

## OLTF Final Report

### **I. INTRODUCTION**

The charge of the Online Learning Task Force is as follows:

Beginning with an environmental scan of online learning approaches in similar organizations, such as the Art Libraries Society of North America, the Music Library Association, the Special Library Association, a review of the 2016 Professional Status Task Force report, and a brief report from the President's April 2016 leadership webinar, the Task Force will identify the various factors for consideration relating to VRA's pursuit of online professional development opportunities. These will support the professional development needs of our members, provide new benefits of membership, serve as outreach to potential new members, offer a potential source of Association revenue, and further establish VRA as an authority on a variety of digital content issues. In its investigations, the Task Force will confer with various stakeholders, including the Education Committee, the VRA Foundation, the Executive Board in general and the Vice President for Conference Program in particular, as well as the VRA membership. The Task Force will offer at least two additional pilot webinars, from which it can assess and document successes and challenges. In its final report, to be delivered to the Executive Board by January 31, 2017 (extended to February 24, 2017), the Task Force will provide a set of recommendations for proceeding with this initiative.

The factors addressed will include:

- technical considerations for the GoToMeeting platform and other potential complementary software
- mechanisms for soliciting and selecting relevant content and instructors; frequency of offerings; low-cost budget models with potential fee structures, if any
- means of assessment
- methods of coordinating educational content within VRA and VRAF, such as annual and regional conferences, regional workshops, and SEI
- recommendations for models of ongoing Association oversight

### **II. PROCESS**

#### **Environmental Scan**

The Task Force began with an environmental scan of the online learning opportunities provided by peer organizations. Through analysis of the organizational website as well as direct follow-up with organization leadership, the Task Force compiled a list to compare what kind of content organizations are offering and how (platforms versus programming, content and delivery). When possible, the Task Force also determined what assessment criteria was used to evaluate the success, failure, and feasibility of the online learning opportunities provided. The organizations reviewed were:

Art Libraries Society of North America

Society of American Archivists  
Music Library Association  
Special Libraries Association

Across organizations, the results yielded few commonalities in content, format, and delivery, ranging from simply recording and delivering conference content only (ARLIS/NA) to comprehensive online programs that reflect the largely educational mission of the organization (SAA). For more information, see Appendix 1 (Excel spreadsheet).

### **Pilot Webinars**

Prior to the work of the Task Force, the VRA offered a leadership webinar utilizing GoToMeeting and featuring VRA President Jen Green (Appendix 6). The Task Force planned and executed two webinars to test a variety of factors including promotional strategies, live content versus pre-recorded content, webinar series versus stand-alone session, delivery platforms, and assessment criteria.

Chris Strasbaugh created a pre-recorded single webinar on maker spaces, and Greg Reser developed his popular embedded metadata workshop into a set of three pre-recorded sessions, followed by a live webinar to provide a live Q&A experience.

**Timetable** (how long to develop, how long to put up, amount of time for publicity)

### **Recording and Delivery Platforms**

While the Task Force initially explored a range of potential recording and delivery platforms, ultimately we chose not to overextend financial resources. Instead, the webinars were created using inexpensive or readily available tools and the goodwill of technologically astute instructors willing to experiment with them. Both the software and process used by Greg Reser and Chris Strasbaugh are outlined in Appendix 2 (include both Greg and Chris' summary emails). The VRA's Vimeo account was used to deliver the recorded webinars, while VRA's subscription to GoToWebinar was utilized for the live portion of Greg's series.

(Note: The other features of GoToMeeting were not explored, but could lend themselves to other online learning formats, such as using GTM for smaller breakout sessions, participant discussions, and meeting with content creators/presenters, and using the webinar feature for a full panel of speakers...just to name a few ideas).

### **Assessment**

The Task Force utilized a range of assessment criteria, including feedback from the presenters (Appendix 2), comments left in the comments section of Vimeo (Appendix 3), user statistics generated by Vimeo (Appendix 4) and data gleaned from Survey Monkey surveys attached to each video (Appendix 5, collect from Chris).

## **III. RECOMMENDATIONS**

Based on the data collected from the assessment process, the Task Force has the following general recommendations moving forward:

- Keep the content of the webinars brief and concise.
- Solicit future topics and elicit feedback about webinar content from the VRA membership
- Offer the webinars as part of an open access initiative, noting that many people clicked on videos but did not watch them, suggesting that password protection is a barrier. (See ARLIS/NA for an open access model)
- Offer the opportunity to regional chapters to provide content so that the VRA is not responsible for all content
- Leverage the labor of travel award winners in the webinar development process (they could create a webinar in exchange for funding or be involved in the production process)
- Ensure that any future implementation team include someone versed in video production

#### **IV. QUESTIONS FOR FURTHER CONSIDERATION**

Below please find questions raised by the pilot process. Some of these questions have essentially resolved themselves, while others have a range of potential answers and approaches that will require further examination by the VRA Board, with consideration of its broader practices, finances, and the interests of the VRA membership.

##### **Administrative and Financial**

Who will be involved in the oversight and implementation of the program?

- A small team will be needed to solicit content/contact speakers, record sessions, manage live webinar sessions, and create publicity.
- This team could consist of two-four people, with at least one member responsible for logistics (identifying content, coordinating with speakers, managing publicity) and another member responsible for technology (recording and producing the videos, managing live events, etc.)

What is the access model for the webinars? Do we charge for them?

- One potential model is to make the free to membership for a certain (as yet to be determined) period of time, then open up to public after a certain number of months (as with the VRA Bulletin)
- Another model would be to keep the webinars exclusively as benefit of membership and charge for non-members

What will the ongoing assessment of the program look like?

- Post-webinar surveys
- Comments in the Vimeo videos
- Viewing statistics

- Other?

## Technological

What technological hardware, software, infrastructure, and expertise is required to implement the webinars? (provide a mic, etc.)

