



VISUAL RESOURCES ASSOCIATION ANNUAL CONFERENCE

“WORKSHOP OF THE WORLD”
PHILADELPHIA, PENNSYLVANIA
MARCH 27 - 30

#VRA2018



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PROGRAM AT A GLANCE

MARCH 26 • MONDAY

8:00am – 4:00pm	M	VRA Executive Board Meeting I	Tubman
9:00am – 4:00pm	M	VRAF Board Meeting	Adams
4:00pm – 6:00pm	R	Registration Desk	Regency Foyer
4:30pm – 6:00pm	M	VRA Board / VRAF Board Joint Meeting	Adams

MARCH 27 • TUESDAY

7:30am – 5:00pm	R	Registration Desk	Regency Foyer
8:00am – 12:00pm	W	Workshop: Basics of Photogrammetry: 3D Visualization of Cultural Heritage Objects	Washington C
8:00am – 12:00pm	W	Workshop: Collaborative Digital Asset Management: Practical Approaches and Useful Tools	Washington A
8:00am – 12:00pm	W	Workshop: Workshopping Your World: GIS and Story Maps	Washington B
10:30am – 12:00pm	T	Tour 1: Philadelphia Art Museum Library & Archives Tour Perelman Building (2525 Pennsylvania Ave. 19130)	
12:15pm – 1:15pm	M	Awards Committee Meeting	Tubman
12:15pm – 1:15pm	M	Education Committee Meeting	Washington C
12:15pm – 1:15pm	M	Intellectual Property Rights Committee	Washington A
12:15pm – 1:15pm	M	Publications Special Interest Group Meeting	Adams
1:30pm – 3:00pm	S	Beyond TIFFs and JPEGs: Best Practices and Asset Management for Digital Files Beyond Still Images	Washington B
1:30pm – 3:00pm	S	Content Management with MDID and Other Integrated Syst.	Washington C
1:30pm – 3:00pm	S	Images for Scholarly Publication: Rights and Reproductions Perspectives	Washington A
3:15pm – 4:45pm	S	IIIF in Practice: Use Cases for Implementing and Using IIIF APIs	Washington B
3:15pm – 4:45pm	S	The Brave New Media of Visual Resources: Managing Intellectual Property Rights on the Frontier	Washington A
4:00pm – 5:00pm	C	Coffee Break with Tastykakes	Regency Foyer
5:00pm – 6:30pm	E	VRAF Legacy Lecture: Keynote Speaker, Jane Golden,	Regency Ballroom B

		Executive Director, Mural Arts Philadelphia	
6:30pm – 8:00pm	C	Welcome Reception	33rd Floor - Howe Room and Terrace

MARCH 28 • WEDNESDAY

8:00am – 10:30am	M	Annual Membership & Business Meeting / Breakfast	Regency Ballroom B
10:45am – 11:45am	M	MDID Special Interest Group Meeting	Washington B
10:45am – 11:45am	S	No Staff, No Budget, No Problem!: The Power of the Solo Visual Resources Curator	Washington A
10:45am – 11:45am	S	The Law of Appropriation: Fair Use of Images, Video, and Music in Artistic Appropriation	Regency Ballroom C
11:00am – 5:00pm	R	Registration Desk	Regency Foyer
12:00pm – 2:00pm	E	Workshopping the VRA	Regency Ballroom B
2:15pm – 3:30pm	M	Architecture Special Interest Group Meeting	Washington C
2:15pm – 3:30pm	M	Financial Advisory Committee Meeting	Adams
2:15pm – 3:30pm	M	Travel Awards Committee Meeting	Tubman
2:15pm – 3:30pm	M	VREPS Meeting	Washington A
2:15pm – 4:45pm	M	Cataloging and Metadata Standards Committee	Washington B
3:45pm – 5:15pm	M	Membership Committee Meeting	Washington A
3:45pm – 5:15pm	S	Engaging New Technologies	Regency Ballroom C
5:30pm – 7:30pm	E	Happy Hour: Posters, Sponsors, and Raffle	Regency Foyer
7:30pm – 9:30pm	E	VRAF and VRA Donor Recognition Reception	Room 2820
7:30pm – 10:00pm	C	VREPS Night Out	
		Misconduct Tavern (1511 Locust St., Philadelphia, PA 19102)	

MARCH 29 • THURSDAY

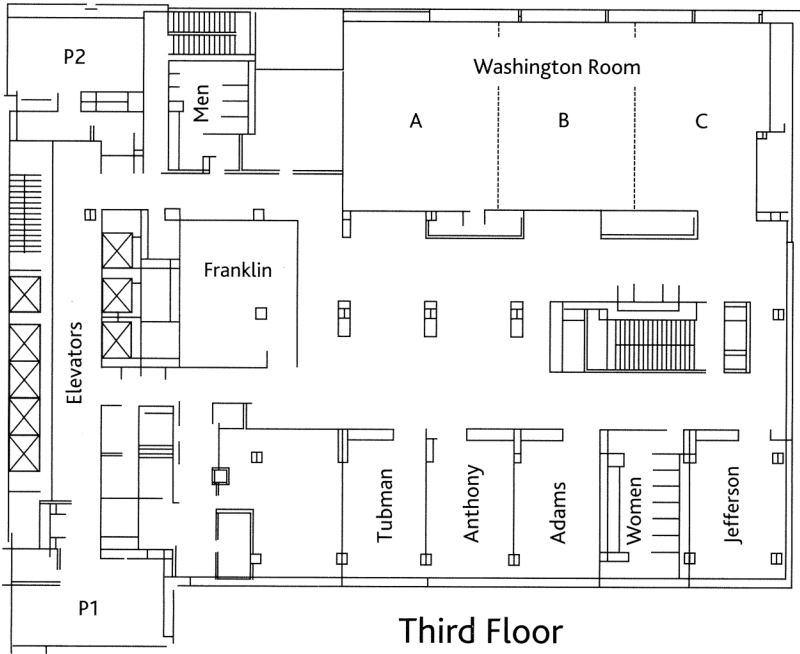
7:30am – 12:00pm	R	Registration Desk	Regency Foyer
8:30am – 10:00am	M	Artstor Digital Library User Group Meeting	Washington C
8:30am – 10:00am	S	Practicing Digital Asset Management (DAM): Approaches in Museums and Higher Education	Regency Ballroom C
9:00am – 10:00am	M	Embedded Metadata Special Interest Group Meeting: Working through Embedded Metadata	Washington B
10:15am – 11:30am	S	Digital, Visual, Tactile: Expanding Access to Specialized Collections	Washington A
10:15am – 11:45am	M	JSTOR Forum User Group Meeting	Washington C

10:15am – 11:45am	S	Session: DIY: Crafting Your Space, Mission, and Situation	Regency Ballroom C
10:15am – 11:45am	S	Living with Legacy: Access to Archaeological Data Across Campus and Beyond	Washington B
12:00pm – 2:00pm	E	Membership and Awards Lunch Regency	Ballroom B
2:00pm – 5:00pm	R	Registration Desk	Regency Foyer
2:15pm – 3:45pm	S	Oh, Snap! Internal Advocacy Strategies for Visual Materials	Regency Ballroom C
2:15pm – 3:45pm	S	Two-Way Street: VRA's Commercial Partners & Collaborations	Washington B
2:15pm – 4:45pm	W	Workshop: How Do I...? Let's Geek Out and Play!!	Adams
2:15pm – 5:00pm	W	Workshop: Scope Shift: Moving from Drifting to Driving	Tubman
3:00pm – 5:00pm	M	JSTOR Forum User Testing Meetings	Washington C
5:00pm – 6:30pm	M	New England Chapter Meeting 13 Restaurant (1201 Market Street, 19107)	
5:15pm – 6:30pm	M	Combined California Chapters Meeting	Washington A
5:15pm – 6:30pm	M	Mid-Atlantic Chapter Meeting	Washington B
5:15pm – 6:30pm	M	Midwest Chapter Meeting	Adams
5:15pm – 6:30pm	M	Pacific Rim Chapter Meeting	Hotel Lobby Lounge
5:15pm – 6:30pm	M	Southeast Chapter Meeting	Hotel Lobby Lounge
5:15pm – 6:30pm	M	Upstate New York Chapter Meeting Bank & Bourbon	Loews hotel bar
5:15pm – 6:30pm	M	Wild West Chapter Meeting	Tubman
6:45pm – 7:45pm	M	Chapter Chairs Meeting Bank & Bourbon	Loews hotel bar
8:00pm – 9:30pm	M	International Chapter Meeting	TBA

