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Program for the Annual Conference of the Museum Computer Network, November 10-13, 2004

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**GREAT TECHNOLOGY FOR
COLLECTIONS, CONFLUENCE & COMMUNITY**
CONFERENCE PROGRAM



MCN 32nd Annual Meeting
November 10 - 13, 2004
Minneapolis

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PRESIDENT'S WELCOME

Dear Colleagues,

It is a great pleasure to welcome you, on behalf of the 2004 Minneapolis Conference Planning Committee, and the MCN Board of Directors, to the 32nd Annual Meeting and Conference of the Museum Computer Network. Confluence is what the conference theme is all about, so we're particularly happy to also welcome colleagues from other participating organizations, namely MINERVA, Minnesota Historical Society, and the Association of Moving Image Archivists.

The members of the Conference Planning Committee, co-chaired by Christine Bostick and Marla Misunas, along with the Program Committee, chaired by Cathryn Goodwin, have worked long and hard to provide us all with an extremely stimulating four days. They've done a great job of organizing professional development opportunities, topical panels, enjoyable events, and have also managed to build in time for that all-important activity, networking with colleagues, old and new. For all of us, I'd like to offer them my most sincere gratitude.

In addition to taking advantage of all that the program offers, be sure to check out the latest and greatest products and services on display in the Exhibit Hall. MCN has always been very fortunate to have close ties with a number of steadfast friends in the vendor community who exhibit and even sponsor parts of the conference year after year. Do plan to spend some serious time with them and let them know how much we collectively value their support.

Finally, thank you for being here and your continued support. MCN is all about bringing museum information professionals like you together as a network of people. Our conferences have always provided the best opportunities in our profession to share experiences and learn new skills. Let's continue and expand on that tradition and make this 32nd Conference one of our best ever!

Welcome One and All!

Sam Quigley,
MCN President



Museum Computer Network Conference
November 10-13, 2004
Minneapolis, Minnesota

Welcome to Minneapolis!

It is an honor to host the Museum Computer Network Conference. We look forward to showcasing beautiful Minneapolis to conference attendees.

Minneapolis is a unique city with outstanding cultural, recreational and educational facilities. Our city is known for excellence in the performing arts, a unique downtown district crisscrossed by a pedestrian skyway system, superb restaurants, and beautiful lake and park areas within the city limits. If not this time, on your return trip to Minneapolis, you can check out the Mill City Museum, the new Walker Art Center, the expanded Minneapolis Institute of Arts and Children's Theater.

Visitors find Minneapolis to be an outstanding convention destination. I am sure that you will enjoy our city's hospitality and will find your visit to be pleasant and meaningful. We are excited to have the opportunity to show you a glimpse of that Minneapolis hospitality this week.

Enjoy your stay in the "City of Lakes." We hope your event is successful and you enjoy our city as much as we enjoy having you here.

Cordially,

Greg D. Ortale
President & Chief Executive Officer



MUSEUM COMPUTER NETWORK CONFERENCE
November 10-13, 2004

On behalf of the Saint Paul Convention and Visitors Bureau, welcome to the Twin Cities of Saint Paul and Minneapolis. If you have time in your busy schedule, we invite you to visit us across the river

Saint Paul is a friendly, fun, historic, culturally rich, ethnically diverse state capital city and is an integral part of the community fabric of the Twin Cities metro area. This is a city that truly recognizes and celebrates its historic past while at the same time has set a clear vision for future growth, increased community vitality and charming visitor ambiance.

Nestled on the banks of the Mighty Mississippi, Saint Paul is booming with activity and teaming with events to attend and sights to see. Fine hotels and restaurants, world class museums and theaters, fascinating historic sites, professional and amateur sports, outstanding parks and trails and countless other recreational and cultural opportunities await you here in Minnesota's Capital City.

And make no mistake about it, the rumors about "Minnesota Nice" are all true – you won't find friendlier people anywhere.

Thank for choosing the Twin Cities as the host destination for your event. We wish you great success and hope that you and your attendees will visit us again in the future.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tom Triplett". The signature is fluid and cursive.

Tom Triplett
Interim President
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The following organizations have committed their support to the MCN 32nd Annual Conference. We wish to acknowledge their support and thank these important donors for their generosity.

ASSOCIATION OF MOVING IMAGE ARCHIVISTS

GALLERY SYSTEMS

MINERVA

MINNESOTA HISTORICAL SOCIETY

OCLC

RLG

EXHIBITORS

This list represents all exhibitors registered at the time of program printing. A complete list will be distributed to all conference attendees:

ADVANCED SOLUTIONS INTERNATIONAL

CINETECH IMAGING

GALLERY SYSTEMS

KE SOFTWARE

LUNA IMAGING, INC.

NATIONAL DIGITAL ARCHIVES PROGRAM, TAIWAN

SYSTEMS PLANNING

VIRTUAL GALLERIE

WILLOUGHBY ASSOCIATES, LIMITED

PROGRAM SCHEDULE

Wednesday, November 10, 2004

FULL DAY WORKSHOP

8:30 am – 4:00 pm

Digitization

Room: Director's Row 1

Fee: \$250

Instructor: Jim Devine, Head of Multimedia, Hunterian Museum and Art Gallery

This workshop is intended for beginners and will guide participants through the processes of creating, editing, and managing digital assets. Participants will cover selection of image-capture equipment for a variety of purposes, planning and executing digital workflow for projects, metadata, storage, retrieval and end use issues.

At the end of the workshop participants should have a good grasp of the issues involved in developing a manageable digital resource, and some experience in creating and managing digital assets.

MORNING WORKSHOPS

8:30 am – 12:30 pm

Digitization's New Frontier: Motion and Sound

Room: Director's Row 2

Fee: \$125

Instructor: Paul Eisloeffel, Curator of Visual and Audio Collections
Nebraska State Historical Society

Technology can provide the means, but digitizing audio-visuals is a bit more complex than conventional scanning. This new frontier of audio-visual digitization includes considerations of hardware and software, capture from analog sources, compression algorithms, editing, delivery architectures, streaming techniques, and more. With today's tools, you too can digitize motion and sound! Learn about the diverse universe of AV formats and the basics you'll need to embark on any project to digitize moving images or sound recordings, either in-house or through a vendor.

8:30 am – 12:30 pm

Selecting a Collections Information Management System: Processes that Lead to Successful Implementation

Room: Director's Row 3

Fee: \$125

Instructor: Amy Noel, Business Applications Administrator, J.Paul Getty Museum

Considering a new collections information management system? This half day workshop will point participants to existing resources to help assess the various systems out there, and focus on the processes that lead to successful implementation. The workshop will draw on real-life experiences with activities designed to help participants begin their own needs analysis. Among the processes are: project management, needs analysis, measuring success, training and ongoing development.

