The Western Museums Association
75th Anniversary
Mind the Gap
Portland, Oregon
October 18-21, 2010
www.westmuse.org
MUSEUM COMPUTER NETWORK
37TH ANNUAL CONFERENCE

Museum Information, Museum Efficiency:
Doing More with Less!

NOVEMBER 11-14, 2009 • PORTLAND, OREGON
WWW.MCN.EDU

TABLE OF CONTENTS

President’s Welcome ........................................................................................................... 2
About Portland: The City of Roses .................................................................................. 3
2009 Conference Committee ......................................................................................... 4
Board of Directors ........................................................................................................... 6
2009 Exhibitors and Sponsors ....................................................................................... 8
MCN 2009 At-a-Glance ............................................................................................... 9
Daily Program Schedule
• Wednesday, November 11 ...................................................................................... 13
• Thursday, November 12 ......................................................................................... 14
• Friday, November 13 ............................................................................................... 19
• Saturday, November 14 ........................................................................................... 26
Hotel Floor Plan ............................................................................................................ 28

Presenting Sponsor:

GallerySystems
Collect. Manage. Share.
Welcome to MCN 2009, with the theme Museum Information, Museum Efficiency: Doing More with Less! In these tough economic times, many of us are thinking about how to serve our institutional missions with cost-effective information strategies. This year’s program zeroes in on that question, along with such overlapping topics as making, managing, and delivering digital media in new and effective ways, and “building the future now” with cutting-edge work and innovation.

I’d like to offer a warm welcome to both returning and first-time attendees in this unusually challenging year. Thank you all for joining us in beautiful Portland for MCN’s 37th annual conference. I encourage everyone, and most of all the newcomers among us, to participate by asking questions and networking. This is a great opportunity to meet new colleagues and deepen your connections within the MCN community.

We have a rich variety of workshops, and a slate of outstanding speakers will share their expertise in sessions. Case Study Showcases will enable us to start each day of sessions together and to learn about many thought-provoking projects; and in the keynote, Karen Donoghue will speak to a timely intersection of cloud computing and mobile devices. Please join me in welcoming all of our speakers, and in exchanging your own ideas with them and our fellow participants over the next four days.

As always, MCN’s Special Interest Groups will play a key role in the conference. Along with sponsoring many sessions, the SIGs will hold their annual meetings in the coming days. We encourage you to attend whether you’re an expert in a SIG’s topical area or a complete beginner who wants to learn from your peers. You’re welcome to participate even if you’re not yet a SIG member. New this year is our Pub Crawl on Friday evening, when people interested in each SIG’s area can gather in a nearby pub for whatever mix of topical conversation and general sociality might develop.

Portland is a wonderful city. I hope you all take some time to explore its arts and culture, as well as its tempting array of restaurants and pubs. Those of you who have registered for Wednesday tours will have a head start in that direction, and we hope you all attend Thursday’s reception at the Portland Art Museum. We chose this city in part because of such environmental factors as our Green Seal Certified hotel (Oregon’s first), the bio-diesel buses we’re using for tours, and Portland’s fine light rail system—which will make it easy to venture out into the city with virtually zero added carbon load.

The high level of programming, knowledge sharing, and events we all can enjoy this week is made possible by the tireless efforts of the MCN Conference Committee and the crucial support of our corporate sponsors. I’d especially like to thank Gallery Systems, Inc., our Presenting Sponsor this year; Holly Witchey, our indefatigable Program Chair; Christina DePaolo, our inestimable Conference Chair; Rich Cherry, whose many indispensable roles are listed elsewhere in this program; fellow officers Erin Coburn and Kevin Conley; Nicole Nathan, who as Local Arrangements Chair led the team whose work will make this conference not just seriously informative, but seriously fun; and the many other people whose efforts have enabled us to gather here to share knowledge and learn from one another.

Thank you all for coming. I hope you have a rewarding conference and a fine time!

Rob Lancefield
President, Museum Computer Network
Welcome to Portland, the City of Roses and the 2009 MCN Conference!

Portland is an easily navigable and pedestrian-friendly city, with treasures awaiting you around every corner. Its numerous walking and running trails and paths include the Eastbank Esplanade and bridges connecting the east side and downtown. Points of interest include the Oregon Museum of Science and Industry, the North and South Park Blocks (home to one of the many farmers’ markets throughout town), the Museum of Contemporary Craft, the Classical Chinese Garden, the Saturday Market, the Pearl District, and Waterfront Park.

Situated on Portland’s east side in the heart of the Lloyd District, the Doubletree Hotel is the first lodging property in Oregon to achieve a Green Seal certification for environmental responsibility. It also is conveniently located on the MAX (Metropolitan Area Express) train, with numerous routes throughout the metro area, including the Red Line between the Portland Airport (PDX) and the hotel. The Lloyd Center stop is part of Fareless Square, within which riders can enjoy free transportation on trains and buses around the downtown core. A map can be found at http://trimet.org/fares/fareless.htm. MAX is part of the large metro transportation network operated by Tri-Met, which also includes buses and the Portland Streetcar.

Join your colleagues for a welcoming reception at the Portland Art Museum, the oldest art museum in the West, on November 12th from 7 PM to 9 PM in the Fields Ballroom. Find out why the Museum is internationally renowned for exciting art experiences. Tour the world through magnificent permanent collection galleries, six stories of modern art, and more, all in the heart of the city’s cultural district on the beautiful Park Blocks.

Portland is the beer capital of the world, and the craft brewery industry got its start here. “Beervana” was a phrase coined in Oregon to describe the burgeoning craft beer movement that took hold here in the 1980s. It’s an apt description. Those who are involved in the beer community think of making and enjoying well-made brew as a near-religious experience. But Beervana also describes the transcendent union of climate and environment which makes Oregon the home to great hops growing and affords brewmasters the highest quality water. Be sure to sample some of the world-famous brews and spirits which make our fair city great, or to try some of our many regional delights as you explore Portland’s thriving restaurant scene.

Welcome to the Rose City!

Nicole Nathan
MCN 2009 Local Arrangements Chair
Gain the foundation necessary to become a museum leader of tomorrow.

Museums of the 21st century are experiencing rapid changes and new challenges as they play an ever-expanding role in cultural understanding worldwide. Students in the Museum Studies Program learn the skills needed to meet these new responsibilities.

- Earn your degree online
- Study part-time with flexible course scheduling
- Focus on technology in the museum
- Explore global museum perspectives

Apply online year-round.

For more information on the program visit museum-studies.jhu.edu
Are you looking to promote your collections and broaden your reach?

Contact us to learn more about our free licensing offer, and to schedule an online demonstration of our collections management and public access solutions.

By telephone: (312) 239-0597
By e-mail: info@selagodesign.com
BOARD OF DIRECTORS

OFFICERS / BOARD

PRESIDENT
› Rob Lancefield
  Manager of Museum Information Services / Registrar of Collections
  Davison Art Center, Wesleyan University
  301 High Street
  Middletown, CT 06459-0487
  860-685-2965
  rlancefield@wesleyan.edu

VICE PRESIDENT / PRESIDENT-ELECT
› Erin Coburn
  Head of Collection Information and Access
  J. Paul Getty Museum
  1200 Getty Center Drive, Suite 1000
  Los Angeles, CA 90049-1687
  310-440-7524
  ecoburn@getty.edu

SECRETARY
› Richard Cherry
  Director
  Balboa Park Online Collaborative
  2131 Pan American Plaza
  San Diego, CA 92101
  619-819-8331
  rcherry@balboaparkonline.org

TREASURER
› Kevin Conley
  Director, Information Technology
  National Recreation and Park Association
  22377 Belmont Ridge Road
  Ashburn, VA 20148
  703-858-0784 x165
  kconley@nrpa.org

PAST PRESIDENT
› Cathryn L. Goodwin
  Manager, Collection Information and Access
  Princeton University Art Museum
  Princeton, NJ 08540
  609-258-9374
  cathryng@princeton.edu

