

VRA CONFERENCE 2009

TUESDAY, MARCH 17, 2009

8:00am-4:30pm VRA Board Meeting

Club Boardroom

8:00am-6:00pm VRA Strategic Plan Task Force Meeting

OCAD Sharp Centre Room 627

12:00pm-4:30pm VRA Foundation Board Meeting

Executive -4th Floor

4:30pm-6:00pm VRA & VRA Foundation Joint Board Meeting

Executive -4th Floor

6:00pm-9:00pm Registration Desk

2nd Floor Lobby

WEDNESDAY, MARCH 18, 2009

8:00-6:00 Registration Desk / 2nd floor lobby

9:00am-12:00pm

Workshop 1: Issues in VR Administration

Wentworth Room

This workshop is designed to introduce new visual resources curators and librarians to various topics in visual resources management and offer them guidance in the effective daily administration of a visual resources operation and facility in the digital age. This four-hour workshop will focus on administrative procedures (budgeting, policies, reports, workflows), collection development and acquisitions (in-house, purchased, licensed), human resources (staffing, changes in job descriptions, professional development), strategic planning for a digital transition, cross-institutional collaboration, training, reference, and project management. Since there are typically other conference opportunities that address issues of digital imaging, cataloging/metadata, and database design, this workshop will not cover those topics. There will be ample time for questions and discussion.

[NOTE: This workshop is intended to complement the Roundtable on Issues in Visual Resources Administration also offered during this conference on Thursday, 4:00-5:30 p.m.]

Organizers & Co-instructors: Karin Whalen, Reed College & John Taormina, Duke University

This workshop is sponsored by the Education Committee and the VRA New England Chapter.

8:30am-4:00pm VRAffle

Churchill Room

9:00am-12:00pm Advisory Group: ARTstor's Hosted Collection (invitation only)

9:30am-11:00am

Mini-Workshop 1: Dynamic Duo: Cataloging with VRA Core 4 and CCO

Kent Room

If you are new to Core 4.0 and CCO, or you would just like to brush up on your understanding of how these two data standards are designed to work together, this mini-workshop is for you. In the context of real cataloging issues, this workshop will address the basic decision-making that surrounds: data structure and data values; describing works and images; display values vs. index values. Participants will work through a few examples in practice cataloging situations.

[NOTE: This is one of 2 mini-workshops being offered on the VRA Core and CCO metadata standards. The morning workshop (The Dynamic Duo: Cataloging with VRA Core 4 and CCO) is intended as an entry-level introduction for anyone wanting to know more about how the Core and CCO work together. The afternoon workshop (Metadata with Muscle: Flexing the Power of Core 4 and CCO via XML) covers XML and shows how an XML data record is constructed out of the Core structure and CCO-guided content. Emphasis in both the morning and afternoon workshops will be on cataloging decision-making.]

Organizer: Jan Eklund, UC Berkeley

Instructors: Jan Eklund, UC Berkeley & Ann Whiteside, MIT & Elisa Lanzi, Smith College

10:00am - 11:30am Tour 1: Downtown Toronto

11:30am-12:30pm Chapter Meeting: Mid Atlantic Chapter

Kenora Room

12:30 p.m.-2:00 p.m. Lunch

Ask the Expert: Databases, XML and System Design

Expert: Susan-Jane Williams, independent consultant

What to talk about how your database will interface with other system components like image delivery systems? Or how xml will impact how you handle data in the future? Planning a system or a new database and want to implement standards? Come chat about these or any other data or database topic of your choosing.

(This Experts Session was available by prior registration only, and is now closed.)

Chapter Meeting: Upstate New York Chapter

Bistro on Two

Meeting: Nominating Committee

Kenora Room

1:30pm - 3:00 pm Tour 2: Financial Centre Area (Queen/King/University/Bay area)

2:00pm-3:30

Ask the Expert: Digital Assets Management

Expert: Jeanne Keefe, Rensselaer Polytechnic Institute

Are you thinking about purchasing or using a library asset management system? Is your primary focus on the storage and retrieval of large amounts of infrequently changing media assets, such as digital video or audio media or photographic archives? Wondering about what is involved in the conversion and what these types of systems will or won't do for you?