Lunch is on your own.

AFTERNOON WORKSHOPS/TOURS

1:00 pm – 4:00 pm

Minneapolis Site Seeing Tour and Visit to the Minneapolis Institute of Art

Fee: \$30

Check your ticket for bus information.

Your streetcar journey will take you past the Milwaukee Road Depot, the Mill City Museum (venue for Thursday night's reception), Walker Art Center and Sculpture Garden, and more. You'll stop at the Minneapolis Institute of Arts to join MIA staff for a behind-the-scenes tour of the museum. Learn about the inner workings of the interactive kiosks, web site, and digital photography studio. Ask about cryptic diagrams on the whiteboard or how much that camera really costs. Take a tour of the galleries or just hang out and ask questions. After your two hour stop at the MIA, you'll be treated to the trolley's Chain of Lakes tour, on the way back to the Hilton.

Space permitting, a limited number of tickets will be available at the Registration Desk.

3:00 pm – 5:00 pm

Copyright: Friend or Foe? An MCN/Minerva Town Hall Meeting

Room: Salon F

Open to MCN and MINERVA participants – Free with Conference Registration

Keynote Speaker: Glenn Otis Brown, Executive Director of Creative Commons

The Minnesota Electronic Resources in the Visual Arts (MINERVA) Symposium joins together with MCN to present a dynamic Town Hall Meeting to address the proprietary challenges associated with building, using and maintaining digital image collections. The Town Hall Meeting will examine copyright and intellectual property issues associated with the administration of digital image resources.

The Keynote speaker for the Town Hall Meeting, Glenn Otis Brown, Executive Director of Creative Commons, will kick off the meeting. Brown will discuss the concepts behind the Creative Commons and its innovative approaches to the marketing and distribution of intellectual works, in both the private and public spheres. Brown will articulate the intent of the non-profit licensing model and how it serves to expand the notion of intellectual property rights.

A panel will respond to Brown's presentation, with special guest moderator Diane M. Zorich, Information Management Consultant. Panel respondents include Alan Newman, Chief, Division of Imaging & Visual Services, National Gallery of Art; Allan Kohl, Art Historian, Visual Resources Librarian at the Minneapolis College of Art & Design; and Eric Celeste, Associate University Librarian for Information Technology at the University of Minnesota.

Co-sponsored by RLG

5:00 pm – 7:30 pm

Exhibitor Hall Opening Reception and Silent Auction

Room: Salon E

MCN welcomes MINERVA delegates to our Exhibitor Hall Opening Reception! Meet our wonderful vendors, bringing you the best in technology solutions. Get your questions answered and learn about new products tailored to your needs. Plan to get there on time, as tickets to the Association of Moving Image Archivists' Friday screening of a newly restored print of **The King and I** will be given away during the reception.

This year's Silent Auction will be more intriguing than ever!

Taking place over two days this year, MCN's ever-popular Silent Auction promises to be a great time for all. Don't miss this rare opportunity to snap up all manner of beautiful, informative, and just plain strange things by mercilessly outbidding your friends and colleagues. The auction benefits MCN's crucial work on behalf of professionals dedicated to fostering the cultural aims of museums through the use of computer technologies; but beyond such serious matters, it's great and rewarding—and sometimes intense!—fun.

Donations may be dropped off at the Registration desk when you register for the conference, but no later than noon on Thursday (and the earlier, the better). Items will be on view in the Exhibit Hall starting Wednesday at 5:00 pm. Viewing and bidding will take place at exhibitors' tables on Wednesday from 5:00 pm to 7:30 pm and Thursday from 10:00 am to 3:15 pm. Keep checking back in the Exhibitor Hall, as new items may appear at any time. Tables will close one by one from 3:00 pm to 3:15 pm on Thursday; winners will be announced during that time. Winnings may be picked up at the Registration desk on Thursday from 5:00 pm to 6:00 pm and Friday from 8:30 am to 6:00 pm.

Thursday, November 11, 2004

8:30 am – 10:00 am

In Sync: Tying Teams and Technology Together

Room: Director's Row 1

Session Chair: John R. Bedard, The Minneapolis Institute of Arts

Panelists: Stephanie Stebich, The Minneapolis Institute of Arts

Paula Warn, The Minneapolis Institute of Arts

Erik Rodgers, The Minneapolis Institute of Arts

The Minneapolis Institute of Arts launched an enterprise-wide Visitor Activity System to achieve three objectives: 1. Improve visitor service by providing one point of contact for visitor transactions, on site, online and on phone, 2. Resolve internal inefficiencies, 3. Replace inadequate system. Simultaneously the Institute initiated a major cross-functional teaming initiative. This was not just a technical project, but an impetus to change the way departments work together, and even to change the organizational structure of the Institute. This session will discuss the technical and organizational elements that have made this project a success as well as the lessons learned along the way.

Libraries, Archives, and Museums: Reports from Research and Projects

Room: Director's Row 2

Session Chair: Howard Besser, Director, Moving Image Archiving & Preservation Program, NYU

Panelists: Tanisha Jones, Irene Taylor, Jeff Martin, Pamela Smith, Margaret Melo
Students, Moving Image Archiving & Preservation Program, NYU

This session highlights the best research and projects from Howard Besser's graduate school course comparing libraries, archives, and museums. These projects and research will make audience members more aware of the commonalities and differences between these different types of cultural repositories. They will show how the goals and cultures of different memory institutions differ, and how these differences lead to varied implementations of selection policies and practices, of collection management and metadata schemes, of exhibition design, of education, and of preservation.

The Persistent Archives Testbed Project: Collaborative Management of Digital Resources

Room: Director's Row 3

Session Chair: Jason Roy, Minnesota Historical Society

Panelists: Richard Marciano, San Diego Supercomputer Center

Rose Sherman, Minnesota Historical Society

The San Diego Supercomputer Center (SDSC) is collaborating with several institutions to test implementations of data grid technology and the SDSC's Storage Resource Broker (SRB), using a variety of digital collections as samples. The project creates a

consortium model for electronic resource management, with archival and technological functions practically and appropriately allocated in a distributed network. In this session, Richard Marciano, of the SDSC, describes the technology and Rose Sherman, of the Minnesota Historical Society, discusses the practical experiences of implementation. A presentation of the software will be followed by discussion.

10:00 am – 10:30 am

Coffee Break in the Exhibit Hall

Salon E

Remember to check for new Silent Auction items!