BOARD MEMBERS
› Tim Au Yeung
  Manager, Digital Object Repository Technology
  University of Calgary
  2500 University Drive NW
  Calgary, AB T2N 1N4 Canada
  403-220-8975
  ytau@ucalgary.ca

› Christina DePaolo
  New Media Manager
  Seattle Art Museum
  1300 First Avenue
  Seattle, WA 98101
  206-654-3165
  christinad@seattleartmuseum.org

› Douglas Hegley
  Deputy Chief Technology Officer
  The Metropolitan Museum of Art
  1000 Fifth Avenue
  New York, NY 10028
  212-650-2931
  douglas.hegley@metmuseum.org

› Jana Hill
  Associate Registrar, Collection Information
  Amon Carter Museum
  3501 Camp Bowie Blvd.
  Fort Worth, TX 76107
  817-989-5173
  jana.hill@cartermuseum.org

› Paul Marty
  Associate Professor
  College of Communication and Information
  Florida State University
  Tallahassee, FL 32306-2100
  850-644-5133
  marty@ci.fsu.edu

› Anne-Marie Millner
  Manager, Professional Development and Digital Resource Management
  Canadian Heritage Information Network
  15 Eddy Street, (15-4-A)
  Gatineau, Quebec Canada K1A 0M5
  819-934-5011
  Anne-Marie_Millner@pch.gc.ca
Robert Stein
Chief Information Officer/Director of MIS
The Indianapolis Museum of Art
4000 Michigan Road
Indianapolis, IN 46208
317-923-1331 x244
rstein@imamuseum.org

Richard Urban
Doctoral Student
Graduate School of Library and Information Science
University of Illinois
501 E. Daniel St. MC-493
Champaign, IL 61820
217-714-6431
rjurban@uiuc.edu

Günter Waibel, Program Officer
OCLC Research
777 Mariners Island Blvd. Suite 550
San Mateo CA 94404
650-287-2144
gwaibel@oclc.org

Holly Witchey, Ph.D.
Art Historian and Museum Consultant
2897 Scarborough
Cleveland Heights, OH 44118
216-371-4651
holly.witchey@gmail.com

Extensis
Portfolio Server™
Easily organize your digital assets.

www.extensis.com
©2009 Extensis, a division of Celartem, Inc.
2009 Exhibitors
This list represents all exhibitors registered at the time of program publication. A complete list of exhibitors will be distributed to all attendees.

- Archetype Imaging/Better Light
- Artifax Software
- BCR
- Blackbaud
- CDW
- CollectionSpace/Fluid Engage
- Extensis
- Front Porch Digital
- Gallery Systems
- Guide By Cell
- Jacobson Consulting Applications, Inc.
- KE Software Inc.
- Leica Camera Inc.
- Luna Imaging, Inc.
- MCN Taiwan Chapter & TELDAP
- Media Equation Pty Ltd (me™)
- Mediatrope Interactive Studio
- Palantir.net, Inc.
- Selago Design, Inc.
- Sun Microsystems
- Synthescape

2009 Sponsors
The following organizations have committed their support to the MCN 37th Annual Conference. We gratefully acknowledge their support and thank these important donors for their generosity.

- Blackbaud
- Extensis
- Gallery Systems (Presenting Sponsor)
- Jacobson Consulting Applications, Inc.
- Johns Hopkins University Master of Arts in Museum Studies
- Museums and the Web
- Portland Art Museum
- Sun Microsystems

EXHIBIT HALL HOURS

Wednesday, November 11
Welcome Reception
5:00PM – 7:30PM

Thursday, November 12
10:00AM – 1:30PM
2:30PM – 6:00PM

Friday, November 13
10:00AM – 1:30PM
3:00PM – 6:00PM
### Wednesday, November 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30AM – 6:00PM</td>
<td>Registration Desk Open</td>
<td>Lloyd Foyer (Holladay East)</td>
</tr>
<tr>
<td>8:00AM – 12:00PM</td>
<td><strong>AM Workshops:</strong> <em>(Ticket Required)</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Focus on the Bottom Line: Image Licensing</td>
<td>Sellwood</td>
</tr>
<tr>
<td></td>
<td>• Extracting Data from a Patron Edge Database</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>• Project Management on One Foot</td>
<td>Weidler</td>
</tr>
<tr>
<td>10:00AM – 10:15AM</td>
<td>Coffee Break for Workshop Participants</td>
<td>Willamette Foyer</td>
</tr>
<tr>
<td>12:00PM – 1:00PM</td>
<td>Lunch on your own</td>
<td></td>
</tr>
<tr>
<td>1:00PM – 5:00PM</td>
<td><strong>PM Workshops:</strong> <em>(Ticket Required)</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Digital Asset Management Forum for Heritage and Culture</td>
<td>Weidler</td>
</tr>
<tr>
<td></td>
<td>• Curating an Engaging Online Experience</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>• Cloud Computing Primer: Steps for Using the Cloud in Your Museum</td>
<td>Sellwood</td>
</tr>
<tr>
<td></td>
<td>• Promoting Small Museum Content with Digital Social Networking Media</td>
<td>Halsey</td>
</tr>
<tr>
<td>2:00PM – 6:30PM</td>
<td><strong>TOURS:</strong> <em>(Ticket Required)</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Oregon Museum of Science and Industry and optional tour of House Spirit Distillery</td>
<td>Multnomah/Holladay Exit</td>
</tr>
<tr>
<td></td>
<td>• Second Story Interactive Studios and optional visit to 5th Quadrant Brewery</td>
<td></td>
</tr>
<tr>
<td>2:30PM – 2:45PM</td>
<td>Coffee Break for Workshop Participants</td>
<td>Willamette Foyer</td>
</tr>
<tr>
<td>5:00PM – 7:30PM</td>
<td><strong>Welcome Reception</strong></td>
<td>Multnomah/Holladay</td>
</tr>
</tbody>
</table>

### Thursday, November 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30AM – 6:30PM</td>
<td>Registration Desk Open</td>
<td>Lloyd Foyer (Holladay East)</td>
</tr>
<tr>
<td>7:30AM – 6:00PM</td>
<td>Email Center Open</td>
<td>Broadway</td>
</tr>
<tr>
<td>8:30AM – 10:00AM</td>
<td><strong>Plenary Session/Keynote Address by Karen Donoghue</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td>10:00AM – 10:30AM</td>
<td>Coffee Break</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>10:00AM – 1:30PM</td>
<td>Exhibit Hall Open</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>10:30AM – 12:00PM</td>
<td><strong>Case Studies:</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>• Using Open Source Software</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Crazy Quilts to Patchwork Technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Using Service and Storage Virtualization</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The Flickr Commons Experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Freedom to Experiment!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The Field Museum Gone Google</td>
<td></td>
</tr>
<tr>
<td>12:00PM – 1:30PM</td>
<td><strong>Lunch on your own</strong></td>
<td></td>
</tr>
</tbody>
</table>
### THURSDAY, NOVEMBER 12 (continued)

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00PM - 1:30PM</td>
<td>SIG Meeting — Pacific NW</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — California</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — Metrics and Evaluation</td>
<td>Hawthorne/Sellwood</td>
</tr>
<tr>
<td>1:30PM - 3:00PM</td>
<td><strong>CONCURRENT SESSIONS:</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>• Economics 911: The Economics of Digitizing Cultural Collections</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Museum Data Exchange</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td></td>
<td>• Speed the Plow: Rapid Capture Digital Workflow</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>• Making the Call: Evaluating Mobile Projects in Museums</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>• Groundbreaking Projects from Museums Large and Small</td>
<td>Hawthorne/Sellwood</td>
</tr>
<tr>
<td>2:30PM - 6:00PM</td>
<td>Exhibit Hall Open</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>3:00PM - 3:30PM</td>
<td>Coffee Break</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td></td>
<td>Generously sponsored by Master of Arts in Museum Studies at Johns Hopkins University</td>
<td></td>
</tr>
<tr>
<td>3:30PM - 5:00PM</td>
<td><strong>CONCURRENT SESSIONS:</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>• Doing More with Less: A Community-Software-Based Technology Strategy Roundtable</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• IT Roundtable</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>• Tweets to Sweeten Collaborations for Archives, Libraries, and Museums</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td></td>
<td>• User-Generated Content: What Good Is It?</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>• Demanding, Developing, and Implementing: A View of Process, Projects, and Lessons Learned</td>
<td>Hawthorne/Sellwood</td>
</tr>
<tr>
<td>5:00PM - 6:00PM</td>
<td>MCN Silent Auction</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>7:00PM - 9:00PM</td>
<td><strong>Portland Art Museum Reception</strong></td>
<td>Fred and Suzanne Fields Ballroom, PAM</td>
</tr>
</tbody>
</table>