(This Experts Session was available by prior registration only, and is now closed.)

Mini-Workshop 2: Metadata with Muscle; Flexing the Power of Core 4 and CCO via XML

Kent Room

This mini-workshop will provide a very basic introduction to XML concepts, a more in-depth look at the VRA Core 4 XML schema, and a discussion of how Core 4 and CCO are designed to work together within the XML record. Participants will be expected to have a prior working knowledge of CCO principles and the Core 4 element structure, and will help build a Core 4+CCO-compliant XML data file from the ground up by populating elements, sub-elements, and attributes with basic descriptive metadata culled from real cataloging examples.

[NOTE: This is one of 2 mini-workshops being offered on the VRA Core and CCO metadata standards. The morning workshop (The Dynamic Duo: Cataloging with VRA Core 4 and CCO) is intended as an entry-level introduction for anyone wanting to know more about how the Core and CCO work together. The afternoon workshop (Metadata with Muscle: Flexing the Power of Core 4 and CCO via XML) covers XML and shows how an XML data record is constructed out of the Core structure and CCO-guided content. Emphasis in both the morning and afternoon workshops will be on cataloging decision-making.]

Organizer: Jan Eklund, UC Berkeley

Instructors: Jan Eklund, UC Berkeley & Ann Whiteside, MIT & Elisa Lanzi, Smith College

This workshop sponsored by the VRA Greater Philadelphia Chapter.

Chapter Meeting: VRA Canada Chapter

Kenora Room

4:00pm-6:00pm

VRA Plenary Session: Fair Use / Fair Dealing; Which Should Give You More Comfort?

OCAD Main Building Auditorium

Many copyright scholars have often argued that the U.S. copyright exception of "fair use" is more liberal -- and allows for greater flexibility -- than its "fair dealing" counterpart in Canada. But after a 2004 landmark decision by the Supreme Court of Canada, some scholars have suggested that the Canadian doctrine of fair dealing actually offers the user -- particularly the educational user -- more latitude to make different uses of a created work (and more comfort in doing so) than does its U.S. counterpart. This session will feature two noted copyright scholars (one from Canada and one from the U.S.) to discuss the differences and give us a better understanding of the two doctrines.

Organizer / Moderator: Gretchen Wagner

Speakers: Kenneth Crews, Director of Copyright Advisory Office, Columbia University

<http://www.copyright.columbia.edu/director>

Giuseppina D'Agostino, Professor, Osgoode Hall Law School at York University

http://www.osgoode.yorku.ca/faculty/DAgostino_Giuseppina.html

6:00 p.m.-8:00 p.m. Visual Resources Association Welcome Reception

Dominion Ballrooms

As a social follow-up to the Copyright Plenary Session, the Welcome Reception offers a relaxed opportunity to renew old acquaintances, meet new members, and mingle with our plenary speakers and our guests from the ARLIS/NA Ontario Chapter, faculty and students from the iSchool (Faculty of Information Studies) at the University of Toronto, and faculty and students from Osgoode Hall Law School, York University, Toronto. Light refreshments will be served, and a cash bar will be available

8:00 p.m. SEI Reunion at Trader's in the hotel lobby.

THURSDAY, MARCH 19, 2009

7:30 a.m. – 9:00 am First Time Attendees & New Members Breakfast

Civic Ballrooms

This annual breakfast is a great chance for those who are attending their first VRA conference to mix and mingle with both new and longtime members of the Association. It is also a terrific opportunity to be paired with an experienced VRA member through the VRA mentor program, so be sure to sign up when you register for the conference!

8:00-6:00 Registration Desk

2nd Floor Lobby

8:30am-5:00pm VRAffle

Churchill Room

9:00a.m.-10:30 a.m.

Session 2: Outside the Canon

Dominion Ballroom North

A dynamic group of speakers will discuss their work on recent and ongoing projects that often push the boundaries of traditional content areas in visual resources. Topics include; Tractors & Life on the American Front - Digitizing the Theo Brown Diaries; Creating Collections in the Arts and Humanities in an Institutional Context; Hunting for Art; On the Trail of Elusive Works; Building an Artist-centered Image Collection with Flickr; and Building a Complex Multimedia Art Database.

