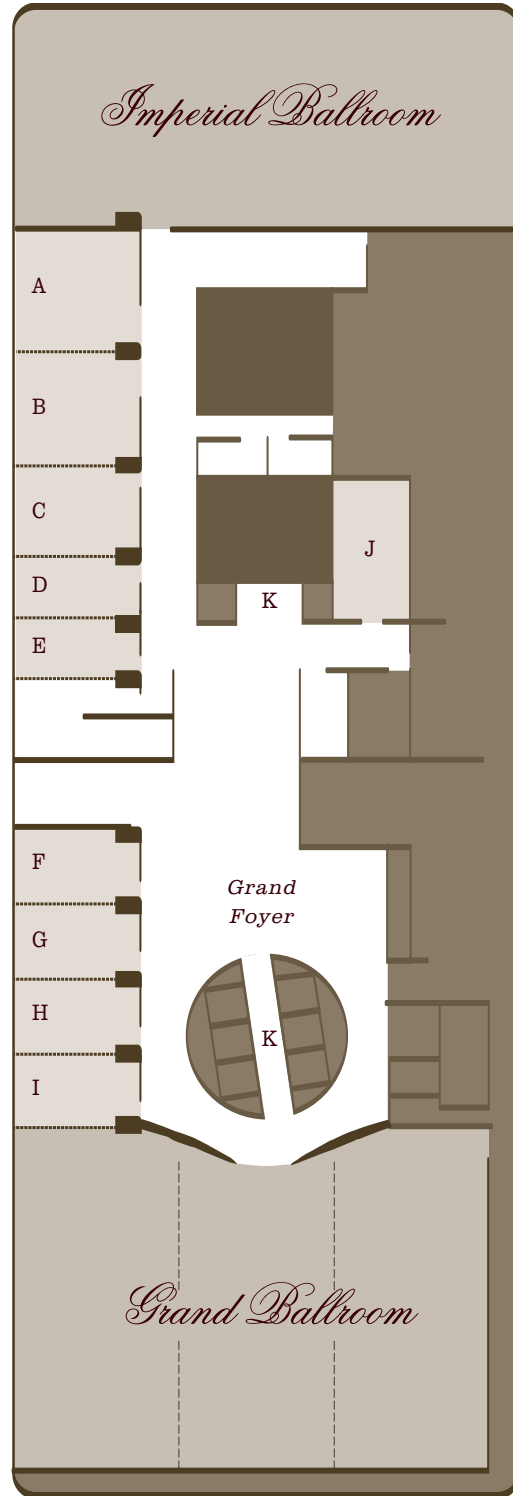
March 15 • Saturday

- 7:30am – 9:00am Leadership Breakfast, The Rouge, Lobby level
- 7:45am – 8:30am Tour: Milwaukee Riverwalk Walking Tour , Hotel Lobby
- 8:00am – 12:00pm Registration and Hospitality, Grand Foyer, 7th floor
- 9:05am – 10:25am Session 11, Brave New World Cataloging: Using RDF and Linked Open Data for the Semantic Web, Grand Ballroom West, 7th floor
- 9:05am – 10:25am Session 12, For Us, It's Personal: Individual Digital Archiving and the Visual Resources Profession, Grand Ballroom Central, 7th floor
- 10:30am – 11:30am Coffee Break, Grand Foyer, 7th floor
- 11:30am – 1:00pm Closing speaker: Matthew Israel, Director, The Art Genome Project at Artsy, Grand Ballroom Central, 7th floor
- 1:30pm – 3:30pm Workshop 4: Ahead of the Curve: Analyzing and Using the Horizon Report, Taft & McKinley Rooms, 7th floor
- 1:30pm – 3:30pm Workshop 5: Proposing and Moderating Conference Content, Kennedy & Roosevelt Rooms, 7th floor
- 1:30pm – 4:30pm Workshop 6: Introduction to Omeka, Grand Ballroom West, 7th floor
- 1:45pm – 4:00pm Tour: Lakefront Brewery, Hotel Lobby

March 16 • Sunday

- 8:00am – 2:00pm VRA Executive Board Meeting II, Mirror Room, 7th floor

Hotel Layout



floor plans

SEVENTH FLOOR

Kings Row

A - Henry VIII Room

B - Louis XIV Room

C - Richard II Room

D - Charles I Room

E - Empire Room

Hall of Presidents

F - Kennedy Room

G - Roosevelt Room

H - McKinley Room

I - Taft Room

J - Mirror Room

K - Elevators



LOBBY LEVEL

Special Thanks!

Welcome to the Visual Resources Association's 32nd Annual Conference in Milwaukee, Wisconsin. We are honored to lead the planning efforts for VRA 32, A Visual Approach. As VRA President Jolene de Verges writes in her welcome, "Our conferences are our visual approach to the wider world of the profession, with new ideas and insights coming into clear view."

The list of contributors helping to set the course for the 2014 conference is extensive, with individuals, committees and sponsors who have been diligently working since 2012 when Milwaukee rose to the top among host city candidates - not surprising for the "Cream City"!

Local and regional VRA members have been key partners in the planning. For all his work, from a fun and engaging preview presentation during the 2013 conference to his informed conference messages, Jacob Esselstrom has been a great help. Jacob and Colette Lunday Brautigam have co-chaired the local committee admirably, especially since neither actually lives in Milwaukee! Other Wisconsin and Mid-west chapter members deserving special notice are Jennifer Bastian, Jasmine Burns, Sarah Christensen, Beret Balestrieri Kohn, and Bridget Madden. Allan Kohl and Lise Hawkos also deserve special consideration as they have assumed extra local duties in addition to their own official VRA responsibilities. Thanks too to Bryan Kwapli of the Milwaukee Art Museum, and Stephanie Barenz, Pfister Artist in Residence, and Luther Esselstrom.

The heart of our conferences is its program, and special thanks are due to the Education Committee Co-Chairs Ryan Brubacher and Beth Wodnick Haas and committee members who have encouraged content from both guest and member participants which meets the high standards we have come to expect. In addition, we extend heartfelt gratitude to each organizer, facilitator, moderator, speaker, presenter, and panelist who has contributed to the program - without them there would be no conference.

Also, grateful thanks are extended to the Visual Resources Association Foundation which has again provided essential support for the opening plenary speaker.

If session content is the core, networking and social events are what make each conference memorable. Thanks (again) to Allan Kohl for coordinating tours showcasing Milwaukee; to VRA's Emerging Professionals and Students group (VREPS) for creating buzz about our collective future; to the Membership Committee for welcoming both new members and ongoing members and guests attending their first VRA conference -- welcome & thanks.

We are also grateful to Mary Alexander and Barbara Brenny, Development Committee Co-Chairs, who have worked year round to secure sponsorships and support of the VRA. And to those generous sponsors who have responded to the call, thank you! (A complete list of sponsors appears separately in this program.) Appreciation is also extended to the regional chapters who have provided conference support.

Our fellow VRA Executive Board: President Jolene de Verges, Secretary Stephanie Beene, Treasurer Allan T. Kohl, President Elect Elaine Paul, and Public Relations and Communications Officer John Trendler-- each have worked innumerable hours both on this conference and for the Association. Thank you!

Finally, we realize conference participation requires an effort on the part of each attendee, so a round of applause for everyone joining us in Milwaukee this year. We wish you all a rewarding experience.

With sincere appreciation,
Cindy Abel Morris, Vice President for Conference Arrangements
Steven Kowalik, Vice President for Conference Programming

Sponsors

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

Travel Awards were made available through
generous donations from:

Gallery Systems

Kathe Hicks Albrecht Travel Award Fund

New Horizons

Robert Tyler Kohl Memorial Travel Award

Scholars Resource

Coffee Break sponsored by:

ARLIS/NA Midstates Chapter

VRA Greater New York Chapter

VRA New England Chapter

VRA Southeast Chapter

Special thanks to the **Department of Art History, University of Wisconsin-Madison** for conference financial support in recognition of Jacob Esselstrom's role as Midwest Chapter Chair and Co-Chair of the Conference Local Committee

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

Amanda Rybin, University of Chicago
Co-chair, Travel Awards Committee

Sponsors

Platinum



A R T S T O R

Gold

The Scholars Resource logo is contained within a light green, horizontally-oriented hexagonal shape with pointed ends. The text "SCHOLARS" is on the top line and "RESOURCE" is on the bottom line, both in a dark grey, serif font. A registered trademark symbol (®) is located at the top right of the hexagon.