### FRIDAY, NOVEMBER 13

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30AM - 6:00PM</td>
<td>Registration Desk Open</td>
<td>Lloyd Foyer (Holladay East)</td>
</tr>
<tr>
<td>7:30AM - 6:00PM</td>
<td>Email Center Open</td>
<td>Broadway</td>
</tr>
<tr>
<td>8:00AM - 9:00AM</td>
<td>New Members’ Breakfast (by invitation)</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td>9:00AM - 10:30AM</td>
<td><strong>CASE STUDIES:</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>• The Conveyor Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Pathfinder, a New GUI for the New AIC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rethinking the Reference Book: The Rhode Island Furniture Archive at Yale University Art Gallery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• ArtBabble: Play Art Loud!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• MOA-CAT — UBC Museum of Anthropology, Collection Access Terminals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• An Overlapping of Spaces: Presenting Musical Compositions as Works of Art</td>
<td></td>
</tr>
<tr>
<td>TIME</td>
<td>SESSION/EVENT</td>
<td>LOCATION</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------------------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td>10:30AM - 11:15AM</td>
<td>MCN Business Meeting</td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td>10:30AM - 11:15AM</td>
<td>Coffee Break</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>11:15AM - 12:45PM</td>
<td><strong>CONCURRENT SESSIONS:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Strategy: The Realities of Strategic Planning:</strong></td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>• From Print to Digital:</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>The Economics of Creating an Online Catalogue</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>Reverse Perverse Economics:</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>Giving It Away to Increase Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Libraries, Archives, and Museums:</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td></td>
<td>From Collaboration to Convergence</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• User Generated Anthropology Museum:</td>
<td>Hawthorne/Sellwood</td>
</tr>
<tr>
<td></td>
<td>Case of the St. Petersburg Kunstkamera</td>
<td></td>
</tr>
<tr>
<td>12:45PM - 2:00PM</td>
<td>Lunch on your own</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — Intellectual Property</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — Standards</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — Small Museum</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td>2:00PM - 3:00PM</td>
<td>Exhibit Hall Closed</td>
<td></td>
</tr>
<tr>
<td>2:00PM - 3:30PM</td>
<td><strong>CONCURRENT SESSIONS:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Institutional Collaborations Across the Digital Divide:</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>The Vogel 50x50 Web Site as a Model for Digital Collection Presentation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Questions from the Business World:</td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>Are You Evaluating Visitor Engagement?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Doing More with Less:</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>Resources for Museum Professionals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Data Storage and What to Do about It</td>
<td>Hawthorne/Sellwood</td>
</tr>
<tr>
<td></td>
<td>• Ramping Up While Scaling Down:</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td></td>
<td>Strategic Innovation in Challenging Times</td>
<td></td>
</tr>
<tr>
<td>3:00PM - 6:00PM</td>
<td>Exhibit Hall Open</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>3:30PM - 4:00PM</td>
<td>Coffee Break</td>
<td>Multnomah/Holladay</td>
</tr>
<tr>
<td>4:00PM - 5:30PM</td>
<td><strong>CONCURRENT SESSIONS:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• <strong>The Semantic Web in Practice, Part One</strong></td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>• 2009 Conference Roundup Roundtable</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td></td>
<td>• <strong>SMILE: A Digital Library and Online Community for Museums and Science Centers</strong></td>
<td>Hawthorne/Sellwood</td>
</tr>
<tr>
<td></td>
<td>• Of Business Intelligence and Sustainability</td>
<td>Morrison</td>
</tr>
<tr>
<td>5:30PM - 6:30PM</td>
<td>SIG Meeting — Digital Media</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — Information Technology</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>SIG Meeting — Semantic Web</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td>7:00PM - ???</td>
<td>Portland Pub Crawl with MCN SIGs</td>
<td>Details available at Registration Desk</td>
</tr>
</tbody>
</table>
## The Sun Preservation and Archiving Special Interest Group (PASIG)

**www.sun-pasig.ning.com**

- Comparison of High-level OAIS Architectures, Workflows, and Use Cases
- Sharing of Best Practices and Community-developed Solutions and Technologies
- Cooperation on Standard, Open, Solutions and Replicable Reference Architectures
- Review of Storage Architectures and Trends and their Relation to Preservation and Archiving and Research Data Set Management
- Exposition of Relevant Commercial Third Party Expertise and Solutions

### SATURDAY, NOVEMBER 14

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION/EVENT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30AM - 12:00PM</td>
<td>Registration Desk Open</td>
<td>Lloyd Foyer (Holladay East)</td>
</tr>
<tr>
<td>7:30AM - 12:00PM</td>
<td>Email Center Open</td>
<td>Broadway</td>
</tr>
<tr>
<td>8:00AM - 9:00AM</td>
<td>SIG Chairs’ Meeting with Board (by invitation)</td>
<td>Weidler/Halsey</td>
</tr>
<tr>
<td>9:00AM - 10:30AM</td>
<td>CASE STUDIES:</td>
<td>PNW Ballroom</td>
</tr>
<tr>
<td></td>
<td>• Digital Media Served up Using XML and the Google Maps API</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rapid Proto-typing Collection Information Aggregators</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Introducing Imaging Quality Control Practices into Sustainable Workflows</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Enhancing the Usability of In-Gallery Media through Data Visualization</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• High Definition History</td>
<td></td>
</tr>
<tr>
<td>10:30AM - 10:45AM</td>
<td>Coffee Break</td>
<td>PNW Foyer</td>
</tr>
<tr>
<td>10:45AM - 12:15PM</td>
<td>CONCURRENT SESSIONS:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• The Semantic Web in Practice, Part Two</td>
<td>Ross Island</td>
</tr>
<tr>
<td></td>
<td>• More from Less: The e-Book Revolution and Mobile Evolution</td>
<td>Morrison</td>
</tr>
<tr>
<td></td>
<td>• Portland Art Museum &amp; smArthistory Media-Based Conversations</td>
<td>Hawthorne/Sellwood</td>
</tr>
</tbody>
</table>
MCN DAILY PROGRAM SCHEDULE

Wednesday, November 11

7:00AM - 7:00PM
Registration Desk Open
Lloyd Center Foyer

8:00AM - 12:00PM
MORNING WORKSHOPS: (ticket required)

- Focus on the Bottom Line: Image Licensing for Sustainability
  Sellwood
- Extracting Data from a Patron Edge Database
  Generously sponsored by Blackbaud
  Ross Island
- Project Management on One Foot
  Weidler

9:00AM - 5:00PM
Search Log Analysis Meeting (by invitation)
Morrison

10:00AM - 10:20AM
Coffee Break for all Workshop Attendees
Willamette Foyer

1:00PM - 5:00PM
AFTERNOON WORKSHOPS: (ticket required)

- Digital Asset Management Forum for Heritage and Culture
  Weidler
- Curating an Engaging Online Experience: Finding Your Place in a Web 2.0 World
  Ross Island
- Cloud Computing Primer: Steps for Using the Cloud in Your Museum
  Sellwood
- Promoting Small Museum Content with Digital Social Networking Media
  Halsey

2:00PM - 6:30PM
TOURS:
Off Site
Buses will depart from the Multnomah/Holladay Exit. All tours require tickets and depart at 2:00 pm. In all cases, participants have the option of returning to the Hotel at 4:30 or at 6:30 pm.