Moderators: Laurel Bliss & Melissa Lamont, San Diego State University

Speakers: Rodney G. Obien, Worcester Polytechnic Institute - George C. Gordon Library

Bill Kirby, Director, Centre for Contemporary Canadian Art

Birgit Plietzsch, University of St Andrews

Margo Ballantyne, Lewis & Clark College

This session is sponsored by Visual Resources (Routledge Journals).

Session 3: New Strategies for Digital Asset Discovery

Dominion Ballroom South

This session explores strategies for digital asset discovery. As VR professionals we now navigate nimbly between collection management systems (DAMs) and presentation tools (DAPs), but the user often suffers from a lack of information depth, as our rich collection management systems are skimmed for very shallow information to be loaded into a presentation tool. Gone, or greatly reduced, are the traditional means of discovery. What are the new strategies or possibilities? This session looks at three: the incorporation of deeper vocabularies, user-side tagging, and technical image metadata.

Moderator / Organizer: Mark Pompelia
Speakers: Rebecca Price, University of Michigan
Dustin Wees, ARTstor
Greg Reser, University of California, San Diego

This session is sponsored by the VRA Texas Chapter.

Ask the Expert: Creating a Wiki/blog for your VRC

Expert: Heather Seneff, University of Washington, Seattle

Wanna figure out how to start a blog for your collection? (What IS a blog, anyway?) Are wikis the root of all evil, or a really cool collaborative tool to use in your projects? 'Fraid to contribute to someone else's wiki, make a glaring error, and expose yourself as a luddite rube? Ask a non-threatening common-folk slide wrangler the questions your IT staff or twenty-something students laugh at you for asking....

(This Experts Session was available by prior registration only, and is now closed.)

11:00 a.m.-12:30 p.m.

Session 4: Engaging New Technologies, Part I

Dominion Ballroom North

This fast-paced session will demonstrate a rich variety of new technologies, and show how to engage with a heady array of contemporary products, services and tools. Organized as two distinct but complementary 90 minute sections, this session will present overviews (5-10 minutes each) of at least 10 tools, providing for each a sample of an "end product" use, an overview of the software itself (demystifying the process involved in using it), followed by an open opportunity to brainstorm about how each tool or technology can be applied (matched) to our own work to support instruction, communication and research. Tools and technologies covered will include: museum/public outreach (podcasts and YouTube); new display technologies (Zoomii and Photosynth); communication tools, such as wikis, blogs, Twitter, RSS feeds; instructional tools, such as remote meeting, webinar and video screen capture software; social software, such as Flickr, MySpace, Google Docs; tools for scholarly research and teaching, including Second Life, Zotero, Google Earth and other GIS tools. *[NOTE: This session will be continued as Engaging New Technologies, Part 2, offered Thursday at 2:00 -3:30 p.m. You may choose to attend either or both sections, as content will not be repeated between the two.]*

Organizer / Moderator: Betha Whitlow
Speakers: Francine Stock, Tulane University
Susan Jane Williams, Independent Consultant
Meghan Musolff, University of Michigan
Heather Cleary, Otis College of Art and Design

Sponsored by the Education Committee

Session 5: Roundtable on Issues in Visual Resources Administration

Dominion Ballroom South

This roundtable will bring together visual resources professionals from a cross-section of institutions to discuss a variety of topics in visual resources management, and offer insight into the effective administration of image collections in the digital age. The Roundtable will focus on budgeting, staffing, space/facilities needs, and cross-institutional collaborations; cataloging, metadata, and digital imaging per se will not be considered except in relation to the more general topics of budgeting, staffing, and other administrative issues. *[NOTE: While the Roundtable panel and audience discussion is intended to complement the Workshop "Issues in Visual Resources Administration" offered on Wednesday, 9:00 a.m. – 12:00 noon, these two events will present different aspects of the topic.]*

Co-Organizers: Jenni Rodda & John Taormina

Speakers: Karin Whalen, Reed College

Jenni Rodda, Institute of Fine Arts, New York University

John Taormina, Duke University

Maureen Burns, University of California, Irvine

Leigh Gates, Art Institute of Chicago

Jenni Rodda, Institute of Fine Arts, New York University

Elizabeth Schaub, University of Texas, Austin

This session is sponsored by the Education Committee and the VRA Greater New York Chapter.