**SCHOLARS
RESOURCE**

Silver



Dr. James B. Kiracofe

INTER-AMERICAN INSTITUTE
FOR ADVANCED STUDIES IN CULTURAL HISTORY
PROVIDING IMAGES FOR EDUCATION SINCE 1988



Bronze



Visual Resources Association Foundation

The VRA Foundation deeply appreciates all our VRA donors. Herein lists the contributions since the publication of the 2013 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,
Elizabeth Gushee for the VRA Foundation
Board of Directors

2013 SEI Donors

Kathe Hicks Albrecht - *Graduation Lunch Sponsor*
Archivision
ARTstor
ARLIS/NA New York Chapter
Gallery Systems
University of Michigan Libraries
VRA Texas Chapter

**Our Grants Partner for the SEI 2013
Scholarship Program**
Samuel H. Kress Foundation

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

General Donations to the Foundation

Kathe Hicks Albrecht - Bronze
Megan Battey – Fellow
Victoria Bleick – Friend
Letty Bonnell – Fellow
David Bowers – Friend
Maureen Burns – Fellow
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Helen Chillman – Bronze
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Cindy Abel Morris – Fellow
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Elaine Paul –Friend
Mark Pompelia – Bronze
Linda Reynolds – Fellow
Brian Shelburne – Silver
Christine Sundt – Bronze
John Taormina – Bronze
Christina Updike – Bronze



Preliminaries

The Pfister Hotel
424 East Wisconsin Ave.
Milwaukee, WI 53202
<https://www.facebook.com/thePfisterHotel>



VRA 32: A Visual Approach, continues the VRA's recent success with independent, boutique-style hotels, the 2014 conference takes advantage of many wonderful aspects of Milwaukee's premier hotel, the elegant and well-situated Pfister. From its location in historic downtown, the Pfister is three blocks from the shores of Lake Michigan, and overlooks downtown Milwaukee's east side. It is moments from exciting attractions including the Milwaukee Art Museum, with theater, shopping, nightlife and extensive dining options also within walking distance.

Offering a WOW from your first step into the lobby, you will find ample opportunity to wander and appreciate the charms of the Pfister. Make time to wander the mezzanine to preview the hotel's renowned Victorian art collection. Another point of pride is the artist in residence program, featuring Stephanie Barenz and her Pfister studio & gallery.

Food and beverage options include

- the Cafe Pfister offers a Starbucks® barista counter (open from 6am-8pm) and a patisserie at the entrance with scones, breakfast sandwiches 6-11am. Soups, sandwiches, salads, pastries are available 11am-8pm in the casual seating area, and the Pfister's classic menu is available 6am-2pm.

- Mason Street Grill is a classic American Grill serving high-quality wood grilled steaks, amazing sandwiches and housemade desserts.

- beverages and light appetizers at the Lobby Lounge where comfortable couches and an inviting fireplace are accompanied by live piano music evenings and during the weekday lunch hour, featuring Dr. Jeffrey Hollander.

- On the 23rd floor overlooking Lake Michigan, Blu is Milwaukee's most sophisticated martini and wine bar with awe-inspiring views.

Ammenities & available services include:

Wi-fi in guest rooms; business center, the WELL Spa & Salon; Indoor pool on 23rd floor; fitness facility; concierge; 24-hour room service; Valet parking; Hotel shops.

Conference Policies & Codes

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.

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.

Annual Membership & Business Meeting

Friday, March 14, 2014, 8:00-10:30 AM

- I. Call to Order
- II. Approval of Minutes from the 2013 Annual Business Meeting
- III. Recognition and Thanks to the Milwaukee Local Conference Team, Sponsors, Friends, and Donors
- IV. State of the Association, Jolene de Verges, President
- V. Treasurer's Report: Allan Kohl, Treasurer
- VI. Report from the Visual Resources Association Foundation: Elizabeth Gushee, Chair, Foundation Board of Directors
- VII. Reports and Announcements from Appointees, Committees, and Chapters
 - A. Appointees
 - B. Committees, Advisory Groups, and Task Forces
 - C. Regional Chapters
 - D. Other reports and announcements
 - E. VRA Leadership Recognition
- VIII. Recognition of Outgoing VRA Executive Board Members
 - A. Jolene de Verges, President
- IX. Welcome to Incoming VRA Executive Board Members
 - A. Cindy Abel Morris, Vice President for Conference Arrangements
 - B. Allan Kohl, Treasurer
 - C. John Trendler, Public Relations & Communications Officer
- X. VRA Member Remembrances
- XI. VRA 2015 Conference Presentation on Denver
- XII. New Business
- XIII. Installation of President Elaine Paul
- XIV. Adjournment

Program

March 11 • Tuesday

8:00am – 4:00pm

VRA Executive Board Meeting, McKinley Room, 7th floor

By invitation only.

8:00am – 4:00pm

VRAF Board of Directors Meeting, Henry VIII Room, 7th floor

By invitation only.

4:30pm – 6:00pm

VRA Board / VRAF Board Joint Meeting, Henry VIII Room, 7th floor

By invitation only.

6:00pm – 9:00pm

Registration and Hospitality, Hotel Lobby

Program

March 12 • Wednesday

7:00am – 6:00pm

Registration and Hospitality, Grand Foyer, 7th floor

8:30am – 12:00pm

Workshop 1: VRACamp, Grand Ballroom Central & West, 7th floor

Organizers:

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

Elaine Paul, University of Colorado Boulder

Betha Whitlow, Washington University in St. Louis

Do you have a passion for an idea or a topic that you would like to discuss, a concern or a problem that you would like to get solved, a favorite technology tool that you wish to share? Are you reluctant to present or ask questions in a traditional conference setting? If the answer is “yes” to any of these questions, then begin your VRA conference on an energetic note and come join us for VRACamp. VRACamp, based on the unconference model, is an informal, no-pressure, participant-driven event that seeks to both build community among curators, librarians, archivists, technologists, vendors, art historians, students and scholars as well as provide a forum for spontaneous conversation, the launching of new ideas, and the sowing of seeds for future collaborations. VRACamp 2014 will include time for general discussion and brainstorming, lightning rounds where an idea, hack, or project can be quickly shared, and opportunities to demonstrate your projects and products. A call for discussion topics will be made a few weeks before Camp. Potential topics may include metadata; digital curation; technology-based instruction; digital humanities; intellectual property; visual literacy; cross-disciplinary skill sets; or the future of the profession. Those with the most participant-generated interest will prevail, although time will be built in for the unexpected. VRACamp needs you, your creative ideas, and your participation so be a Camper and own a bit of VRA!

Check out the VRACamp Wiki to learn more.

9:00am – 12:00pm

Workshop 2: Adobe Lightroom, Grand Ballroom East, 7th floor

Sponsor: Inter-American Cultural Institute for Advanced Studies in Cultural History

Organizer: Stephen Cardinale, University of Colorado Boulder

Moderator: Lynn Lickteig, University of Colorado Boulder

Presenters:

Stephen Cardinale, University of Colorado Boulder

Molly Schoen, University of Michigan

Stephen Jennings, Harvard University

Adobe Lightroom is an inexpensive software solution for Mac and Windows designed to optimize RAW image processing, organization and output. It combines essential tools from Photoshop and Bridge into one program for non-destructive image editing and organization. The program's interface is intuitive and easy to learn, especially for those with experience in the Adobe Creative Suite.