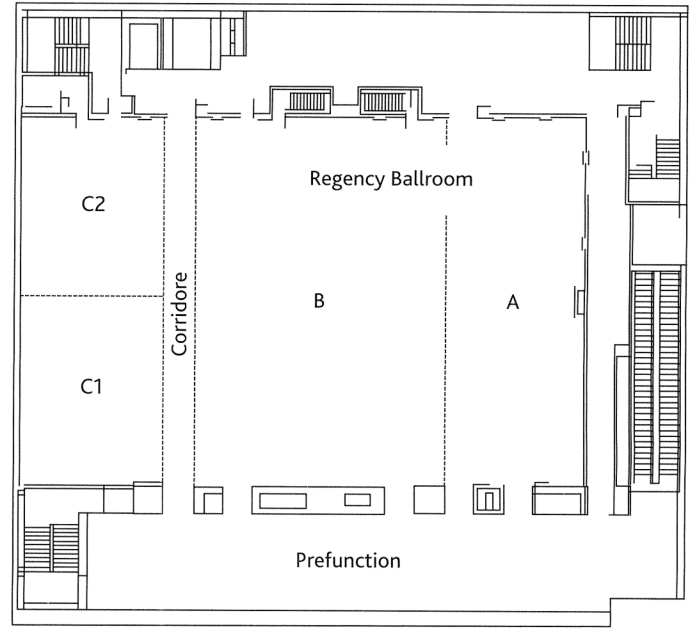
MARCH 30 • FRIDAY

7:30am – 10:00am	R	Registration Desk	Regency Foyer
8:00am – 12:00pm	M	VRA Executive Board Meeting II	Tubman
8:00am – 12:00pm	W	VREPS Workshop: Value, Role, & Meaning: An Institutional Approach to Understanding Visual Resource Management	Washington B
8:00am – 12:00pm	W	Workshop: Python for Beginners	Washington A
9:00am – 10:00am	T	Tour 3: Tour of the Fisher Fine Arts Library Fisher Fine Arts Library (220 S 34th St., Philadelphia, PA 19104)	
11:00am – 12:00pm	T	Tour 4: Tour of the Penn Museum Archives Museum of Archaeology and Anthropology (3260 South St., Philadelphia, PA 19104)	
3:00pm – 4:30pm	T	Tour 5: Studio Artist Tours - Grays Ferry Area	TBA

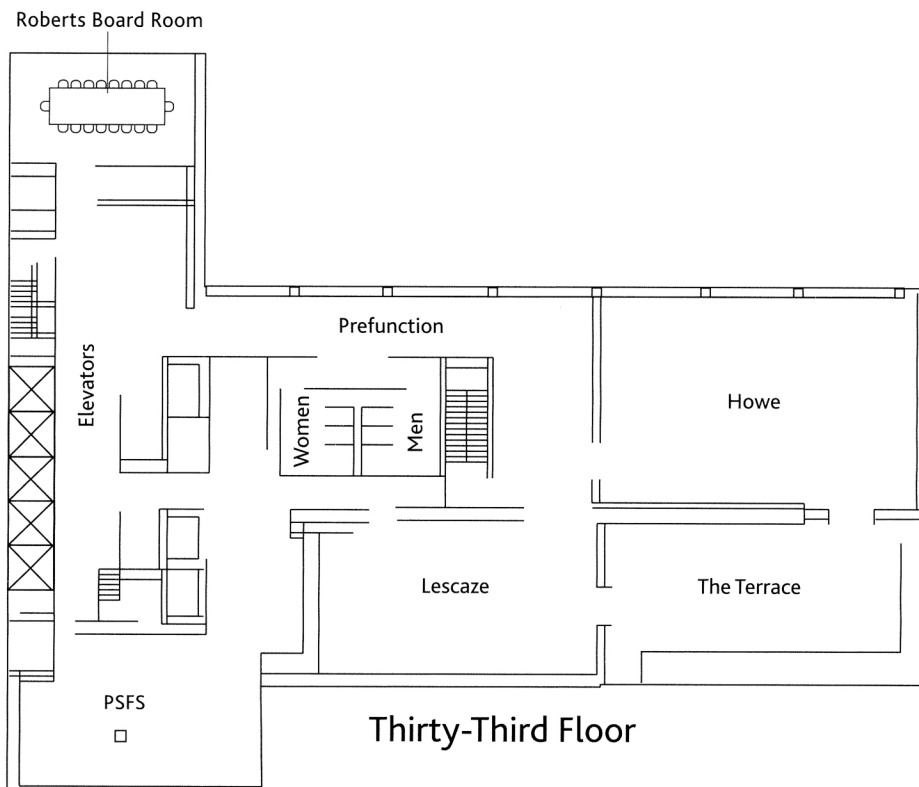
Hotel Layout



Third Floor



Second Floor Mezzanine



Thirty-Third Floor

Special Thanks!

Welcome to the Visual Resources Association's 2018 Annual Conference in Philadelphia! It has been an exciting and inspiring task to bring you great content that supports your professional growth while you take in a little of this historically important, and vibrant city.

We are so fortunate to work with an enthusiastic and committed executive board. The generosity and thoughtfulness of Jen Green, Jeannine Keefer, Melanie Clark and Jasmine Burns has been critical to the planning of this conference. We also need to applaud the amazing work of the Membership Coordinator, Lise Hawkos, who handles the behind-the-scenes, and onsite work of the registration process with skill and speed. Her knowledge of past conferences and flexibility also help us to avoid problems, while allowing us to try new things (like selling raffle tickets online).

Local and regional VRA members took on the significant task of coordinating tours as well as contributing hours and fantastic ideas toward creating some awesome welcome packets and opportunities for attendees while they visit Philadelphia. Enormous thanks go to Patty Guardiola, Jennifer Kniesch, Lael Ensor and Jeannine Keefer. We are also grateful to non-local members, Chris Strasbaugh and Allan Kohl, for their special contributions to the conference.

Thank you to the Development Committee co-chairs Barbara Brenny and Chris Strasbaugh, and committee member and liaison, Jeannine Keefer. Securing sponsorships and support for the VRA is a never-ending endeavor. And to those generous sponsors who have supported this year's events, thank you! A complete list of sponsors appears separately in this program.

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

The Visual Resources Association Foundation deserves a special thank you for their support of the Opening Convocation Speaker, Jane Golden and the fantastic array of workshops offered at this year's conference. We were delighted to invite Ms. Golden and look forward to hearing about the exciting and important work she does for the city of Philadelphia and for raising awareness of the transformative power of the arts. We are proud of the variety of workshops offered at VRA this year and can't wait to hear how they help advance your work.

Finally, we know that the conference is only a success with the engaged participation of attendees. Please give yourselves a pat on the back and a high five to all of the registration desk volunteers. Thank you to all of you for making the trip and contributing your own thoughts, passions, skills and time to this awesome learning and networking experience.

