



# MCN 2010 Austin



## I/O: The Museum Inside-Out/Outside-In

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38th Annual Museum Computer Network Conference  
October 27-30, 2010 ★ [www.mcn.edu](http://www.mcn.edu)

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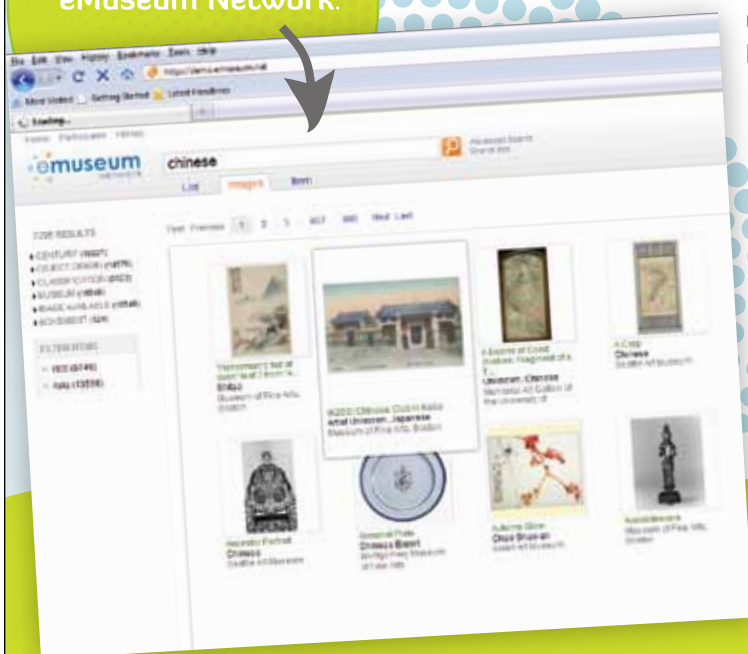
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MUSEUM COMPUTER NETWORK  
38TH ANNUAL CONFERENCE

# I/O: The Museum Inside-Out/Outside-In

OCTOBER 27–30, 2010 • AUSTIN, TEXAS

WWW.MCN.EDU



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Presenting Sponsor:





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Welcome to the 38th Annual MCN Conference in Austin, Texas. This year's conference is about YOU! The theme of this year's program, *I/O: The Museum Inside-Out/Outside-In*, is a response to topics submitted by the MCN community and reflects the ever-widening scope of our work, expertise, and imagination.

The conference kicks off with a day of workshops that provide intensive learning on a variety of subjects—from emerging technologies such as multitouch and effective use of social media and social networking channels, to project management tools and agile methods for website development. And for you gamers, don't miss SCVNGR joining forces with one of the leaders in educational innovation, who will teach you how to build museum games that work, literally!

The conference program offers two parallel paths this year. First, you can expect to find three full days of sessions and case studies that speak to the conference theme. Experts in our field will lead discussions and share advances on topics including open source solutions, digital learning, intellectual property, crowd-sourcing, social media, digital curation, conservation documentation, and data integration and aggregation. Second, MCN is enthusiastic about partnering with The Humanities And Technology Camp (THATCamp) to offer our first unconference! This format allows a unique opportunity for participants to collectively build the content and discourse around pre-determined topics. Our special thanks to the Center for History and New Media at George Mason University for bringing THATCamp to MCN, and to the Kress Foundation for providing fellowships for early-career art museum professionals to attend this event.

As with previous MCN annual conferences, the week is filled with events and Special Interest Group (SIG) meetings and activities that offer something for everyone. SIG meetings are open to all attendees, and allow for focused conversations around topical interests and networking with

colleagues. Be sure to take part in the SIG Pub Crawl throughout Austin on Thursday. On Friday evening, we're excited to be holding our conference reception at the Blanton Museum of Art at the University of Texas at Austin!

Finally, MCN continues to welcome other groups advancing initiatives in our field to hold meetings in conjunction with the annual conference. We are pleased to welcome back the Steve Project, and delighted to have the second Mobile Standards Summit—the first having been recently held in London following the Tate Handheld Conference.

There are numerous people who have helped to make this an exceptional conference, including our sponsors, whose support makes it all possible. I'd especially like to thank Gallery Systems, Inc., our Presenting Sponsor, for their continued support and contributions to MCN. Throughout the pages of this program, please take a moment to recognize members of the MCN community who have helped to build this conference. The strength of the conference is a result of the tireless commitment and contributions by Nancy Proctor, Program Chair; Christina DePaolo, Conference Chair; Larry Johnson, Local Arrangements Chair; Nancy Reeves and Rachel Varon, Local Arrangements Co-Chairs and the support of the New Media Consortium; along with their dedicated teams. My heartfelt gratitude to you!

In closing, I'd like to welcome first-time attendees to MCN's Annual Conference, and encourage you to ask questions, meet new colleagues, and participate in as many activities as possible. MCN values the importance of bringing together the expertise and experience in our field to foster knowledge sharing, learning, and innovation. Thank you for being a part of MCN's community, and for your continued support and commitment to advancing the work of our field.

**Erin Coburn**

President, Museum Computer Network

## ABOUT AUSTIN

WELCOME

### Welcome to Austin, Texas — also known as the Live Music Capital of the World!

**T**he MCN 2010 Conference will be held at the Sheraton Austin at the Capitol right in the middle of downtown Austin. This location will provide you many choices for dining, shopping, recreation, arts and entertainment that are just minutes away!

Austin is the fourth largest city in the state of Texas and is the capital city of Texas. Situated on the Colorado River with three man-made lakes within its city limits, Austin sits in the Texas Hill Country which is known for its rolling hills, live oaks, and mesquite trees. Austin is also home to the University of Texas (established in 1839).

Austin's legendary entertainment district, known as 6th Street, although it encompasses seven blocks and the surrounding streets between Congress and IH-35, is within walking distance of the Sheraton. Here you will find many options for live music and theater, historical houses and buildings, and some of the best dining around—and a whole lot more! You will hear music that ranges from jazz, blues, country, rock, metal, punk, and hip-hop to any other genre that you would like to hear.

With all the beautiful nature around Austin, the city has also created some of the best nature trails anywhere within the city for walking, running, and biking. Very popular in Austin is the Town Lake Trail that is just minutes from the Sheraton.

Join other conference attendees for the official Conference Reception that will be held on Friday, October 29, 7:00 to 9:00 pm at the University of Texas's Blanton Museum of Art. The Blanton is the largest university art museum in the United States, and is a central hub for learning and dynamic cultural exchange in our city, state, and region. The museum's vast holdings—over 18,000 artworks ranging from the renaissance through today—make the Blanton a valuable resource for faculty and students.

Again, welcome to Austin, Texas! We hope that you find the time to enjoy our city!

Sincerely,

**Larry Johnson**

NMC Chief Executive Officer

Chair, MCN Austin Local Arrangements



#### Learn more about Austin at these websites:

<http://www.austintexas.org>

<http://www.6street.com>

<http://www.ci.austin.tx.us/parks/trails.htm>

<http://www.blantonmuseum.org>



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## 2010 Exhibitors

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

- ★ Acoustiguide
- ★ Adlib Information Systems
- ★ Artifax Software
- ★ Extensis
- ★ Gallery Systems
- ★ Guide by Cell
- ★ KE Software Inc.
- ★ KMIT Solutions:  
KMWare Museum  
Software Solutions
- ★ Leica Camera Inc.
- ★ Mediatrope Interactive
- ★ Paragon Micro/Edu
- ★ Piction Museum Systems
- ★ Selago Design, Inc.
- ★ Tessitura Network
- ★ Toura
- ★ Xenagos Innovated  
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## 2010 Sponsors

The following organizations have committed their support to the MCN 38th Annual Conference. We gratefully acknowledge their support and thank these important donors for their generosity.