10:30 am – 12:00 pm

Blackaby Keynote: Connoisseurship in the Wireless Age

Keynote Speaker: Max Anderson

Room: Salon F

The spread of wireless technology, new types of databases, and high definition television present many new opportunities for museums. In the 2004 Blackaby Keynote, Maxwell L. Anderson will offer some observations about new directions in visual arts research and education through networked computing, and speculate about the ultimate impact of long-heralded technological convergence on the care and appreciation of public art collections.

The author of dozens of articles and monographs on art and museums, Max Anderson graduated from Dartmouth in 1977 and received a Ph.D. in art history from Harvard in 1981. He was subsequently a curatorial assistant and assistant curator at The Metropolitan Museum of Art for six years and over the following 16 years, director of Emory University's Michael C. Carlos Museum, Toronto's Art Gallery of Ontario, and New York's Whitney Museum of American Art.

He has taught on the faculties of Yale University and the Università di Roma. Founding Chairman of the Art Museum Image Consortium, and Executive Director of the Art Museum Network, he has long sought to promote the use of high technology in furthering the missions of cultural institutions. For the 2004-05 academic year, Max is a Visiting Lecturer at the Center for Arts and Cultural Policy Studies, Woodrow Wilson School of International and Public Affairs, Princeton University.

12:00 pm – 1:30 pm

Digital Media SIG Meeting

SIG meets at the Registration desk to go to lunch, everyone welcome.

Remember to check the Silent Auction in the Exhibit Hall for new items!

1:30 pm – 3:00 pm

Get Your Tickets Here! Selecting and Implementing the Right Ticketing System for Your Organization

Room: *Director's Row 1*

Roundtable Session Speakers:

Ellen Steinman, The Mill City Museum

Steve Jacobson, President, Jacobson Consulting Applications, Inc. (JCA)

The topic of ticketing and admissions is always relevant, but has been made more so by the current economic challenges facing museums and other organizations today. The focus at this roundtable will be on sharing a framework for system selection, learning from other organizations that have been through the process, and sharing experiences with various specific software products. We will look at ways a ticketing system affects the visitor, Visitor Service or Box office personnel, IS departments, and reporting for Marketing and Administration.

Sponsored by the IT SIG.

Achieving Digital Preservation Through Collaboration

Room: *Director's Row 3*

Roundtable Session Speakers:

Eric Celeste, University of Minnesota

Judith Cobb, OCLC

Keith Ewing, St. Cloud University

Robert Horton, Minnesota Historical Society

Sam Quigley, Harvard University Art Museums

Cultural heritage institutions of all varieties are facing the challenge of sustaining digital resources. This roundtable session will bring together representatives from the archival, library, historical society, art museum and history museum communities to discuss developing collaborative digital preservation policies and programs. Each speaker will address the question "What would a collaborative digital preservation program among archives, libraries, historical societies, and museums look like?" Following their responses, the panelists will take questions from the audience.

Intellectual Property and New Media Art: Creativity and Collecting in an Age of Constraints

Room: *Hennepin*

Session Chair: *Diane M. Zorich, Museum Information Consultant*

Panelists: *Colette Gaiter, Columbia College*

Robert Clarida, IP Attorney, Cowan, Liebowitz & Latman, PC

Intellectual property (IP) laws are having an ever greater impact on the digital environment where new media works are created and reside. This session will explore the effect of IP issues on new media art by having panelists from the museum, artistic, and legal communities address these and other questions: What are the legal issues that artists and museums must consider when creating and acquiring new media works? How are new media artists responding to IP constraints? How are museums addressing IP issues when acquiring new media art, and what are their concerns?

Sponsored by the Intellectual Property SIG.

Confluence of Trails: The Western Trails Project

Room: *Director's Row 2*

Session Chair: *Richard Urban, Colorado Digitization Program*

Panelist: *Ryntha Johnson, Denver Museum of Nature and Science*

The Western Trails Project is a collaboration between the Colorado Digitization Program, Colorado, Kansas, Nebraska, and Wyoming State Libraries. Cultural heritage institutions in all four states contributed digital versions of photographs, manuscripts, and material culture collection objects from their collections related to the discovery, settlement and development of the West. This panel will introduce attendees to Western Trails collections and the collaborative models that brought them together, including the development of the Western States Digital Imaging Best Practices, and Western States Dublin Core Metadata Best Practices.

3:00 pm – 3:30 pm

Coffee Break in the Exhibit Hall

Salon E

Get in there and bid, it's your last chance! Winners will be announced in the Exhibit Hall beginning at 3:15 pm. Items may be picked up from 5:00 pm – 6:00 pm today, or 8:30 am – 6:00 pm on Friday.

3:30 pm – 5:00 pm

Creating an On-line Community Museum

- Room:* Director's Row 1
Session Chair: Larry Burtness, EPLT/Libraries, University of Washington
Panelists: Anne Graham, University of Washington Libraries
Carla Rickerson, University of Washington Libraries

The University of Washington and Northwest Olympic Peninsula communities and organizations are working together to create a Web-based museum and related exhibitions and workshops in the community to preserve and share the culture, history, and traditions. The goals of the project are: Cross-cultural Collaboration and Knowledge; Accessibility; Sustainability and Adaptability. The exhibitions prepared to date will be shown and the ways in which these exhibitions have helped all partners achieve their preservation, access, and education goals will be discussed.

IMLS Funding for Technology Projects

- Room:* Director's Row 3
Session Chair: Dan Lukash, IMLS
Panelists: Christine Henry, IMLS
Lynne Spichiger, Pocumtuck Valley Memorial Association,
Memorial Hall Museum

This session will be hosted by IMLS staff and will provide information on grant programs that fund technology projects and the grant application process.

A current grantee will also be part of the session. The grantees will provide first-hand information about developing, submitting, and implementation of an IMLS project. Grantees will also demonstrate and describe the new technology or a new adaptation of technology they have developed as part of the grant.

Content Reuse for Multiple Output Devices

- Room:* Director's Row 2
Session Chair: Brent Gustafson, Walker Art Center
Panelists: Eric Williams, Walker Art Center
Nate Schroeder, Walker Art Center

For the past year, the Walker Art Center has been redesigning its Web site and implementing a technical infrastructure that changes the way we work and think about our data and its output. The new site is database driven and generated using an XML application server called AxKit. The XML is being used by the Walker for various output such as XHTML on walkerart.org, RSS news feeds, dynamic signage in galleries, interactive telephony applications, and preformatted and edited texts for print. All data is administered through a centralized custom-built admin system accessed via the Web.