- Vimeo
- GoToWebinar
- Adobe Premier

What technologies might be considered for future webinars?

- Possibilities are listed in the environmental scan (Appendix 1)

Should we settle on a particular format for the webinars, and if so, which one(s)? (Considerations include duration, streamed video, live webinars, etc.)?

## Scope and Content

How do we focus the program so that it has its own "brand," and also so it doesn't compete with other opportunities such as SEI or the VRAF Regional Workshops (e.g. are these "how to do the thing" webinars?)?

Who do we think is the audience for the program? Who are we trying to reach, and for what purpose (e.g. is this a promotional tool for the VRA? A member benefit?)?

- Promotional tool for VRA
- Member benefit
- Professional development opportunity

How will potential webinar topics be identified, and how will instructors be recruited?

- A strong effort should be made to solicit speakers from outside of the organization
- Deliver content that is not reflected in the conference, as well as recording sessions at the conference

## Instructors

Different instructors may have different levels of technological expertise and/or access to differing types of technology. How do we work within these differences?

- Identifying an instructor with the topical expertise and ability to deliver information in an interesting way is the most important concern.
- If the webinar implementation team includes a "tech expert," and a clear process, platform, and technological infrastructure for creating webinars are in place, that some instructors are less technologically savvy than others will be less of an issue.

## Publicity

How do we best publicize the webinars?

- Early and often
- Send out on every channel, especially beyond VRA
- Share with affiliate organizations
- Other ideas?

### **Appendix 1: Environmental Scan**

[https://docs.google.com/spreadsheets/d/11uYuRYxbuMrCg55rDiJHVCpBFh\\_\\_wwpQLIXakmCHRUQ/edit?usp=sharing](https://docs.google.com/spreadsheets/d/11uYuRYxbuMrCg55rDiJHVCpBFh__wwpQLIXakmCHRUQ/edit?usp=sharing)

### **Appendix 2: Webinar Presenter Feedback**

Greg Reser:

After some experimentation, I ended up recording short videos (with audio) of around 3 minutes each and then editing them together to produce a 15 minute complete version.

The length of each section was mostly determined by transition points in the tutorial, e.g., when the screen is about to change. This made the edit less noticeable, but more importantly, it meant I could go back for another take with the screen still in the same configuration. For example, my tutorial involved clicking the Save button in my application. When I did that, a process would run and the metadata display would be different. If I realized I made a mistake and had to re-record that section, I had to delete my altered files and load new ones to go back to my “step 1” configuration.

I would make as many as three takes of each section and then choose the best for the final edit. I used a file naming system to help me keep track of the sections and takes:

intro\_01.avi  
intro\_02.avi  
intro\_03.avi

It’s very important to know where each section stops and starts. When you start recording section two, you want to know where you left off in section one. It should flow smoothly, like it was a continuous conversation. To accomplish this, I made an outline script. Because I would sometimes adjust my sections (based on an unexpected problem or action that occurred while recording) I adjusted my outline as I worked. The key thing is to know what you are going to say when you resume recording.

When working with software, things can go wrong, big surprise. Sometimes things would go wrong near the end of a section but most of the section was worth keeping. I would just edit out the last part and move it to the next section. Honestly, I felt lucky to get through some parts and didn’t want to redo the whole thing.

The problem with recording in sections is that unless you can record them all in one sitting, you may end up with variations in sound and screen settings. You have to keep all settings the same, especially audio levels. I even noticed a difference in how I had my headset mic positioned. Yes, a headset with a mic is the best option. You want your hands free and you want the mic near your mouth, even if you turn your head.

Often the audio is where I messed up – stumbling on my words. I tried recording just video and overdubbing audio, with mixed success. It's a good option, but takes more planning. Dubbing the audio requires separate audio recording and editing software. Merging the audio with the video is easy in most video editors. The difficulty is in remembering what to say! It might be days later when I dubbed the audio and I found myself forgetting what I was doing in the video, even with my outline. It ended up being more natural to record both audio and video together.

When I started to record, it was very important to have all the software and files open and ready to go. This meant positioning and sizing windows, then minimizing them before I started recording. This way, when I needed that window, I just clicked it once and it quickly opened where I wanted it (I didn't have to waste time dragging it into the recording frame).

For the opening and ending credits, I used Photoshop to make JPEG still images. These are easy to insert using the video editor. You could do the same thing for other things that you want to display in a large size in the screen, e.g., URLs, instructions, etc. The only thing is, these inserted images will have no audio, unless you overdub. The approach I took, and I'm not certain it was effective, was to make a Google Slides presentation with the info, and call that up in full screen mode which, sort of, gave the appearance of a video graphic. The advantage was that I could keep talking ("Here is the URL to download the files from..."). The disadvantage is that the image didn't just appear – you could tell I was opening a window and making it full screen.

I edited my videos with Windows Live Movie Maker, which is being discontinued. I'm sure there are other free or low cost Windows alternatives out there. Mac users can use iMovie.

I've never been paid for a video or webinar. Would the rate for SEI instructors be a good reference? Maybe that's a little high. To be fair, I probably spent 20 hours creating 1 hour of finished video.

Recording conference presentations is a good idea, but you might want to do a little editing (gaps between speakers, technical delays, etc.).

Chris Strasbaugh:

Doing screen capture, I have used a few different softwares on both Mac and PC. While [Camstudio](#) is free, I ran into problems with larger videos never saving. The one that I am starting to encourage my faculty to use for this task is [Movavi Screen Capture](#) or [Snagit](#). Both have an EDU discount and are very reasonable. I think we did the recording through GoToMeeting which was free for me but had strange audio problems.

I think every speaker should have a good microphone or headset. Audio really is the most important and difficult thing to capture.