With sincere appreciation,
Ryan Brubacher, Library of Congress, Vice President for Conference Arrangements
Jacob Esselstrom, Vice President for Conference Program

Sponsors

Opening Plenary was made possible by:
VRA Foundation Legacy Lecture fund

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

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vrcHost LLC
James Gehrt
Society of Architectural Historians
Midwest Chapter
SoCal Chapter
International Chapter
Wild West Chapter
Upstate New York Chapter
Greater New York Chapter
Great Lakes Chapter
Mid-Atlantic Chapter
Executive Board

Coffee Break sponsored by:

Pacific Rim Chapter
Great Lakes Chapter

Basics of Photogrammetry: 3D Visualization of Cultural Heritage Objects

Workshopping Your World: GIS and Story Maps

How do I...? Let's Geek Out and Play!!

Scope Shift: Moving from Drifting to Driving

Value, Role, & Meaning: An Institutional Approach to Understanding Visual Resource Management

Python for Beginners

Workshops sponsored by:

Visual Resources Association Foundation

Content Management with MDID and Other Integrated Systems sponsored by:

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The Law of Appropriation: Fair Use of Images, Video, & Music in Artistic Appropriation sponsored by:

ARTstor

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

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

Chris Strasbaugh, Ohio State University
Co-chair, VRA Development Committee

Sponsors

PLATINUM



GOLD

ARTSTOR



SILVER



BRONZE



Conference Policies & Codes

Code of Civility

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

Visual Resources Association Event Photography and Recording Policy

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

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

Below are some considerations:

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

Visual Resources Association Annual Business Meeting Agenda, Philadelphia 2018

Wednesday, March 28, 8:00am — 10:30am

Loews Philadelphia Hotel, Philadelphia, Pennsylvania

- I. Call to Order
- II. Approval of Minutes from the 2017 Annual Business Meeting, Louisville
- III. Recognition and Thanks to the Philadelphia Local Arrangements Team
- IV. State of the Association: Jen Green, President
- V. Treasurer's Report: Jeannine Keefer, Treasurer
- VI. Report from the Strategic Plan Task Force, Elaine Paul, Strategic Plan Task Force Co-chair
- VII. Report from the Visual Resources Association Foundation: Margaret Webster, Chair, Foundation Board of Directors
- VIII. 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
- IX. VRA Leadership Recognition
 - A. Appointees
 - B. Committees, Advisory Groups, and Task Forces
 - C. Regional Chapters
 - D. Other
- X. Recognition of Outgoing VRA Executive Board Members
 - A. Ryan Brubacher, Vice President for Conference Arrangements
 - B. Melanie Clark, Public Relations and Communications Officer
 - C. Jeannine Keefer, Treasurer
 - D. Jen Green, President
- XI. Welcome to Incoming VRA Executive Board Members
 - A. Lael Ensor-Bennett, Vice President for Conference Arrangements
 - B. Andreas Knab, Treasurer
 - C. Amy McKenna, Public Relations and Communications Officer
 - D. Stephen Patton, President
- XII. VRA 2019 Conference Presentation
- XIII. New Business
- XIV. Presidential Installation
- XV. Adjournment

PROGRAM

Monday, March 26

VRA Executive Board Meeting I By invitation only.	8:00am – 4:00pm Tubman
VRAF Board Meeting By invitation only.	9:00am – 4:00pm Adams
Registration Desk	4:00pm - 6:00pm Regency Foyer
VRA Board / VRAF Board Joint Meeting By invitation only.	4:30pm - 6:00pm Adams

Tuesday, March 27

Registration Desk	7:30am - 5:00pm Regency Foyer
Workshop: Basics of Photogrammetry: 3D Visualization of Cultural Heritage Objects ORGANIZER/PRESENTER: Otto Luna, Visual Resources Librarian, University of New Hampshire	8:00am - 12:00pm Washington C

Photogrammetry, the process of creating 3D digital models from a series of still photographs, has the potential of making cultural heritage objects and collections more accessible. The low-cost and relatively easy-to-learn technique allows for the quick creation of highly-accurate 3D renderings of objects, from small statuettes, to entire buildings and historic sites. Several cultural heritage institutions, including the British Museum and the Réunion des musées nationaux – Grand Palais, are already employing photogrammetry to provide greater access to their collections. And the technique was a key topic of conversation at a recent conference on 2D and 3D photography held at the Rijksmuseum in Amsterdam (<http://www.rijksmuseum.nl/en/2d3d>). Given the increasing importance of 3D visualization in the cultural heritage field, this workshop will focus on the basics of photogrammetry, from image capture and editing, to working with photogrammetry software such as Agisoft Photoscan and Autodesk Remake, to editing and sharing 3D models on websites such as Sketchfab. Employing a small statuette as a working example, the 4-hour-long workshop will include discussions, demonstrations and hands-on activities on all aspects of the

Tuesday, March 27

photogrammetry workflow. The end result of the workshop will be the creation of a 3D model similar to the one available at this link: <https://skfb.ly/6pNoN>. Upon completion of the workshop, participants will be empowered to begin their own experiments in photogrammetry.

SPONSOR: Visual Resources Association Foundation

Workshop: Collaborative Digital Asset Management: Practical Approaches and Useful Tools

8:00am - 12:00pm
Washington A

ORGANIZER:

Samantha Norling, Digital Collections Manager, Indianapolis Museum of Art at Newfields

PRESENTERS:

Tascha Horowitz, Assistant Director of Photography, Indianapolis Museum of Art at Newfields

Samantha Norling, Digital Collections Manager, Indianapolis Museum of Art at Newfields

Anne Young, Manager of Rights and Reproductions, Indianapolis Museum of Art at Newfields

At the Indianapolis Museum of Art (IMA), digital asset management is carried out by an inter-departmental committee made up of asset and data creators representing photography, rights and reproductions, archives, exhibitions, registration, and technology. The work of the committee has helped to break down traditional silos between departments as collections are added to a shared digital asset management system (DAMS). This collaborative approach has an additional benefit of reasserting content creators from each department as the primary managers of their digital assets and data, as opposed to IT staff who often lead DAMS selection, implementation, and management. This results in workflows that are more integrated with other department activities and the potential to better connect collections that may be separated by both physical and organizational barriers.

For this workshop, three members of the IMA's DAMS committee have evaluated the successes and lessons learned from their years of experience to develop a general project management framework for taking a collaborative approach to selecting, implementing, and managing a new DAMS. This broad framework has the flexibility to be applied in a wide variety of institutional contexts with varying staffing levels and areas of expertise, including those with minimal internal tech support. Within the context of the presentation of this broad framework, hands-on activities will give attendees the opportunity to think through common challenges in metadata schema design and thesaurus creation, and to experiment with multiple freely-available tools that aid in metadata and digital asset evaluation and cleanup in preparation for migration.

SPONSOR: Visual Resources Association Foundation

Tuesday, March 27

Workshop: Workshopping Your World: GIS and Story Maps

8:00am - 12:00pm
Washington B

ORGANIZER:

Krystal Boehlert, Visual Resource Specialist, University of California Riverside

PRESENTER:

Rich Quodomine, Lead GIS Analyst, Department of Public Property, City of Philadelphia

Spatial is Special! Have you ever wanted to learn Geographic Information Systems (GIS)? Want to incorporate mapping into your DH projects? Do you have GIS data that can benefit from deeper analysis? This workshop will introduce you to GIS and teach you how to build your own maps.

GIS allows us to visualize and analyze data across the world. It is a useful tool for researchers who are looking for global patterns and trends. Mapped visualizations can also illustrate narratives for digital humanities projects. Participants will need to bring a laptop.

SPONSOR: Visual Resources Association Foundation

Tour 1: Philadelphia Art Museum Library & Archives Tour

10:30am - 12:00pm

Perelman Building 2525 Pennsylvania Ave., Philadelphia, PA 19130

Enjoy the morning with the Philadelphia Museum of Art Library & Archives Department. PMA Librarians will provide a tour of the Library & Archives spaces, offices and the photographing services area. Not to be missed, attendees will observe artifacts from their Archive, and get a glimpse into the other departments and treasures of the PMA Library & Archives areas not usually shown to the public.