Program

March 12 • Wednesday

The integration of Adobe Lightroom into visual resource centers, libraries and museums will aid in productivity and organization, especially for those creating original or copy photographs of artworks and architecture. The Library module organizes your images and allows for creation of multiple derivatives in numerous file formats to be output from the original master file. Automatic data back-ups are built into the software, and all image alterations are completely reversible.

This 3 hour workshop is intended as an introduction to several key features of the Lightroom program, and will be broken into three sections: the Library module and how to import, export and organize images; how the Develop module and how it can be used to process and enhance RAW, JPEG and TIFF files; and how to embed metadata using Lightroom instead of Bridge.

Workshop participants may opt to simply watch the presentations or they may participate in hands-on activities if they bring their own laptop already loaded with Lightroom software. (Free trial download available from Adobe)

9:30am – 12:00pm

VRACamp Breakout 1, Kennedy Room, 7th floor

VRACamp Breakout 2, Roosevelt Room, 7th floor

VRACamp Breakout 3, Charles I Room, 7th floor

VRACamp Breakout 4, Richard II Room, 7th floor

VRACamp Breakout 5, Taft & McKinley Rooms, 7th floor

9:30am – 11:30am

Workshop 3: Working with Embedded Metadata, Henry VIII & Louis XIV Rooms, 7th 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 examines how metadata is embedded into digital image files, the tools used for reading and writing it, and how metadata can be used effectively for data acquisition, in workflow management, and to support the exchange of information through delivery of image assets complete with embedded content. Through hands-on exercises, participants will learn how to create, edit, export, and import metadata for single files and image file batches using Adobe Bridge.

The workshop will include exercises using the Visual Resources Association's custom XMP file info panel as well as the standard info panels used with Adobe Photoshop and Bridge. Workshop exercises will be put in the context of data standards such as VRA Core 4, EXIF and IPTC.

Participants will benefit most from the hands-on exercises if they bring a laptop with Adobe Photoshop/Bridge CS 4, 5, or 6 installed. Participants without laptops will be able to follow and learn from the demonstrations on the projector screen.

Program

March 12 • Wednesday

9:45am – 12:30pm

Tour: Harley-Davidson Museum® & Design Archives, Hotel Lobby

This guided visit to the museum and design archives of the internationally-known motorcycle manufacturer will include ample opportunity to experience the museum's fascinating exhibitions on the history and design of America's classic bikes. Themed display areas present motorcycle culture as reflected in diverse fields such as advertising, popular music, and motion pictures. Our tour will also include a "behind the scenes" opportunity to view special collections and the materials processing areas with museum staff, with access to rare historic vehicles and artifacts not usually on public display. You'll even enjoy an opportunity to pose for photos on your favorite road machine!

Following the tour, you'll have a chance to visit the H-D Shop, offering unique apparel, books, and collectibles fashioned after items from the Museum Archives.

Duration: 9:45 AM - 12:30 PM (includes round-trip motor coach transportation from hotel)

Cost: \$50

12:05pm – 1:25pm

Awards Committee Meeting, Charles I Room, 7th 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.

Chair: Margaret Webster, VR Consultant, Ithaca, NY

12:05pm – 1:25pm

Financial Advisory Committee Meeting, Kennedy Room, 7th 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.

Everyone is encouraged to attend.

Chair: Billy Kwan, Philadelphia Museum of Art

Program

March 12 • Wednesday

12:05pm – 1:25pm

Birds of a Feather Lunch 1 : Social Media, Café at the Pfister

Using Twitter, Facebook, StumbleUpon, etc. to your advantage.

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 will be responsible for their own food/beverage costs. Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk.

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 : Veteran Members, Café at the Pfister

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 will be responsible for their own food/beverage costs. Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk.

Organizers:

Marlene Gordon, University of Michigan-Dearborn

Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

1:35pm – 2:55pm

Session 1, Applying Visual Resources Expertise Beyond Art History, Grand Ballroom Central & West, 7th floor

Sponsor: Artstor

Organizer: Rebecca Shows, Artstor

Moderator: Mark Pompelia, Rhode Island School of Design

Presenters:

Megan Battey, Middlebury College

Mark Pompelia, Rhode Island School of Design

Louise Putnam, University of Massachusetts-Boston

Jenni Rodda, Institute of Fine Arts, New York University

As traditional visual resources roles transform, curators, media managers and visual resources librarians employ years of expertise supporting art history image needs to address growing needs of faculty and researchers beyond the arts. The three speakers for this session will illustrate this transition and potential opportunities through discussion of current collaborations with faculty from departments beyond art history. Jenni Rodda from New York University's Institute of Fine Arts will open the session, presenting her partnership with archaeologists at NYU and how their needs differ from art history faculty and coincide with other disciplines. Louise Putnam from University of Massachusetts-Boston will discuss working with biology department faculty on the Field Guide of Biodiversity Images collection. Megan Battey, Visual Resources Curator at Middlebury College, will discuss her serendipitous collaboration with the Geography Department, and the digitizing/cataloging of their historical slide collection using Shared Shelf. Mark Pompelia, Visual + Material Resource Librarian at Rhode Island School of Design, will describe how his work of visual resources has expanded to include all non-text media-based collections in the Fleet Library at RISD, including its 25,000-item material library.

3:05pm – 4:25pm

Session 2, Case Studies in International Resources, Grand Ballroom East, 7th floor

Moderator: Bridget Madden, University of Chicago

Presenters:

Bridget Madden, University of Chicago

Patrice-Andre Prud'homme, Illinois State University

Amy Robinson, University for the Creative Arts (UK)

Andrea Schuler, Massachusetts Institute of Technology

This session will present four web resources that are international in origin, audience, material, and/or scope. The Presenters will discuss various aspects of visual resources librarianship, including project management, workflow, cataloging, digitization, digital library platform design, interactive and special features, digital preservation, and collaboration.

Andrea Schuler will present the new digital library for Archnet, Patrice-Andre Prud'homme will speak about the creation of an interactive website for Niiyama Poetic Japanese Pottery, Amy Robinson will present the Zandra Rhodes Digital Study Collection which features digitized materials from the designer's archive, and Bridget Madden will discuss hosting a public collection of the South Side Community Art Center's images at an academic institution.

3:05pm – 4:25pm

Session 3, Collaborating with Faculty: Building Special VR Collections, Grand Ballroom East, 7th floor

Organizer/Moderator: Elizabeth Berenz, Artstor

Presenters:

Colette Lunday Brautigam, Lawrence University

Allan Kohl, Minneapolis College of Art and Design

Jason Roy, University of Minnesota

Program

March 12 • Wednesday

Beyond traditional collections in visual resources that have a broad appeal to the humanities, special collections that come about due to faculty members' contributions or research interests have unique content and add significance to a general VR collection. In this session, three speakers will present about special collections at their institutions that were driven by faculty and campus interests. Colette Lunday Brautigam will speak about the Studio Art Major Senior Exhibitions image gallery in Lux, the Lawrence University institutional repository, which contains four images by each graduating studio art major, and the Lawrence University Department of Theatre Arts Productions collection in Shared Shelf Commons, which contains images and programs from theater productions produced by the Department of Theatre Arts. Allan Kohl from the Minneapolis College of Art and Design will speak about practical guidelines for determining whether to accept faculty contributions to a visual resources collection, including the crucial role of the faculty member as participant in the process (see his recent VRA Bulletin article here: <http://online.vraweb.org/vrab/vol39/iss3/2/>). Jason Roy from the University of Minnesota will speak about image collections contributed by a retired faculty member after 40 years of extensively collecting Indian textiles and related objects.

Sponsored in part by the Department of Art History, University of Wisconsin-Madison.