Video was edited in Adobe Premiere which is included in the Creative Cloud subscription that many people have. The learning threshold for this is pretty high so I would think this is a volunteer position as part of the expanded Online Learning group if it were to take off. I volunteer my students to help with this for at least a few years. Attached is the latest documentation.

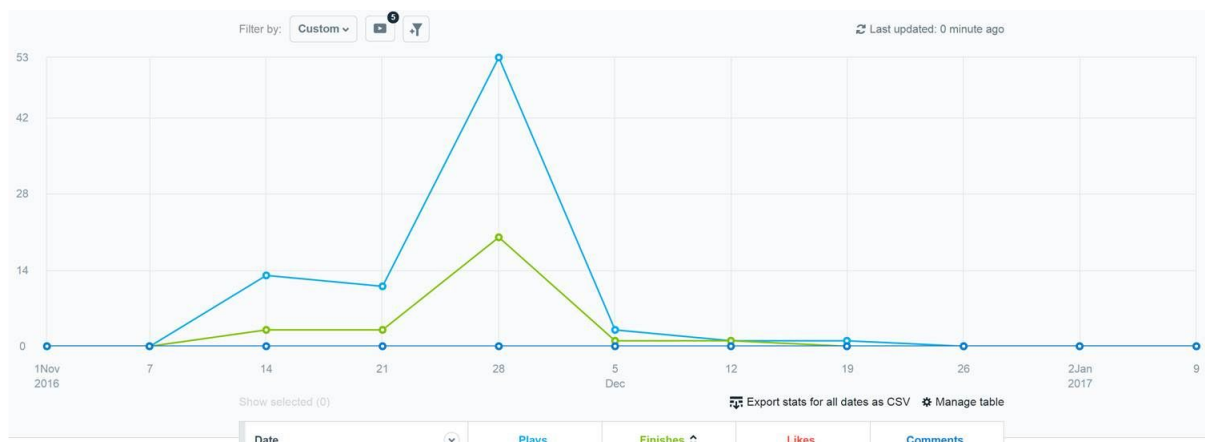
I think looking forward, I would try to build a course into smaller 4 minutes segments since it does help in being able to produce in one sitting and it is better for people’s attention span.

### Appendix 3: Vimeo Comments

No comments were submitted in the comment section of any of the videos hosted on Vimeo. Comments were enabled.

### Appendix 4: Vimeo User Data

Source URL	Source URL	Plays	Finishes	Loads
vimeo.com		82	28	139
/191567050		27	7	44
/191845891		25	9	37
/191562769		15	7	20
/191543672		8	1	14
/191561183		7	4	14
/help/basics		0	0	5
		0	0	5
vraweb.org		0	0	137
<b>Totals:</b>		<b>82</b>	<b>28</b>	<b>276</b>



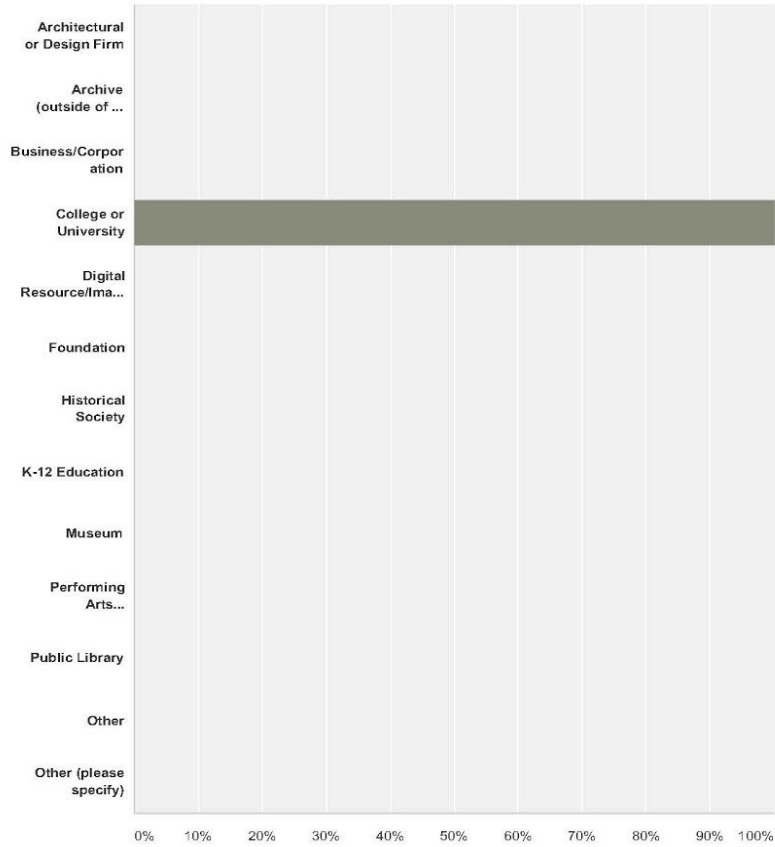
## Appendix 5: Survey Monkey Data



Online Learning Survey

**Q1 What type of organization or business do you work for?**

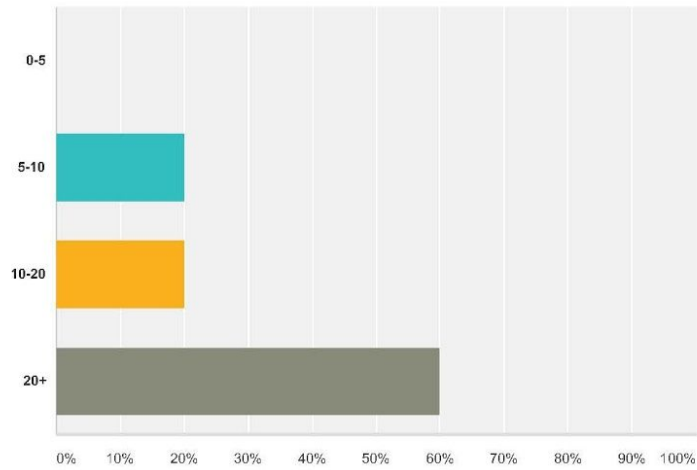
Answered: 5 Skipped: 0



Answer Choices	Responses
Architectural or Design Firm	0.00% 0
Archive (outside of a College or University)	0.00% 0
Business/Corporation	0.00% 0
College or University	100.00% 5
Digital Resource/Image Resource Vendor	0.00% 0
Foundation	0.00% 0
Historical Society	0.00% 0
K-12 Education	0.00% 0
Museum	0.00% 0
Performing Arts Organization	0.00% 0
Public Library	0.00% 0
Other	0.00% 0
Other (please specify)	0.00% 0
<b>Total</b>	<b>5</b>