CCO Practicum: Implementing Vocabularies, Authorities into Cataloging Practice

Room: Carver Room

Session Chair: Layna White, San Francisco Museum of Modern Art

Panelists: Patricia Harpring, Getty Research Institute

Elisa Lanzi, Smith College

VRA Presents *Cataloguing Cultural Objects: A Guide to Describing Cultural Works and their Images (CCO)*. In addition to describing how to use the guide to select, describe, and format cultural heritage data, this session will focus primarily on Authority Files and Controlled Vocabularies. This session will elaborate on how CCO helps with issues like creating and maintaining local thesauri, using existing vocabularies, and constructing authority records to fit your collections and institutional needs.

Sponsored by the MCN Standards & Controlled Vocabulary SIG.

5:00 pm – 6:30 pm**California SIG and IT SIG Meetings**

Meet at the Registration desk for locations. Everyone welcome. Silent Auction items may be picked up at the Registration Desk at this time.

6:30 pm – 9:30 pm**Mill City Museum Reception**

See ticket for bus information, buses start leaving from the 11th street exit the Hilton at 6:15 pm.

Join your fellow delegates for the evening at Minneapolis' new Mill City Museum. The museum has been inserted into the preserved ruins of the old limestone mill, a National Historic Landmark, that was destroyed by a spectacular 1991 fire — frozen in time, with its massive girders twisted by heat. Visitors can walk in an open-air courtyard amid skeletal remnants of shattered walls that look like the crumbled setting for a Gothic horror movie.

Rusted portions of the mill's massive machinery have been left as an industrial canopy for the museum's displays, which show how wheat, arriving daily in hundreds of railroad boxcars, was processed into flour. Visit the Betty Crocker test kitchen, and don't miss the "Flour Tower." Jesse Heinzen, Multi-media Developer, will accompany us in a movable auditorium between the eight floors, giving us the low down on multi-media features about milling and the lives of industry employees.

Hors d'oeuvres, wine, beer, dessert and coffee will be served.

Space permitting, a limited number of tickets will be available at the Registration Desk.

FRIDAY, NOVEMBER 12, 2004**7:30 am – 8:30 am****Standards and Controlled Vocabulary SIG Meeting**

Meet at the Registration desk. All are welcome.

8:30 am – 10:00 am**South Dakota History Text and Curriculum Online**

Room: Director's Row 1

Session Chair: Jay D. Vogt, South Dakota State Historical Society

In 2001 the South Dakota State Historical Society created The Weekly South Dakotan (www.sd4history.com), a Web-based history text and curriculum, to provide educators with materials to teach state history. This session will feature a demonstration of the site. Participants should leave the session understanding the challenges and rewards in producing an online history text and curriculum to meet the needs of both teachers and students.

Integration in Real Time

Room: Hennepin Room

Session Chair: Leah Prescott, Mystic Seaport

Panelists: Jerry Baker, Willoughby Associates, Limited
Sara Randall, Endeavor Information Systems

Mystic Seaport has been moving steadily towards integrated access to all of its collections (library, curatorial, manuscript) for the past decade. When our current project is completed in early summer, visitors to Mystic Seaport, both onsite and online, will be able to search live data across all three areas with a single search. In addition, they will also have search and browse access to digital collections that have been assembled by museum staff. Members of the panel will discuss the technicalities involved in getting to this point, as well as human issues such as communication and compromise.

Digitizing the Video Archives at KET

Room: Director's Row 2

Session Chair: Lisa Carter, Audio-Visual Archives, University of Kentucky / Kentucky Educational Television

Panelists: John Walko, Scene Savers
Susan Neiwahner, Scene Savers

Kentucky Educational Television is working with the Scene Savers from Cincinnati to create digital surrogates of over 6500 (35 years) of programs originally stored on videotape. The KET archivist will discuss the goals of the project, the archival issues that had to be addressed in planning the project and the challenges and compromises that had to be made between the ideal of preservation and the reality of time and budget. The PPS project leaders will provide insights about handling large scale digitization

projects. Throughout the session and in the discussion afterwards, considerations about metadata, file formats, storage, project planning, videotape preservation and access issues will be discussed.

Museums and the OAI Protocol

Room: Director's Row 3

Session Chair: Timothy W. Cole, University of Illinois at UC Mathematics Library

Panelists: Richard Rinehart, Department of Art Practice and Berkeley Art Museum/Pacific Film Archive

Martin Halbert, Emory University

John Perkins, Mus*Info Consulting

The Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH) claims promise as a means of sharing information about cultural repository holdings. This panel will feature presentations detailing how OAI-PMH is being implemented by museums in real-world settings to make holdings better known to interested communities of researchers. Projects featured will include the Music of Social Change Project (Emory

University), MOAC (Univ. of California), and the University of Illinois IMLS Digital Collections and Content Project. Perspectives of both metadata providers and harvesters will be explored.

10:00 am – 10:30 am

Coffee Break in the Exhibit Hall

Salon E

10:30 am – 12:00 pm

Using RFID for Collections Management and Visitor Interaction

Room: Director's Row 1

Session Chair: Steven G. Jacobson, Jacobson Consulting Applications, Inc.

Panelist: Joseph King, Walker Art Center

Radio Frequency Identification (RFID) is emerging as one of the hottest technologies in decades to impact manufacturing and the retail supply chain. But what does RFID portend for museums? This session will present a pioneering case study from the Walker Art Center on how and why they have used RFID technology to catalog their collection of drawings and prints. Has the technology matured enough to transform the way museums will identify and track their entire collections? Learn about the benefits – and potential pitfalls – of employing this exciting new technology.

All the News That's Fit to Digitize: Approaches to Historic Newspaper Digitization

- Room:* Director's Row 2
- Session Chair:* Gregory Crane, Classics Department, Tufts University
- Panelists:* Richard Urban, Colorado Digitization Project
Kenning Artlitsch, J. Willard Marriott Library, University of Utah
Susan Benz, Brooklyn Public Library

New technology provides increased access to the wealth of information found in historic newspapers. Representatives from the Utah Digital Newspapers Program, the Brooklyn Daily Eagle Online project, and Colorado's Historic Newspapers Collection will discuss different approaches along with a comparison of the scope and focus of each project, types of institutions, and the technical issues such as quality control, OCR accuracy, software functionality, development of interfaces, metadata aggregation schemes, and scanning from hard copy vs. microfilm.