12:30 p.m.-2:00 p.m.

Birds of a Feather Network Luncheons

Bistro on Two

We're all in this alone: VR with a small staff (and even smaller budget)

Marcia Focht, Binghamton University

Moving on Up: Resume Building Strategies

Macie Hall, Johns Hopkins University

Rebecca Moss, University of Minnesota

(Birds of a Feather Luncheons are by prior reservation only)

Ask the Expert: Teaching Teachers ARTstor and MDID

Expert: Megan Battey, Middlebury College

I have conducted intensive one-on-one training sessions with faculty (art history and other disciplines) and taught group workshops as well. Adapting my training to the different learning styles of the faculty, I have enjoyed some success breaking down barriers of those who are reluctant or technology-resistant. I would be happy to share my insights and strategies with others.

(This Experts Session was available by prior registration only, and is now closed.)

Meeting: Education Committee

Wentworth Room

Meeting: Publications Programming Group

Kenora Room

Meeting: Intellectual Property Rights Committee

Kent Room

Meeting: SEI Implementation Team Meeting

Huron Room

2:00 p.m.-3:30pm

Session 4: Engaging New Technologies, Part 2

Dominion Ballroom North

This fast-paced session will demonstrate a rich variety of new technologies, and show how to engage with a heady array of contemporary products, services and tools. Organized as two distinct but complementary 90 minute sections, this session will present overviews (5-10 minutes each) of at least 10 tools, providing for each a sample of an "end product" use, an overview of the software itself (demystifying the process involved in using it), followed by an open opportunity to brainstorm about how each tool or technology can be applied (matched) to our own work to support instruction, communication and research. Tools and technologies covered will include: museum/public outreach (podcasts and YouTube); new display technologies (Zoomii and Photosynth); communication tools, such as wikis, blogs, Twitter, RSS feeds; instructional tools, such as remote meeting, webinar and video screen capture software; social software, such as Flickr, MySpace, Google Docs; tools for scholarly research and teaching, including Second Life, Zotero, Google Earth and other GIS tools. *[NOTE: This is a continuation of Engaging New Technologies, Part 1, offered Thursday at 11:00 a.m.-12:30 p.m. You may choose to attend either or both sections, as content will not be repeated between the two.]*

Organizer / Moderator: Betha Whitlow

Speakers: Francine Stock, Tulane University

Susan Jane Williams, Independent Consultant

Meghan Musolff, University of Michigan

Heather Cleary, Otis College of Art and Design

This session is sponsored by the Education Committee.

Session 6: Bricks to Bamboo; Cataloging and Photographing the Materials Library

Dominion Ballroom South

A Materials Library is often an important component of the curriculum in the teaching of architecture, structural engineering, and the built environment. Cataloging, capturing, and displaying such a collection of materials, examples, and product samples presents formidable challenges.

This session will include several presentations by architecture curators with experience in managing or developing Materials Libraries in academic settings. The cataloging of unusual materials will be addressed, along with conceptual and practical issues.

Organizer / Moderator: Heather Seneff, University of Washington

Speakers: Vickie Aubourg, Cal Poly State University

Zaneta Hong, University of Texas, Austin

Elizabeth Simmons, Lawrence Technological University

2:00pm-4:30pm VRA Foundation 2nd Board Meeting

Kent Room

4:00pm-5:30pm

Special Users Group: ARTstor

Dominion Ballroom South

ARTstor is a digital library of images, associated information, and software tools designed to enhance teaching, learning, and scholarship in the arts and associated fields. ARTstor contains over 900,000 images of art, architecture, and archaeology from a wide range of cultures and time periods. ARTstor representatives will give brief presentations on topics such as collections news, technology enhancements, the ARTstor Hosting Program, and progress on interoperation efforts. A Q&A session will follow; conference participants are encouraged to submit questions in advance to the session moderator.