4:30pm – 6:00pm

VRAF Legacy Lecture: Opening speaker, Philip Yenawine, Co-Founding Director, Visual Thinking Strategies

Central & West, 7th floor

Of the vast array of images available to us, art tends to be the most complex and as such gleaning meaning from it—in its many manifestations—is a challenge. Frustrated when data revealed visitors learned little from the many educational interventions offered by his talented staff at New York's Museum of Modern Art, Philip Yenawine turned to Abigail Housen, a scholar who studied “aesthetic thought”—how people use what they know when looking at art—to try to determine and remedy the problem. Working with others, they created a method called Visual Thinking Strategies and spent over a dozen years studying to see if it nurtured the growth not seen to result from more conventional methods of teaching; it did. VTS is currently used in many museums here and abroad and has also proved beneficial as a tool for productive museum-school partnerships. From early in the research period, teachers reported on what was then found in data: VTS discussions of art can be used to teach language, thinking, and social skills valued in schools, but importantly such discussions are an unparalleled way to develop what many call “visual literacy:” the ability to extract meaning from a range of images with clarity about one's own response as well as, eventually, awareness of the intentions of the artist-maker and/or his/her culture.

My presentation will branch from philosophical (what is art for?) to theoretical (what does Housen's data tell us about viewing) to practical (how to create empowered viewers and effective thinkers). A VTS discussion will help illuminate all of these topics. Questions will be welcomed. --- Philip Yenawine

6:00pm – 7:30pm

Welcome Reception, Imperial Ballroom, 7th floor

Catch up with old friends and meet new colleagues in the splendid Imperial Ballroom, original to the hotel and featuring a 32-foot-high ceiling with ornate Victorian chandeliers and unparalleled panoramic views of the city.

Light hors d'oeuvres; cash bar.

Program

March 13 • Thursday

7:00am – 5:00pm

Registration and Hospitality, Grand Foyer, 7th floor

7:30am – 9:00am

New Members & First Time Attendees Breakfast, The Rouge, Lobby level

By invitation only.

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.

7:45am – 8:30am

Tour: Milwaukee's Historic Downtown Architecture, Hotel Lobby

Tour Leader: Allan T. Kohl

Experience a baker's dozen of Milwaukee's historic buildings from the nineteenth and early twentieth centuries – including a number listed on the National Register of Historic Places – on this free morning walking tour with the loquacious Allan Kohl as your guide. See a variety of styles, from Richardsonian Romanesque to German Zopfstil, from Second Empire and Beaux-Arts to Art Deco. Along the way, you'll learn about Milwaukee's fascinating ethnic heritage, and discover why the city's numerous bascule and lift bridges are built diagonally from the streets they serve.

Meet in the Hotel Pfister lobby – no registration required.

9:05am – 10:25am

Intellectual Property Rights Committee Meeting, Taft & McKinley Rooms, 7th floor

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.

Everyone is encouraged to attend.

Co-Chairs:

Cara Hirsch, Artstor

Molly Tighe, Mattress Factory, Pittsburgh

Program

March 13 • Thursday

9:05am – 10:25am

Meeting: MDID Special Interest Group, Grand Ballroom East, 7th floor

Sponsor: vrcHost

Organizer/Moderator: Grace Barth, James Madison University

Presenters:

Grace Barth, James Madison University

Kevin Hegg, James Madison University

Andreas Knab, vrcHost

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 such as the new ability to share collections between institutions, packaged slideshows, and cataloging improvements. 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.

9:05am – 10:25am

Meeting: Visual Resources Emerging Professionals and Students (VREPS) Special Interest Group, Henry VIII & Louis XIV Rooms, 7th floor

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. This meeting will build on our momentum from last year's meeting, which was a huge success.

9:05am – 10:25am

Slide / Transitional Media Special Interest Group, Charles I Room, 7th floor

Organizer/Moderator: Maureen Burns, IMAGinED

What should the VRA's response be to the mass disposal of 35mm slide collections? Although the Visual Resources Association has successfully transitioned to fully employing digital technology, if any organization should advocate for the 35mm slide that has reached obsolescence with too few preservation plans in place, shouldn't it be VRA? What can VRA do to support the organization's membership who have been the traditional stewards of this material? For example, might a white paper, task force, or working group be able to tackle the issues and provide web site links or other resources as a public service? Are there collaborative opportunities to work in tandem with other professional organizations? Should VRA consider grants to develop substantive hands-on projects to digitize, catalog, and preserve slides? Should VRA provide practical information on how to appraise, weed, conserve, preserve, or dispose of such collections? Should VRA advocate for preserving endangered 35mm slide material that is of contextual, institutional, and/or scholarly value? What other actions might be appropriate during this transitional time? This meeting will address these important questions.

10:35am – 11:55am

Session 4, The Teaching Turn: From Static Collections to Dynamic Learning Centers, Grand Ballroom Central & West, 7th floor

Sponsor: Scholars Resource

Organizer: Heather Lowe, California State University, San Bernardino
(on behalf of the VRA Emerging Professionals and Students Group)

Moderator: Jasmine Burns, University of Wisconsin - Milwaukee

Presenters:

Stephen Cardinale, University of Colorado, Boulder

Anna Bernhard, Colorado State University

Molly Schoen, University of Michigan

Chris Strasbaugh, Vanderbilt University

Much of the business of creating and disseminating images has moved away from individual academic departments and isolated image collections toward centralized cross-discipline departments. This has left many visual resource centers looking for new ways to engage users and support the educational goals of their institutions. One way centers are meeting these new challenges is by transforming from being a storage silo for physical slide collections to being a collaborative learning space where students and faculty alike can come to work on projects and refine imaging and videography skills. As many resource centers make this move toward more teaching and learning, the physical spaces and skill sets of employees have also shifted. This session will examine case studies of visual resource centers programming that is directed to teaching imaging skills and how this new role is shifting their profile within their institutions.

10:35am – 11:55am

Session 5, Moving Images, Moving Targets: Video and Film as Visual Resources, Grand Ballroom East, 7th floor

Sponsor: Bridgeman Art Library

Organizer/Moderator: Johanna Bauman, Pratt Institute

Presenters:

Johanna Bauman, Pratt Institute

Jodi Hoover, University of Maryland, Baltimore County

Ryan Brubacher, Occidental College

Jenni Rodda, Institute of Fine Arts, New York University

Shalimar Fojas White, Dumbarton Oaks Research Library and Collection

As bandwidth increases, budgets decline, and visual information resources are consolidated, more and more visual resource professionals are being tasked with incorporating moving images into their collections and adding digital video storage and management to their service offerings. This session will present a variety of different approaches to formats ranging from 16mm and VHS to DVDs and streaming.

Papers will address two main themes or moving image collection types: collections specifically geared toward the curriculum in teaching and learning environments and videos documenting the activities of an academic or special research institution.

Program

March 13 • Thursday

At the Pratt Institute Libraries Johanna Bauman was recently put in charge of the video and film collections, and she has been tasked with processing a donation of 16mm films that includes educational films, animated and live-action shorts, documentaries, and feature films. In her presentation she will provide a brief introduction to the 16mm film medium, highlighting its social and cultural significance, and describe how Pratt is approaching its 16mm collection as an important and useful component of its fine art and history of art and film curriculum. Jodi Hoover of the University of Maryland, Baltimore County will describe how she manages a video collection of popular films and documentaries used for teaching. Topics addressed will be the challenges of weeding video collections and providing access to these collections using discovery tools designed for providing access to books. At one of the new teaching facilities at Occidental College where Ryan Brubacher supports instruction and research, new classroom technology solutions will be pushing streaming to the forefront. Her presentation will focus on how her institution is addressing the need for moving toward streaming clips and full videos and describe a pilot project to implement a streaming platform for this content.

Addressing the issue of providing a new service related to digital video capture and local content creation, Jenni Rodda of the Institute of Fine Arts will discuss how she collects, manages, and makes available videos of lectures and other content related to the IFA. She will provide insight into local solutions and describe the successes and challenges of these approaches. Shalimar Fojas White in the Image Collections and Fieldwork Archives at Dumbarton Oaks will describe her experience preserving a recently discovered collection of 16mm films. Her presentation will focus on how the films fit into ICFA's overall inventory and preservation efforts and the special challenges the films presented as they were reformatted for online access.