- ★ Antenna Audio
- ★ Blackbaud
- ★ Blanton Museum of Art
- ★ Gallery Systems  
(Presenting Sponsor)
- ★ Extensis
- ★ Johns Hopkins University,  
Master of Arts in  
Museum Studies
- ★ MIDEA, a program  
of the NMC
- ★ Palantir.net
- ★ Piction Museum Systems
- ★ The Samuel H. Kress  
Foundation
- ★ Selago Design

## EXHIBIT HALL HOURS

### Wednesday, October 27

Welcome Reception  
6:00PM - 7:30PM

### Thursday, October 28

10:00AM - 1:30PM  
3:00PM - 6:00PM\*

### Friday, October 29

10:00AM - 1:30PM  
3:00PM - 6:00PM

\* UnSilent Auction at 5:00PM

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# MCN AT-A-GLANCE

TIME	SESSION/EVENT	LOCATION
<b>WEDNESDAY, OCTOBER 27</b>		
7:30AM – 6:00PM	Registration and Hospitality Desk Open	<i>Capitol Foyer</i>
7:30AM – 6:00PM	Email Center Open	<i>Bonnell</i>
8:00AM – 12:00PM	<b>MORNING WORKSHOPS:</b> <i>(Ticket Required)</i>	
	▪ Make It Multitouch (Part 1)	<i>Capitol A</i>
	▪ Mobile Interpretation Clinic	<i>Capitol C</i>
	▪ Video Production	<i>Bickler</i>
	▪ Project Management for the Resource-Challenged	<i>Barton</i>
	▪ Digital Asset Management	<i>Capitol B</i>
10:00AM – 10:15AM	Coffee Break for Workshop Attendees	<i>Capitol A Foyer</i>
12:00PM – 1:00PM	Lunch on your own	
1:00PM – 3:00PM	<b>MUSEUM TOURS:</b> <i>(Registration Required)</i>	<i>Please meet at Hospitality Desk at 12:30PM</i>
	▪ Texas Archive of the Moving Image	
	▪ University of Texas, Visual Arts Center	
1:00PM – 5:00PM	<b>AFTERNOON WORKSHOPS:</b>	
	▪ Make It Multitouch (Part 2)	<i>Capitol A</i>
	▪ Play at Work: Agile Website Development	<i>Capitol B</i>
	▪ Mobile Learning (2hrs) — repeated at 3:30PM	<i>Capitol C</i>
	▪ 50+ Web 2.0 Ways to Tell a Story	<i>Barton</i>
	▪ Game On! Building Museum Games that Work	<i>Bickler</i>
	▪ Mobile Standards Summit (free)	<i>Capitol Terrace View North</i>
3:00PM – 3:30PM	Coffee Break for Workshop Attendees	<i>Capitol Foyer</i>
3:00PM – 4:30PM	<b>MUSEUM TOURS:</b> <i>(Registration Required)</i>	<i>Please meet at Hospitality Desk at 2:30PM</i>
	▪ LBJ Library & Museum	
	▪ University of Texas, Harry Ransom Center	
3:30PM – 5:00PM	▪ Mobile Learning (repeat)	<i>Capitol C</i>
6:00PM – 7:30PM	Exhibit Hall Welcome Reception	<i>Capitol E</i>

TIME	SESSION/EVENT	LOCATION
<b>THURSDAY, OCTOBER 28</b>		
7:30AM – 8:30AM	Emerging Professionals Breakfast — By Invitation	Capitol View Terrace South
7:30AM – 6:30PM	Registration and Hospitality Desk Open	Capitol Foyer
7:30AM – 6:00PM	Email Center Open	Bonnell
8:30AM – 10:00AM	Keynote Address by Dr Larry Johnson, CEO, New Media Consortium	Capitol D
10:00AM – 1:30PM	Exhibit Hall Open	Capitol E
10:00AM – 10:30AM	Coffee Break in the Exhibit Hall	Capitol E
10:30AM – 12:00PM	THATCamp – Unconference	Capitol A/B
10:30AM – 12:00PM	<b>CONCURRENT SESSIONS:</b>	
	▪ Catalogue This! From Library to Museum Collections	Tannehill
	▪ Information Visualization and Museum Practice	Capitol View Terrace South
	▪ Engaging the Audience: Understanding Visitors' Needs	Barton
	▪ Collaborative Exhibitions: Promoting Collections and Scholarship	Capitol C
	▪ Re-Examining Our Objective: Imaging, Accuracy and Expectations	Capitol View Terrace North
12:00PM – 1:00PM	Lunch on your own	
12:15PM – 1:15PM	<b>SPECIAL INTEREST GROUP (SIG) MEETINGS:</b>	
	▪ Pacific NW	Locations posted at Registration Desk
	▪ California	
	▪ Metrics & Evaluation	
1:30PM – 3:00PM	THATCamp – Unconference	Capitol A/B
1:30PM – 3:00PM	<b>CASE STUDY SHOWCASE 1:</b>	
	▪ Accessing Humanities Collections: CHIN Taxonomy Research	Capitol D
	▪ Preserving and Documenting New Media Art Collections	
	▪ Skills for the 21st Century: Museum Knowledge Workers	
	▪ Digitizing Oil and Gas History in Texas, 1932-1972	
	▪ Look Here!	
3:00PM – 6:00PM	Exhibit Hall Open	Capitol E
3:00PM – 3:30PM	Coffee Break in Exhibit Hall	Capitol E
3:30PM – 5:00PM	THATCamp – Unconference	Capitol A/B
3:30PM – 5:00PM	<b>CONCURRENT SESSIONS:</b>	
	▪ The Collection in Another Context: Participating in Online Aggregations	Capitol View Terrace South
	▪ Opensource	Capitol View Terrace North
	▪ Empowering Museums to Turn Data into Action	Tannehill
	▪ Digital Learning 1	Barton
	▪ Copyright and Technology	Capitol C
5:00PM – 6:00PM	UnSilent Auction	Capitol E
7:00PM – ????	Austin Halloween Pub Crawl & SCVNGR Game	Details available at Hospitality Desk