Going Beyond Google: Constructing Innovative Access to Collections on the Web

- Room:* Carver Room
- Session Chair:* Diana Folsom, Los Angeles County Museum of Art
- Panelists:* Brad Johnson, Second Story Interactive
Tim Hart, Senior Web Analyst, J. Paul Getty Museum
David Schaller, EduWeb Adventures
Dana Mitroff, Senior Web Manager, San Francisco Museum of Modern Art

Award-winning panelists give visual tours through their development processes as they explore new interfaces created for online collections. Going beyond traditional inquiry-retrieval models, these investigative interfaces facilitate unsolicited discovery and meaningful browsing, to serve the spectrum of audiences from novice to expert. Real world examples will illustrate these approaches, with behind-the-scenes assessments of relative costs and efforts for different features, contrasted with audience feedback and focus groups, which show the fallout of these techniques.

Sponsored by CAL SIG.

Integrated Access and Meta-search (Digital Library)

- Room:* Director's Row 3
- Session Chair:* Murtha Baca, Getty Research Institute
- Panelists:* Karim Boughida, The Getty Trust, Library Information Systems
Charles Lockwood, Loyola/Notre Dame Library
Sara Randall, Endeavor Information Systems

This session will give an overview of the issues associated with cross-repository or distributed searching in order to provide integrated access to diverse information resources. Some practical implementations of cross-collection searching currently in progress will be discussed, and a report on the Search-Retrieve Task Group of the NISO Metasearch Initiative will be presented.

12:00 pm – 1:30 pm

MCN Annual Business Meeting Luncheon

Room: *Salon F*

Join MCN colleagues for our annual Business Meeting, catch up on our activities over the past year and help plan for the next one. Meet your new Board Members over lunch and find out how you can help shape the direction of MCN through our conference next year in Boston, and beyond.

Space permitting, a limited number of tickets will be available at the Registration Desk.

1:30 pm – 3:00 pm

Contemporary Art and History Museums?

Room: *Director's Row 1*

Session Chair: *Kenneth C. Turino, Society for the Preservation of New England Antiquities*

Panelists: *Carole Anne Meehan, Institute of Contemporary Art, Boston*

Recently historical museums have been more open to exploring partnerships with artists and art museums. In this session, participants examine the pros and cons of a collaboration between artists, contemporary art museums, and history museums. Presenters will review case studies such as: Yankee Remix: Eight Artists and a Museum, in which international artists created new works of art using the SPNEA collection to explore issues of New England life over the past three hundred years.

Digital TV & Museums: What Datacasting Can Do for You

Room: *Director's Row 2*

Session Chair: *Richard Urban, Colorado Digitization Program*

Panelist: *James Morgese, President, Rocky Mountain PBS*

As television stations move towards Digital TV (DTV) broadcasting new opportunities are arising to deliver rich media content without wires. Datacasting combines data transmission with broadcasting. James Morgese, President of Rocky Mountain PBS, will discuss opportunities for delivering digital content using DTV, provide technical details about datacasting and its advantages over traditional Internet delivery, and address questions about the security of datacasting.

Sponsored by Digital Media SIG

Implementing Metadata: Practical Issues

Room: Carver Room

Session Chair: Rob Lancefield, Davison Art Center, Wesleyan University

Panelists: Mary W. Elings, Bancroft Library, UC Berkeley

Günter Waibel, Program Officer, RLG

Kurt Bollacker, Digital Research Director, The LongNow Foundation

It has been established (some may say beaten into us) that metadata standards are good for maintaining, sharing and preserving our collections information. We know why we should use metadata standards and now need to know how to implement them. This panel will come down from the theoretical soapbox and discuss some practical issues involved in implementing metadata in your institution. Topics to be covered include a webtool for gathering descriptive metadata for digital objects, an initiative promoting the automatic capture of technical metadata for digital images, and preservation metadata structuring and entry software tools that will assist in archiving digital files.

National Digital Archives Program of Taiwan: A National Effort on Digital Preservation, Creation and Utilization – Part 1

Room: Director's Row 3

Session Chair: Der-Tsai Lee, Director, Institute of Information Science, Academia Sinica

Panelists: Hwang, Ming-chorng, Institute of History & Philology, Academia Sinica
James Quo-ping Lin, Information Management Center, National Palace Museum

Yu-yun Lin, Institute of History and Philology, Academia Sinica

Gwo-Chuen Wu, National Museum of History, Taiwan

Tien-Yu Hsu, National Museum of Natural Science

In this two-part session panelists will introduce Taiwan's National Digital Archives Program (NDAP), a government sponsored research and technology program in the Division of Humanities and Social Sciences, National Science Council. A national effort to preserve our cultural heritage and natural resources, in which an annual budget of over 10 million USD is spent among eight major content holders, this project is a unique and collaborative effort, integrating information technology with humanities and social sciences in Taiwan.

3:00 pm – 3:30 pm

**Coffee break in the Exhibit Hall
Salon E**

3:30 pm – 5:00 pm

Take a Good Look: Evaluating Digitized Content

Room: Director's Row 1

Session Chair: Layna White, Collections Information and Access, San Francisco Museum of Modern Art

Panelists: James Ockuly, Minnesota Institute of Arts
David T. Schaller, Educational Web Adventures

Panelists will discuss three projects investigating delivery and use of digitized content: one project is assessing audience awareness, usage, and satisfaction with a museum's interactive and Web resources; another project looks at user motivations and expectations for museum/education Web sites; and the third project investigates the usefulness of integrated museum, library, and archive collections in a digital library. Institutions planning or engaged in production, sharing, and exchanging of content may be interested in the evaluation processes and findings discussed in this session.

Data Management: A Strategic Concern with Practical Solutions

Room: Carver Room

Session Chair: Holly Witchey, The Cleveland Museum of Art

Panelists: Erin Coburn, J. Paul Getty Museum
Chuck Patch, The Historic New Orleans Collections

For many institutions, work with collection databases is not yet a part of museums' core mission. Management of digital information does not just happen by redeployment of existing staff and redirection of existing budgets. It requires the development of new skills, operating budgets and new resources. This session is cross-disciplinary in its approach as it covers data standards, strategic planning for decision makers, and how to implement good data management to promote communication and effective workflow within the museum.

Sponsored by the MCN Standards & Controlled Vocabulary SIG.

The Visionary Collection Database Administrator:

Creating Confluence in our Communities

Room: Director's Row 2

Session Chair: Molly Hutton Marder, Chrysler Museum of Art

Panelists: Marla Misunas, San Francisco Museum of Modern Art
Amy Noel, J. Paul Getty Museum
Ruth Bryant Power, University of Pennsylvania Museum of Archaeology and Antiquities
Ella Rothgangel, Saint Louis Art Museum

This panel will demystify the often-misunderstood role of the collection database administrator through a candid discussion of the responsibilities, challenges, training, and recruitment for the job. Discover how the visionary database administrator defends data integrity, pursues new technologies, aggressively finds creative solutions to staff challenges, and seeks ways to make your organization's database relevant to other users.