### Q2 Years of Experience

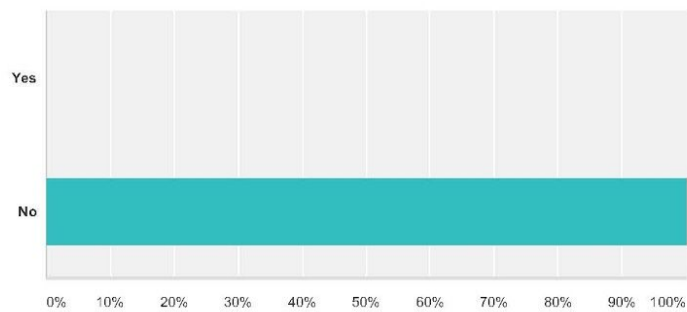
Answered: 5 Skipped: 0



Answer Choices	Responses
0-5	0.00% 0
5-10	20.00% 1
10-20	20.00% 1
20+	60.00% 3
<b>Total</b>	<b>5</b>

### Q3 Are you currently enrolled as a student at an academic institution?

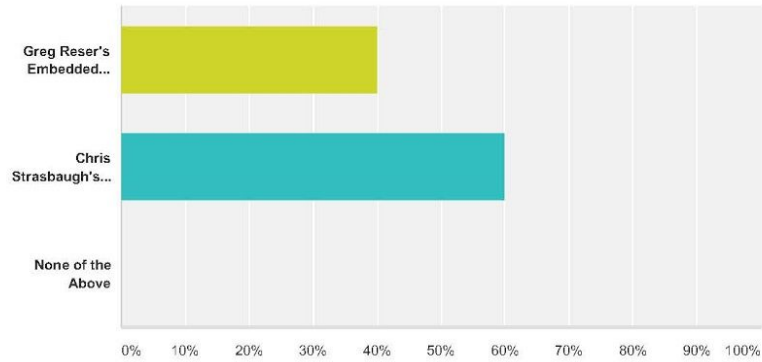
Answered: 4 Skipped: 1



Answer Choices	Responses
Yes	0.00% 0
No	100.00% 4
<b>Total</b>	<b>4</b>

### Q4 Which video or series are you reviewing?

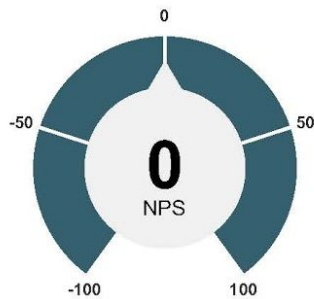
Answered: 5 Skipped: 0



Answer Choices	Responses	Count
Greg Reser's Embedded Metadata Workshop	40.00%	2
Chris Strasbaugh's Introduction to Makerspaces	60.00%	3
None of the Above	0.00%	0
<b>Total</b>		<b>5</b>

### Q5 How likely is it that you would recommend the video/series to a friend or colleague?

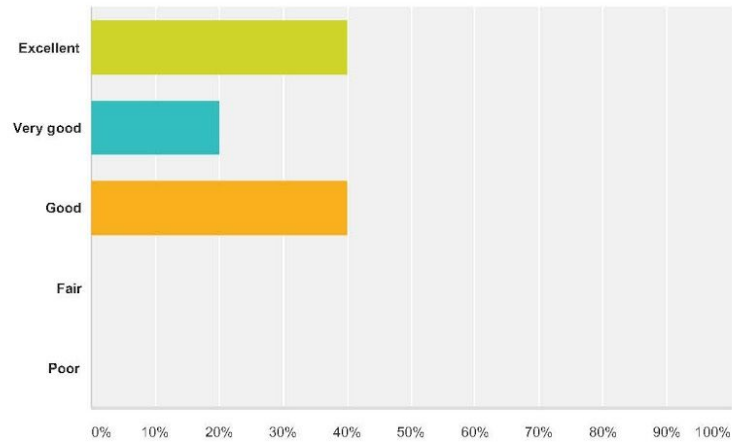
Answered: 5 Skipped: 0



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
40% 2	20% 1	40% 2	<b>0</b>

### Q6 Overall, how would you rate the video/series?

Answered: 5 Skipped: 0



Answer Choices	Responses
Excellent	40.00% 2
Very good	20.00% 1
Good	40.00% 2
Fair	0.00% 0
Poor	0.00% 0
<b>Total</b>	<b>5</b>

### Q7 What did you like about the video/series?

Answered: 5 Skipped: 0

#	Responses	Date
1	The series has a lot of detail on how the VRA palette works.	12/2/2016 3:57 PM
2	The slides showing photos of all the different types of makerspaces were most effective.	12/1/2016 2:33 PM
3	Good screen shots and explanations	11/30/2016 10:29 AM
4	the different examples and types of maker spaces institutions have set up	11/29/2016 1:24 PM
5	Information clearly presented. Maker Spaces clearly defined. Good images to illustrate	11/28/2016 10:06 AM