- Oregon Museum of Science and Industry and optional tour of House Spirit Distillery
- Second Story Interactive Studios and optional tour of 5th Quadrant Brewing

3:00PM - 3:15PM
Coffee Break for All Workshop Attendees
Willamette Foyer

5:00PM - 7:30PM
Welcome Reception
Multnomah/Holladay
Gather in the Exhibit Hall for the official opening of MCN’s 37th Annual Conference. Meet your colleagues for drinks and hors d’oeuvres while you take a look at the latest products and services offered by this year’s exhibitors.
Thursday November 12

7:30AM – 6:00PM
Registration Desk Open
Lloyd Center Foyer

7:30AM – 6:00PM
Email Center Open
Broadway

8:30AM – 10:00AM
KEYNOTE ADDRESS:
› Karen Donoghue, User Experience Designer and author of Built for Use: Driving Profitability through the User Experience
PNW Ballroom
“Eye in the Hand, Mind in the Cloud”
New “location-aware” devices, networks, and cloud storage offer opportunities to deliver innovative user experiences that are unique to cultural and educational settings such as museums. In the keynote presentation, Karen Donoghue, Principal User Experience Designer at Microsoft Startup Labs (Cambridge, MA), will consider the impact of how this “adaptive connectedness” offers opportunities for unique experiences that can adapt and scale based on factors such as location, time, and a user’s unique social connections.

10:00AM – 1:30PM
Exhibit Hall Open
Multnomah/Holladay

10:00AM – 10:30AM
Coffee Break
Multnomah/Holladay

10:30AM – 12:00PM
CASE STUDIES SESSION I:
PNW Ballroom
› Using Open Source Software in an Era of Tight Budgets
  Robert Schimelpfenig, Archive Specialist, WSU Vancouver
  Maria Schenk, Application Director, WSU Vancouver
› Crazy Quilts to Patchwork Technology
  Narda McKeen LaClair, Technical Administrator, Shelburne Museum
› Using Server and Storage Virtualization to Build an Economical and Scalable Infrastructure
  Sarah Winmill, Head of Information Systems Services, Victoria and Albert Museum
› The Flickr Commons Experience: The View from the Oregon State University Archives
  Tiah Edmunson-Morton, Reference, Instruction, and Outreach Archivist, Oregon State University
› Freedom to Experiment! The Luce Foundation Center as Testing Grounds for Innovation
  Georgina Goodlander, Interpretive Programs Manager, Luce Foundation Center for American Art
› The Field Museum Gone Google
  Drew Ruginis, Director of Information Technology, The Field Museum

12:00PM – 1:30PM
SPECIAL INTEREST GROUP (SIG) MEETINGS
› Pacific NW
  Ross Island
› California
  Morrison
› Metrics and Evaluation
  Hawthorne/Sellwood

1:30PM – 2:30PM
Exhibit Hall Closed
CONCURRENT SESSIONS:

Economics 911: The Economics of Digitizing Cultural Collections  
CHAIR: Diane Zorich, Cultural Heritage Information Management Consultant
PNW Ballroom

PARTICIPANTS: Simon Tanner, Director, King’s Digital Consultancy Services, King’s College London, Centre for Computing in the Humanities; Trilce Navarette, PhD Researcher and Lecturer, University of Amsterdam; Emily Gore, Head, Digital Curation and Technology Services, Clemson University Libraries

Doing “more with less” becomes an impossible task when you don’t know what your real costs are or where they come into play. Those who digitize cultural collections frequently know their technology costs but are less certain about investments made in time, personnel, material preparation (selection, metadata creation), planning, and other areas that affect the bottom line.

This session will examine the factors involved in digitizing cultural collections from an economic perspective by examining costs and the behaviors that affect costs. Panelists will examine economic factors at three points in the digitization lifecycle: in the preparation and description of museum collections, during the actual digitization phase, and in the preservation of digitized collections. Cross-sector (library, archive, and museum) distinctions will be included to provide a comparative perspective.

Museum Data Exchange  
CHAIR: Cathryn Goodwin, Princeton University Art Museum
Weidler/Halsey

PARTICIPANTS: Ben Rubinstein, Cogapp; Shyam Oberoi, The Metropolitan Museum of Art; Günter Waibel, OCLC Research

Museums increasingly exchange data with each other and trusted third-party aggregators such as ARTstor. The technological infrastructure for routinely exchanging museum data, however, is not yet in place, making data exchange cumbersome and costly. Moreover, little is known about how well data created under different local data content rules interoperates when coming together in large-scale aggregations. As part of an OCLC Research-led Mellon Grant, five art museums came together to create a data exchange toolset for the community at large, rather than investing in ad-hoc local solutions. The toolset (COBOAT and OAICatMuseum) extracts a CDWA Lite XML repository out of collection management systems, and publishes the records via the OAI-PMH protocol. Using this infrastructure, the museums shared collections data with OCLC Research. The analysis of this research aggregation of 850,000 records from a total of nine institutions helps museums better understand how to effectively invest scant time and resources to prepare data for sharing.

Speed the Plow: Rapid Capture Digital Workflow  
CHAIR: Stanley Smith, Head of Imaging Services, The J. Paul Getty Museum
Ross Island

PARTICIPANTS: Chris Edwards, Digital Studio Production Manager, Beinecke Rare Book and Manuscript Library, Yale University; John ffrench, Associate Director, Visual Resources Dept., Yale University; Chris Gallagher, Head of Imaging, the Art Institute of Chicago; Alan Newman, Chief of the Division of Imaging & Visual Services, National Gallery of Art

In the best of times, the notion of digitizing our large collections is daunting to contemplate. In the current economic climate, it is imperative that our digitization efforts get the maximum bang for the incredible shrinking buck that most repositories find themselves with. Many institutions have developed careful, deliberate, and high-quality workflows (read: SLOW) in their imaging studios. This session presents alternative working methods that may be appropriate for many collections. Illustrated by several real-life case studies, we will demonstrate that with careful planning, rapid capture methods can indeed work to dramatically cut the cost of large digitization projects—without compromising acceptable quality. The presenters will summarize their own projects with step-by-step descriptions and illustrations, with an emphasis on equipment choices, workflow, tips and tricks, art handling issues, and pitfalls. Following the individual presentations there will be ample time for discussion and questions to the panel.
Thursday November 12

- **Making the Call:**
  **Evaluating Mobile Projects in Museums**
  **CHAIR:** Sheila Carey, Audience & Programs Analyst, Canadian Heritage Information Network

  *Morrison*

  *Sponsored by the Metrics and Evaluation SIG*

  **PARTICIPANTS:** Nancy Proctor, Head of New Media Initiatives, Smithsonian American Art Museum; Sherry Hsi, Associate Director, Extended Learning Group, Exploratorium; Koven Smith, Associate Manager of Interpretive Technology, The Metropolitan Museum of Art

  The New Media Consortium’s Horizon Report has, for several years, identified emerging technologies and their impact on education. For 2008, the supplementary report, the Horizon.Museum Project, considered a number of emerging technologies and their impact on museums. Mobile devices were identified as having potential impact in the first horizon, “time to adoption: one year or less.” As museums try to decide how or whether to integrate mobile technology into their projects, particularly in this time of limited resources, they can learn from the experience of other museums which have already implemented and evaluated the use of mobile devices. This panel will analyze several such projects and discuss the lessons learned in the ensuing evaluations.

- **Groundbreaking Projects from Museums Large and Small**
  **CHAIR:** Jack Ludden, Head of the Web Group and New Media Development, The J. Paul Getty Trust

  *Hawthorne/Sellwood*

  **PARTICIPANTS:** Allegra Burnette, Creative Director, Digital Media, The Museum of Modern Art, NY; Laurence F. Johnson, Chief Executive Officer, The New Media Consortium; Marianne Peereboom, Project Manager, The Van Gogh Museum; Scott Geffert, President, Center for Digital Imaging, NY

  Join Jack Ludden of the J. Paul Getty Trust and a group of distinguished panelists from across the country and across the world as they explore a range of new projects. Find out what’s been happening recently at the Van Gogh Museum in Amsterdam and the Museum of Modern Art in New York and hear about how micro-grants to museums have changed the way Texas art museums create and produce digital media.
various obligations and roles assumed under these models and how are these sustained? What are the risks?