12:05pm – 1:25pm

Data Standards Committee Meeting, Taft & McKinley Rooms, 7th 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."

To contact the DSC email datastandards@vraweb.org.

Co-Chairs:

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

12:05pm – 1:25pm

Meeting: Publications Special Interest Group, Richard II Room, 7th floor

Organizer/Moderator: John Trendler, Scripps College

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

Program

March 13 • Thursday

12:05pm – 1:25pm

Membership Committee Meeting, Henry VIII & Louis XIV Rooms, 7th 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.

Chair: Melanie Clark, Texas Tech University

12:05pm – 1:25pm

Travel Awards Committee Meeting, Charles I Room, 7th floor

The Committee 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.

Co-Chairs:

Vicky Brown, University of Oxford, UK

Amanda Rybin, University of Chicago

12:05pm – 1:25pm

Birds of a Feather Lunch 3 : Moving Images, Café at the Pfister

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 will be responsible for their own food/beverage costs. 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.

Program

March 13 • Thursday

12:05pm – 1:25pm

Birds of a Feather Lunch 4 : Solo VR Curators, Café at the Pfister

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 will be responsible for their own food/beverage costs. Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk.

Organizers:

Marlene Gordon, University of Michigan-Dearborn

Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

1:35pm – 2:55pm

Session 6, Back to Basics — Cataloging Workflows and Solutions, Grand Ballroom Central & West, 7th floor

Sponsored in part by the Mid-Atlantic Chapter.

Organizer/Moderator: Jennifer Kniesch, Dickinson College

Presenters:

Marie Elia, Warhol Museum

Vicki Sipe, University of Maryland, Baltimore County

Kelly Smith, Lafayette College

Shalimar Fojas White, Dumbarton Oaks Research Library and Collection

Sometimes the abyss of cataloging can leave some of us questioning, searching, harvesting, and questioning more. In this session you'll hear from four professionals who will provide their step-by-step procedures for cataloging: from how analog and digital assets are cataloged to uploading assets in a Digital Asset Management System. We will hear about the speakers' institutional projects, pitfalls and triumphs in cataloging, and the cost of trying to make cataloging work. Each speaker will present on their topic and time will be left at the end of the session for Q&A.

Marie Elia will provide details on how The Warhol Museum uses a combination of cataloging standards (analog and digital) to accommodate an art collection that is composed of archival materials, as well as the Warhol's Content Management System. Vicki Sipe will discuss her step-by-step collaborative cataloging process involving University of Maryland's Baltimore County Special Collections and University of Maryland's Baltimore County Bibliographic and Metadata Services using historic image collections as examples. Shalimar Fojas White will explain how she and her team are currently migrating records out of legacy databases and into a new Content Management System, that is being developed with a VRA Core template. Kelly Smith will describe how Shared Shelf fits into the workflow of day to day cataloging for Lafayette College's Visual Resources Collection and how

it is being explored as an option for other digital projects and needs across campus. Is there a best workflow and can we find a solution for our respective institutions?

Endorsed by the Education Committee.

1:35pm – 2:55pm

Session 7, Know Your DAM Rights: Streamlining Image Distribution through DAM Integration and Copyright Clearances, Grand Ballroom East, 7th floor

Organizer/Moderator: Anne Young, Indianapolis Museum of Art

Presenters:

Anne Young, Indianapolis Museum of Art

Tascha Horowitz, Indianapolis Museum of Art

Cara Hirsch, Artstor

Dustin Wees, Artstor

The distribution of images created by institutions has become bogged down in recent years between changing photographic technologies and the broader fears of violating copyright through said distribution. This presentation will outline the way that two different types of nonprofit organizations have streamlined their processes of image management through the adoption of a Digital Asset Management (DAM) system. Through the employment of a DAM, each organization was able to more efficiently retain and supplement critical rights information in the image files' metadata and gain a better understanding of the copyright status of collection assets. The session will also address how implementation of a DAM to streamline image management can also help expand partnerships with external distributors of collection images, through drastically decreasing the amount of additional work for both parties.

3:05pm – 4:25pm

Session 8, VRA Core 4 Unbound: Expanding Core capabilities through embedded metadata, APIs, and editors, Grand Ballroom Central & West, 7th floor

Sponsor: Gallery Systems

Organizer: Trish Rose-Sandler, Center for Biodiversity Informatics, Missouri Botanical Garden

Moderator: Greg Reser, University of California, San Diego

Presenters:

Matthias Arnold, University of Heidelberg

Greg Reser, University of California, San Diego

Trish Rose-Sandler, Center for Biodiversity Informatics, Missouri Botanical Garden

Since the publication of the VRA Core 4.0 (Core 4) data standard in 2007 many institutions have developed tools that extend its capabilities either to support a local need or to enable the interaction of Core 4 data with data encoded in other standards. The proliferation of these tools within the last few years illustrate how the Core 4 has moved from a US-based standard developed for a specific audience to having a much more international uptake and even adoption within communities not originally envisioned e.g. biodiversity.

The speakers will talk about tools they have developed that help demonstrate how Core 4 can be incorporated within embedded metadata standards; how it can be used in conjunction with scientific data standards; and how a Core 4 editor can easily convert, store, and exchange data in XML.

Program

March 13 • Thursday

5:00pm – 6:30pm

Brewing Relationships and Serving up Innovation: Sponsors' Meet and Greet & Poster Presentations, Grand Foyer, 7th floor

One of the main events of VRA 32, 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 reintroduced conference feature, meant to stimulate dialogues with colleagues. The event includes poster presentations by conference attendees, a reintroduced conference feature meant to stimulate dialogues with colleagues. The event also features a social reception over Wisconsin cheese and sausages, light hors d'oeuvres, and a cash bar for beer and wine.

Posters Presenters:

Analyzing how users search: an examination of Artstor: Heather Lowe, California State University, San Bernardino

Digital Librarianship from Afar: making international collaborations a reality: Jen Green, Plymouth State University

Fork Ahead: Roadmap of the Migration Adventure at Vanderbilt University: Chris Strasbaugh, Vanderbilt University

Pinterest as a Marketing and Alternative Online Exhibition Tool for Binghamton University Libraries Special Collections: Leslie Vega, Binghamton University

Technology is history, is art. Exploring meta-technology: Erika Church, University of Utah

Trekking Data from Tibet: Collaborative Cataloging and Digitization of Tibetan Buddhist Art: Helenmary Sheridan, Northwestern University

Visual Information Retrieval: In a Digital Archive Environment: Jennifer Stevenson, University of Wisconsin-Milwaukee

7:00pm – 10:00pm

Members & Awards Dinner, Imperial Ballroom, 7th floor

A highlight of the Conference, the Members & Awards Dinner brings us together in an elegant setting as we announce the recipients of the Association's major honors and awards. Join with your colleagues in celebrating and applauding this year's Distinguished Service Award and Nancy DeLaurier Award honorees. At this time, we will also recognize the recipients of the 2014 Travel Awards, along with the generous donors who have made these awards available.

Program

March 14 • Friday

8:00am – 10:30am

Annual Business Meeting / Breakfast, Imperial Ballroom, 7th 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 2015 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 – 5:00pm

Registration and Hospitality, Grand Foyer, 7th floor

10:35am – 11:55am

Session 9, Case Studies in International Copyright Compliance: Untangling the Web of Publishing and Sharing Copyrighted Content Online, Grand Ballroom East, 7th floor

Sponsor: Routledge

Organizers: Cara Hirsch, Artstor

Allan Kohl, Minneapolis College of Art and Design (on behalf of the VRA Intellectual Property Rights Committee)

Vicky Brown, University of Oxford (on behalf of the VRA International Task Force)

Moderator: Allan Kohl, Minneapolis College of Art and Design

Presenters:

Matthias Arnold, University of Heidelberg (Germany)

Vicky Brown, University of Oxford (United Kingdom)

Marta Bustillo, National College of Art and Design, Dublin (Ireland)

Lavinia Ciuffa, American Academy in Rome (Italy)

Marika Sarvilahti, University of Aalto, Helsinki (Finland)

Teachers, students and scholars have long been able to rely on fair use in making content available for teaching, research and study within the United States. However, such protections don't exist outside the United States. This session explores the various ways that visual resource professionals have addressed copyright compliance issues when making images available for educational and scholarly purposes outside of the United States. Using various case studies, the session will address the sharing of image resources between and among different institutions, determining when and how images can be made available to the general public, creating image-based research collaborations across national boundaries, and the international aspects of publishing with images.