National Digital Archives Program of Taiwan: A National Effort on Digital Preservation, Creation and Utilization – Part 2)

Room: *Director's Row 3*

Refer to page 19 for information.

5:00 pm – 6: 30 pm

Small Museum SIG inaugural meeting!

Meet at the Registration desk for location. All are welcome.

6:30 pm – 9:30 pm

Trip to the Mall of America, tour fee \$20.

Check your ticket for bus information.

Spend a couple of hours at the largest enclosed mall in the nation, which hosts more visitors annually than Disney World and the Grand Canyon combined—you'll find a wealth of examples of technology's impact on visitor experience. Designed as a city within a city, the Mall of America has over 4.2 million square feet of space and 4.3 miles of storefront footage, making the Mall a must-see attraction (or a good place for a walk in cold weather). The mall consists of four "avenues" with shops, nightclubs, restaurants, and theaters, placed in a square around the centerpiece, Knott's Camp Snoopy. Don't miss Underwater Adventures, the world's largest underground aquarium; voted World's Best Shark Encounter with over 4,500 sea creatures and a virtual submarine tour, plus a whole lot more!

6:45 pm

For those who obtained tickets at the Silent Auction, meet at the Hyatt Hotel for the bus to the Riverview Theatre.

AMIA Preservation Screening of the fully restored **The King and I**, one of two 1956 films made in CinemaScope 55. Anna and her King have never looked or sounded this incredible!

SATURDAY, NOVEMBER 13, 2004**8:30 am – 10:00 am****Deliver the Museum Experience Anytime, Anywhere**

*Room: Director's Row 1**Session Chair: Christine Bostick, Oregon Historical Society**Panelists: George Ross, ISite Design
Nick Hippe, Macromedia*

Technology now makes it possible to bring the specific knowledge and expertise of your organization to the world in real-time. The corporate world has quickly embraced the concept of live meetings, classes and events via the Internet, now it is time for museums and their related projects to leverage these tools. Museums can utilize this technology to expand the reach of its programs and more fully meet their mandate to educate. This panel will discuss the specific opportunities for museums to leverage this technology.

Process & Design for Evaluating Mobile Handheld Devices in Museums

*Room: Director's Row 3**Session Chair: John Perkins, Handscape Project, CIMI**Panelists: Dr. Geri Gay, Cornell University
Claire Larkin, Smithsonian Museum of American Art
Cathy Rosa Klimaszewski, Herbert F. Johnson Museum of Art*

The CIMI Handscape Project investigated mobile computing experiences in museums through scenario testing and the development of new evaluation tools, designs and processes in collaboration between museums, university researchers and technology designers. This panel will feature presentations describing how museum applications incorporating mobile device technologies were developed, implemented and evaluated in two museums collaborating with a university research team.

Art and Tech – How to Master Media in the Museum Space

*Room: Carver Room**Session Chair: Jacky Comforty, Comforty Media Concepts**Panelist: Ezra Schwartz, Art and Tech*

Award-winning film and video director Jacky Comforty will discuss "Art and Tech" - How to master video and multimedia in the museum space. Presenters will demonstrate that a move from a more traditional technological orientation to a video-as-art sensibility can infuse life, excitement, and inspiration into information technology in museums. There will be a screening of excerpts from successful museum projects, including the AAM First Prize Muse Award video, Through A Glass, Lightly.

What Clicks? Electronic access to museum resources in Scotland and e-learning opportunities using museum resources

Room: Director's Row 2

Session Chair: Jim Devine, Head of Education and Digital Media Resources, Hunterian Museum and Art Gallery

Panelists: Nancy Allen, ARTstor
Holly Witchey, The Cleveland Museum of Art

Presenters will look at three different projects and their approaches to delivering museum content for educational use. "What Clicks"; a Scottish project researches ways in which museums can provide enhanced access to learning communities. ARTstor, a non-profit initiative founded by The Andrew W. Mellon Foundation whose mission is to use digital technology to enhance scholarship, teaching and learning in the arts and associated fields. Finally, "Dig In" is a project from The Cleveland Museum of Art. The museum is developing an online Egyptian gaming experience for students in connection with curriculum units on ancient Egyptian history, art and culture.

9:00 am - 1:00 pm

WORKSHOP: Developing Intellectual Property Policies for Museums

Room: Hennepin Room, MCN Workshop fee: \$125

Instructor: Diane M. Zorich, Information Management Consultant

Prerequisite: Participants should have a basic knowledge of IP law (especially copyright) and an understanding of IP issues in museums.

This workshop will teach participants the basics of planning, developing, and writing an intellectual property (IP) policy for their museum. Participants will learn about the elements that make a museum IP policy unique, the process of crafting and implementing a policy, as well as standard components each museum's IP policy needs to cover the changing landscape.

Participants will compare and contrast existing museum and other IP policies to examine the philosophical and practical choices individual organizations make when crafting their policies. The workshop will follow the methodology outlined in the CHIN/NINCH publication, *Developing Intellectual Property Policies: A How-to Guide for Museums*. (Diane M. Zorich, Ottawa: Canadian Heritage Information Network, 2003).

10:00 am - 10:30 am

Break

10:30 am – 12:00 pm

When Worlds Collide: Merging Collections Databases

Room: Director's Row 1

Session Chair: Julie Beamer, Virginia Historical Society

Panelists: Elizabeth O'Keefe, The Morgan Library
Karen Lovaas, Minnesota Historical Society

Libraries have been automating their collection records for over twenty years and museums have just begun in large numbers to follow suit. However, very few institutions with both museums and libraries have attempted to put their collections on a single automation system. Although some believe this to be an impossible task, the Virginia Historical Society, (using Cuadra/STAR) and the Morgan Library (using Endeavor) have made that leap, while the Minnesota Historical Society (using KE EMu and PALS) is using a hybrid approach. These three institutions will discuss why they chose to bring their "worlds" together, compromises that were made, added benefits of automating processes, and the overall joys and pitfalls of library and museum collections colliding in the automated world.