Roundtable participants include leaders of three current community-source museum projects (CollectionSpace, ConservationSpace, and Fluid Engage), and three other projects of potential interest to the museum community (Decapod, Fluid, and Open Annotation Collaboration), as well as representatives from both the Museums and the IT funding programs of the Mellon Foundation, a principal sponsor of community-source projects.

IT Roundtable

**CHAIR:** Janice M. Craddock, Technology Manager, Amon Carter Museum

Sponsored by the Information Technology SIG

**PARTICIPANTS:** William Weinstein, Director of Information Services, Philadelphia Museum of Art; Ari Davidow, Director for Online Strategy, Jewish Women’s Archive; Drew Ruginis, Director of I.T., The Field Museum

Highly recommended by the Information Technology Special Interest Group (IT SIG), another panel is back for the fourth annual Information Technology Roundtable. As museums are asked to do more with less funding, this session focuses on how some IT professionals are managing to find more cost-effective resources. Discussion will include outsourcing, use of virtual collaboration software, social networking software, cloud-based software suites, and cloud-based services for core server services, storage, and backup. Are we directing IT sources in the right directions? Does the recession give us an opportunity to step outside of our comfort zones, outsource routine services that have become commodities, and focus our energy and budgets on developing the new processes and new tools that will help our institutions best move forward? We will also touch on the need to manage and train/retrain museum staff who suddenly have new responsibilities. Come share your success stories of managing daily IT operations in times of economic difficulties. Together we can do more with less!

** Tweets to Sweeten Collaborations for Archives, Libraries, and Museums**

**CHAIR:** Sam K. Hastings, Director, School of Library & Information Science, University of South Carolina

**PARTICIPANTS:** Elise Lewis, Assistant Professor, University of South Carolina; Vika Kravchyna, Museum Consultant, Arius3D, Inc.; Jo Glenny, Assistant Manager, Printed Materials, Metropolitan Museum of Art, New York

Museums are not immune to the current cutbacks and budgetary constraints. Creative and cost-effective ways to share content and information are needed during times of lean budgets. Practitioners from different cultural heritage institutions are collaborating to share resources, expertise, and training. New social media such as Skype, Web conferencing, and Twitter are changing the way information is shared among practitioners, researchers, and users.

This panel will explore current research in social networking use in archives, libraries, and museums. Two panelists will be offsite and connected to the conference through various network communications tools including Skype and Twitter.* Discussion will be concentrated around three categories of issues:

- Planning, Policies, and Procedures
- Funding, ROI (Return on Investment), and Effectiveness
- Technology, Infrastructure, and Maintenance

The offsite panelists will interact with onsite panelists and attendees and bring a convergence of ideas on how to keep from sinking, keep our heads up, and stay active professionally while ensuring that our clientele doesn’t suffer from lack of content or information.

*OFFSITE PANELISTS will be Kate Boyd, University of South Carolina Digital Projects Librarian; and Elizabeth West, University of South Carolina Archivist
Thursday November 12

User-Generated Content: What Good Is It?

**CHAIR:** Marla Misunas, Collections Information Manager, San Francisco Museum of Modern Art

*Sponsored by the California SIG*

**Ross Island**

**PARTICIPANTS:** Betsey Brock, Associate Director for Communications and Outreach, Henry Art Gallery; Tiah Edmunson-Morton, Reference, Instruction, and Outreach Archivist, Oregon State University Archives; Carol Tang, Director, Visitor Interpretive Programs, California Academy of Sciences

Should your museum collect audience-generated content through your website or other sites such as Facebook or Flickr? Panelists will discuss motivations for collecting content, and strategies for harnessing online tools such as social tagging, blogs, and media-hosting sites. In these experiments, we are learning useful lessons about how our audiences see us, interpret what we show them, and shape our exhibitions. Panelists will also present successful low-tech and no-tech ideas they are currently using.

Demanding, Developing, and Implementing: A View of Process, Projects, and Lessons Learned

**CHAIR:** Holly Witchey, Art Historian and Museum Consultant, Cleveland

**Hawthorne/Sellwood**

**PARTICIPANTS:** Stephen Patterson, Computer Systems Manager, The Royal Collection; Philip Claris, Collections Information Manager, The National Trust; Elisam Magara, Director, East African School of Library and Information Science, Makerere University, Kampala, Uganda; Norbert Kantor, Director, Zetcom, Ltd.

The panelists in this session have all tackled major, large-scale projects in the past few years. Join us for a discussion of process and lessons learned. Stephen Patterson and Philip Claris will share their experiences creating a collections management system to be used by both the Royal Collection and the National Trust. Elisam Magara presents strategies for strengthening the country’s capacity for the preservation and conservation of national documentary heritage. Norbert Kantor will reflect on lessons learned about the process of developing collections management systems.

5:00PM – 6:00PM

MCN Annual Silent Auction

*Multnomah/Holladay*

Join us for our ever-popular Silent Auction! Every year 100% of the auction proceeds benefit our Scholarship Fund, bringing more emerging professionals to our conference. This year our goal is $1,500, and your bids will help us get there. Bid often, get yourself some exotic treasures, and support MCN at the same time! You never know what will be offered, so be sure to get to the Exhibit Hall during breaks to place your bids. Items will be added throughout the morning on Thursday and the bidding will end during the closing event. Be sure to arrive on time to see how your items are doing and to outbid the competition. Tables will close in numeric order starting 30 minutes before the end of the event. Winners may take items along or pick them up at the Conference Registration Desk on Friday.

7:00PM – 9:00PM

Portland Art Museum Reception

*Fred and Suzanne Fields Ballroom*

Join your friends, colleagues, and fellow conference attendees for an evening of Northwest-inspired tasty bites, microbrews, and wines in the Fields Ballroom at the Portland Art Museum! Adjacent galleries will be open to attendees and will feature special exhibitions APEX: Joseph Park, Word and Image/Word as Image, and the exciting show China Design Now.

Attendees may reach the Museum via MAX light rail from the Doubletree Hotel. The Museum’s event space is located at 1119 SW Park Avenue. If you will be unable to travel via MAX or make your own arrangements, please check with the MCN conference staff by 1:30PM on Thursday.
Friday November 13

7:30AM – 6:00PM
Registration Desk Open
Lloyd Center Foyer

7:30AM – 6:00PM
Email Center Open
Broadway

8:00AM – 9:00AM
New Members’ Breakfast (by invitation)
Weidler/Halsey

9:00AM – 10:30AM
PNW Ballroom
CASE STUDIES SESSION II:

➢ The Conveyor Project
  Nick Tyson, Curator, The Regency Town House

➢ Pathfinder, a New GUI for the New AIC
  Elizabeth Neely, Director of Museum Information Systems, Art Institute of Chicago

➢ Rethinking the Reference Book: The Rhode Island Furniture Archive at Yale University Art Gallery
  Benjamin Colman, Marcia Brady Tucker Curatorial Intern, Yale University

➢ ArtBabble: Play Art Loud!
  Rob Stein, Chief Information Officer, Indianapolis Museum of Art

➢ MOA-CAT: UBC Museum of Anthropology, Collection Access Terminals
  Sivia Sadofsky, Renewal Project, Technology Program Manager, Museum of Anthropology, University of British Columbia; Nancy Bruegeman, Collections (and Database) Manager, Museum of Anthropology, University of British Columbia; Rory Matthews, Interactive Media Design and Design Consultancy, rorym.com

➢ An Overlapping of Spaces: Presenting Musical Compositions as Works of Art
  Jim Olson, Coordinator of Technology, Davis Museum and Cultural Center, Wellesley College

10:00AM – 2:00PM
Exhibit Hall Open
Multnomah/Holladay

10:30AM – 11:15AM
MCN Annual Business Meeting
PNW Ballroom
The MCN Annual Business Meeting is an opportunity for conference attendees to hear about the state of the organization, which includes: select committee and officer reports; updates on current and future projects; the recognition of outgoing officers, directors, and committee chairs; and the induction of incoming directors and officers. There will also be a preview of the 2010 annual conference location! After formal announcements, please enjoy the remainder of the coffee break with MCN’s board of directors, and share your thoughts and ideas about the organization and our future activities.