Please note that participants are responsible for arranging their own transportation to and from the PMA Library & Archives at the Perelman Building (this is the building across from the PMA—the Library & Archives are not in the main building).

Here are some options:

Public transit: #32 Bus from Juniper and Commerce Streets to Pennsylvania Ave & Fairmount Ave stop.

Cost: \$2.50 per ride. Allow a minimum of 20 minutes each way.

Lyft: Approximate cost \$10 per person for the trip to the Perelman Building and back to the Hotel. The cost is indicative of approximately 4 passengers in a vehicle. The Board will arrange for the Lyft service. Allow a minimum of 15 minutes each way.

Walking: Distance 1.7 miles from conference hotel. Allow at least 30-40 minutes each direction

Awards Committee Meeting

12:15pm - 1:15pm
Tubman

Tuesday, March 27

Education Committee Meeting

12:15pm - 1:15pm
Washington C

Intellectual Property Rights Committee Meeting

12:15pm - 1:15pm
Washington A

Publications Special Interest Group Meeting

12:15pm - 1:15pm
Adams

ORGANIZERS:

Maureen Burns, VRA Bulletin Content Editor

Melanie Clark, VRA Public Relations and Communications Officer

Open to all interested conference attendees, the VRA Publications Special Interest Group Meeting will be an open format discussion about the VRA's publication program, opportunities to publish through the VRA, the issues associated with professional writing, and how/why to publish for career advancement. Attendees are asked to bring additional topics for discussion or to e-mail them to the organizers prior to the conference.

Session: Beyond TIFFs and JPEGs: Best Practices and Asset Management for Digital Files Beyond Still Images

1:30pm - 3:00pm
Washington B

ORGANIZER:

Lesley Chapman, Visual Resources Curator, Colgate University

MODERATOR:

Marsha Taichman, Visual Resources Librarian, Cornell University Library

PRESENTERS:

Tre Berney, Director of Digitization and Conservation Services, Cornell University

Jonathan Cartledge, Digital Imaging Specialist, Smith College

Kathy Evans, Visual Resources Librarian, Purdue University

Due to scope drift, VR professionals are increasingly asked to deal with digital files beyond the still images we have traditionally managed. This extended seminar-type session seeks to familiarize us with best practices, archival formats, and current standards for commonly encountered video, audio, GIS, etc. file formats, and to explore challenges and solutions for their proper management. Following an intensive informational session, we will hear and discuss a set of case studies pertaining to going "Beyond TIFFs and JPEGs." Endorsed by the Education Committee.

Tuesday, March 27

Session: Content Management with MDID and Other Integrated Systems

1:30pm - 3:00pm
Washington C

ORGANIZER:

Andreas Knab, Owner, vrcHost LLC

PRESENTERS:

Joseph Anderson, Digital Initiatives Librarian, Fashion Institute of Technology

Lesley Chapman, Visual Resources Curator, Colgate University

Jana Duda, Technology Resources Manager, Fashion Institute of Technology

Eleanor Gatewood, Visual Resource Collection Tech, Kendall College of Art and Design

Meghan Rubenstein, Curator of Visual Resources, Colorado College

This session will present case studies on the use of MDID with local collections and its integration with other systems.

Joseph Anderson: In our presentation, we will discuss the development of SPARC Digital, a site integrating our MDID3 instance with the Omeka platform. This new site makes uses of various features of each respective platform to showcase our collections to new audiences in novel ways.

Lesley Chapman: At Colgate we use MDID not only for our collections of teaching images, but also to manage departmental and faculty resources in various sub-collections. The well-established sub-collections include a selection of images from exhibitions in our departmental gallery and multiple research image collections scanned from the personal slides of individual faculty.

Eleanor Gatewood: Kendall College of Art and Design (KCAD) began using MDID in 2007 for its now 25,000 digital image collection of art history images for teaching purposes. Over the past 10 years, KCAD has broadened the scope of MDID, and moved outside the Art History program, by using the database as a repository of student work for assessment and accreditation purposes. KCAD also has created collections in MDID which document gallery exhibitions, as well as specialized collections showcasing the Kendall Furniture collection, and David Wolcott Kendall archives. The multifaceted usability of MDID allows for unlimited specialized collections and KCAD will continue to push the boundaries of its digital image database.

Meghan Rubenstein: In the Art Department at Colorado College we are testing ways to expand the use of MDID both in and out of the classroom. Our initial focus has been creating sub-collections to help facilitate student research. We have also begun using MDID to archive student, faculty, and alumni work along with departmental activities, such as exhibitions, course demonstrations, field trips, and events.

SPONSOR: vrcHost LLC

Tuesday, March 27

Session: Images for Scholarly Publication: Rights and Reproductions Perspectives

1:30pm - 3:00pm
Washington A

CO-ORGANIZERS/CO-MODERATORS:

Allan T. Kohl, Librarian, Visual Resources and Library Instruction, Minneapolis College of Art and Design
Margaret C. McKee, Digital Asset Manager, The Menil Collection

PANELISTS:

Kerry E. Annos, Barnes Foundation
Conna Clark, Philadelphia Museum of Art
Ann McShane, The Library Company of Philadelphia
Eric Schnittke, Assistant Archivist, University of Pennsylvania Museum of Archaeology and Anthropology
Alexander Till, Pennsylvania Academy of Fine Arts

Many of the questions asked of visual resources curators by publishing scholars about intellectual property rights have to do with museum policies and practices, particularly those relating to scholars obtaining images for scholarly publications such as monographs, articles in traditional paper-based periodicals, and e-journals.

This session provides an opportunity for Rights and Reproductions personnel from Philadelphia-area museums and cultural heritage organizations to discuss their provision of images for scholarly publishing. Participants will describe their institutions' approaches to image copyright, and address frequently-asked questions such as whether they are working toward open access, whether their institutions use licensing fees as a source of revenue, and whether they treat images of public domain art works differently from images of works still under copyright? Attendees will also have an opportunity to ask the panelists questions from the floor about what they see as the future roles their organizations will play in facilitating scholarly publishing.

Session: IIF in Practice - Use Cases for Implementing and Using IIF APIs

3:15pm - 4:45pm
Washington B

ORGANIZER: Jeff Mixter, Senior Software Engineer, OCLC

PRESENTERS:

Jeff Mixter, Senior Software Engineer, OCLC
Robb Detlefs, Director, Strategic Initiatives, Gallery Systems
Charles Butcosk, Collections Data Researcher, Colby College Museum of Art
Nancy Harm, Director of Business Development, Luna Imaging, Inc.

IIF is an emerging international standard for accessing digitized images and the information needed to display, organize, and present them. Of the 4 IIF APIs (Image, Presentation, Authentication, and Search), the Image and Presentation APIs are in their 2.x phase of development and are being adopted into production environments by various types of organizations including universities, consortium, and private businesses.

Tuesday, March 27

To support the IIF APIs open-source software applications are being developed to consume and use IIF data. These range from basic image viewers to more complex applications that take advantage of the image organization and presentation components of the IIF Presentation API. This session will provide a brief overview of the IIF APIs and focus on how organizations have integrated the standards into their production systems. We will help demystify the complexities of the APIs by sharing our experiences in working with them. In addition to exploring the technical aspects of the IIF APIs, we will also highlight and discuss useful open-source tools we have used to make the adoption of IIF easier. Attendees of this session will leave not only understanding what IIF is and why it is important but more importantly they will leave with an understanding of what is required to get working with the IIF APIs.