# MCN AT-A-GLANCE *(continued)*

TIME	SESSION/EVENT	LOCATION
<b>FRIDAY, OCTOBER 29</b>		
7:30AM – 6:00PM	Registration and Hospitality Desk Open	<i>Capitol Foyer</i>
7:30AM – 6:00PM	Email Center Open	<i>Bonnell</i>
7:30AM – 8:30PM	Board Meeting with SIG Chairs	<i>Tannehill</i>
8:30AM – 10:00AM	THATCamp – Unconference	<i>Capitol A/B</i>
8:30AM – 10:00AM	<b>CASE STUDY SHOWCASE 2:</b> <ul style="list-style-type: none"> <li>Engaging Viewers through Touchless Interactive Art</li> <li>Hands On with Augmented Reality</li> <li>Championing Innovation: Multi-Touch Table Development at the Getty</li> <li>The Invisible Interactive</li> <li>Preserve and Access the Tonight Show with Johnny Carson</li> </ul>	<i>Capitol D</i>
10:00AM – 1:30PM	Exhibit Hall Open	<i>Capitol E</i>
10:00AM – 10:30AM	Coffee Break in Exhibit Hall	<i>Capitol E</i>
10:30AM – 12:00PM	THATCamp – Unconference	<i>Capitol A/B</i>
10:30AM – 12:00PM	<b>CONCURRENT SESSIONS:</b> <ul style="list-style-type: none"> <li>Surveying the Gap between the Digital and Physical Visitors</li> <li>Building a Community of Museums</li> <li>21st Century Conservation</li> <li>Multi-Institutional Collaborations through Search</li> <li>Digital Learning 2</li> </ul>	<i>Tannehill</i> <i>Capitol C</i> <i>Capitol View Terrace South</i> <i>Capitol View Terrace North</i> <i>Barton</i>
12:00PM – 1:00PM	Lunch on your own	
12:15PM – 1:15PM	<b>SPECIAL INTEREST GROUP (SIG) MEETINGS:</b> <ul style="list-style-type: none"> <li>Intellectual Property</li> <li>Small Museum</li> <li>Standards</li> </ul>	<i>Locations posted at Registration Desk</i>
1:30PM – 3:00PM	THATCamp – Unconference	<i>Capitol A/B</i>
1:30PM – 3:00PM	<b>CASE STUDY SHOWCASE 3:</b> <ul style="list-style-type: none"> <li>Lights, Camera, Action! An Interactive Visitor Experience Using Film, Green Screen Technology and Social Media</li> <li>Reflectance Transformation Imaging: Creating Rich Imaging for Interactive Use</li> <li>Rescuing the Evidence through Social Media</li> <li>Utilizing Social Media to Facilitate Two-Way Involvement with the Museum</li> <li>Using Semantic MediaWiki for “Easy” Data Integration</li> </ul>	<i>Capitol D</i>
3:00PM – 6:00PM	Exhibit Hall Open	<i>Capitol E</i>
3:00PM – 3:30PM	Coffee Break in Exhibit Hall	<i>Capitol E</i>
3:00PM – 3:30PM	MCN Annual Meeting and Town Hall: Q & A with the MCN Board	<i>Capitol D</i>
3:30PM – 5:00PM	THATCamp – Unconference	<i>Capitol A/B</i>
3:30PM – 5:00PM	<b>CONCURRENT SESSIONS:</b> <ul style="list-style-type: none"> <li>Volunteer-Generated Content at the Goodwill Computer Museum</li> <li>Collaborative Calendaring Project</li> <li>Building Digital Curation Capacity for Museums</li> <li>Ethics and the Idea of the Museum</li> <li>2010 Conference Review Roundtable</li> </ul>	<i>Barton</i> <i>Capitol C</i> <i>Tannehill</i> <i>Capitol View Terrace North</i> <i>Capitol View Terrace South</i>
6:00PM – 8:00PM	Conference Reception at the Blanton Museum of Art	<i>Blanton Museum of Art</i>

# MCN AT-A-GLANCE *(continued)*

TIME	SESSION/EVENT	LOCATION
<b>SATURDAY, OCTOBER 30</b>		
8:30AM - 1:00PM	Hospitality Desk Open	<i>Capitol Foyer</i>
8:30AM - 1:00PM	Email Center Open	<i>Bonnell</i>
8:30AM - 10:00AM	THATCamp - Unconference	<i>Capitol A/B</i>
8:30AM - 10:00AM	<b>CASE STUDY SHOWCASE 4:</b>	<i>Capitol D</i>
	▪ The Digital Curation Exchange: An Interactive Space for All Things Digital Curation	
	▪ The Ins and Outs of Feminist Art Online and On Display	
	▪ The Weisman Art Museum: Engaging the Community in Public Art through Digital Media	
	▪ Collections Online at Museum Victoria	
	▪ Tailoring Access to Online Collections through Interpretive Resources	
10:00AM - 10:30AM	Coffee Break	<i>Capitol Foyer</i>
10:30AM - 12:00PM	THATCamp - Unconference	<i>Capitol A/B</i>
10:30AM - 12:00PM	<b>CONCURRENT SESSIONS:</b>	
	▪ Ethics, Strategy, and Scalability in Digital Asset Management	<i>Bickler</i>
	▪ Building Communities of Interest	<i>Capitol C</i>
	▪ Involving Users in Co-Construction of Digital Knowledge	<i>Capitol View Terrace North</i>
	▪ Mobile	<i>Capitol View Terrace South</i>
	▪ Making the Case to Management	<i>Tannehill</i>
12:00PM - 1:00PM	Lunch on your own	
12:15PM - 1:15PM	<b>SPECIAL INTEREST GROUP (SIG) MEETINGS:</b>	<i>Locations posted at Registration Desk</i>
	▪ Digital Media	
	▪ Information Technology	
	▪ Semantic Web	
1:30PM - 3:00PM	THATCamp - Unconference	<i>Capitol A/B</i>
1:30PM - 3:00PM	<b>CONCURRENT SESSIONS:</b>	
	▪ 2010 Horizon Report	<i>Capitol View Terrace North</i>
	▪ Making Beautiful Metadata Together	<i>Capitol C</i>
	▪ New Technologies Applied	<i>Tannehill</i>
	▪ Collaborating with Audiences beyond the Museum's Walls	<i>Bickler</i>
	▪ Funding Museums in the 21st Century	<i>Capitol View Terrace South</i>
3:00PM - 3:30PM	Coffee Break	<i>Capitol Foyer</i>
3:30PM - 5:00PM	Session - Inside/Out's Pros and Cons: A Great Debate	<i>Capitol D</i>
3:30PM - 5:30PM	THATCamp - Unconference	<i>Capitol A/B</i>



# MCN DAILY PROGRAM SCHEDULE

## Wednesday, October 27

7:30AM – 6:00PM

### **Registration and Hospitality Desk Open**

*Capitol Foyer*

### **Email Center Open**

*Bonnell*

8:00AM – 12:00PM

### **MORNING WORKSHOPS:**

Fees are applicable and tickets are required for all Workshops

#### ★ **Make It Multitouch (Part 1)**

Fee: \$200

*Capitol A*

#### ★ **Mobile Interpretation Clinic**

Fee: \$100

*Capitol C*

#### ★ **Project Management for the Resource-Challenged**

Fee: \$100

*Barton*

#### ★ **Video Production**

Fee: \$100

*Bickler*

#### ★ **Digital Asset Management**

Fee: \$100

*Capitol B*

10:00AM – 10:30AM

### **Coffee Break for Workshop Attendees**

*Capitol Foyer*

1:00PM – 2:30PM

### **MUSEUM TOURS**

Tickets are required for each tour.

*Please meet at the Hospitality Desk at 12:30pm.*

#### ★ **Tour 1: Texas Archive of the Moving Image**

Fee \$25.00

Tour the Texas Archive of the Moving Image (TAMI) and learn about the award-winning Texas Film Round-Up, a partnership between TAMI and the Texas Film Commission. The Round-Up provides free digitization services for Texas films in exchange for the contribution of a digital copy to TAMI's online video library ([www.texasarchive.org](http://www.texasarchive.org)). Staff members will demonstrate the film digitization process and discuss issues of access and collection development in the digital era.