10:30AM – 11:15AM
Coffee Break
Multnomah/Holladay

11:15AM – 12:45PM
CONCURRENT SESSIONS

➢ “Strategery”: The Realities of Strategic Planning
  CO-CHAIRS: Michael Edson, Director of Web and New Media Strategy, Smithsonian Institution; Nik Honeysett, Head of Administration, J. Paul Getty Museum; Carmen Iannacone, CTO, Smithsonian Institution
  Ross Island
Less money, more technology, fewer people, but do more. There has never been a more critical time to think about your technology strategy. Do you stick religiously to your current plan? Do you consolidate, or innovate? Should emerging technology drive your strategy in a new direction, or is technology simply an enabler of your museum’s age-old mission? Is your organization even capable of change? You need some Strategery. Michael Edson and Carmen Iannacone, both at the Smithsonian,
and Nik Honeysett at the Getty, discuss strategy-creation processes, successes and failures, and the relationship between technology platforms and organizational readiness.

- From Print to Digital: The Economics of Creating an Online Catalogue
  CHAIR: Christina Olsen, Director of Education & Public Programs, Portland Art Museum

  Sponsored by the California and Pacific Northwest Special Interest Groups

  PARTICIPANTS: Erin Coburn, Head of Collection Information & Access, J. Paul Getty Museum; Christina DePaolo, New Media Manager, Seattle Art Museum; Diana Folsom, Art & Education Systems Manager, Los Angeles County Museum of Art

  Many academic publications traditionally produced in print form are now being re-evaluated, thanks to advancements in digital publishing. The collection catalogue is one such publication beginning to manifest in the online environment. While there are significant advantages to treating collection catalogues as digital publications, there are still many myths and misunderstandings about what it takes to accomplish them. Looking at three museums, this session will focus on the changing roles and responsibilities, as well as resources and expertise, needed to achieve a digital publication of this nature.

- Reverse Perverse Economics: Giving It Away to Increase Sales
  CHAIR: Amalya Keshet, Head of Image Resources & Copyright Management, The Israel Museum, Jerusalem

  PNW Ballroom

  INTELLECTUAL PROPERTY SIG ROUNDTABLE

  PARTICIPANTS: Simon Tanner, Director, King’s Digital Consultancy Services, King’s College London, Centre for Computing in the Humanities; Alan Newman, Chief, Division of Imaging and Visual Services, National Gallery of Art; John ffrench, Associate Director, Visual Resources, Yale University Art Gallery

  If you believe Web 2.0 gurus like Clay Shirky, Chris Anderson, et al., they never made more money than when they gave their work away online. Does the same “business model” work for museum content? Does “putting it all out there” on “Wikipedia for Art,” Facebook fan pages, free downloadable content sites and the like, really drive audience and measurable revenue back to the museum? Or is it a fleeting gimmick that won’t hold up in the long run? It costs money to create content; is there really such a thing as a free lunch?

- Libraries, Archives, and Museums: From Collaboration to Convergence
  CHAIR: Günter Waibel, Program Officer, OCLC Research

  Weidler/Halsey

  Sponsored by the joint national Committee on Archives, Libraries, and Museums (CALM)

  PARTICIPANTS: Paul Marty, Florida State University; Carol DeNatale, Yale University Art Gallery; Sarah Barton, State Libraries, Archives & Museums Project Alaska; Rebecca Menendez, Autry National Center

  Libraries, archives, and museums (or LAMs) collect, manage, and share. While the type of materials may differ, and professional practices vary, LAMs share an overlapping set of functions. Fulfilling these functions in collaboration rather than isolation creates a win-win opportunity for users and institutions. Users gain access to dispersed materials from within a single search environment, while institutions benefit by unlocking untapped economies. Rather than “yet another thing to do,” collaboration can create shared solutions which would have been outside of the reach of each acting alone. Taking advantage of the synergy among libraries, archives, and museums should allow each to re-focus efforts on its distinctive and unique services. This panel will explore these issues by presenting three different ways of encouraging collaboration among LAMs: 1) highlighting efforts to harmonize the education of LAM professionals; 2) exploring collaboration across library, archive, and museum collections within a single institution or university campus; and 3) showcasing a statewide facility bringing LAMs together under a single roof.
User-Generated Anthropology Museum: Case of the St. Petersburg Kunstkamera
CHAIR: David Bearman, Founding Partner of Archives & Museum Informatics, featuring Tatyana G. Bogomazova, IT Department Head, and Julia A. Kupina, Deputy Director from the Peter the Great Museum of Anthropology and Ethnography of the Russian Academy of Sciences

Hawthorne/Sellwood

The Peter the Great Museum of Anthropology and Ethnography (Kunstkamera) of the Russian Academy of Sciences is one of the oldest museums in the world. It was founded by Peter the Great in 1714. Its collection, covering almost all world cultures, numbers about 1,900,000 pieces. The project of Multimedia Informational-Exposition Complex (MIEC) of the museum offers a sort of “museotheque” with a wide variety of methods for both in loco and online visitors to access the best anthropology collection in Russia. Innovative user-generated methods of knowledge acquirement, cognitive interaction, and involving institutional activities allow the visitor to share in the collective experience while exploring the museum. The user-oriented part is housed in museum rooms and includes the following applications: Navigating application; Multimedia knowledge application; Guide’s application; and Kid’s center application.

The main objective of the project was to create a new knowledge-based context for understanding, interpreting, managing, and disseminating data concerning anthropology and the history of science heritage preserved in the museum. On a technical level, MIEC aims at providing real-time indexing, capture, processing, and recording of data. All the data is stored in a relational database, which has strong Internet capabilities. Data entry redundancy, reconciliation, and accuracy of input were basic principles of data validation.

12:45PM – 2:00PM
Lunch on your own

SPECIAL INTEREST GROUP (SIG) MEETINGS:

Intellectual Property
Morrison

Standards
Ross Island

Small Museum
Weidler/Halsey

2:00PM – 3:00PM
Exhibit Hall Closed

2:00PM – 3:30PM
CONCURRENT SESSIONS:

Institutional Collaborations across the Digital Divide: The Vogel 50x50 Web Site as a Model for Digital Collection Presentation
CHAIR: David Brewer, Lead Systems Developer, The Vogel 50x50
Ross Island

Sponsored by the Pacific Northwest SIG

PARTICIPANTS: John Gordy, Web Manager, National Gallery of Art; Christina DePaolo, New Media Manager, Seattle Art Museum; Christina Olsen, Director of Education and Public Programs, Portland Art Museum

Curators, registrars, and librarians typically work within particular IT and database frameworks in developing digital representations of their collections, and are bound by technical and logistical constraints for presenting collections digitally. One model of digital convergence, conspicuous in recent museum Web technology discussions, entails bringing together disparate back-end systems—databases, server architectures, and hosting environments—into a front-end interface that allows visitors to access multi-institution data without regard to back-end disparities. Another model of digital convergence, and one which may ultimately be most effective for collaborative efforts across diverse institutions, looks at creating a coherent back-end database and hosting environment, and a flexibly designed front-end interface, with advanced CMS tools for data input tying it all together. The recently launched Vogel 50x50 website—the corollary of Dorothy and Herbert Vogel’s Fifty Works for Fifty States gift—is an example of the latter mode of digital collection development. This roundtable discussion brings together representatives from the National Gallery of Art, institutions that are contributing to the Vogel 50x50 Web site via the CMS, and Second Story Interactive Studios, the site developer, to discuss what conditions are required to make such a project viable and outline the rewards of this method of digital collaboration.