Program

March 14 • Friday

10:35am – 11:55am

Session 10, Case Studies in Collaboration within Archival and Special Collection Environments, Grand Ballroom Central & West, 7th floor

Sponsor: Archivision

Moderator: Amanda Grace Sikarskie, Western Michigan University

Presenters:

Edward Benoit III, University of Wisconsin-Milwaukee

Jim Cunningham, Illinois State University

Emily Shaw, University of Iowa

Amanda Grace Sikarskie, Western Michigan University

Each of the presentations in this session tells a story of collaborations between archivists or special collections librarians and content area scholars. While the content of these speakers' projects differs greatly—from circus-related images to quilt and embroidery programs on public television to the conceptual art of the Fluxus group—each project benefited from a team approach that made use of various skill sets. Both Jim Cunningham and Amanda Sikarskie worked on digitization projects of collections for which metadata (which was collected in the mid-twentieth century) were initially incomplete, outdated, or just plain inaccurate, prompting partnerships between archivists and content experts at outside institutions. Edward Benoit III's minimal processing project, on the other hand, dealt with a variety of collections and content areas. It ultimately led to a similar outcome, however, solving the problem of minimal metadata by inviting scholars to participate in social tagging of the collections. Finally, Emily Shaw's work with the digitization of the Fluxus West collection at the University of Iowa tells the story of forging new relationships through interdepartmental collaboration within a large research university. Please join us for this dynamic session that will be of interest to archivists, librarians, and content experts alike.

12:05pm – 1:25pm

Development Committee Meeting, Charles I Room, 7th 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.

Co-Chairs:

Barbara Brenny, North Carolina State University

Mary Alexander, University of Alabama

12:05pm – 1:25pm

International Task Force Meeting, Grand Ballroom East, 7th floor

The VRA International Task Force has been charged with exploring the possibilities of collaboration and a free exchange of information amongst visual resources professionals and institutions outside of North America as well as trying to determine better ways to support international participation in the activities of the Association and increase VRA's international membership.

Chair: Vicky Brown, Taskforce Chair, University of Oxford, UK

Program

March 14 • Friday

12:05pm – 1:25pm

VRA Chapter Chairs Meeting, Henry VIII & Louis XIV Rooms, 7th floor

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

12:05pm – 1:25pm

VRA Core Oversight Committee Meeting, Richard II Room, 7th floor

To develop and maintain the VRA Core and to support and promote its use in a variety of communities.

Co-Chairs:

Johanna Bauman, Visual Resources Curator, Pratt Institute, USA

Trish Rose-Sandler, Data Projects Coordinator, Center for Biodiversity Informatics,
Missouri Botanical Garden, USA

12:05pm – 1:25pm

Birds of a Feather Lunch 5 : Back to Basics: Cataloging Workflows and Solutions, Café at the Pfister

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 will be responsible for their own food/beverage costs. Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk.

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 6 : Proposing and Moderating Conference Sessions, Café at the Pfister

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 will be responsible for their own food/beverage costs. Limited to eight individuals. Self-registration required. Sign-up sheets for each lunch will be at the Registration Desk.

Organizers:

Marlene Gordon, University of Michigan-Dearborn

Carolyn Lucarelli, The Pennsylvania State University

Endorsed by the Education Committee.

Program

March 14 • Friday

1:35pm – 2:55pm

Education Committee Meeting, Richard II Room, 7th 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.

Co-Chairs:

Ryan Brubacher, Occidental College.

Beth Wodnick Haas, Princeton University

1:35pm – 2:55pm

Meeting: Introductory Omeka Special Interest Group, Grand Ballroom East, 7th floor

Organizer/Moderator: Elizabeth Gushee, University of Texas at Austin

Presenters:

Susan Jane Williams, Independent Cataloger & Consultant – Overview of Omeka

Virginia (Macie) Hall, Johns Hopkins University – Case Studies: History of Science & Museum Studies

Linda Reynolds, Williams College – Case Study: Photography of the Near East

Zoe Waldron, New York Public Library– Case Study: Personal Archiving and Omeka

Sian Evans, ARTstor – Shared Shelf Plug-In

Mary Alexander, University of Alabama – Metadata Aspects of Omeka

Xiaoli Ma, Purchase College Library, SUNY – Training & Motivating Students with Omeka

New to Omeka? Curious as to what it is? Already a user with a wish list of desired custom changes? Want to brainstorm about work flow and solutions for not only VR managers but faculty and student users? Then this is the group for you! Rather than bill this as a “user” group, the emphasis will be discussion about ways that Omeka can be a new tool in any VR toolbox, complementing, rather than supplanting, other systems. Plugins allow it to be used with Zotero, SharedShelf and other systems, and it can be used in student presentations and all sorts of online exhibits. There will be discussion of both Omeka.net (free, hosted) and the Omeka.org (full local server installation) versions.

1:35pm – 2:55pm

Meeting: Shared Shelf Special User Group, Grand Ballroom Central & West, 7th floor

Organizer/Moderator/Presenters:

Elizabeth Berenz, Artstor

James Shulman, Artstor

Shared Shelf is a web-based media management software service developed by Artstor that provides support for managing and actively using images, videos, audio files, and documents like PowerPoints, Excel, Word, and PDFs — cataloging, editing, storing, and sharing them. Shared Shelf also enables seamless integration of media collections with the Artstor Digital Library for local use as well as the ability to publish to open access environments including Shared Shelf Commons and Omeka. This meeting will highlight new developments and features in Shared Shelf.

Program

March 14 • Friday

1:35pm – 2:45pm

Walking Tour: The Pfister Hotel's Victorian Art Collection, Hotel Lobby

The Pfister Hotel is famed for its extensive collection of original Victorian-era paintings, collected by members of Milwaukee's upper crust during the Gilded Age. Join the Pfister's Artist-in-Residence, Stephanie Barenz, in exploring this rich private array of portraits, landscapes, genre scenes, and more. As an added bonus, the Hotel's engaging Chief Concierge, Peter Mortenson, will introduce guests to the lobby's spectacular ceiling fresco.

Cost: Free. No advance registration required. Meet in the Hotel lobby.

3:05pm – 4:25pm

Artstor Digital Library User Group Meeting, Grand Ballroom Central & West, 7th floor

Organizer/Presenter: Rebecca Shows, Artstor

Artstor is a non-profit digital library that provides more than 1.5 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 -- curators, scholars, educators, librarians, and students -- to teach and study with images in an online environment optimized for exploring visual content in new and exciting ways. This meeting will highlight Artstor collections and platform features, and will also provide a brief update on Shared Shelf.

4:35pm – 5:25pm

Great Lakes Chapter Meeting, Richard II Room, 7th floor

The Great Lakes Chapter of the Visual Resources Association (VRA-GL) promotes communication among, and provides support and professional enrichment opportunities for, members of the Visual Resources Association primarily residing or professionally active in Michigan, Northern Kentucky, Ohio, and Western Pennsylvania. The Chapter will also promote and support the Visual Resource Association as an international professional organization.

Great Lakes Chapter Chair: Marlene Gordon, University of Michigan-Dearborn

4:35pm – 5:25pm

Northern California Chapter & Southern California Chapter Joint Meeting, Taft & McKinley Rooms, 7th floor

Joint meeting of the VRA Northern California and Southern California Regional Chapters.