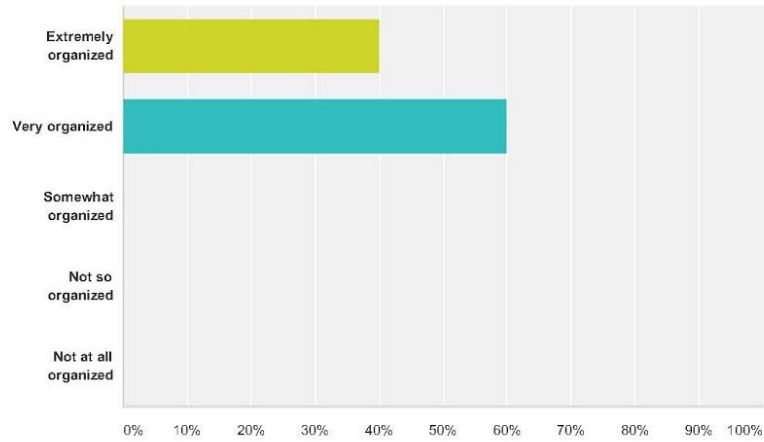
### Q8 What did you dislike about the video/series?

Answered: 5 Skipped: 0

#	Responses	Date
1	It might help to break the videos down into shorter segments, much like a Lynda.com training, so that users, once they know how to use the palette, could review an individual task.	12/2/2016 3:57 PM
2	Some of the slides with just text felt like placeholders. It was easy to lose focus.	12/1/2016 2:33 PM
3	I am not interested in embedded metadata for my work. I watched Part 1 just to learn something new. It is difficult to follow if I am not going to do it.	11/30/2016 10:29 AM
4	it might be more useful if there were links on how to set up a maker space	11/29/2016 1:24 PM
5	At first I thought it was going to be too long but changed my mind as I continued to watch. Limited attention span here due to digital age!	11/28/2016 10:06 AM

### Q9 How organized was the video/series?

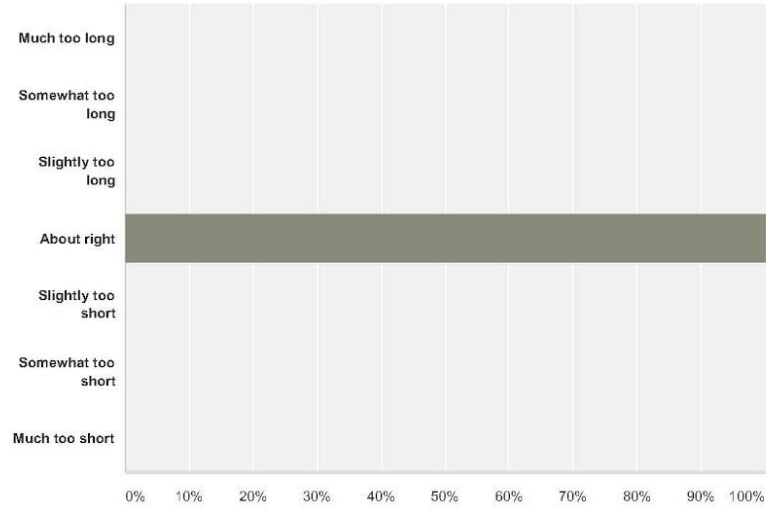
Answered: 5 Skipped: 0



Answer Choices	Responses	Count
Extremely organized	40.00%	2
Very organized	60.00%	3
Somewhat organized	0.00%	0
Not so organized	0.00%	0
Not at all organized	0.00%	0
<b>Total</b>		<b>5</b>

**Q10 Was the event length too long, too short, or about right?**

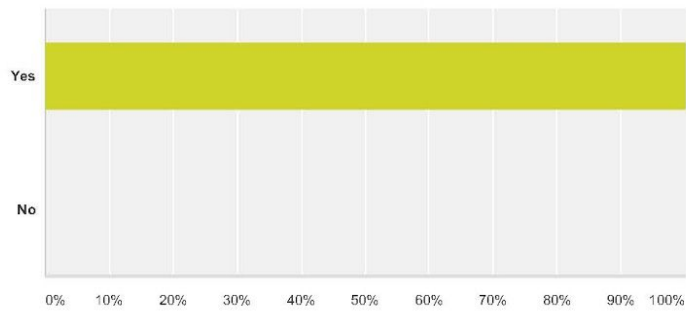
Answered: 5 Skipped: 0



Answer Choices	Responses	
Much too long	0.00%	0
Somewhat too long	0.00%	0
Slightly too long	0.00%	0
About right	100.00%	5
Slightly too short	0.00%	0
Somewhat too short	0.00%	0
Much too short	0.00%	0
<b>Total</b>		<b>5</b>

**Q11 Did you watch the the video/series in its entirety?**

Answered: 5 Skipped: 0



Answer Choices	Responses	
Yes	100.00%	5
No	0.00%	0
<b>Total</b>		<b>5</b>

**Q13 Thoughts or ideas that can make our online learning offerings better?**

Answered: 2 Skipped: 3

#	Responses	Date
1	It would help if there was sound at the beginning where VRA information is given. It cues the user know that their audio is working.	12/2/2016 4:03 PM
2	This is a good start. Many thanks.	11/30/2016 10:32 AM

**Q14 Do you have any examples of excellent webinars or online learning content that you have enjoyed in the past?**

Answered: 2 Skipped: 3

#	Responses	Date
1	Ones that come to mind are the ones found in Lynda.com.	12/2/2016 4:03 PM
2	I do all the Aristor and Shared Shelf webinars. Quality varies but I almost always learn something new.	11/30/2016 10:32 AM

**Appendix 6: Notes and Transcript from the Leadership Webinar**

President Jen Green welcomed the attendees and gave an introduction.