**Chair:** Jack Ludden, Head of the Web Group and New Media Development, The J. Paul Getty Trust

**PNW Ballroom**

**Participants:** Anthony Deighton, Senior Vice President of Products, QlikTech International; Jason Ryan, Vice President, Head of User Experience, icrossing UK

Defining and articulating ROI (Return on Investment) is critical to success. But what criteria are cultural institutions using to define ROI and how are we evaluating our visitors’ level of satisfaction? One approach is to use a modified BSC (Balanced Scorecard). This model helps identify whether a product should be built. Another solution is to construct an evaluation that incorporates Forrester’s 4 I’s model of engagement: involvement, interaction, intimacy, and influence.

While many for-profit companies use a BSC model to gather critical data and evaluate the “viability” of success, in our digital/cultural world it is imperative that we also assess how the visitor engages with our content. Our users are more than passive visitors; they are participants, and they organize content on their own terms—through social networks, RSS readers, start pages, desktop applications, mobile devices, etc.

Identifying the right criteria to use for an evaluation is crucial. We need to move beyond the traditional evaluation methods that rely on broadcast media-related marketing measures and site-specific Web analytics and instead, find more meaningful data about user engagement. In the cultural and academic world, our goals can be more challenging to measure. (Did someone learn? Was our audience inspired?) By using structured evaluation practices and engagement metrics, we can better define our ROI.

This panel will explore how to translate your technical/online-multimedia project’s goals and expectations into meaningful parameters that will help define your “ROI” and better understand how to engage your online visitors.

Doing More with Less: Resources for Museum Professionals

**Chair:** Anne-Marie Millner, Manager, Professional Development and Digital Resource Management, Canadian Heritage Information Network (CHIN)

**Morrison**

**Participants:** Nick Poole, Chief Executive, Collections Trust; Ingrid Mason, National Project Manager, Collections Australia Network; Paul Marty, Associate Professor, College of Information, Florida State University

Museum professionals the world over struggle with the creation, management, and preservation of digital content. Have you ever wondered if someone in another museum is struggling with (or has already solved) the same problem that you are having? What technical tools are available? How have other museums done this? How do you find the resources and people to help?

The panel will explore the ways in which organizations in Canada (CHIN), the United Kingdom (Collections Trust), Australia (Collections Australia Network), and the USA (MCN) help their stakeholders find answers to shared questions.

CHIN’s Professional Exchange, for instance, provides resources to enable the creation and management of digital heritage content. The Collections Trust provides access to best practices, training, and skills development opportunities, and Collections Australia Network provides online resources which help museums to get their message out in the electronic media.

MCN is currently studying queries posed to MCN-L, the results of which will be used to develop a knowledge base for a dynamic new online resource for museum IT professionals.

This panel session will provide an overview of what MCN, CHIN, Collections Trust, and the Collections Australia Network are currently doing to help their members solve common problems. Session participants will learn what existing international resources are already available to meet their needs, and will be asked to provide feedback and suggestions to assist in the development of the new MCN online knowledge resource!
Data Storage and What to Do about It

CHAIR: Dwight Bailey, Director of Museum Technology, Harn Museum of Art

Hawthorne/Sellwood

PARTICIPANTS: Michael Webb, Director, Information Technology and Audio Visual Services, Fine Arts Museum of San Francisco; Yvel Guelce, Director of IT Operations, Indianapolis Museum of Art

Many museums are experiencing explosive growth in data and storage requirements due to increased use of technology, coupled with a variety of digital initiatives such as digitizing museum collections, podcasts, videos/videocasts, virtualizing objects and environments, and a variety of research producing mixed digital media products. While these digital initiatives are welcome, exciting, and a necessary evolutionary step for cultural institutions, often storage solutions are reactionary, resulting in a constant struggle to provide, manage, maintain, and plan for adequate storage through the data lifecycle. This session proposes methods to help institutions understand how and where data is generated, determine growth rates and data retention and retrieval requirements, and present strategies and technologies for managing data lifecycles and implementing effective storage solutions. Presenters will address these topics by demonstrating their institutional approach to storage challenges and the solutions they implemented. This session will help cultural institutions evaluate the scope of considerations needed for planning, managing, or implementing effective storage solutions, leave attendees with a framework for improving storage at their institutions, and provide a glimpse of how these challenges are being met at other institutions.

Ramping Up while Scaling Down: Strategic Innovation in Challenging Times

CHAIR: Sam Quigley, VP for Collections Management, Imaging & Information Technology/Museum CIO, the Art Institute of Chicago

Weidler/Halsey

PRESIDENT’S ROUNDTABLE

PARTICIPANTS: Michael Edson, Director of Web and New Media Strategy, Smithsonian Institution; James Maza, Chief Technology Officer, The Walters Art Museum; Robert Stein, Chief Information Officer / Director of MIS, The Indianapolis Museum of Art

In this roundtable, museum information leaders will discuss how they are managing to keep worthy new initiatives alive even in these challenging times. Acknowledging the painful fiscal realities that constrain us all, the session will focus instead on how we can respond to the present environment in ways that don’t amount only to wailing and retrenchment (justified and necessary as those respectively may be at times), but also by continuing to envision, plan, and execute forward-looking information strategies to serve our institutional missions. After opening remarks from MCN President Rob Lancefield, who organized this session, former MCN President Sam Quigley will moderate the discussion.

3:00PM – 6:00PM

Exhibit Hall Open
Multnomah/Holladay

3:30PM – 4:00PM

Coffee Break
Multnomah/Holladay
Friday November 13

4:00PM - 5:30PM

CONCURRENT SESSIONS

› The Semantic Web in Practice, Part One
  **CHAIR:** Koven J. Smith, Associate Manager of Interpretive Technology, The Metropolitan Museum of Art
  **PNW Ballroom**
  **Sponsored by the Semantic Web SIG**
  **PARTICIPANT:** Don H. Undeen, Senior Information Architect, The Metropolitan Museum of Art

An update of last year’s popular introduction to the Semantic Web, this session will introduce beginners to many of the basic concepts behind the Semantic Web while focusing on the practical issues associated with deploying semantic technologies in a museum environment. The panelists will introduce the languages and tools of the Semantic Web including RDF, OWL, SPARQL, and triple stores, and will present several real-world demonstrations using museum data.

› 2009 Conference Roundup Roundtable
  **CHAIR:** Susan Chun, Cultural Heritage Consultant
  **Weidler/Halsey**
  **PARTICIPANTS:** Bruce Wyman, Director of Technology, Denver Art Museum; Diane Zorich, Information Management Consultant

The 2009 Conference Roundup will present highlights of conferences of interest to the museum technology community, including crucial events such as the American Association of Museums and Association of Science-Technology Centers annual meetings, WebWise, and Museums and the Web, as well as selected regional or specialized meetings, including VRA, THATCamp, and the Smithsonian 2.0 Forum. Presenters who have attended the conferences in the roundup will provide 7-10 minute summaries of the themes, standout presentations, and the character of the events. Time will be allocated at the end of the session for observations by respondents, who will recap the presentations and draw general conclusions about the year’s trends and activities. The session is designed as a review for those whose travel budgets may have been reduced due to budget cuts, or for those interested in considering trends in technology projects across the cultural heritage sector. A handout will describe techniques for following conference presentations remotely, by following “backchannel” discussions and using social media tools.

› SMILE: A Digital Library and Online Community for Museums and Science Centers
  **CHAIR:** Sherry Hsi, Associate Director of Extended Learning, Exploratorium
  **Hawthorne/Sellwood**
  **PARTICIPANTS:** Susan Van Gundy, Director of Education and Strategic Partnerships, National Science Digital Library; Scott Randol, Research Specialist, Lawrence Hall of Science, University of California, Berkeley

The National Science Foundation’s NSDL program has funded a consortium of museums to aggregate the best learning activities offered by museums into a single repository to support informal science and mathematics educators called SMILE—the Science Mathematics Informal Educator’s Pathway (www.howtosomeile.org). Launching in October 2009, SMILE is supporting informal educators and different-sized museums with varying backgrounds, experience, and infrastructure to easily contribute and share digital assets. Given its cost-effective strategy, SMILE is leveraging free and open source tools into its architecture, as well as developing widgets that enable museums to customize SMILE tools and services into their own local websites. SMILE is testing a new metadata scheme to reflect diverse audiences served by museums who value fun, engagement, quality activities, and intergenerational learning in non-classroom settings.