Session: The Brave New Media of Visual Resources: Managing Intellectual Property Rights on the Frontier

3:15pm - 4:45pm
Washington A

CO-ORGANIZERS/CO-MODERATORS:

Lael Ensor-Bennett, Assistant Curator, Johns Hopkins University
Margaret C. McKee, Digital Asset Manager, The Menil Collection

PRESENTERS:

Justyna Badach, Head of Imaging, Philadelphia Museum of Art
Lael Ensor-Bennett, Assistant Curator, Johns Hopkins University
Marcie Kaufman, Counsel, ITHAKA
Margaret C. McKee, Digital Asset Manager, The Menil Collection
Heather Seneff, Director, Visual Media Center, University of Denver, School of Art & Art History

As visual resources professionals find their roles evolving beyond the management of traditional collections of two-dimensional images of artworks for teaching, study, research, and print publishing, they face new intellectual property questions and challenges. What new rights questions are arising for museums, universities, and image providers? How can we provide support for the growing scholarly and institutional use of social media while respecting rights restrictions? As digital humanities and new media and video content become ubiquitous, how can visual resources professionals expand their knowledge about licensing and fair use? How do museums acquiring new media art meet the challenges of maintaining the works and respecting the artists' rights and intentions? How have different rights issues affected workflow or practice in regards to content aggregators and hosted platforms like the Artstor Digital Library and Shared Shelf? How do current guidelines and codes of best practices discuss digital humanities, social media, film, and new media?

- Justyna Badach will discuss rights and the importance of the artist/museum relationship.
 - Lael J. Ensor-Bennett will discuss intellectual property rights and the use of social media.
 - Marcie Kaufman will discuss the intellectual property/legal issues involved in supporting the integration of Artstor's image content with JSTOR's textual content.
 - Margaret C. McKee will discuss gif art, its exhibition, and intellectual property.
 - Heather Seneff will discuss emerging rights challenges raised by new media.
-

Tuesday, March 27

Coffee Break with Tastykakes

4:00pm - 5:00pm
Regency Foyer

VRAF Legacy Lecture
Keynote Speaker, Jane Golden
Executive Director, Mural Arts Philadelphia

5:00pm - 6:30pm
Regency Ballroom B

Jane Golden is Executive Director of Mural Arts Philadelphia, overseeing its growth from a small city agency to the nation's largest mural program and a model for community development around the globe. Under Golden's direction, the Mural Arts Program has created more than 3,800 landmark works of public art through innovative collaborations with community-based organizations, city agencies, nonprofits, schools, the private sector, and philanthropies. Sought after as an expert on urban transformation through art, Golden has received numerous awards for her work, including the 2017 ACE (Mentor Program) Person of the Year Award, the 2016 Women of Distinction Award from the Philadelphia Business Journal, the 2016 Paul Philippe Cret Award from the American Institute of Architects, the 2016 Woman of Influence Award from Pearl S. Buck International, the Philadelphia Award, The Hepburn Medal from the Katharine Houghton Hepburn Center at Bryn Mawr College, the Visionary Woman Award from Moore College of Art & Design, the 2012 Governor's Award for Innovation in the Arts, a Distinguished Daughter of Pennsylvania Award from former Governor Edward G. Rendell, the Adela Dwyer / St. Thomas Peace Award from Villanova University, LaSalle University's Alumni Association's Signum Fidei Medal, and an Eisenhower Exchange Fellowship Award. Golden has co-authored three books about the murals in Philadelphia. She is an adjunct instructor at the University of Pennsylvania and Moore College of Art & Design. She holds an MFA from Rutgers University, degrees in fine arts and political science from Stanford University, and honorary degrees from Drexel University, St. Joseph's University, Swarthmore College, Philadelphia's University of the Arts, Widener University, Haverford College, and Villanova University. In addition, Golden serves on the Mayor's Cultural Advisory Council, the Penn Museum Advisory Committee, and the board of directors of The Heliotrope Foundation.

Jane's work highlights the rewarding nature of collaborative work and creative thinking. Mural Arts Philadelphia is more than an organization that creates works of public art; its complex projects defy concise definition. They are about art, but they are also about collaboration, public history, civic engagement, restorative justice, and civic discourse. Just as many cities around the world have found inspiration in the work of Mural Arts Philadelphia, I think we will all find inspiration and motivation in Jane's address at VRA 2018.

SPONSOR: Visual Resources Association Foundation

Welcome Reception

6:30pm - 8:00pm
33rd Floor, Howe Room/Terrace

Catch up with friends and meet new colleagues while experiencing a spectacular view of Philadelphia. Enjoy an open bar and an assortment of hot and cold hors d'oeuvres.

Wednesday, March 28

Annual Membership & Business Meeting / Breakfast

8:00am - 10:30am
Regency Ballroom B

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 2019 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.

MDID Special Interest Group Meeting

10:45am - 11:45am
Washington B

ORGANIZER/PRESENTER:

Andreas Knab, Owner, vrcHost LLC

In this session Andreas Knab from vrcHost will share updates made to the MDID3 application over the past year, including the 2017 MDID 3.2 release and the upcoming version 3.3 with a replacement for the integrated ImageViewer. Topics for discussion include software and hardware requirements, installation issues, best practices, system integration, custom application development, etc. This informative session is open to anyone using or interested in MDID. Adequate time for a question and answer period will follow the presentation.

Session: No Staff, No Budget, No Problem!: The Power of the Solo Visual Resources Curator

10:45am - 11:45am
Washington A

ORGANIZER/MODERATOR:

Teresa Transou, Visual Resources Curator, University of North Carolina at Greensboro

PRESENTER:

Sherrie Rook, Visual Resources Curator, George Mason University
Martine Sherrill, Visual Resources Librarian, Wake Forest University

This session expands upon the Birds of a Feather Lunch of previous conferences; with papers/presentations on how solo visual resources curators have managed transitions in their libraries (analog to digital, implementation of new DAMS, etc.) with little to no staff or budget from their department or unit. The session will feature papers or case studies detailing the experiences of solo curators as well as any helpful information and possible plans for the future of their libraries that could be shared among others in similar circumstances. Ideally, the papers will be useful to an important and often cloistered set of VRA members and attendees who are concerned with the future of their careers and the direction of the visual resources

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field. This session will provide suggestions on to how to continue to remain relevant in a field or position that is disappearing or being redefined as budget cuts continue across academia, this session will hopefully ‘empower’ the solo curator to help keep their positions, their libraries, and their work relevant and exciting.

Session: The Law of Appropriation: Fair Use of Images, Video, and Music in Artistic Appropriation 10:45am - 11:45am
Regency Ballroom C

MODERATOR:

Sarah Coe, Visual Resources Support Specialist, Yale University Library

PRESENTER:

Nazareth Pantaloni, Head, Copyright Program, Indiana University Libraries

This session will review the current status of the law of fair use for visual and multi-media artists, providing practical guidance for artists as well as visual resource professionals. Following an overview of the subject matter of copyright and the exclusive rights in copyrighted works, a survey of the law of fair use will focus on the string of appropriation art cases involving Jeff Koons, Richard Prince, as well as other creators, decided by U.S. federal courts between 1992 and 2017. The session will conclude with a critical assessment of codes of best practices for artists and creators, including the College Art Association’s Code of Best Practices in Fair Use for the Visual Arts, and the Documentary Filmmakers’ Statement of Best Practices.

SPONSOR: Artstor

Registration Desk 11:00am - 5:00pm
Regency Foyer

Workshopping the VRA 12:00pm - 2:00pm
Regency Ballroom B

Join us for a free boxed lunch! Members of the Strategic Plan Task Force and others will help facilitate discussions about the implementation of the VRA Strategic Plan, 2018-2022, the Association's five-year “roadmap.” You will be introduced to some preliminary Suggested Action Items proposed by the Task Force, and invited to share your ideas for other action items that would make VRA more relevant, engaging, and impactful to you and the profession.

Architecture Special Interest Group Meeting 2:15pm - 3:30pm
Washington C

ORGANIZER:

Jackie Spafford, Image Resources Curator, University of California, Santa Barbara
Facilitated discussion roundtable on topics related to architecture and Visual Resources.