Organizer: Carole Ann Fabian, ARTstor

Presenters: Christine Kuan, ARTstor

Gretchen Wagner, ARTstor

Stephanie Krueger, ARTstor

Session 7: Metadata in Action; Leveraging Assets with Core4 and CCO

Dominion Ballroom North

This session will focus on how specific collections have implemented the Core4 and CCO data standards. Presenters will talk about the challenges involved in promoting the use of standards in collaborative projects (technical, administrative and social); address issues and considerations surrounding the preparation of data for export and dissemination via various delivery platforms; and show how the use of data standards promotes and enhances access to collections, and facilitates cross-collection and cross-disciplinary discovery.

Organizer / Moderator: Jan Eklund, UC Berkeley

Speakers: Erin Yu and Anastasia Cheetham, CollectionSpace Project

Susan Jane Williams, Independent Consultant

Jodie Double, University of Minnesota

This Session is sponsored by Two Cat Digital.

5:30pm – 7:00pm VRA Foundation Donor Reception

Reception is for the 2008-09 Gold and Silver Circle donors. This event is hosted by the VRA Foundation. (By invitation only)

7:00pm-10:00pm

VRA Members Reception and Keynote Address

Civic Ballrooms

The Keynote address will be given by Michael Edson, Director of Web and New Media Strategy at the Smithsonian Institution, detailing an emerging open access strategy for cultural heritage materials.

<http://community.toc.oreilly.com/profile/MichaelEdson>

We thank ARTstor for the generous contribution, the ARTstor Speaker Fund, which allowed us to invite Mr. Edson to be our keynote speaker.

*Prior registration for this event is required.

FRIDAY, MARCH 20, 2009

8:00 a.m.-6:00 p.m. Registration Desk

2nd Floor Lobby

8:00 a.m.-10:30 a.m. Breakfast and Annual Business Meeting

Civic Ballroom & Foyer

The Annual Business Meeting is the official forum for conducting association business. The agenda includes the President's State of the Association; select officers reports; brief reports from committee chairs; 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; the presentation of the VRA Travel Awards; a presentation on the 2010 annual conference city; and questions and announcements from the audience. All members are encouraged to attend, and enjoy a continental breakfast while they catch up on Association business.

10:30am-5:00pm VRAffle

Churchill Room

11 a.m.-12:30 p.m.

Session 8: SAHARA at Launch Time

Dominion Ballroom North

The SAHARA (SAH Architecture Resources Archive) project is scheduled to launch on April 1, 2009, with approximately 10,000 images and 100 QTVRs, as well as an upload toolkit for individual submissions to SAHARA by scholars. This session provides a pre-launch demonstration of SAHARA, along with the tools, so that the visual resources community can see the directions in which the project is moving. We will also update attendees about the next steps for the second and third years of SAHARA, and facilitate a discussion about participation.

Speakers: Ann Whiteside, MIT Libraries and SAHARA

Carole Ann Fabian, ARTstor

This session is sponsored by the VRA Northern California Chapter.

Session 9: Training Millennials at Work: Strategies for Training a New Generation

Dominion Ballroom South

Millennials (student workers and temporary employees born between 1980 and 2000) have become increasingly important human resources in visual resource collections. As this demographic plays an increasingly more significant role in our daily operations, how do we effectively teach and train Millennials? This session focuses on strategies for educating and communicating essential aspects and concepts of the VR profession to individuals immersed in the Web 2.0 culture. Panelists will cover multiple topics and points of view, including: the hiring process and conducting meaningful interviews;

metadata and cataloging practices; production, digitization and image quality control; and effective communication with Millennial employees. The session will be enhanced by examples of new tools and innovative ways to conduct outreach and motivate employees.