The remainder of the meeting was spent in a discussion of the results of the answers to the SWOT analysis at the 2015 Denver meeting (Elaine and Jen compiled the answers from the worksheets at this meeting)

The purpose of this conversation was to identify common themes and discuss how to leverage these themes to attract new members and to support current members and leaders

Conflicting themes:

The size of VRA:

- The evolving nature of the profession is one of our strengths, but it can also pull people away from us because they get distracted with other organizations.

Diversity of our field:

- Traditional VR roles = metadata, education technology, imaging, data management etc.
- We are not *all* specializing in these areas, but as a group we cover it all.

Our ability to communicate what we do to ourselves and administrators:

- This inability has been an ongoing struggle for long-term members, and is still an issue as the field re-shapes itself.
- This is a challenge for attracting new members
- Workshop on re-writing position descriptions and post the results to the VRA website
  - Margaret Webster did a workshop like this ages ago in Portland, but it should be updated and it would be valuable for retention and recruitment to show the breadth of jobs in the field
  - Could we find a space on the website to share resources related to re-writing your position description, i.e. brief descriptions and templates
  - This could also be useful for hiring managers
  - Resources should be broken up into different types of positions (i.e. academic vs traditional VR)
  - This document would have to be constantly updated, it cannot be a static site
  - This could tie into the Board news cycle, which will be once per month updates
  - The results of the PSTF Survey will reveal a snapshot of the current demographics in the VR profession, which will ultimately help with the hiring and retention documents that were started by another TF

Our organization name suggests a narrow focus:

- Changing the name could change the organization, and the major challenge is coming up with a new name.
  - Have there been other names suggested that are more inclusive of all that we do?
  - We are a group of professionals that managing “content”
  - The “about” page on our site is very broad and includes media and images, heritage and commercial, and this is difficult to make into three words.
  - We are a group of diverse professionals and duties – do we run the risk of watering it down if we go too broad? I.e. media management, what does that mean and would we really deliver on that for our new members.
  - There are other associations that work specifically with particular media who might be better suited and that would make us less relevant.
  - Our name actually does encompass a lot once it is broken away from the traditional association with slide libraries.
    - There was a general discussion of a new tagline “Visual Resources Association: The Association of Images and Data”
- § Redefining for other people what Visual Resources are, it’s not necessarily a slide library or image collection

How to make real changes for the organization, re: name change

- Who has that conversation and how?



- There could be possible legal issues with the associations official documents if we are renaming, however if we are just rebranding then it wouldn't require officially changing the name and is more of a marketing and outreach strategy
- § Surveying other communities outside of VRA to get their reaction to the new tagline
- § The membership should be involved – keep it simple and do a survey/money poll
- § Making our tagline more visible

Jen Green mentioned a couple of positive things that came out of the SWOT analysis. She mentioned that under both strengths and opportunities, there were several areas where we are comfortable:

- Teaching
- Communication
- Outreach abilities
- Relationship with other organizations
- In order to be successful in navigating this kind of long-term relationship building, we need to address the issue of defining ourselves and articulating what it is that we do
- We are actively making connections with org such as DLF & ARLIS but there may be other potential orgs where it would be useful to describe ourselves well to present ourselves to them
- The PSTF Survey shows that there are a number of respondents from a Museum Registrar group, this is not a group that we have traditionally thought of as aligned, but it could be an opportunity to explore new collaborations
- There was a lot of discussion in the chat box about having more joint conferences with other allied orgs. However, since this is a long-term relationship building process, it can be hard to cold call orgs to set up joint conferences, i.e. MCN has not been very responsive
- It was suggested that instead of trying to mesh/merge conferences, we could solicit another kind of collaborative event (workshop, meeting), or co-sponsor a workshop at our own annual conference. This might be of interest to the new online learning webinar group or the VRAF regional workshop program
- It might be beneficial to encourage special interest groups that span more than one org to get cross-pollination. There could be one cross-organizational group (i.e. ARLIS/VRA DH)
- Perhaps we could use the outside speakers fund to get relevant big names from other organizations to the conference (panel speakers, project talk, etc.), or even invite Presidents of other orgs to talk

President Jen Green mentioned that if anyone has an interest in developing online learning for VRA and being part of the new TF, to please let her know so you can be added to the list of potential members. Along these lines, the Board is also looking

for strategic planning TF members, where we prioritize our efforts in building relationships. Many people here would have a great background for that.

### Full Chat Transcript:

**JTrendle (to Everyone):** 1:00 PM: to reduce noise distractions please consider muting yourself during times you're not speaking (may not apply to phone callers)

**Maureen Burns (to Everyone):** 1:00 PM: Hi all. I'm hear and can hear everyone but will stay muted for now.

**Margaret N. Webster (to Everyone):** 1:09 PM: Yes, Kathe makes an important point. Margaret

**Margaret N. Webster (to Everyone):** 1:10 PM: Or what do their supervisors perceive our importance to employees?  
Margaret

**Jenni Rodda (to Everyone):** 1:12 PM: We've done job description workshops before; Margaret Webster led the last one, if I remember correctly.

**Margaret N. Webster (to Everyone):** 1:13 PM: Yes, but that was at the Portland conference. Eons ago. I think that we may need to use some professional advice in the ins and outs of writing description. Margaret

**Marie Elia (to Everyone):** 1:13 PM: This would be good for recruitment/retention, too, as new members may move out of their first professional positions more quickly

**Margaret N. Webster (to Everyone):** 1:13 PM: Yes, a compiled database on the web site would be useful. Margaret

**Marie Elia (to Everyone):** 1:14 PM: and we want them to see that VRA is relevant to different kinds of positions

**Margaret N. Webster (to Everyone):** 1:16 PM: Yes. And they need to be dated so that we know which descriptions are really current.

**Margaret N. Webster (to Everyone):** 1:17 PM: Yes, absolutely, Elaine.

**Kathe (to Everyone):** 1:18 PM: Yes, a great resource for those hiring and those thinking about their own positions, how changing, adding skill sets, etc.