The Next Generation of Virtual Museums

Room: Director's Row 3

Session Chair: Kati Geber, Canadian Heritage Information Network

Panelists: Namir Anani, Canadian Heritage Information Network
Kim L. Gauvin, Canadian Heritage Information Network
Howard Besser, Moving Image Archiving & Preservation Program, NYU

Concepts of digital libraries and virtual museums ten years after the advent of the first Web browsers is the subject of exploration in the recent study paper, The Next Generation of the Virtual Museum of Canada. The study paper was commissioned by CHIN to provide strategic direction for the next generation of the Virtual Museum of Canada, however, the concepts and issues discussed are equally applicable to other on-line heritage content, no matter the scale. This panel will discuss how the concepts and orientations proposed are being developed into a roadmap for the redevelopment of the Virtual Museum of Canada.

Direct Digital Image Capture of Cultural Heritage in American Institutions

Room: Carver Room

Session Chair: Dr. Franziska Frey, School of Print Media, Rochester Institute of Technology

Panelists: Dr. Mitchell R. Rosen, Munsell Color Science Laboratory and the Visual Perception Laboratory for Imaging, RIT

Many museums, archives, and libraries are engaged in the direct-digital-image capture of cultural heritage. Many more are considering the move from conventional to digital imaging. Through experience and standards organizations, conventional chemical based photography developed a set of "best practices," that is, methodologies and expectations concerning the quality of photographic reproductions. Best practices in digital imaging are still evolving, particularly for cultural heritage.

Since July of 2003, a research program has been underway at RIT to help understand direct-digital-imaging practices in American museums, evaluate standard procedures to define color and spatial image quality, and to help develop a roadmap to defining best practices and future needs. This session will report on the research and its findings.

Websites and Exhibits Together: Getting Your Message Out

Room: *Director's Row 2*

Session Chair: *Steve Boyd-Smith, *I Tell Stories*

Panelists: *Willy Lee, Minneapolis Institute of Arts*

Kimberly Louagie, Outagamie County Historical Society

David Schaller, Educational Web Adventures

Exhibits and the Internet are different mediums and should be treated as such. Nevertheless, they can reinforce each other if planned together. In this lively discussion, the chair will list some advantages and disadvantages of the two media for museums then turn it over to the presenters who will show off their example projects. Because the question and answer time is often the best part of a session, we will set aside about 30 minutes for audience participation.

12:00 pm – 12:30 pm

MCN 2005 Boston Conference Planning Meeting

MCN needs you! Come by to learn what's shaping up for the 2005 MCN Annual Meeting in Boston, and how you might help plan it. We have some exciting ideas cooking! Everyone is welcome. Meet at Registration Desk.

12:00 pm – 1:30 pm

Lunch is on your own.

1:30 pm – 3:00 pm

Reproduction Charging Models & Rights Policy for Digital Resources – A Mellon Study

Room: *Director's Row 3*

Session Chair: *Simon Tanner, Director, King's Digital Consultancy Services, King's College, London*

This session will detail the results of a survey and in-depth interviews of USA art museums regarding their policy and practice on rights and reproduction for digital assets. With over 100 survey responses and 25 museum interviews the results provide a unique examination of the way that digital assets are created and marketed with a strong commentary upon the reasons behind pricing structures for rights and reproduction fees. The study was carried out by Simon Tanner, Director of King's Digital Consultancy Services on behalf of the Mellon Foundation.

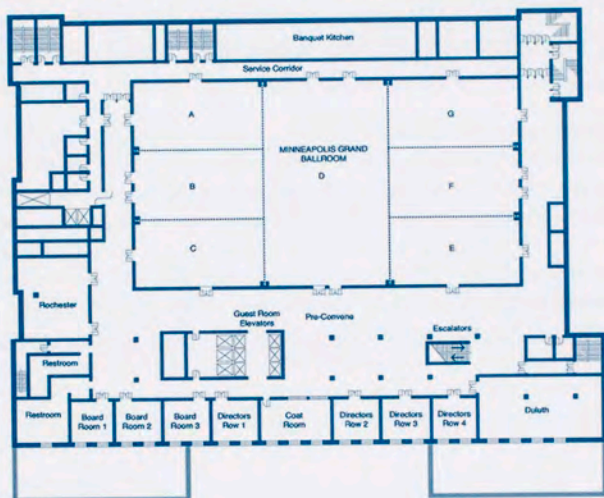
SATURDAY AFTERNOON TOUR**1:00 pm – 4:00 pm****Minneapolis Site Seeing Tour and Visit to the Minneapolis Institute of Art**

Fee: \$30 per person

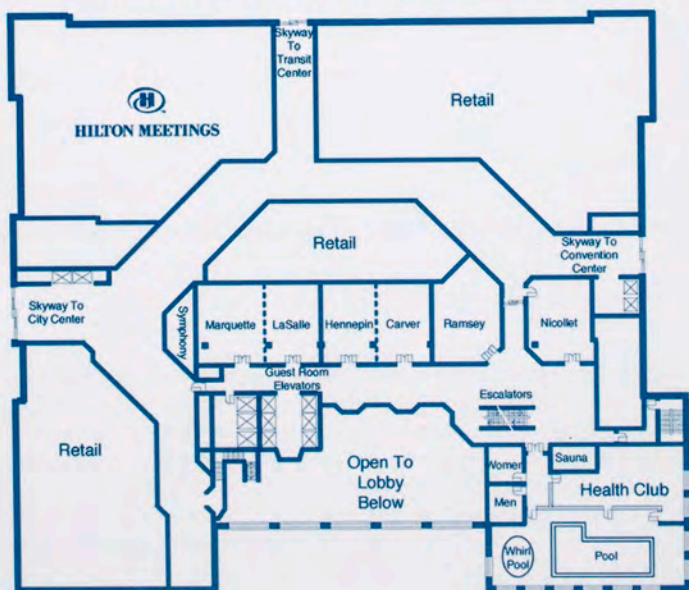
Your streetcar journey will take you past the Milwaukee Road Depot, the Mill City Museum, Walker Art Center and Sculpture Garden, and more. You'll stop for two hours at the Minneapolis Institute of Arts, where docents will be available to give you an hour-long tour of the Museum's greatest works of art. For the balance of the time you'll be free to roam the museum and shop in the gift shop. After your tour at MIA, you'll be treated to the trolley's Chain of Lakes tour. You'll drive through the Linden Hills neighborhood and the Historic Kenwood neighborhood on the way back to the Hilton.

Space permitting, a limited number of tickets will be available at the Registration Desk.