#### ★ **Tour 2: University of Texas, Visual Arts Center**

Fee \$25.00

*The University of Texas at Austin*

The Visual Arts Center (VAC) will open its doors in September 2010 to showcase the inaugural exhibitions throughout the 25,061 square-foot space, which features five newly renovated state-of-the-art galleries and three inviting public spaces. This beautiful facility—with its airy galleries and inspiring art exhibits—draws students, faculty, guest artists, and creative voices from around the world to form an intellectual and emotional center of UT's dynamic arts community. Situated in the heart of the University, at the corner of Trinity and 23rd streets, the VAC serves as a hub for artistic expression, education, and innovation.

### **AFTERNOON WORKSHOPS**

Fees are applicable and tickets are required for all Workshops

1:00PM – 3:00PM or 3:30PM – 5:00PM

#### ★ **Mobile Learning**

Fee: \$50.00

*Capitol C*

*Note: This workshop will be repeated at 3:30pm*



# MCN DAILY PROGRAM SCHEDULE

Wednesday, October 27

## AFTERNOON WORKSHOPS (continued)

★ **Make It Multitouch Part 2**

Capitol A

★ **Mobile Standards Summit**

Free Workshop

Capitol View Terrace North

★ **Play at Work**

Fee: \$100

Capitol B

★ **50+ Web 2.0 Ways to Tell a Story**

Fee: \$100

Barton

★ **Game On! Building Museum Games That Work**

Fee: \$100

Bickler

3:00PM – 3:30PM

**Coffee Break for Workshop Attendees**

Capitol Foyer



3:00PM – 4:30PM

**Museum Tours**

Tickets are required for each tour.

Please meet at Hospitality Desk at 2:30; or if you are also participating in a previous tour, join the group at the addresses indicated.

★ **Tour 3: LBJ Library & Museum**

This tour is free of charge but registration is required.

2313 Red River St.; Austin, TX 78705;  
One block west of I-35 between MLK (21st St)  
and Dean Keeton (26th St);  
512-721-0200

Visit the Johnson Library and talk to members of their staff about the Library's latest adventures into the world of technology and digitization. We will begin with a quick behind-the-scenes tour, and then explore the Library's digitization projects and its efforts to increase access to the Library's holdings through the web.

★ **Tour 4: University of Texas, Harry Ransom Center**

Fee: \$25.00

The University of Texas at Austin;  
300 West 21st Street; Austin, Texas 78712;  
512-471-8944

The Harry Ransom Center at the University of Texas at Austin (HRC) advances the study of the arts and humanities by acquiring, preserving, and making accessible original cultural materials, from the archives of such famous figures as Norman Mailer, David Foster Wallace, and David O. Selznick, to rare artifacts like the first photograph and a Gutenberg Bible. The HRC is a treasure trove of unique books, manuscripts, photography, film, art, and the performing arts. Join us as we take a behind-the-scenes peek at the HRC's digitization facilities, as well as key items from its special collections.

6:00PM – 7:30PM

**Welcome Reception in the Exhibit Hall**  
Capitol E

Join your friends and colleagues in the Exhibit Hall for the official opening of MCN's 38th Annual Conference. Enjoy drinks and hors d'oeuvres while you take a look at the latest and greatest services and products offered by our Exhibitors.

WEDNESDAY, OCT 27



# MCN DAILY PROGRAM SCHEDULE

## Thursday, October 28

7:30AM – 8:30AM

### Emerging Professionals Breakfast

By invitation

Capitol View Terrace South

7:30AM – 6:00PM

### Registration and Hospitality Desk Open

Capitol Foyer

Registration administration located in Bonnell

### Email Center Open

Bonnell

8:30AM – 10:00AM

### Keynote Address

- ★ **Dr Larry Johnson**, CEO, New Media Consortium  
Capitol D

MCN is delighted to open its 38th Annual Conference in Austin, Texas with an innovative keynote format and presentation from local visionary, Dr. Larry Johnson, founder of the Horizon Project and Chief Executive Officer of the New Media Consortium. Larry will set the stage for the I/O Conference with a series of challenges and ideas for MCN 2010 participants to respond to throughout their time in Austin. These will be visualized by NMC colleague Rachel Smith in a giant 'idea map' that attendees can add to throughout the conference. In addition, Larry and Rachel will be available for follow-up discussion throughout the conference and at the regular coffee breaks. From the emerging technologies of the Horizon Museum Report to the realities of the cultural work today, Larry and Rachel lead us in an enduring conversation that will transform how you think about creativity, innovation, and the future of museums.

10:00AM – 1:30PM

### Exhibit Hall Open

10:00AM – 10:30AM

### Coffee Break in the Exhibit Hall

10:30AM – 12:00PM

### THATCamp – Unconference

Capitol A/Capitol B

THATCamp MCN is an "unconference" track through the Museum Computer Network conference, supported by the Samuel H. Kress Foundation. THATCamp MCN sessions are free and open to conference registrants, with an emphasis on informal, collaborative work and discussion rather than on formal presentation.

These sessions are designed to give voice to all the special interests and esoteric needs of the cultural heritage community, and to encourage productive dialogue among diverse groups. There is no program committee deciding on the content of these user-generated sessions: the content is proposed and managed by the community.

### CONCURRENT SESSIONS

- ★ **Re-Examining Our Objective:  
Imaging, Accuracy, and Expectations**

Capitol View Terrace North

Sponsored by the Digital Media SIG

**MODERATOR: Erik Landsberg**, Head of Collections  
Imaging, Museum of Modern Art, NY

**PANELISTS: Dan Dennehy**, Senior Photographer and Head of Visual Resources, Minneapolis Institute of the Arts; **Susan Farnand**, Research Scientist, Center for Imaging Science, Rochester Institute of Technology; **Lisa Mazzola**, Asst. Director, School and Teacher Programs, Museum of Modern Art, NY; **Karen Schmidt**, Production Manager, Getty Publications, J. Paul Getty Museum; **Stanley Smith**, Head of Imaging Services, J. Paul Getty Museum

In a culture where images are no longer perceived as trustworthy documents, does the public regard images of our collections as faithful representations—and do they care? To what degree are our collection images "accurate" and to what degree are they subjective interpretations, translations, reproductions, or something else altogether? This diverse group of panelists will consider functional, cultural, and technical issues of image accuracy from a variety of distinct perspectives: Studio Manager/Photographer, Educator, Publisher, and Scientist. They will explore present/future expectations of our institutional and public audiences as they examine how these various factors and priorities impact workflow, individual institutional imaging policies, and the broad reading of images of cultural heritage objects. Comments and questions from audience members of further diverse points of view will be encouraged.



# MCN DAILY PROGRAM SCHEDULE

## Thursday, October 28

### ★ Catalogue This! From Library to Museum Collections

Tannehill

Sponsored by the California SIG

**PANELISTS:** *Layna White*, Head of Collection Information & Access, SFMOMA; *Maggie Hanson*, Collections Information Manager, Portland Art Museum; *Jana Hill*, Associate Registrar, Collection Information, Registrar's Office, Amon Carter Museum of American Art; *Susana Tejada*, Head of Research Resources, Albright-Knox Art Gallery, Buffalo, NY; *Gabriela Zoller*, Art Cataloger / Project Manager, IMLS Museums for America Grant, Albright-Knox Art Gallery, Buffalo, NY; *Paul Marty*, Associate Professor, School of Library and Information Studies, Florida State University

The hiring of graduates from Library/Information Studies programs is an emerging trend in museums. Librarians inherit well-developed, established, agreed-upon data standards and systems for like objects, which they use and refine. In comparison, museums are in the early stages of standards development for unique objects. Museums are thinking more than ever about user access and commitment to service, which has long been a library focus. Are fuller collaborations between museum departments and disciplines emerging? With new activities, are hybrid positions evolving? In this roundtable session we will discuss the impact of this cross-pollination between disciplines, the effect on museum processes for development of collection content, and whether graduate schools are offering needed preparation.