**Jolene de Verges (to Everyone):** 1:18 PM: going back to the original question about how we present ourselves through our website to prospective members, member profiles on the website also give people an idea of the range of jobs that our members represent

**Maureen Burns (to Everyone):** 1:19 PM: What is the status on the Criteria for Hiring Visual Resources Professionals? I think that was being updated, but haven't heard more about it.

**Jacob Esselstrom (to Everyone):** 1:19 PM: Can these materials be paired with the results of the Professional Status Survey some how?

**Jenni Rodda (to Everyone):** 1:19 PM: I like that idea, Jacob.

**Margaret N. Webster (to Everyone):** 1:19 PM: Maureen, the task force was disbanded.

**Jacob Esselstrom (to Everyone):** 1:21 PM: Well, just a way to frame the descriptions.

**Jenni Rodda (to Everyone):** 1:22 PM: To extend Jacob's idea, maybe after the professional status survey is published, a second publication can be drafted that is based on the variety of job descriptions that reflect participants in the survey.

**Stephen Patton (to Everyone):** 1:23 PM: It may incentivize Tenure track individuals to participate and create content if VRA had a "peer reviewed" publication or conference proceeding. It may also attract new members who are tenure track. Brick and Click and the charleston conference produce nice "peer reviewed" conference proceedings.

**Stephen Patton (to Everyone):** 1:26 PM: Tenure track individuals also usually have travel budgets for conferences.

**Maureen Burns (to Everyone):** 1:26 PM: We are exploring hybrid peer review for the VRA Bulletin and will have more news in the coming months, but SlideShare is the main thing done with VRA conference presentations. ARLIS does conference proceedings, but VRA hasn't done much with this.

**Kathe (to Everyone):** 1:27 PM: That makes sense, Macie...

**Marsha Taichman (to Everyone):** 1:28 PM: It seems like media is, in some respects, more narrow than resources.

**JTrendle (to Everyone):** 1:28 PM: Visual Resources Association: the association of images and data

**Kathe (to Everyone):** 1:29 PM: Digital Resources, yes, and the analog is still there.

**Margaret N. Webster (to Everyone):** 1:29 PM: John makes a good suggestion in identifying a secondary name.

**Beth Haas (to Everyone):** 1:30 PM: Yes, agree with John's train of thought in clarifying with a secondary name.

**Kathe (to Everyone):** 1:31 PM: Yes, a secondary name seems like a good idea to me, too.

**Margaret N. Webster (to Everyone):** 1:31 PM: This might not be a name issue as much as one of succinctly defining ourselves so that others who need to know understand what we are about.

**Marie Elia (to Everyone):** 1:33 PM: For anyone working in archives, the strength of VRA is its breadth, because it's the only professional org I've found that touches on all areas that I deal with: unique materials, digitization, non-text-based materials, data management, etc.

**Heidi Raatz (to Everyone):** 1:33 PM: what Margaret said (says a person from an org that recently "rebranded" but essentially remains the same.

**Kathe (to Everyone):** 1:33 PM: Margaret, I agree. As discussing now, Visual Resources Association does say what we do in a broad way--maybe we just need to fine tune our descriptive secondary sentence or two.

**Maureen Burns (to Everyone):** 1:33 PM: Maybe images, media, and metadata?

**Elaine Paul (to Everyone):** 1:34 PM: I agree with the tagline approach

**Margaret N. Webster (to Everyone):** 1:34 PM: Me too--sorta like a sub title of a publication

**Ryan (to Everyone):** 1:34 PM: i also agree with tagline approach.

**Kathe (to Everyone):** 1:34 PM: exactly.

**Marie Elia (to Everyone):** 1:34 PM: Maybe a new tagline is an opportunity to redesign logo too

**jkeef (to Everyone):** 1:35 PM: Yes, we need a colon!

**Melanie (to Everyone):** 1:35 PM: Yes, definitely

**Heidi Raatz (to Everyone):** 1:35 PM: and after the colon, a post-colonic title! ;-)

**Heidi Raatz (to Everyone):** 1:36 PM: (that's what I jokingly call them in museumworld)

**Macie Hall (to Everyone):** 1:36 PM: where media and metadata meet

**Margaret N. Webster (to Everyone):** 1:37 PM: Have a contest with a prize for the best postcolonic phrase.

**Ryan (to Everyone):** 1:37 PM: what about asking chapters to submit suggestions

**Beth Haas (to Everyone):** 1:37 PM: Not everyone is a chapter member.

**Stephen Patton (to Everyone):** 1:38 PM: Since VRA is a visual community maybe we could also pair this with a new logo that isnt just initials?

**Ryan (to Everyone):** 1:39 PM: i think we can forego the colon, and juyst have a tagline.

**Margaret N. Webster (to Everyone):** 1:39 PM: Jolene, that would allow changes to happen as the circumstances change without needing legal action.

**Margaret N. Webster (to Everyone):** 1:40 PM: Yes, but one might want change this wording to reflect the current circumstances.

**Kathe (to Everyone):** 1:41 PM: Yes, the elevator pitch for those outside the organization. How can those people understand what we do...in just a sentence or two.

**Macie Hall (to Everyone):** 1:41 PM: agree with Ryan, just a tagline keeps it simple

**Margaret N. Webster (to Everyone):** 1:41 PM: Yup--Kathe

**Heidi Raatz (to Everyone):** 1:41 PM: perhaps this is an issue of making our existing tag line/vision statement more visible w/ our web presence

**Kathe (to Everyone):** 1:42 PM: Good thought, Heidi.

**Stephen Patton (to Everyone):** 1:42 PM: If it is saved i will send it to you after and you can put it in the minutes. I dont believe that it will show in the video.