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Financial Advisory Committee Meeting	2:15pm - 3:30pm Adams
Travel Awards Committee Meeting	2:15pm - 3:30pm Tubman
VREPS Meeting	2:15pm - 3:30pm Washington A
Cataloging and Metadata Standards Committee	2:15pm - 4:45pm Washington B
Membership Committee Meeting	3:45pm - 5:15pm Washington A
Session: Engaging New Technologies	3:45pm - 5:15pm Regency Ballroom C

ORGANIZER/MODERATOR:

Jennifer Kniesch, Visual Resources Librarian, Dickinson College

PRESENTERS:

Krystal Boehlert, Visual Resources Specialist, University of California, Riverside

Taren Ouellette, Digital Conversion Specialist, Library of Congress

Chris Strasbaugh, Digital Library Archivist and Curator, The Ohio State University

John Trendler, Curator of Visual Resources, Scripps College

Trying to keep up with all of the new and emerging technologies is daunting. Successfully implementing new technologies to increase efficiency and workplace fun can be an even bigger commitment. This fast-paced, lightning talk style session will demonstrate a rich variety of new technologies, emphasizing concrete examples that show engagement in professional contexts. Utilizing the expertise of energetic, tech-savvy presenters, this session will introduce new tools as well as creative uses of more established technologies, discovering them and empowering you to further investigate on your own. You'll leave the session thinking of ways to introduce and encourage use of new technologies among faculty, colleagues and patrons, as well as in your own work environment.

Endorsed by the VRA Education Committee.

Happy Hour: Posters, Sponsors, and Raffle

7:30pm - 9:30pm
Regency Foyer

You are invited to attend one of the big social events of our VRA 2018 Annual Conference in Philadelphia. Start your evening by visiting with VRA sponsors as they showcase their products and services. Enjoy some cheese and a glass of wine (or non-alcoholic beverage) while you mingle with the poster presenters and learn more about their research and projects. Catch up with friends as you peruse the array of wonderful raffle

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prizes provided by sponsors, VRA Chapters, and other generous individuals. Buy your tickets, and then prepare for your number to potentially be called by our surprise guest MC! (One of Philadelphia's most famous citizens.) Please plan to join your colleagues and attend this exciting event!

POSTER PRESENTERS:

Barbara Brenny, North Carolina State University

Legacies and Legends: The Founding of NCSU's College of Design and Design Library Image Collection

Arden Kirkland, South Central Regional Library Council

The Design for Learning Program: Helping to Take Your Visual Resources Instruction Online

Shelby Merritt, Vanderbilt University

Teaching Students To Visualize Art Historical Data With Tableau Public

Maria Nuccilli, Scarab Club

Hidden Art History: Digitizing Detroit's Scarab Club Archives

Mark Pompelia, Rhode Island School of Design

Engagement Assessment: Streaming Video Analytics at Rhode Island School of Design

Zoe Waldron, The New York Public Library & Susan Jane Williams, Independent Cataloger and Consultant

What's Working? Findings from the VRA Cataloging and Metadata Practices Survey

VRAF and VRA Donor Recognition Reception

7:30pm

Loews Hotel - Room 2820

By invitation only.

VREPS Night Out

7:30pm - 10:00pm

Misconduct Tavern 1511 Locust St., Philadelphia, PA 19102

CO-ORGANIZERS:

Amy Lazet, Visual Resources Specialist, College for Creative Studies

Chelsea Stone, Digital Resources & Projects Management Librarian, Sacred Heart University

An informal "Dutch treat" social outing that provides emerging professionals an opportunity to get to know each other and form new relationships in an informal setting. Although the main audience is emerging professionals and students, all are welcome to come and socialize. We will be joined by ambassadors from SEI 2018 (Summer Educational Institute for Visual Resources and Image Management, <https://seiworkshop.org/>), who will be there to answer your questions about SEI. SEI alumni are encouraged to join us as well, to share their experiences and get to know other new and developing professionals.

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Registration Desk

7:30am - 12:00pm
Regency Foyer

Artstor Digital Library User Group Meeting

8:30am - 10:00am
Washington C

ORGANIZER:

Gretchen Witthuhn, Education & Outreach Manager, ITHAKA

Session: Practicing Digital Asset Management (DAM): Various Approaches in Museums and Higher Education

8:30am - 10:00am
Regency Ballroom C

ORGANIZER/MODERATOR:

Carolyn Lucarelli, Visual Resources Curator, Penn State University

PANELISTS:

Claire Dienes, Manager, Digital Asset Management, The Metropolitan Museum of Art

Kristen Grace, Photographer and DAM, Florida Museum of Natural History at the University of Florida

Marian Lambers, Visual Resources Curator, College for Creative Studies

Stephanie Swindle Thomas, Public Relations Specialist, The Pennsylvania State University

Digital asset management (DAM) refers to the process of collecting, cataloging, delivering, and preserving digital assets, while digital asset management systems (DAMS) provide users with a central location to search, locate, access, and share those assets in an easy and efficient way. DAM is now an established technology category and a rapidly growing field within the corporate sector, however, the nonprofit sector is dealing with similar issues and challenges in their efforts to effectively and efficiently store, manage, preserve, and distribute digital content for their organizations. This session will focus on the practice of DAM within the cultural heritage and higher education communities. Panelists representing these non-profit organizations will share their stories, enabling us to discover commonalities as well as unique needs. Whether you are looking into your first DAM system or rethinking an existing system's current potential, this session will offer concrete examples of individual experiences and lessons learned. Panelists will discuss how they approached technical and staff resourcing, budgeting, metadata and file migration, and integrating the DAMS with other platforms.

- Claire Dienes, Manager, Digital Asset Management, The Metropolitan Museum of Art: Doing DAM @ The Met
- Kristen Grace, Photographer and DAM, Florida Museum of Natural History at the University of Florida: Big DAM/Shoestring Staff: How the Florida Museum of Natural History manages and shares photo assets using enterprise software with a bare-bones team
- Marian Lambers, Visual Resources Curator, College for Creative Studies: Tips for Academic and Museum Partnerships: A Collaborative DAM project between the College for Creative Studies and Detroit Institute of Arts

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- Stephanie Swindle Thomas, Public Relations Specialist, The Pennsylvania State University: Doing It Your DAM Self: Grassroots Effort, Open Source Software

Endorsed by the Education Committee.

Embedded Metadata Special Interest Group Meeting: Working through Embedded Metadata 9:00am - 10:00am
Washington B

ORGANIZER/MODERATOR:

Sarah Gillis, Associate Registrar for Collection Documentation, Worcester Art Museum

PRESENTERS:

Sheryl Frisch, Visual Resources Specialist, Cal Poly

Sarah Gillis, Associate Registrar for Collection Documentation, Worcester Art Museum

Managing metadata has become second-nature to most imaging professionals, working in GLAMs and the Digital Humanities—embedded metadata is still a relatively new beast for some. This special interest group welcomes all users of metadata, embedded or otherwise to gather and discuss our various workflows. Moderated by Data Standards Committee Co-chair Sarah Gillis, the SIG will present the basics of what is embedded metadata as well as provide a contextual real world application of some of the VRA Tools available. Following this, the floor will be opened to extended dialogue about embedded metadata use and workflows or ideas provided by other attendees.

Session: Digital, Visual, Tactile: Expanding Access to Specialized Collections 10:15am - 11:30am
Washington A

MODERATOR:

Jackie Spafford, Image Resources Curator, University of California, Santa Barbara

PRESENTERS:

Arden Kirkland, Digital Project Consultant, HistoricDress.org

Allan Kohl, Visual Resources Librarian, Minneapolis College of Art and Design

Kerry Sullivan, Head of the Photoarchive Department, Frick Art Reference Library

VRA's first session comprised of independently submitted individual papers brings together three very different projects around a fortuitously convergent theme: using digital images and rich metadata to lead users to actual objects, thereby facilitating direct user experience with cultural materials. This session will present three approaches to expanding access to collections, each project recognizing the importance of the original, physical works being represented.