Organizer: Meghan Musolff, University of Michigan
Speakers: Elizabeth Schaub, University of Texas at Austin
Jen Green, Massachusetts College of Art and Design
Elisa Lanzi, Smith College
Alex Nichols, Michigan State University

This session is sponsored by the Education Committee and the VRA Great Lakes Chapter.

Meeting: *Chapter Chairs*

Kenora Room

12:30pm-2:00pm

Birds of a Feather Network Luncheons

Retirement 101

Bistro on Two

Christine Hilker, University of Arkansas
Christine Sundt, Independent Consultant

Art Schools

Executive Room – 4th Floor

Marta Bustillo, Rhode Island School of Design
Allan Kohl, Minneapolis College of Art & Design

New Professionals

Bistro on Two

Meghan Musloff, University of Michigan
Amber Ruiz, Stanford University

(Birds of a Feather Luncheons are by prior reservation only)

Meeting: *Financial Advisory Committee*

Kenora Room

Meeting: *Membership Committee*

Huron Room

Meeting: *Data Standards Committee*

Kent Room

Ask the Expert: *Digital Video and Audio in the Classroom*

Expert: Carolyn Caizzi, Yale University

Have the faculty you support inquired about how to use digital video and/or audio clips in the classroom? Or, perhaps, they want advice on how to incorporate digital video production as an option for the assignments they give their students. Carolyn has been supporting faculty with their digital teaching and research needs for the past 4 years. She can offer her experiences and expertise about digital video and audio from creating and editing it, to ways of sharing it on the web and in the classroom. Carolyn can also offer ideas about collaborating with other departments on campus to develop multimedia services.

(This Experts Session was available by prior registration only, and is now closed.)

2:00 p.m.-5:00 p.m. Vendor Slam

Dominion Ballrooms

A variety of vendors will each give short presentations describing products and services of interest to the visual resources professional. A panorama covering everything from image capture/display to image documentation and image access will be represented.

From 4-5pm, complimentary wine and cheese will be served during which attendees and vendors can meet for individual questions and literature distribution. A surprise "gift" will be given to each attendee during this period.

Organized by the Development Committee & moderated by Steven Kowalik

4:30 p.m.-6:00p.m.

VRA Student Members: Question & Answer Time

Wentworth Room

A time for student members to connect, meet new friends and ask questions of their mentors and Board members.

Organizer: Amy Jackson, University of Illinois at Urbana Champaign & Melanie Clark, Texas Tech University

5:00pm-6:30pm

Special Users Group: EmbARK

Kenora Room

EmbARK is a suite of software tools designed to catalog and manage collections. Cataloguer provides the user to input metadata for digital images, manages thumbnails, provides import and export tools to easily migrate data in or out of the Cataloguer. Records can be grouped into portfolios or managed as a whole. Comprehensive searching options are available. There will be time for discussion of version 7 including the new feature of drag and drop. Time will be allotted for questions and comments.

Organizer: Marlene Gordon, University of Michigan-Dearborn

Special Interest Group: Cataloging

Huron Room

This is an open forum that will be "all about cataloging". It will be audience-driven and interactive, but moderated.

Organizers: Meghan Musolff, University of Michigan & Elisa Lanzi, Smith College

Special Interest Group: VRA Digital Matchmaking

Kent Room

An open and ongoing forum for brainstorming ideas about creating a digital matchmaking commons, discussing progress to date, and further advancing initiatives such as building a directory of freely accessible image collections and finding communication areas for sharing images, metadata, and associated information about such collaborative activities.

Organizer: Jacquelyn Erdman, Florida Atlantic University

Moderator: Maureen Burns, UC Irvine

8:00 p.m.-9:30 p.m. Tansey Event 2009: Live! The Second City

OCAD Main Building Auditorium

The Tansey Fundraiser will bring you something we all need – lots of laughter, with “Live! The Second City”. We are thrilled to have a private performance from the famed Second City improv comedy group. They’ll be combining very funny sketches with improvisational bits using suggestions from the audience.

The Second City began in Chicago in 1959, quickly growing from stage shows to tours, television specials, and training workshops. The Second City Toronto was born in 1973, which added SCTV in the late 1970s, one of the best sketch comedy shows ever. Some of the finest comic actors of the last 30 years trained with Second City Toronto, including Dan Akroyd, Gilda Radner, Mike Myers, John Candy, Catherine O’Hara, Eugene Levy, and Martin Short, to name but a few.