Northern California Chapter Chair: Emily Vigor, University of California, Berkeley

Southern California Chapter Chair: Greg Reser, University of California, San Diego

Program

March 14 • Friday

4:35pm – 5:25pm

Greater New York Chapter Meeting, Blu Bar: Cocktail, Martini Lounge

The purpose of the organization is to promote communication among national members of the Visual Resources Association within the New York metropolitan area. The Greater New York Chapter Serves the Tri-State Area of New York, New Jersey and Connecticut.

Greater New York Chapter Chair: Johanna Bauman, Pratt Institute

4:35pm – 5:25pm

Southeast Chapter Meeting, Roosevelt Room, 7th floor

The purpose of the Chapter is the support and professional enrichment of Chapter members residing or active in the states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. The Chapter will serve to encourage and support the professional association of the VRA.

Southeast Chapter Chair: John Taormina, Duke University

4:35pm – 5:25pm

Pacific Rim Chapter Meeting, Charles I Room, 7th floor

The Pacific Rim Chapter of the Visual Resources Association (VRA-PRC) serves VRA members in Oregon, Washington, Idaho, Alaska, Hawaii, and British Columbia. We provide a regional network of information and support to image media professionals.

Pacific Rim Chapter Chair: Joshua Polansky, University of Washington/Seattle

4:35pm – 5:25pm

Mid-Atlantic Chapter Meeting, Henry VIII & Louis XIV Rooms, 7th floor

The purpose of the Chapter shall be to support professional development and communication among members of the Visual Resources Association in the Mid-Atlantic region, which includes Maryland, Virginia, West Virginia, and the District of Columbia.

Mid-Atlantic Chapter Co-chair: Jeannine Keefer, University of Richmond, VA

Mid-Atlantic Chapter Co-chair: Jodi Hoover, University of Maryland, Baltimore County

4:35pm – 5:25pm

New England Chapter Meeting, Blu Bar: Cocktail, Martini Lounge

The New England Chapter of the Visual Resources Association was founded in 2003. The chapter meets twice a year, in the spring and fall, for educational programming, chapter business, and cultural activities related to our field. Membership is open to any VRA member in good standing, including those outside New England.

New England Chapter Chair: Jen Green, Plymouth State University

Program

March 14 • Friday

4:35pm – 5:25pm

Four Corners Chapter Interest Group / Local Planning for 2015 Denver Conference Meeting,
Mirror Room, 7th floor

Are you interested in participating in a Four Corners area chapter, or helping to plan the local portion of the 2015 VRA conference in Denver? Then this is where you'll want to be!

4:35pm – 5:25pm

Midwest Chapter Meeting, Kennedy Room, 7th floor

The Chapter is established to further research and education in the visual resources profession and to promote a spirit of cooperation among regional members of the profession. The purposes of this chapter are to establish a continuing forum for communication of information and ideas, and for advancement of matters of mutual interest to the membership.

Midwest Chapter Chair: Jacob Esselstrom, University of Wisconsin-Madison

5:30pm – 6:30pm

Summer Educational Institute (SEI) Reunion, Blu Bar: Cocktail, Martini Lounge, 23rd floor

Reunite with your SEI colleagues and raise a toast to this joint project of VRA and ARLIS/NA as it embarks on its 11th 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! Join us on the 23rd floor of the Pfister at Blu Bar for conversation, cocktails, and the terrific view of Milwaukee and Lake Michigan.

5:30pm – 6:30pm

Visual Resources Association Foundation Donor Appreciation Reception, Blu Bar: Cocktail, Martini Lounge

The Board of Directors of the Visual Resources Association Foundation is looking forward to celebrating their donors' support and generosity at a reception in the Blu Bar on the 23rd floor of the Pfister Hotel.

By invitation only.

Program

March 14 • Friday

6:30pm – 8:00pm

Friday Evening Drink ‘n’ Draw with Stephanie Barenz, Rockbottom Restaurant & Brewery
740 N. Plankinton Ave. Milwaukee, WI 53203

Unwind from the day’s serious business by joining your colleagues for a lively social evening in the private “Brewer’s Deck” on the main floor of the nearby Rock Bottom Restaurant & Brewery. Following appetizers with unlimited beer and wine from our open bar, enjoy a unique creative experience as the Pfister Hotel’s Artist-in-Residence, Stephanie Barenz, guides us in creating “Cadavre exquis” collaborations using a variety of artistic media and materials. Food, drink, and (non-competitive) conviviality – you definitely will want to join in the fun!

Cost: \$25

Maximum number of participants: 75

Admission includes open bar (i.e. free and unlimited) for wine and beer from 6:30-7:30, plus appetizers.

[Note: Event price does not include transportation. The Rock Bottom Restaurant & Brewery is located at 740 N Plankinton Ave #1, an easy 5-minute walk from the Pfister Hotel.]

8:00pm – 10:00pm

Visual Resources Emerging Professionals and Students (VREPS) Night Out, Swingin’ Door Exchange

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

Swingin’ Door Exchange · 219 E Michigan St. Milwaukee, WI 53202 · (414) 276-8150 · Located in the Mackie Building on Michigan St between Broadway & Water, below the Grain Exchange.

Program

March 15 • Saturday

7:30am – 9:00am

Leadership Breakfast, The Rouge, Lobby level

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 – 8:30am

Tour: Milwaukee Riverwalk Walking Tour , Hotel Lobby

Join Jacob Esselstrom (and his brother Luther) for a tour through Milwaukee's history as we take a morning stroll along the city's Riverwalk.

This tour will cover a little bit of everything including a look at Milwaukee's public art, architecture, and stops at some of the more historic sites in the city. You will hear many tales of old Milwaukee including the legend of the Bridge War of 1845, ghost stories of the Historic Third Ward, and the story of Gertie the Duck. There may even be a special appearance by Arthur Fonzarelli!

8:00am – 12:00pm

Registration and Hospitality, Grand Foyer, 7th floor

9:05am – 10:25am

Session 11, Brave New World Cataloging: Using RDF and Linked Open Data for the Semantic Web, Grand Ballroom West, 7th floor

Organizer: Sheryl Frisch, California Polytechnic State University

Moderator: Trish-Rose Sandler, Center for Biodiversity Informatics, Missouri Botanical Garden

Presenters:

Trish-Rose Sandler, Center for Biodiversity Informatics, Missouri Botanical Garden

Jeffrey Mixer, Kent State University Research Support

Georgina Goodlander, Smithsonian American Art Museum

Patricia Harpring, Getty Vocabulary Program, Getty Research Institute

RDF (Resource Description Format) and LOD (Linked Open Data) are two key components in the ongoing development of the Semantic Web (the structured linking of web-based information to enable users anywhere to find, share, and combine information more easily). Although we are used to working in information silos much of the time, the Semantic Web can allow data to be discovered, shared and reused across application, enterprise, and community boundaries. The speakers will demonstrate how our existing data (from both VR collections and museums) can be transformed to the RDF format; how the effort can be shared in a community; and how LOD will affect and expand the tools we use daily to provide controlled vocabulary terms.

Endorsed by the VRA Data Standards Committee

Program

March 15 • Saturday

9:05am – 10:25am

Session 12, For Us, It's Personal: Individual Digital Archiving and the Visual Resources Profession, Grand Ballroom Central, 7th floor

Sponsored in part by the Greater New York Chapter.

Organizer/Moderator: Zoe Waldron, The New York Public Library

Presenters:

Cinda May, Indiana State University & Wabash Valley Visions & Voices Digital Memory Project

Zoe Waldron, The New York Public Library

Jason Miller, University of California, Berkeley

Molly Tighe, The Mattress Factory Museum

In this session, four working visual resources professionals will discuss how they are making an impact in the realm of personal digital archiving in the arts and humanities. Some of the issues to be addressed:

What is the mandate for professional involvement in the ever-growing area of personal digital archives?

How can we best support artists, photographers, families, and communities in creating, managing, and preserving their digital archives?