First, learn how the Frick Art Reference Library is systematically digitizing its photo archive collection of

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more than 1.1 million research photographs and other reproductions of works of art, including extensive accompanying documentation about the works of art. This work is being done through both in-house and outsourced efforts. Materials that have been digitized and cataloged are available through the Frick Digital Collections and the sites for the NYARC catalog (NYARC Discovery, Arcade and FRESCO) and will be made accessible through the PHAROS International Consortium of Photo Archives.

Next, find out about how the HistoricDress.org project has fostered experimentation with new ways of cataloging, encoding, representing, and searching historic clothing and related archival materials. The project has included the development of a CostumeCore to supplement existing standards such as VRA Core, Dublin Core, Cataloging Cultural Objects, the Art and Architecture Thesaurus, and the European Fashion Thesaurus as they are applied specifically to artifacts related to historic clothing. Implementation in both Omeka and Shared Shelf attempts to better represent the structure and context of the original objects.

Finally, experience how the historic materials collection in the MCAD Library provides specimens -- such as Egyptian papyrus scrolls, an authentic parchment manuscript page, marble from the quarries used to provide the stone for the Parthenon, and an 1850s daguerreotype — for direct experience using all of a student’s senses, especially touch, along with close visual inspection. This collection gives art and design students “hands-on” encounters with cultural objects to gain a deeper understanding of the materials, tools, processes, and techniques used to create historic works of art, while complementing students’ experience of these works as aesthetic objects through photographic reproductions.

JSTOR Forum User Group Meeting

10:15am - 11:45am
Washington C

ORGANIZER:

Hannah Marshall, Implementation Manager, Artstor

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

Session: DIY: Crafting Your Space, Mission, and Situation

10:15am - 11:45am
Regency Ballroom C

ORGANIZER/MODERATOR:

Chris Strasbaugh, Digital Library Archivist and Curator, The Ohio State University

PRESENTERS:

Alison Blaine, Digital Technologies Development Librarian, North Carolina State University
Jennifer Kniesch, Visual Resources Librarian, Dickinson College
Sarah Winchowky, Project Manager, Free Library of Philadelphia

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In a changing world, we all need to be ready to change. This session is focused on providing practical advice for ways you can change your situation at your institution. The first half of the session is centered around the idea of job crafting. While this specifically covers position title and description, it can also guide how you approach planning of your space and projects. Beyond the planning stage, the second half of the session provides two case studies showing areas that are possible with our skills and expertise.

Endorsed by the Education Committee.

Session: Living with Legacy: Access to Archaeological Data Across Campus and Beyond 10:15am - 11:45am
Washington B

CO-ORGANIZERS:

Ann Burns, Metadata Librarian, University of Virginia

Lucie Stylianopoulos, Research Librarian for Art, Archaeology, and Classics, University of Virginia

PRESENTERS:

Lucie Stylianopoulos, Research Librarian for Art, Archaeology, and Classics, University of Virginia

Ann Burns, Metadata Librarian, University of Virginia

Louise Putnam, Visual Resources Manager, University of Massachusetts Boston

Brian Shelburne, Head, Digital Scholarship Center, University of Massachusetts Amherst

We will report on ArchaeoCore's expanding use in the last five years in national as well as international projects. We have been immeasurably assisted by our colleagues at VRA in our effort to design flexibility into the schema. As a result, ArchaeoCore has been incorporated as the metadata foundation into at least 2 international grants and is accessed on a weekly basis through Academia.edu.

We will discuss the practical aspects of applying a theoretical schema to legacy data "on the ground" by describing our work with the Flowerdew Hundred collection housed at the UVA Library. This has involved working with the curator to design a workflow that incorporates varying formats of legacy data, including photographs, slides, maps, notebooks, artifacts and original site records as well as accommodating data of varying levels of completeness over a period of 20 years.

We will illustrate the flexibility of the ArchaeoCore structure as we continue adapting it to cover materials gathered by Anthropology Professor Judith Zeitlin from excavations in 1973 and 1990 in the region around Tehuantepec, Oaxaca, Mexico. The original aim of the project, to record data about excavation squares, has grown to embrace not only field notebooks, artifacts and other primary source material, but documentation for theories of cultural change and persistence.

Some collections' curators feel that only their artifacts need to be described. What support can ArchaeoCore provide when the main focus of a collection is artifact context, arrangement and description? In what ways can the concepts embedded in ArchaeoCore assist with training of new archaeologists?

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Membership and Awards Lunch

12:00pm - 2:00pm
Regency Ballroom B

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

Registration Desk

2:00pm - 5:00pm
Regency Foyer

Session: Oh, Snap! Internal Advocacy Strategies for Visual Materials

2:15pm - 3:45pm
Regency Ballroom C

ORGANIZER:

Hillary Kativa, Curator of Photographic and Moving Image Collections, Science History Institute

PRESENTERS:

Hillary Kativa, Curator of Photographic and Moving Image Collections, Science History Institute
Cathleen Lu, Digital Projects and Metadata Librarian, Science History Institute
Christina Moretta, Photo Curator, San Francisco Public Library

External advocacy is a popular topic of discussion in special collections, but for those working with visual materials, internal advocacy can be an equally challenging, yet oft neglected proposition. In this session, presenters will reflect on their experiences advocating for greater use and understanding of visual materials at a diverse range of institutions, including public and university libraries, a special collections research center, and even the Country Music Hall of Fame. While exploring internal advocacy through a visual-materials lens, they will recap their efforts to bring greater visibility to audiovisual collections through a range of initiatives, including workshops, social media campaigns, and public programming, and reflect on successes, failures, and lessons learned along the way. Ultimately, this session will help attendees identify opportunities for so-called "inreach" and contemplate ways in which they can extend advocacy efforts to their own institutions and peers.

Session: Two-Way Street: VRA's Commercial Partners and Collaborations

2:15pm - 3:45pm
Washington B

ORGANIZER/MODERATOR:

Maureen Burns, Consultant and Sales Representative, IMAGinED Consulting & Archivision

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PRESENTERS:

Robb Detlefs, Director, Strategic Initiatives, Gallery Systems
Nancy Harm, Director of Business Development, Luna Imaging, Inc.
Andreas Knab, Owner, vrcHost LLC
Renate Wiedenhoeft, President, SASKIA Ltd. and Scholars Resource, Inc.
Susan Jane Williams, Metadata Specialist, Archivision, Inc.

The Visual Resources Association has always had a number of commercial partners or “vendors” who provide goods and services to information professionals. Often perceived as big businesses, they are in reality small collaborative operations that are doing similar work to that of the visual resources curator, museum professional, librarian, or archivist—photographing the built environment and cultural materials needed for teaching and learning, digitizing archival collections for online access, cataloging at the item level, developing and providing collection management software, online presentation tools, hosted solutions, and preservation services. In addition to these services, commercial partners often collaborate with information professionals to: further develop their services based on needs, determine added value tools for users, implement new technologies, and share lessons learned. This panel will provide specific examples of this type of collaborative activity, explore the products and possibilities of working together, and discuss ways in which these partnerships might expand in the future.

Workshop: How Do I...? Let's Geek Out and Play!!

2:15pm - 4:45pm
Adams

ORGANIZER/MODERATOR:

Jennifer Kniesch, Visual Resources Librarian, Dickinson College

PRESENTERS:

Jodi Hoover, Circulation and Media Librarian, University of Maryland, Baltimore County
Jenni Rodda, Manager, Digital Media and Computer Services, The Institute of Fine Arts/NYU
Chris Strasbaugh, Digital Library Archivist and Curator, The Ohio State University

Join us in this hybrid workshop/show-and-tell demonstration and be part of the conversation of why certain types of hardware might be more applicable than others to your position and institution, what funding is needed to make it work and how the A/V will make your workflow easier and worth the cost when discussing the possibility to administrators.