Join us on Friday, March 20 for what is sure to be a very fun fundraiser – and, all profits will go into the Tansey Travel Award fund.

You can read more about the history of The Second City, and even see clips from sketches, here: <http://www.secondcity.com/?id=history/timeline>

SATURDAY, MARCH 21, 2009

7:30am-9:00am

Meeting: Development Committee

Kenora Room

Meeting: CCO Project

Kent Room

8:00-6:00 Registration Desk

2nd Floor Lobby

8:00 a.m.-12:00 p.m.

Workshop 2: Selling Visual Resources: Educating and Engaging the Educators

OCAD - Sharp Centre, Room 544

As more educators immerse themselves in digital technology and new images/tools become available from a variety of online resources, faculty and students in and outside of the arts are incorporating images into their teaching and research. These image users range from spontaneous do-it-yourselfers to those who prefer to have it done for them by centrally provided image services. But what about the users who fall somewhere in between, who might make better decisions about image options if they first consult with professionals? With fewer patrons walking in the door, visual resources curators need to reconsider how to reach and interact with image users, as well as how to provide the best services to accommodate pedagogical needs. This workshop will explore several techniques for reaching and teaching faculty who use, or want to use, images in the classroom.

Workshop leaders will present practical methods for reaching faculty through a variety of marketing and outreach techniques including (but not limited to): video promos, posters, brochures, blogs/wikis, and online tutorials. Participants will have hands-on time to begin creating a marketing plan and opportunities to experiment with the various technologies required to create outreach materials. Additional presentations, interactive problem-solving, and discussions will focus on employing sound principles of adult learning, and developing strategies for facilitating faculty use of digital images and the services provided by visual resources collections. A handbook will provide summaries of central issues, practical guides, and references to current research and associated information.

Organizer: Maureen Burns, UC Irvine

Speakers: Sarah Cheverton, James Madison University

Elizabeth Schaub, University of Texas at Austin

Betha Whitlow, Washington University

This workshop is sponsored by the Education Committee and the VRA Southeast Chapter.

9:00am-10:30am

Meeting: Atlanta Committee

Wentworth Room

Meeting: Travel Awards Committee

Huron Room

9:00am-12:00pm

Special Users Group: MDID

Dominion Ballroom North

The Madison Digital Image Database (MDID) is a freely distributed, open source web application developed at James Madison University to facilitate teaching with digital media online and in the classroom. This session will bring MDID developers, users and potential users together to share their experiences and to ask questions. Members of the MDID development team will talk about ongoing development, present a preview of the upcoming MDID 3 release, and give an update on the API development, which is supported by an IMLS grant. Following the formal presentation there will be an "Ask the Experts" session. Attendees will be able to ask questions about MDID, make suggestions for further development, or receive technical and curatorial help specific to the use of MDID at their institution. Because MDID does not generate revenue, it is not possible for James Madison University to provide in-depth technical support to other institutions. Therefore this event provides a unique venue for sharing information within the MDID community.

Organizer: Christina B. Updike, James Madison University
Speakers: Andreas Knab, James Madison University
Kevin Hegg, James Madison University

9:00am - 3:30pm VRAffle
Churchill Room

10:00am – 11:30am
Tour 3: Old Toronto (Front St. from Jarvis to Bay Street)

10:30am-12:00pm

Special Interest Group: *Museum Visual Resources*
Kent Room

The Museum Visual Resource Special Interest Group provides an opportunity for museum professionals to gather and to discuss issues that are particular to museums. The focus of the discussions will revolve around the changing roles of the museum visual resources professional. The specific roles played in the creation, cataloging and management of digital images as well as any involvement in the museum's Digital Asset Management system will also be addressed.