### ★ Information Visualization and Museum Practice

Capitol View Terrace South

**FACILITATORS:** *Susan Chun*, Independent Researcher and Consultant; *Robert Stein*, CIO, Indianapolis Museum of Art; *Rachel S. Smith*, Vice President, NMC Services, New Media Consortium

**PANELISTS:** *Piotr Adamczyk*, Analyst, Metropolitan Museum of Art; *Richard Urban*, Doctoral Student, University of Illinois at Urbana-Champaign

Already an important tool for organizing, analyzing, and understanding knowledge in fields such as science, education, and business, information visualization has the potential to transform museum practice and research into museum collections. In the museum field, talented individuals have begun to experiment with visualization tools to represent collections, visitors, and a range of other museum activities, using a variety of styles and methods and asking questions about collecting practice, allocation of resources, and visitor responses to onsite and online programs. This session will feature a panel of infoviz experts and practitioners who will—with the participation of audience members—attempt to frame the potential impact of information visualization on museum practice and

research. The ideas and examples discussed during the session will serve as background for a Spring 2011 book sprint that will produce the community's first publication on information visualization and museum collections and culture.

### ★ Engaging the Audience: Understanding and Responding to Our Visitors' Needs

Barton

Sponsored by the Metrics & Evaluation SIG

**MODERATOR:** *Sheila Carey*, Canadian Heritage Information Network

**PANELISTS:** *Emily Black*, Assistant Editor for Digital Media, The Nelson-Atkins Museum of Art; *Sharisse Butler*, Manager of Visitor Studies and Evaluation, Dallas Museum of Art; *Kate Haley Goldman*, Senior Research Associate, Institute for Learning Innovation

As museums try out new technologies for education and interpretation, it is necessary to learn audience needs and preferences and respond to them. Visitor research is an important part of this strategy, and the findings can be used to inform the development of exhibitions and interpretation. This session will describe strategies that museums are trying in order to respond to changing audience preferences and expectations both online and in-house. The session will look at evaluations of mobile applications and online engagement strategies to bridge the physical and virtual environments.

### ★ Collaborative Exhibitions: Promoting Collections and Scholarship in Libraries and Archives

Capitol C

**CHAIR:** *Sarah Goodwin Thiel*, Digital Imaging Librarian, University of Kansas Libraries

**PANELISTS:** *Cathy Henderson*, Associate Director for Exhibitions and Education and Fleur Cowles Executive Curator, Harry Ransom Humanities Research Center, University of Texas, Austin; *Allan Lanham*, Dean of Library Services, Eastern Illinois University

Exhibit programs can highlight library collections and campus scholarship, illustrating the library's support of research and encouraging fruitful partnerships with other cultural centers. If done collaboratively, exhibit programs can further assert the library as the physical and intellectual commons of campus. Multimedia exhibitions in libraries and archives have the potential of engaging hundreds of faculty and students and tying together the work of museums, faculty researchers, student projects, and community and statewide initiatives. There is also the added benefit of bringing new friends and benefactors into the library, supporting key advancement and development efforts.



# MCN DAILY PROGRAM SCHEDULE

## Thursday, October 28

12:15PM – 1:15PM

### **SPECIAL INTEREST GROUP (SIG) MEETINGS**

*Location for each SIG Meeting will be posted at the Registration/Hospitality Desk*

- ★ **Pacific NW**
- ★ **California**
- ★ **Metrics & Evaluation**

1:30PM – 3:00PM

### **Exhibit Hall Closed**

1:30PM – 3:00PM

### **THATCamp – Unconference**

*Capitol A/Capitol B*

### **CASE STUDY SHOWCASE SESSION 1**

*Capitol D*

**CHAIR:** *Rob Lancefield*, Manager of Museum Information Services, Davison Art Center, Wesleyan University

### ★ **Accessing Humanities Collections: CHIN Taxonomy Research**

*Sheila Carey*, Audience and Program Analyst, Canadian Heritage Information Network (CHIN)

### ★ **Preserving and Documenting New Media Art Collections**

*Madeleine Lafaille*, Heritage Information Analyst, Canadian Heritage Information Network (CHIN)

### ★ **Skills for the 21st Century: Museum Knowledge Workers**

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

### ★ **Digitizing Oil and Gas History in Texas, 1932–1972**

*Susan Rhyne*, Manager Information Services, Railroad Commission of Texas; *Colleen Forrest*, Grants Coordinator, Railroad Commission of Texas

### ★ **Look Here!**

*Leigh Garrett*, Director, Visual Arts Data Service, University for the Creative Arts (UK)

3:00PM – 6:00PM

### **Exhibit Hall Open**

3:00PM – 3:30PM

### **Coffee Break in the Exhibit Hall**

*Generously sponsored by Johns Hopkins University, Master of Arts in Museum Studies*

3:30PM – 5:00PM

### **THATCamp – Unconference**

*Capitol A/Capitol B*

### **CONCURRENT SESSIONS**

### ★ **The Collection in Another Context: Participating in Online Aggregations–How To and Why**

*Capitol View Terrace South*

**CHAIR:** *James Shulman*, President, ARTstor

**PANELISTS:** *Erik Landsberg*, Head of Collections Imaging, Museum of Modern Art, NY; *Sam Quigley*, VP for Collections Management, Art Institute of Chicago; *Layna White*, Head of Collection Information & Access, SFMOMA

Why do museums seek to make their collections discoverable online and in networked environments? How should museums go about managing the process of making their collections available online?

This session will look at both the effort that goes into participating in aggregated sites and the returns that a museum might expect from such participation. Examples of the different sorts of aggregators discussed range from licensed educational aggregations (like ARTstor), to free and open commons (like Flickr Commons or ArtBabble), or to commercial aggregators. Presenters will discuss their experience with the resources, infrastructure, and policies associated with such collaborations. They will discuss whether these web environments are able to provide a different user experience for the general public and educational users, enable access to highly specialized content, and expand the traditional art historical canon. Finally, we will examine how museums might benefit from having their content available in such networked environments.

# MCN DAILY PROGRAM SCHEDULE

Thursday, October 28

## ★ Opensource

Capitol View Terrace North

**CHAIR:** *Paul Marty*, Associate Professor, School of Library and Information Studies, Florida State University

- **Omeka: Open Source for Open Museums?**  
*Sharon M. Leon*, Co-Director, Omeka and The National History Education Clearinghouse
- **Unlocking Museum Systems with Open Source**  
*Richard Barrett-Small*, Web Developer, Victoria and Albert Museum
- **One Week, One Tool: Anthologize**  
*Effie Kapsalis*, Head of New Media Smithsonian Institution Archives

## ★ Digital Learning 1

Barton

**CHAIR:** *Dana Mitroff Silvers*, Head of Online Services, San Francisco Museum of Modern Art

- **Rethinking Modern Teachers Online at MoMA**  
*Lisa Mazzola*, Assistant Director, School and Teacher Programs, The Museum of Modern Art, New York, NY
- **The Power of Visual Storytelling: Merging Collections with Fiction**  
*Robert Costello*, National Outreach Program Manager, Smithsonian, National Museum of Natural History
- **Crowd-Sourcing & Citizen History at the Holocaust Museum: An Online Collaborative Learning Lab**  
*David Klevan*, Education Manager for Technology and Distance Learning, United States Holocaust Memorial Museum



## ★ Empowering Museums to Turn Data into Action

Tannehill

**PRESENTERS:** *Steven G. Jacobson*, President and CEO, Jacobson Consulting Applications, Inc.; *Marc Check*, Director of Technology, Strong National Museum of Play

How do you measure the true value of your members? How do you target your marketing to increase visitation? What information do you use to make your ticket pricing decisions? Business intelligence is the key to answering these questions. This session will explore how to turn your data into action.