How can we assist faculty members in managing large personal archives of artwork and scholarship?

How can we advocate for the long-term access, preservation, and stewardship of individual digital collections?

How do we handle large, acquired image collections?

What kinds of cross-institutional projects are most effective, and how do we get them going?

10:30am – 11:30am

Coffee Break, Grand Foyer, 7th floor

Sponsored in part by:

ARLIS/NA Midstates Chapter

VRA Greater New York Chapter

VRA New England Chapter

VRA Southeast Chapter

11:30am – 1:00pm

Closing speaker: Matthew Israel, Director, The Art Genome Project at Artsy, Grand Ballroom Central, 7th floor

Matthew Israel is an art historian (PhD, Institute of Fine Arts, New York University).

Currently he is the Director of The Art Genome Project at Artsy (Artsy.net).

His book on American artists' political engagement during the Vietnam War, *Kill for Peace: American Artists Against the Vietnam War*, was published in July 2013 by University of Texas Press.

Matthew has taught modern and contemporary art history as well as critical reading and writing at New York University; Parsons, The New School for Design; and The Museum of Modern Art, New York.

Program

March 15 • Saturday

He has also written articles for Art in America, Artforum, Frieze and ARTnews and contributed to books and catalogues for The College Art Association, The Whitney Museum of American Art, the New Museum, Gagosian Gallery, Cheim & Read Gallery, and Marianne Boesky Gallery.

Additionally, Matthew has worked as the Administrator at the Peter Hujar Archive, the Director of Operations at The Felix Gonzalez-Torres Foundation and as a research or press consultant for the New Museum, the Art Spaces Archives Project, Matthew Marks Gallery and Gagosian Gallery.

1:30pm – 3:30pm

Workshop 4: Ahead of the Curve: Analyzing and Using the Horizon Report, Taft & McKinley Rooms, 7th floor

Presenters:

Elizabeth Schaub, University of Texas at Austin

Betha Whitlow, Washington University in St. Louis

Since 2004, the New Media Consortium's Horizon Report has identified key trends and challenges regarding emerging technologies and their use in higher education. This seminal report provides detailed and valuable information that can serve to inform image management professionals about how to prepare--and plan strategically--to effectively address the rapidly shifting technological landscape. This dynamic and interactive workshop will provide a framework for participants to review and discuss the trends identified in the report, assess initiatives that incorporate the identified emerging technologies, reflect these emerging trends in their own strategic goals, and brainstorm strategies for forwarding and applying these ideas at their own institutions.

Free / Limited to 30 participants

1:30pm – 3:30pm

Workshop 5: Proposing and Moderating Conference Content, Kennedy & Roosevelt Rooms, 7th floor

Organizer/Moderator: Ryan Brubacher, Occidental College

Presenters:

Ryan Brubacher, Occidental College

Maureen Burns, IMAGinED

Nicole Finzer, Northwestern University

This workshop aims to inspire and guide participants to get more directly involved in conferences, both VRA and other related conferences, such as ARLIS, MCN, ALA or SAA. Developing the conference programming skills of our full membership will help us to build upon and diversify our own conference programming as a professional association. The workshop will provide practical advice and encouragement for individuals to take advantage of the opportunity to share their work with colleagues, and engage in professional development through the networking, negotiating and planning that goes into a great conference program.

Program

March 15 • Saturday

The workshop will explore conference programming in several ways. First, it will introduce types of conference programming and calls for proposals across several VR related professional conference (including ARLIS, MCN, and others). Second, it will outline a set of best practices for building a conference proposal, and allow participants work time and brainstorming with workshop leaders. Third, our speakers will provide tips for a successful panel, workshop, user group, academic paper “performance” in the actual conference setting. Finally, the workshop leaders will discuss the importance of and opportunities for publishing using conference presentations as a source of material.

Endorsed by the Education Committee

1:30pm – 4:30pm

Workshop 6: Introduction to Omeka, Grand Ballroom West, 7th floor

Presenters:

Jason Miller, University of California, Berkeley

Meghan Musolff, University of Michigan

Susan Jane Williams, Independent Cataloger and Consultant

Are you totally new to Omeka and want to test-drive it? Are you a beginning user who would like to know more about its capabilities and possible uses? This workshop will explore both the Omeka.net (free, hosted) and the Omeka.org (free, to install on your own server) versions. The instructors will demo Omeka.net, and also cover what is involved with a full local server installation. Plug-ins, mapping and loading data, and customization will be covered. There will be time at the end to brainstorm about workflow scenarios and uses of Omeka by VR managers, as well as by faculty and students. There will be documentation and access to a test collection “sandbox” after the conference.

1:45pm – 4:00pm

Tour: Lakefront Brewery, Hotel Lobby

After the regular conference program concludes, why not join your VRA colleagues for the classic Milwaukee brewery tour? Our guided visit to Lakefront Brewery will demonstrate how beer is made, all the way from raw materials to finished product. And of course, the tour includes multiple opportunities to sample different varieties of that finished product (with non-alcoholic options also available).

Cost: \$25 (includes round-trip motor coach transportation from hotel)

March 16 • Sunday

8:00am – 2:00pm

VRA Executive Board Meeting II, Mirror Room, 7th floor

<http://www.vraweb.org/organization/exec.html>

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

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

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

Executive Board 2013-2014

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

President-Elect: 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

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

VRA Appointees 2013-2014

Communications Technology Advisor:

Teddie Bozhilova, University of California, Riverside

Membership Services Coordinator and

Listserv Manager:

Lise Hawkos, University of Wisconsin, Stevens Point

Picture Licensing Universal System Coalition (PLUS),

Board of Directors Appointee:

Dustin Wees, ARTstor

Social Networking Contributor:

Krystal Boehlert, J. Paul Getty Museum

VRA Archivist:

Martine Sherrill, Wake Forest University

VRA Bulletin, Content Editor:

Anne Blecksmith, The Huntington Library

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 2013-2014

ARLIS/NA Affiliate Representative

John Taormina, Duke University

CAA Affiliate Representative

Mark Pompelia, Rhode Island School of Design

SAH Affiliate Representative

Jackie Spafford, University of California, Santa Barbara

SECAC Affiliate Representative

Kathe Hicks Albrecht, American University

Regional Chapters 2013-2014

Canada

Rebecca Young, Nova Scotia College of Art & Design

Great Lakes

Marlene Gordon, University of Michigan/Dearborn

Greater New York

Joanna Bauman, Pratt Institute

Mid-Atlantic

Co-Chairs:

Jeannine Keefer, University of Richmond

Jodi Hoover, University of Maryland

Midwest

Jacob Esselstrom, University of Wisconsin/Madison

New England

Jennifer Green, Plymouth State University

Northern California

Emily Vigor, University of California Berkeley

Pacific Rim

Joshua Polansky, University of Washington/Seattle

Southeast

John Taormina, Duke University

Southern California

Greg Reser, University of California, San Diego

Texas

Adrianna Stephenson, Southern Methodist University

Upstate New York

Jeanne Keefe, Rensselaer Polytechnic Institute

Committee & Task Force Chairs 2013-2014

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:

Allan T. Kohl, Minneapolis College of Art & Design

ARLIS/NA - VRA Joint Conference Task Force:

Ann Whiteside, Harvard University

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
Cara Hirsch, ARTstor

International Task Force:

Vicky Brown, University of Oxford, UK

Membership Committee:

Melanie Clark, Texas Tech University

Nominating Committee:

Jeanne Keefe, Rensselaer Polytechnic Institute

Travel Awards Committee(Co-chairs):

Vicky Brown, University of Oxford, UK
Amanda Rybin, University of Chicago

VRA Core Oversight Committee (Co-chairs):

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

Website Migration Task Force:

John Trendler, Scripps College

33rd

**VISUAL RESOURCES ASSOCIATION
ANNUAL CONFERENCE
MARCH 10-14, 2015**

DENVER

Westin Denver Downtown