**jkeef (to Everyone):** 1:44 PM: I like "where metadata and media meet". Just sayin'.

**Jenni Rodda (to Everyone):** 1:46 PM: Re. our relationship with other organizations, I'm not sure we make the best use of our collaborative structure with any of them. And CAA has made it harder, given they want all participants to be CAA members now.

**Maureen Burns (to Everyone):** 1:47 PM: At the Seattle conference, a few people mentioned to me that they would like to see a joint conference with other organizations like SAA.

**Elaine Paul (to Everyone):** 1:47 PM: Another challenge is that the relationships with other organizations are all quite different.

**Margaret N. Webster (to Everyone):** 1:48 PM: Yes, and the conference schedules have to mesh.

**jkeef (to Everyone):** 1:48 PM: Or we just put out a call for porposals to the list-servs of those other oranzations. Make it more grass-roots.

**Sarah Gillis (to Everyone):** 1:49 PM: ARCS (Associate of Registrars and Collection Specialists) is another org. Lots of chaton the RCAAM listserv that always revolves around images and photographs. Lot of alliances in the field.

**Jenni Rodda (to Everyone):** 1:49 PM: You could go the STMTF route: propose a collaborative project.

**Heidi Raatz (to Everyone):** 1:49 PM: follow-up re: name visibility, we're still #2!  
<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=VRA>

**Marie Elia (to Everyone):** 1:49 PM: I like that, Jeannine. Also some orgs (like SAA) are HUGE, and their conference might swallow us.

**Maureen Burns (to Everyone):** 1:50 PM: As Elaine pointed out, we only have 4 official affiliated organizations right now: ARLIS/NA, CAA, SAH, and SECAC.

**Jenni Rodda (to Everyone):** 1:50 PM: What about dovetailed conferences? We used to do that with CAA--in other words, have a conference that either preceded or followed another conference, in the same venue.

**Margaret N. Webster (to Everyone):** 1:50 PM: A collaborative project is a good start. This could be grown.

**Jacob Esselstrom (to Everyone):** 1:51 PM: Starting small sounds great.

**Margaret N. Webster (to Everyone):** 1:51 PM: Our we could do at their conference.

**Maureen Burns (to Everyone):** 1:51 PM: Integration through conference programming sounds great and YES regional workshops is a great idea Beth.

**Jolene de Verges (to Everyone):** 1:51 PM: good idea stated by Macie, to partner with another organization for programming and education

**Kathe (to Everyone):** 1:52 PM: Yes, starting smaller than doing a joint conference. Regional workshop, or sessions at other conferences, or co-sponsored/hosted events.

**Jolene de Verges (to Everyone):** 1:52 PM: the place where we intersect with other like-minded orgs is DH

**Margaret N. Webster (to Everyone):** 1:52 PM: The VRAF Regional Workshop program does appeal to people beyond the membership of VRA. They are very popular.

**jkeefe (to Everyone):** 1:52 PM: And archives

**Heidi Raatz (to Everyone):** 1:53 PM: or you can think about rethinking our current conference model entirely. Cf. libtechconf.org

**jkeefe (to Everyone):** 1:53 PM: Where much of the DH research is happening

**Elaine Paul (to Everyone):** 1:53 PM: perhaps capitalize on collaborations that are already happening with our members and members of other orgs--perhaps articles as well?

**Jolene de Verges (to Everyone):** 1:53 PM: DH is one place, but not the only area where we intersect, is what I meant to say

**Heidi Raatz (to Everyone):** 1:53 PM: content focused/affiliation agnostic

**Kathe (to Everyone):** 1:55 PM: cross-pollinization between organizations is good focus

**jkeefe (to Everyone):** 1:56 PM: Perhaps a new conference participant fee structure, vs member/non-member to make it easier for non-members to participate and think about becoming a member

**jkeefe (to Everyone):** 1:57 PM: The anti-CAA model

**Margaret N. Webster (to Everyone):** 1:57 PM: I agree with Jeannine.

**Jenni Rodda (to Everyone):** 1:57 PM: How about a "presidents panel," on which the presidents of similar organizations talk about how we might dovetail or collaborate?

**Jenni Rodda (to Everyone):** 1:57 PM: That would be at a conference, sorry.

**Kathe (to Everyone):** 1:58 PM: Ha! We should still participate at CAA though, don't you think?

**Beth Haas (to Everyone):** 1:58 PM: I like that idea, Jenni.

**Jenni Rodda (to Everyone):** 1:58 PM: We could invite the presidents of other organizations...

**Jenni Rodda (to Everyone):** 1:58 PM: CAA is making it harder--even participants in the affiliated society sessions, which used to be free and open to the public, now have to register for the conference.

**Margaret N. Webster (to Everyone):** 1:59 PM: Thank you for a great meeting.

**Heidi Raatz (to Everyone):** 1:59 PM: ?? JKeefe. that's also a plus of LibTechConf

**Elaine Paul (to Everyone):** 1:59 PM: Thanks, Jen. Good convo

**Heidi Raatz (to Everyone):** 1:59 PM: thx Jen!

**Jenni Rodda (to Everyone):** 1:59 PM: Thank you for setting the meeting up! 'Bye, everyone!

**Sarah Gillis (to Everyone):** 1:59 PM: Thanks Jen, bye!

**Beth Haas (to Everyone):** 1:59 PM: Thanks!

**JTrendle (to Everyone):** 1:59 PM: thanks! Bye

**Jacob Esselstrom (to Everyone):** 1:59 PM: Thanks Jen!

**jkeefe (to Everyone):** 1:59 PM: Thank you!

**Melanie (to Everyone):** 1:59 PM: Thanks!

**Kathe (to Everyone):** 2:00 PM: I attended one of these presidents panels at AAP. was very interesting.

**Jen Green (to Everyone):** 2:00 PM: Thanks all; have a great day!

**Kathe (to Everyone):** 2:00 PM: Thanks, Jen, and everyone...