Marc Check, the Director of Technology from the Strong National Museum of Play, will discuss his museum's efforts using business intelligence to determine pricing and availability of museum offerings, to target their marketing to increase visitation from outside their consistent visitation ring, and to track the peripheral purchases of their members in gift shops and food services.

Steve Jacobson, President & CEO of Jacobson Consulting Applications, Inc., will walk you through what you should be measuring and how you can transform the insights you gain into actionable next steps to increase revenue and attendance.

## ★ Copyright and Technology: Digital Rights Management in the Field

Capitol C

Sponsored by the Intellectual Property SIG

**MODERATOR:** *Anne-Marie Millner*, Manager, Professional Development and Digital Resource Management, Canadian Heritage Information Network

**PANELISTS:** *David Green*, Principal, Knowledge Culture Consulting; *Alan Newman*, Chief, Digital Imaging & Visual Services, National Gallery of Art; *Darci Vanderhoff*, Chief Information Officer, The Phillips Collection; *Deborah Wythe*, Head of Digital Collections and Services, Brooklyn Museum

Marking the publication of CHIN's *Museum Guide to Digital Rights Management* this fall, panelists will address some of the report's key questions and themes, including:

- how technology is assisting in clarifying the rights status of museum objects and their images;
- how digital asset management systems (DAMs) are increasingly supplementing the work of the CMS in managing the rights of museum objects and images;
- how Internet and rights management technologies are influencing museum policy regarding the display and sharing of images of museum objects; and
- how museums are using watermarking and other digital protection measures to ensure certain work is not copied and shared.

THURSDAY, NOV 12



# MCN DAILY PROGRAM SCHEDULE

## Thursday, October 28

5:00PM – 6:00PM

### Exhibit Hall UnSilent Auction

#### Capitol E

In recognition of our Austin venue, this year's auction will be musically un-silent. It will feature a soundtrack selected by two MCN officers and stealth musicians named Rob. Listen to the music, join us for a drink and bid on items for a good cause. Every year 100% of the auction proceeds benefit our Scholarship Fund, bringing more emerging professionals to our conference. This year's goal is \$1500, and your bid will help us get us 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 – ????

### Austin Halloween Pub Crawl & SCVNGR Game

This year's venues are conveniently located close to the conference hotel and represent hip, edgy, music-loving Austin. Woven into the evening will be an MCN conference SCVNGR trek and the winner gets free registration to MCN 2011. Austin loves Halloween, so costumes are definitely encouraged for this event. Visit the Hospitality Desk for information on locations. The pub crawl is hosted by the MCN SIGs.

THURSDAY, NOV 12

### Museum Staff Tools

- Cross Platform CMS
- Object Tagging
- Visitor Services
- Integrated Gift Shop
- Business Statistics

### Operations Intelligence

- Museum Info
- Image Gallery
- Audio-Video
- Custom Tours
- 2-way Dialog
- Social Media
- Languages
- Glossary
- Bookmarks

### Visitor Hanheld Apps



### XENAGOS

Mobile guide solutions fit to your needs  
Email: [xenagos@prismael.com](mailto:xenagos@prismael.com)  
Phone: +1 212 907-6406

Prisma  
Electronica SA

### Easier Content Management

#### Way Finding



Just point and explore!



RFID B.3. Amphoreas ColorID

### Better Visitor Experience

# MCN DAILY PROGRAM SCHEDULE

Friday, October 29

7:30AM – 6:00PM

**Registration/Hospitality Desk Open**

Capitol Foyer

**Email Center Open**

Bonnell

7:30AM – 8:30AM

**Board Meeting with SIG Chairs**

Tannehill

8:30 – 10:00AM

**THATCamp – Unconference**

Capitol A/Capitol B

**CASE STUDY SHOWCASE SESSION 2**

Capitol D

**CHAIR:** *Erin Coburn*, Chief Officer, Digital Media, The Metropolitan Museum of Art

★ **Engaging Viewers through Touchless Interactive Art**

*Collin Hover*, University of Texas at Arlington;  
*Seiji Ikeda*, Ikeda Design

★ **Hands On with Augmented Reality**

*Paco Link*, Senior Media Producer, J. Paul Getty Museum, Los Angeles

★ **Championing Innovation: Multi-Touch Table Development at the Getty**

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

★ **The Invisible Interactive**

*Ryan Doherty*, Multimedia Production Manager, British Library; *Joe Baskerville*, Head of New Technology, Cogapp

★ **Preserve and Access the Tonight Show with Johnny Carson**

*Robert Schumacher*, Deluxe Archive Solutions

10:00 – 10:30AM

**Coffee with the Exhibitors**

Capitol E

10:00AM – 1:30PM

**Exhibit Hall Open**

Capitol E

10:30AM – 12:00PM

**THATCamp – Unconference**

Capitol A/Capitol B

**CONCURRENT SESSIONS**

★ **Surveying the Gap between the Digital and Physical Visitors**

Tannehill

**SPEAKERS:** *John Gordy*, Web Manager, National Gallery of Art; *Jessica Heimberg*, Senior Developer, Dallas Museum of Art; *Emily Skidmore*, Research Associate, Randi Korn & Associates, Inc.

It's no longer a surprise to museums that their online audience outpaces the number of physical visits, but what if the gap is wider than we thought? Randi Korn & Associates, Inc. has studied both virtual and physical museum visitation and found patterns that suggest these are entirely different audiences. Most of our physical visitors only briefly visit our sites for logistical information, and our online visitors have no intention of visiting the museum. This conversation includes RK&A's study of visitor trends at the National Gallery and more recent research at multiple museums. A representative from Visitor Services will talk about the experience people are looking for with a visit to the museum, and a museum webmaster will speak to how visitors encounter the museum in its online form. We'll also get the perspective of a museum educator. The key topic to be considered is the motivation of both sets of visitors.

★ **Building a Community of Museums: MIDEA Member Reflections**

Capitol C

**CHAIR:** *Rachel K. Varon*, Associate Director, MIDEA

**PANELISTS:** *Adam Rasmus*, Manager Marketing Integration, Ballet Austin; *Erin Gentry*, Education Coordinator, Arthouse; *Alexander Freeman*, Education Curator, Artpace, San Antonio; *Cassandra Smith*, Austin Museum of Art; *Rachel K. Varon*, MIDEA, NMC

MIDEA is the result of a partnership between the Edward and Betty Marcus Foundation, a private philanthropy that supports innovation in the visual arts in Texas, and the New Media Consortium, a group of hundreds of world-class universities and museums. MIDEA's goal is to provide timely, succinct, and practical knowledge about emerging technologies

FRIDAY, OCT 29



# MCN DAILY PROGRAM SCHEDULE

## Friday, October 29

that museums can use to advance their missions. In this panel, we will explain the ways in which MIDEA is building community among its members and creating a space where museum professionals may learn about new and emerging technologies. MIDEA members will share their reflections on their experiences thus far with workshops, mini-grants, and the 2010 Horizon Report for museums. We will explore the ways in which we engage with museums through and about technology.