Organizer: Margaret C. McKee, The Museum of Fine Arts, Houston

Meeting: *VRA Archives*
Kenora Room

12:30 p.m.-2:00 p.m. Leadership Luncheon
Simcoe/Dufferin Rooms

This invitation-only luncheon is a chance for the VRA Leadership (including Committee Chairs, Chapter Chairs, Board Appointees, VRA Presidents Group, and the Executive Board) to gather and touch base regarding organization matters and interests.

Birds of a Feather Network Luncheons

New Technologies

Bistro on Two

Susan Jane Williams, Independent Consultant
Art and Design

Heather Cleary, Otis College of

(Birds of a Feather Luncheons are by prior reservation only)

1:30pm-3:00pm *Tour 4: Toronto's Theatre District*

2:00pm-3:30pm

Special Users Group: *IRIS*
Kenora Room

The 2008 version of IRIS (Image Resource Information System) will be demonstrated and discussed. This "final" version of the FileMaker application implements the VRA Core v.4.0 and CCO and includes an XML export. IRIS, begun in 1997 as a cooperative venture of 7 institutions, now has 25 member institutions. Anyone is welcome to attend this meeting; you do not need to be an IRIS user to learn from or contribute to the discussion.

Organizer: Julie Doring, Duke University

Special Interest Group: Getty Vocabularies; CONA and Multilinguality: Update on the Getty Vocabularies

Huron Room

This SIG will present a discussion and presentation which will focus on a variety of new projects in development in the Getty Vocabulary Program. Topics will include: the structure and implementation of the newest vocabulary, the Cultural Objects Name Authority (CONA), progress on the multilinguality of AAT with the addition of thousands of Spanish and Italian terms, extensive contributions to ULAN from the Witt Library at the Courtauld Institute of Art and the Avery Index, and the upcoming addition of 5 million place names into TGN, from the National Geospatial Intelligence Agency (formerly NIMA). Plus, there will be updates on individual contributions, making the Getty Vocabularies available in APIs, as well as newly published works by Patricia Harpring and Murtha Baca.

Organizer: Patricia Harpring, Getty Vocabulary Program

2:00 p.m.-6:00 p.m.

Workshop 3: Photoshop for Artworks; Cool Tools & Techniques for Enhancing Images of Paintings, Sculpture, Prints & Drawings

OCAD Sharp Centre, Room 627

How can one enhance images of artworks, even those poorly photographed? This eyes-on workshop will cover tips and techniques for improving and correcting images of paintings, prints, drawings, and other two-dimensional art forms, as well as architecture and sculpture. Participants will also learn about embedded metadata and rights information.

[NOTE: Previous experience with Photoshop CS3 or Photoshop Elements 6 is required, as this is not an introduction to Photoshop. Participants may bring their own laptop computers to apply the techniques presented in the Workshop to their own images. An 8-page instructional handout will be provided, so participants may focus on the projected demonstrations rather than taking notes.]

Organizer: Mark Braunstein

4:00pm-5:30pm

Special Interest Group: Architecture Curators

Huron Room

VRA members who work in VR collections in an architectural department, firm, or archive will meet to discuss issues of interest to the built environment, including landscape architecture, urban planning, and construction management. The Architecture curators SIG has a listserv of 42 members who would like to meet one another face-to-face, and to encourage other interested curators to participate.

Organizer: Heather Seneff

Chapter Meeting: VRA Southern California Chapter

Kenora Room

Special Users Group: VCat Users Group

Wentworth Room

VCat (renamed from VireoCat) is a Filemaker-based database that is VRA Core 4 and CCO compliant. It is capable of outputting both flattened Excel and Core 4 validating XML. The database is free and downloadable from the user group website: <https://sites.google.com/site/vcatusers/>
All are welcome to attend; there will be a short presentation about VCat and related data sharing issues and then discussion among the users.

Organizer: Susan Jane Williams, Independent Cataloging and Consulting Services

Meeting: DIAG Committee

Kent Room

6:00 p.m.-7:30pm VRAffle

Join Empress Patti and the VRAudevillians for "The Call of the Frozen North"
Dominion Ballroom South

SUNDAY, MARCH 22, 2009

9:00 a.m.-3:00 p.m.

VRA Executive Board Meeting #2