This panel will share different aspects of SMILE that will have practical implications including distributed metadata development, online community contributions, digital library architecture, visual search, user interface design, and formative evaluation results. Panelists will discuss SMILE’s implementation, unveil post-launch plans, and solicit input. The panel will also include a presentation about the current organizational structure of the National Science Digital Library, how Pathways are supported, and seed grant opportunities.
Of Business Intelligence and Sustainability

Chair: Rich Cherry, Director, Balboa Park Online Collaborative

Participants: Steve Jacobson, President and CEO, Jacobson Consulting Applications, Inc.; Jeremy Ottevanger, Web Developer, The Museum of London; Liz Bishoff, Director, Bibliographical Center for Research

What do we have to do to be sustainable? There are thousands of answers to this question and these panelists will try to answer a few of them. Steve Jacobson will present on the topic of Business Intelligence. Liz Bishoff will present results of a two-year study looking at how archives, libraries, and museums have been attempting to deal with digital preservation; and Jeremy Ottevanger will address decision-making and sustainability.

5:30PM – 6:30PM

Special Interest Group (SIG) Meetings:

- Digital Media
  Morrison

- Information Technology
  Ross Island

- Semantic Web
  Weidler/Halsey

7:00PM – ??

Portland Pub Crawl with the MCN SIGs

More information available at the Registration Desk
Saturday November 14

7:30AM - 12:00PM
Registration Desk Open
Lloyd Center Foyer

7:30AM - 12:00PM
Email Center Open
Broadway

8:00AM - 9:00AM
SIG Chairs’ Meeting with Board (by invitation)
Weidler/Halsey

9:00AM - 10:30AM
CASE STUDIES SESSION III:
PNW Ballroom

› Digital Media Served up Using XML and the Google Maps API
   Evelyn Lindberg, Applications Librarian, Washington State Library and Laura Robinson, WA – National Digital Newspaper Program Coordinator

› Rapid Proto-typing Collection Information Aggregators
   Piotr Adamczyk, Analyst, The Metropolitan Museum of Art

› Providing Print Quality Object Images for Free Public Download
   Sarah Winmill, Head of Information Systems, Victoria and Albert Museum

› Introducing Imaging Quality Control Practices into Sustainable Workflows
   David Matthews, Director of Imaging Services, Northeast Document Conservation Center

› Enhancing the Usability of In-Gallery Media through Data Visualization
   Paco Link, Senior Media Producer, The J. Paul Getty Museum

› High Definition History
   Tamara Georgick, Director of Information Technology Institution, Washington State Historical Society, and Gabe Kean, Founder and Design Director, Belle & Wissel Co.

10:30AM - 10:45AM
Coffee Break
PNW Foyer

10:45AM - 12:15PM
CONCURRENT SESSIONS:

› The Semantic Web in Practice, Part II
   CHAIR: Koven J. Smith, Manager of Interpretive Technology, The Metropolitan Museum of Art
   PARTICIPANT: Don H. Undeen, Senior Information Architect, The Metropolitan Museum of Art
   Ross Island
   Sponsored by the Semantic Web SIG
   This presentation concludes the two-part “Semantic Web in Practice” series by giving attendees the necessary tools and techniques for establishing Semantic Web implementations of their own. Topics discussed will include:
   • Mapping SQL databases to RDF using D2RQ
   • Establishing a SPARQL endpoint
   • Adding semantic descriptions to XHTML with RDFa
   • Setting up Semantic MediaWiki
   In addition, the presenters will give a broad overview of tools such as ARC, Sesame, Mulgara, Protege, and TopBraid, with a focus on scalability and performance. Finally, they will discuss several specific in-progress projects, relating best practices and lessons learned.

› More from Less: The e-Book Revolution and Mobile Evolution
   CHAIR: Amalyah Keshet, Head of Image Resources & Copyright Management, The Israel Museum, Jerusalem
   Morrison
   INTELLECTUAL PROPERTY SIG ROUNDTABLE
   PARTICIPANTS: Peter Brantley, Director of the Bookserver Project, Internet Archive; Paula Holm Jenson, Attorney; Cheryle Robertson, Manager, Rights and Reproductions, LACMA
   Beyond simply creating a new way of reading, emerging e-Book technologies may present the next big market for museum content. They may slash publication and media storage and delivery
costs while increasing distribution, with or without affecting licensing fees. A lot of questions hover around the Amazon Kindle, its competitors, and the iPhone as a reading device. Not the least of these issues are Digital Rights Management technologies that prevent us from actually owning the e-books that we have “purchased,” an international “digital divide” created by national differences in copyright and e-commerce laws, the Google Book Search legal settlement’s elimination of illustrations, and the future of mobile reading. What happens when reading becomes device-dependent, and access to books is controlled by proprietary systems? What does the future look like for art books? And what will art books look like in the future?

In this roundtable discussion, we—museums, archives, and libraries—can hear from and interact with experts from the publishing industry, making our goals and suggestions heard.

Portland Art Museum & smArthistory Media-Based Conversations

CHAIR: Christina Olsen, Director of Education, Portland Art Museum

Hawthorne/Sellwood

Sponsored by the Pacific Northwest SIG

PARTICIPANTS: Amy Gray, School Tours Coordinator, Portland Art Museum; Kate Burns, Education Specialist, Portland Art Museum; Steven Zucker, Dean, School of Graduate Studies, Fashion Institute of Technology; Beth Harris, Director of Digital Learning, Museum of Modern Art; Maribeth Graybill, The Arlene and Harold Schnitzer Curator of Asian Art, Portland Art Museum; Gerri Hayes, Docent, Portland Art Museum

This session will focus on a unique Kress-funded collaboration between the Portland Art Museum and smArthistory. In May 2009 Christina Olsen, Director of Education at the Portland Art Museum, and Beth Harris and Steven Zucker, smArthistory founders, together hosted a workshop at the Museum aimed at producing 10–12 video and audio-based “conversations” about works of art in the Museum’s collection. Based on Zucker and Harris’s approach (see http://smarthistory.org/videos.html), the videos will be deliberately unscripted conversations that allow for emotion and disagreement and are designed to model for audiences their own enthused engagement with works of art. Zucker and Harris created smArthistory as a dynamic alternative to the art history textbook; our workshop is designed to determine how well their approach works for museum visitors.

The workshop, which will include educators, curators, and docents, will focus on instilling this very different interpretive approach across museum staff. The videos that result will be available to visitors via iPhones in the galleries and online. The Museum will then evaluate the videos with different audiences to determine effective lengths for the videos; to assess how well these conversations work for non-Western collections; and to test them with different audience groups. smArthistory in turn will use the workshop to build a “How To” section of the website that will assist other museums in the creation of smArthistory-style media. This session focuses on the workshop itself; lessons learned by both the Museum and smArthistory; and the collaboration as a sustainable model of media-based interpretation.

DaoPoint Digital, LLC...

an integrated approach to digital planning

Institutional planning to integrate digitization, art collections management, data standards, and web initiatives

DaoPoint Digital, LLC
www.daopoint.com/digital
914-843-2345
Join us for MCN 2010 Austin

Museum Computer Network Conference
Sheraton Austin at The Capitol
Austin, Texas ★ October 27–30, 2010

★ SAVE THE DATES! ★
What’s More Important Than Your Collection?

As our world becomes increasingly connected, it can be tough keeping useful technologies from turning into distractions. Don’t lose sight of what’s most important: Your Collection.

At Gallery Systems, we know where your true focus lies. With almost 30 years of experience working with museums, our knowledge has allowed us to create products and services that build strong foundations for institutions across the globe -- the foundations museums need to showcase their collections.

What can we do for you? Stop by our booth or visit gallerysystems.com to find out.