The speakers will discuss the hardware and software that they use, in addition to the workflows, achievements and challenges that they have faced. The quintessential part of this special workshop is the show-and-tell where the session members will demonstrate and pass around the hardware to audience members. Chris Strasbaugh will demonstrate a Raspberry Pi, a 360 camera, and a DJI drone, while Jodi Hoover will bring a couple goodies to share including an audio recorder, a Go-Pro, DSLR, mini-projector, besides a mic and video camera. Finally, Jenni Rodda will demo her still and video camera with the group.

SPONSOR: Visual Resources Association Foundation. Endorsed by the VRA Education Committee.

Thursday, March 29

Workshop: Scope Shift: Moving from Drifting to Driving

2:15pm - 5:00pm
Tubman

CO-ORGANIZERS/CO-PRESENTERS:

Alix Reiskind, Digital Initiatives Librarian, Harvard University Graduate School of Design
Elizabeth Schaub, Director, School of Architecture Visual Resources Collection, The University of Texas at Austin

Over the short and medium-term, professionals across a wide variety of fields have experienced profound job-related change. Referring to this change as “scope drift” has become commonplace. Workshop participants will explore recasting “scope drift” as “scope shift.” Strategies for keeping pace with current trends, mapping trends to local institutional contexts, and recasting the role(s) available within evolving conditions will be addressed so that participants can return to their home institutions feeling empowered to engage as fully invested change agents in an ever-evolving milieu.

SPONSOR:

Visual Resources Association Foundation

JSTOR Forum User Testing

3:00pm - 5:00pm
Washington C

New England Chapter Meeting

13 Restaurant 1201 Market Street, Philadelphia, PA 19107

5:00pm - 6:30pm

Combined California Chapters Meeting

5:15pm - 6:30pm
Washington A

Mid-Atlantic Chapter Meeting

5:15pm - 6:30pm
Washington B

Midwest Chapter Meeting

5:15pm - 6:30pm
Adams

Pacific Rim Chapter Meeting

5:15pm - 6:30pm
Loews Hotel Lobby Lounge

Southeast Chapter Meeting

5:15pm - 6:30pm
Loews Hotel Lobby Lounge

Upstate New York Chapter Meeting

Bank & Bourbon (Loews hotel bar) 1200 Market St, Philadelphia, PA 19107

5:15pm - 6:30pm

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Wild West Chapter Meeting

5:15pm - 6:30pm
Tubman

Chapter Chairs Meeting

6:45pm - 7:45pm
Bank & Bourbon (Loews hotel bar) 1200 Market St, Philadelphia, PA 19107

International Chapter Meeting

8:00pm - 9:30pm
TBA

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Registration Desk

7:30am - 10:00am
Regency Foyer

VRA Executive Board Meeting II

8:00am - 12:00pm
Tubman

VREPS Workshop: Value, Role, & Meaning: An Institutional Approach to Understanding Visual Resource Management

8:00am - 12:00pm
Washington B

CO-ORGANIZERS/CO-MODERATORS:

Amy Lazet, Visual Resources Specialist, College for Creative Studies

Chelsea Stone, Digital Resources & Projects Management Librarian, Sacred Heart University

In the rapidly changing field of visual resources, explaining your responsibilities and advocating for your position with administration can be increasingly complex. In this workshop, we will explore the different duties and roles VR professionals perform and provide examples of the ways your VR colleagues explain the value of their work to both peers and superiors. This workshop will provide a broad range of experiences, including: a panel of professionals from academia, archives, and museums featuring Sarah Gillis of the Worcester Art Museum, Lesley Chapman of Colgate University, Chris Strasbaugh of The Ohio State University, and Justine Tobiasz of The Chicago Tribune; individual activities to help you articulate the value of your position and develop your own elevator speech; and tips for ways to increase the visibility of your position to your community. Participants will leave this workshop with a greater understanding of the tasks other VR professionals engage in and a concrete starting point for how best to explain your personal responsibilities and make a strong case to administration for the value of your position.

SPONSOR: Visual Resources Association Foundation

Friday, March 30

Workshop: Python for Beginners

8:00am - 12:00pm

Washington A

CO-ORGANIZERS:

Ryan Brubacher, Reference Librarian, Library of Congress, Prints and Photographs

Jeannine Keefer, Visual Resources Librarian, University of Richmond

PRESENTER:

Maneasha Sane, organizer for the Philadelphia Python Users Group (PhillyPUG)

If you are doing things like supporting Digital Humanities faculty, working with students analyzing and visualizing data, developing your own data project, processing metadata about your collections, or building web displays for digital assets, Python may be worth exploring. Many of us rely on existing tools such as Gephi, Omeka, or Scalar to come up with project solutions. But, sometimes the tools that already exist do not fit the needs of the research or project. Sometimes you need to make your own tool. Python is a flexible, cross-platform, modular, object-oriented programming language used for a variety of basic and high-level computing projects. It is great for back-end web development, data analysis, database management, scientific and humanities computing, and has an active, friendly user community. Even if you don't plan on becoming a programmer yourself, knowledge of coding helps you to talk to, or translate between, scholars, students, administrators and programmers.

This basic introductory workshop will cover the basics of computer programming, how python can be used in your work, and how to get started from scratch. You will leave encouraged to consider coding solutions and better ready to get started using code or supporting others as they build their own tools. Participants will be asked to provide their own laptop and have the software already installed. Previous experience with python or coding in any programming languages not required. The workshop organizers recommend novices read through or take free python overviews/tutorials in advance.

Endorsed by the Education Committee.

SPONSOR: Visual Resources Association Foundation

Tour 3: Tour of the Fisher Fine Arts Library

9:00am - 10:00am

Fisher Fine Arts Library 220 S 34th St., Philadelphia, PA 19104

Explore the architecture of Frank Furness at the University of Pennsylvania's Fisher Fine Arts Library. The purpose-built library, one of the first of its kind, opened in 1891 as the University Library. It has had a long and storied history: library and museum, headquarters of the Institute of Contemporary Art, backdrop in the movie Philadelphia, and finally the home of the university's collections on art, art history, architecture, landscape architecture, historic preservation, and city planning. The building was restored in 1991 by the firm of Venturi, Rauch & Scott Brown. Assistant Director Patty Guardiola will guide you through parts old and new – including the G. Holmes Perkins rare book collection on architectural history, and the recently opened Materials Library.

Friday, March 30

Tour 4: Tour of the Penn Museum Archives

11:00am - 12:00pm

University of Pennsylvania Museum of Archaeology and Anthropology 3260 South St., Philadelphia, PA 19104

The Archives of the Penn Museum (the University of Pennsylvania Museum of Archaeology and Anthropology) house an extensive photograph collection, more than half a million images in all formats, of Penn's excavations in the field. The histories of archaeology and photography are intertwined, and photographic documentation is essential in both archaeology and anthropology. Senior Archivist Alessandro Pezzati will guide you on a Behind the Scenes tour of rare photographic prints of pioneers in the field of archaeology and anthropology from around the world, ranging from the 1860s to the 1920s, including images by Edward S. Curtis, William Henry Jackson, Felix Bonfils, and more.

Tour 5: Studio Artist Tours - Grays Ferry Area

3:00pm - 4:30pm

Grays Ferry Area

An afternoon of Artist Studio Tours. In the Grays Ferry area three artists based in and around Philadelphia are offering a behind the scenes tour of their studios. Lindsay Deifik will provide more insight into her prints, fabrics, drawings and sculptural processes and techniques, while Kris Benedict and Todd Arsenault, who share a studio space will discuss their painterly figurative and abstract works and discuss their collaborative series.

Visual Resources Association

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

Membership

Student, Retired, Unemployed	\$65
Individual	\$150
New Member	\$100
Institutional (3 representatives receive privileges of full membership)	\$300

Apply for membership at <http://vraweb.org/membership/join>. Memberships are for the 12 months after date of joining.

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Executive Board 2018-2019

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