### ★ 21st Century Conservation

Capitol View Terrace South

**CHAIR: Dale Kronkright**, Head of Conservation, Georgia O'Keeffe Museum

- **Adopting Robust Photography-based Digital Techniques in Conservation and Related Museum Contexts**

**Carla Schroer**, Director and co-founder of Cultural Heritage Imaging (CHI)

- **Micro-Fade Testing and the Preservation of Light-Sensitive Museum Collections: Practical Uses for Complex Data**

**Dale Kronkright**, Head of Conservation, Georgia O'Keeffe Museum

- **ConservationSpace: An Open Source Application for the Digital Management of Conservation Information**

**Mervin Richard**, Chief of Conservation, National Gallery of Art

- **Museums without Walls: Using Web Applications to Showcase Outdoor Collections and Engage the Community**

**Deborah Boyer**, Project Manager, Azavea

### ★ Multi-Institutional Collaborations through Search

Capitol View Terrace North

**CHAIR: Cathryn Goodwin**, Manager, Collection Information and Access, Princeton University Art Museum

- **Searching Cultural Collections: New Research and Methods**

**Susan Chun**, Independent Researcher and Consultant; **Robert Stein**, CIO, Indianapolis Museum of Art; **Christine Kuan**, Director of Collection Development, ARTstor

- **Single Search Solutions: Reporting from the Field**

**Andrew Gunther**, Smithsonian Institution

- **Steve in Action: Tools and Applications for Social Tagging**

**Kyle Jaebker**, Application Developer, Indianapolis Museum of Art

### ★ Digital Learning 2

Barton

**CHAIR: Robert Costello**, National Outreach Program Manager, National Museum of Natural History

- **Institutional Transparency through Educational Programs: A Case Study 2.0**

**Lillian Lewis**, Museum Educator, San Angelo Museum of Fine Arts; **Hilary Hibbetts**, Graduate, Masters Program in Museum Science, Texas Tech University

- **Growing Your Audience: Reaching Kids Online with Digital Museum Educational Resources**

**Darren Milligan**, Director of Digital Media Projects, Center for Education and Museum Studies, Smithsonian Institution

- **Mashing Up History and Teaching Our Kids — The Public Is Invited**

**Ari Davidow**, Director of Online Strategy, Jewish Women's Archive

12:15PM – 1:15PM

### SPECIAL INTEREST GROUP (SIG) MEETINGS

Location for each SIG Meeting will be posted at the Registration/Hospitality Desk.

#### ★ Intellectual Property

#### ★ Small Museum

#### ★ Standards

1:30PM – 3:00PM

### Exhibit Hall Closed

1:30PM – 3:00PM

### THATCamp – Unconference

Capitol A/Capitol B

### CASE STUDY SHOWCASE SESSION 3

Capitol D

**CHAIR: Douglas Hegley**, General Manager of Digital Strategy, The Metropolitan Museum of Art

#### ★ Lights, Camera, Action!

#### An Interactive Visitor Experience Using Film, Green-Screen Technology, and Social Media

**Adrienne Neszmelyi-Romano**, Curator of Education, James A. Michener Art Museum

# MCN DAILY PROGRAM SCHEDULE

Friday, October 29

★ **Reflectance Transformation Imaging: Creating Rich Imaging for Interactive Use**

*Susan Grinols, Director of Photo Services and Imaging, Fine Arts Museums of San Francisco; Michael Ashley, Digital Conservation Architect, Cultural Heritage Imaging*

★ **Rescuing the Evidence through Social Media**

*David Klevan, Education Manager, Technology and Distance Learning, United States Holocaust Memorial Museum*

★ **Utilizing Social Media to Facilitate Two-Way Involvement with the Museum**

*Penelope Taylor, Visitor Services Coordinator, Rose Art Museum*

★ **Using Semantic MediaWiki for “Easy” Data Integration**

*Don Undeen, Senior Information Architect, The Metropolitan Museum of Art*

The Goodwill Computer Museum in Austin (<http://www.austincomputerworks.org/museum/about.html>) aims to collect and display functioning historic computers dating from the 1960s to 1990s. In order to do this, the computers it collects must be restored to running order. At the museum, volunteers drawn from the local computer industry carry out this restoration and provide expertise for the creation of exhibits. This exemplifies an unusual level of volunteer participation behind the scenes, but discussions are now going on about ways to create a visible laboratory to share and perpetuate this expertise through online sharing of the documentation and video recordings of practice generated by this process. In addition, the museum plans to harvest online videos being posted by the large worldwide retrocomputing community to YouTube and individual websites, as well as to engage this community more directly through live participation in particularly complex phases of restoration. This panel will consist of three formal presentations on different phases of the museum’s planned outreach to the broad community of technophiles.

★ **Collaborative Calendaring Project**  
*Capitol C*

*Generously sponsored by Palantir.net*

**CHAIR:** *Rich Cherry, Director, Balboa Park Online Collaborative*

**PRESENTERS:** *Rich Cherry; Matt Farina, Sr. Front-End Developer and Engineer, Palantir.net; Cathy Pierce, User Experience Consultant, CogApp*

This session will review the Balboa Park Online Collaborative’s (BPOC) open-source Collaborative Calendaring Environment project, including an architecture review, the results of a usability study, and a deployment status report. BPOC has developed an open-source, Drupal-based cultural calendar tool that handles the complex repeat requirements of cultural institutions and allows the aggregation of multi-institutional event data. This system supports content-heavy, complex, recurring dates (e.g., a tour that takes place at 2pm on Tuesday, 3pm on Wednesday, and twice on Saturday) for lectures, classes, tours, performances, exhibitions, etc. that existing systems are not flexible enough to support. This system works as a standalone, web-based calendar or can function in a multi-institutional environment such as Balboa Park, where it supports the aggregation of event content to a central site and then distributes event information to other media outlets and social networks en masse.

3:00PM – 3:30PM

**Coffee Break with the Exhibitors**  
*Capitol E*

**MCN Annual Meeting and Town Hall—Q & A with the MCN Board**  
*Capitol D*

3:00PM – 5:00PM

**Exhibit Hall Open**

3:30PM – 5:00PM

**THATCamp – Unconference**  
*Capitol A/Capitol B*

**CONCURRENT SESSIONS**

★ **Volunteer-Generated Content at the Goodwill Computer Museum**

*Barton*

**CHAIR:** *Patricia Galloway, Associate Professor, School of Information, UT-Austin*

**PRESENTERS:** *Patricia Galloway, Associate Professor, School of Information, UT-Austin; Russell Corley, Director, Goodwill Computer Museum; Carlos Ovalle, PhD student, School of Information, UT-Austin*

# MCN DAILY PROGRAM SCHEDULE

## Friday, October 29

### ★ **Building Digital Curation Capacity for Museums**

Tannehill

**CHAIR:** *Dr. Helen Tibbo*, Professor, School of Information and Library Science, University of Chapel Hill

**PRESENTERS:** *Dr. Helen Tibbo*; *Bill Veillette*, Executive Director, Northeast Document Conservation Center; *Brenda Podemski*, Business Applications Administrator, J. Paul Getty Museum

The creation and acquisition of digital objects brings to museums a range of new opportunities and responsibilities. Much like the physical artifacts in a museum's care, digital objects, too, must undergo constant care and "curation." In this panel we will introduce some of the basic principles of digital curation and will discuss how they can be applied to the digital collections being created and maintained by museums. The intention of this panel is not only to introduce the principles of digital curation, but also to initiate a dialogue with and among museum professionals about their experiences and needs in this area. At the conclusion of the panelist presentations, there will be an open exchange with the audience.