MEETING FACILITIES - THIRD FLOOR



MEETING FACILITIES - SECOND FLOOR



DAYS IN VIEW**Wednesday**

		Room
7:30 am – 6:00 pm	Registration Desk Open	
8:30 am – 4:00 pm	Digitization	DR 1
8:30 am – 12:30 pm	Digitization's New Frontier: Motion and Sound	DR 2
8:30 am – 12:30 pm	Selecting a Collections Information Management System	DR 3
1:00 pm – 4:00 pm	Minneapolis Institute of Art	OFF SITE
3:00 pm – 5:00 pm	Copyright: Friend or Foe? An MCN/Minerva Town Hall Meeting	SALON F
5:00 pm – 7:30 pm	Exhibit Hall Opening Reception and Silent Auction	SALON E

Thursday

7:30 am – 6:00 pm	Registration Desk Open	
7:00 am – 6:00 pm	Email Center Open	SALON E
8:30 am – 10:00 am ✓	In Sync: Tying Teams and Technology Together	<u>DR 1</u>
8:30 am – 10:00 am ✓	Libraries, Archives, and Museums: Reports from Research and Projects	DR 2
8:30 am – 10:00 am ✓	Persistent Archives Testbed Project	DR 3
— 10:00 am – 1:45 pm	Exhibit Hall Open	SALON E
— 10:00 am – 10:30 am	Coffee break in Exhibit Hall	SALON E
— 10:30 am – 12:00 pm	Blackaby Plenary Session: Connoisseurship in the Wireless Age	SALON F
12:00 pm – 1:30 pm	SIG Meeting: Digital Media	
— 1:30 pm – 3:00 pm	Get Your Tickets Here! The Right Ticketing System for Your Organization	<u>DR 1</u>
— 1:30 pm – 3:00 pm	Achieving Digital Preservation Through Collaboration	DR 3
— 1:30 pm – 3:00 pm	Intellectual Property and New Media Art	HENNEPIN
— 1:30 pm – 3:00 pm	Confluence of Trails: The Western Trails Project	DR 2
2:45 pm – 6:00 pm	Exhibit Hall Open	SALON E
3:00 pm – 3:30 pm	Coffee Break in Exhibit Hall	SALON E

30

3:15 pm – 3:30 pm	Silent Auction Winners Announced	SALON E
3:30 pm – 5:00 pm	Creating an On-line Community Museum	DR 1
3:30 pm – 5:00 pm	IMLS Funding for Technology Projects	DR 3
3:30 pm – 5:00 pm	Content Reuse for Multiple Output Devices	DR 2
3:30 pm – 5:00 pm	CCO Practicum: Implementing Vocabularies, Authorities into Cataloging Practice	CARVER ROOM
5:00 pm – 6:30 pm	SIG Meetings: California, IT	
5:00 pm – 6:00 pm	Silent Auction Items available for pickup	
6:30 pm – 9:30 pm	Mill City Museum Reception	OFF SITE

Friday

7:00 am – 6:00 pm	Registration Desk Open, Silent Auction items may also be picked up	
7:00 am – 6:00 pm	Email Center Open	SALON E
7:30 am – 8:30 am	SIG Meeting: Standards and Controlled Vocabulary	
8:30 am – 10:00 am	South Dakota History Text and Curriculum Online	DR 1
8:30 am – 10:00 am	Integration in Real Time	HENNEPIN ROOM
8:30 am – 10:00 am	Digitizing the Video Archives at KET	DR 2
8:30 am – 10:00 am	Museums and the OAI Protocol	DR 3
10:00 am – 1:45 pm	Exhibit Hall Open	SALON E
10:00 am – 10:30 am	Coffee break in Exhibit Hall	SALON E
10:30 am – 12:00 pm	Using RFID for Collections Management and Visitor Interaction	DR 1
10:30 am – 12:00 pm	All the News That's Fit to Digitize	DR 2
10:30 am – 12:00 pm	Going Beyond Google: Constructing Innovative Access to Collections	CARVER ROOM
10:30 am – 12:00 pm	Integrated Access and Meta-search (Digital Library)	DR 3
12:00 pm – 1:30 pm	MCN Annual Business Meeting Luncheon	SALON F
1:30 pm – 3:00 pm	Contemporary Art and History Museums?	DR 1
1:30 pm – 3:00 pm	Digital TV & Museums: What Datacasting Can Do for You	DR 2
1:30 pm – 3:00 pm	Implementing Metadata: Practical Issues	CARVER ROOM
1:30 pm – 3:00 pm	National Digital Archives Program of Taiwan: Part 1	DR 3
2:45 pm - 4:00 pm	Exhibit Hall Open	

3:00 pm – 3:30 pm	Coffee break in the Exhibit Hall	SALON E
3:30 pm – 5:00 pm	Take a Good Look: Evaluating Digitized Content	DR 1
3:30 pm – 5:00 pm	Data Management: A Strategic Concern with Practical Solutions	CARVER ROOM
3:30 pm – 5:00 pm	Visionary Collection Database Administrator	DR 2
3:30 pm – 5:00 pm	National Digital Archives Program of Taiwan: Part 2	DR 3
5:00 pm – 6: 30 pm	Small Museum SIG Inaugural Meeting	
6:30 pm – 9:30 pm	Trip to the Mall of America	OFF SITE
6:45 pm	AMIA Screening of "The King and I"	OFF SITE

Saturday

8:00 am – 5:00 pm	Registration Desk Open	
8:30 am – 10:00 am	Deliver the Museum Experience Anytime, Anywhere	DR 1
8:30 am – 10:00 am	Process & Design for Evaluating Mobile Handheld Devices in Museums	DR 3
8:30 am – 10:00 am	Art and Tech – How to Master Media in the Museum Space	CARVER ROOM
8:30 am – 10:00 am	What Clicks? Electronic access to museum resources in Scotland	DR 2
9:00 am – 1:00 pm	WORKSHOP: Developing IP Policies for Museums	HENNEPIN ROOM
10:00 am – 10:30 am	Break	
10:30 am – 12:00 pm	When Worlds Collide: Merging Collections Databases	DR 1
10:30 am – 12:00 pm	The Next Generation of Virtual Museums	DR 3
10:30 am – 12:00 pm	Direct Digital Image Capture of Cultural Heritage in American Institutions	CARVER ROOM
10:30 am – 12:00 pm	Websites and Exhibits Together: Getting Your Message Out	DR 2
12:00 pm – 12:30 pm	2005 Conference Planning Session	
12:00 pm – 1:30 pm	Lunch on your own	
1:00 pm – 4:00 pm	Minneapolis Institute of Art	OFF-SITE
1:30 pm – 3:00 pm	Reproduction Charging Models & Rights Policy for Digital Resources	DR 3

We'll see you at the 2005 Conference...

MCN

Omni Parkerhouse Hotel

Boston, Massachusetts

November 1-4, 2005