### ★ **Ethics and the Idea of the Museum**

Capitol View Terrace North

**CHAIR:** *Leonard Steinbach*, Principal, Cultural Technology Strategies

- **Ethics and Museums: Learning from Students**  
*Holly Witchey*, Museum Scholar, New Media Consortium
- **Fostering a Democratic Museum Culture**  
*Neal Stimler*, Associate Coordinator of Images, the Image Library, Metropolitan Museum of Art
- **The Identity of Objects: Historical Trends in the Concept of Collection**  
*Jason T. Hewitt*, Doctoral Student, Department of Information Studies, University of California, Los Angeles

### ★ **2010 Conference Review Roundtable**

Capitol View Terrace South

**CHAIR:** *Douglas Hegley*, General Manager of Digital Strategy, The Metropolitan Museum of Art

**PANELISTS/PRESENTERS:** *Rob Lancefield*, Manager of Museum Information Services/Registrar of Collections, Davison Art Center, Wesleyan University; *Richard Urban*, Doctoral Student, Graduate School of Library and Information Science, University of Illinois

**PANELISTS:** *Erin Coburn*, The Metropolitan Museum of Art; *Ted Forbes*, Dallas Museum of Art; *Paco Link*, The J. Paul Getty Museum; *Nancy Proctor*, Head of Mobile Strategy & Initiatives, Smithsonian Institution; *Ruth Ann Rugg*, Texas Association of Museums; *Beck Tench*, Director for Innovation and Digital Engagement, NC Museum of Life and Science; *Rachel Varon*, New Media Consortium; *Bruce Wyman*, Second Story Interactive Studios: and possibly one or more surprise guest presenters!

An array of knowledgeable presenters will summarize their experiences and knowledge gained at other events relevant to our professional community during the past year. These include meetings of organizations including the American Association of Museums (AAM), International Committee for Documentation (CIDOC), International Council of Museums (ICOM), New Media Consortium (NMC), and Texas Association of Museums (TAM), and such conferences as Museums & the Web (MW2010), the Tate Handheld conference, WebWise, Design for Mobile, and more. The panelists will then analyze and synthesize this information, helping to illuminate trends and challenges for all of us. This session is ideal for MCN attendees whose travel budgets have been trimmed but who still wish to learn from across our active community, and for those who are seeking an analytic overview of technology trends that are creating a significant impact on our cultural heritage sector

6:00PM - 8:00PM

### **Blanton Museum of Art Reception**

University of Texas

Generously co-sponsored by Antenna Audio, The Blanton Museum of Art, and MIDEA, a program of the NMC

Join your friends, colleagues, and fellow conference attendees for an evening at the Blanton Museum of Art. Enjoy light hors d'oeuvres, wine, and a live DJ in the Rappaport atrium, a stunning space with a soaring 50-foot ceiling featuring Stacked Waters by Terasita Fernandez. The Blanton's extensive galleries will be open for viewing, including the special exhibition *Turner to Monet: Masterpieces from the Walters Art Museum*, as well as the Museum Shop with a special discount for the evening.

The Blanton is one mile from the conference hotel, located at the corner of Martin Luther King Junior Boulevard and Congress Avenue. Bus transportation will be provided, please visit the Registration Desk for details.

# MCN DAILY PROGRAM SCHEDULE

Saturday, October 30

8:30AM – 1:00PM

## Registration and Hospitality Desk Open

Capitol Foyer

8:30AM – 2:00PM

## Email Center Open

Bonnell

8:30AM – 10:00AM

## THATCamp – Unconference

Capitol A/Capitol B

## CASE STUDY SHOWCASE – SESSION 4

Capitol D

CHAIR: **Christina DePaolo**, Director of New Media,  
Balboa Park Online Collaborative

### ★ The Digital Curation Exchange: An Interactive Space for All Things Digital Curation

**Heather Bowden**, Carolina Digital Curation Doctoral  
Fellow, School of Information and Library Science,  
University of North Carolina at Chapel Hill

### ★ The Ins and Outs of Feminist Art Online and On Display

**Meg Linton**, Director of Galleries and Exhibitions,  
Otis College of Art and Design, Los Angeles

### ★ The Weisman Art Museum: Engaging the Community in Public Art through Digital Media

**Ellyn St. Louis**, PhD student, University of Minnesota's  
College of Education and Human Development; **Suzanne  
DeFoe**, Masters Student, University of Minnesota,  
Learning Technologies

### ★ Collections Online at Museum Victoria

**Jonny Brownbill**, Manager, Online Development,  
Museum Victoria

### ★ Tailoring Access to Online Collections through Interpretive Resources

**Elizabeth Neely**, Director of Digital Information and  
Access, Art Institute of Chicago



10:00AM – 10:30AM

## Coffee Break

Capitol Foyer

10:30AM – 12:00PM

## THATCamp – Unconference

Capitol A/Capitol B

## CONCURRENT SESSIONS

### ★ Ethics, Strategy, and Scalability in Digital Asset Management

Bickler

CHAIR: **Rob Lancefield**, Manager of Museum Information  
Services, Davison Art Center, Wesleyan University

- **Building the Artists Documentation Archive:  
Negotiating Digital Preservation and Access  
to Conservation Documentation at the  
Menil Collection**

**Heather Nodler**, Artists Documentation Program  
Archivist, Menil Collection, Houston

- **The Axis of Access: Presenting Archival Video on  
the Web**

**Megan Peck**, Digital Librarian, Texas Archive of the  
Moving Image

- **DAM Busters: Digital Asset Management  
Strategies for Multi-Platform Content Delivery**

**Titus Bicknell**, co-founder of pink ink., co-manager of  
museummobile.info and WordPress developer

SATURDAY, OCT 30



# MCN DAILY PROGRAM SCHEDULE

## Saturday, October 30

### ★ **Building Communities of Interest with Museum Collections, Libraries, and Archives**

Capitol C

**CHAIR:** *Effie Kapsalis*, Head of New Media, Smithsonian Institution Archives

**PANELISTS:** *Effie Kapsalis*, Head of New Media, Smithsonian Institution Archives; **Martin R. Kalfatovic**, Assistant Director, Digital Services Division, Smithsonian Institution Libraries; **Darren Milligan**, Designer/Director, Digital Media Projects, Center for Education and Museum Studies, Smithsonian Institution

As more content is shared in increasingly engaging environments, cultural institutions are challenged to attract visitors to engage with their collections and staff. It is no longer enough to digitize and describe. We are being challenged to be wide-open, participatory, and relevant. This panel will take you through some of the Smithsonian's recent projects which seek to engage online audiences with its collections that cross art, history, and science. We will be open about the surprises and sometimes painful challenges that these projects can create. Examples will include:

- click! photography changes everything
- Biodiversity Heritage Library
- Flickr Commons
- Smithsonian Teachers Night

### ★ **Involving Users in the Co-Construction of Digital Knowledge in Museums**

Capitol View Terrace North

**CHAIR:** *Paul Marty*, Associate Professor, School of Library and Information Studies, Florida State University

**PANELISTS:** *Scott Sayre*, Principal, Sandbox Studios / Museum411; *Melanie Feinberg*, Assistant Professor, School of Information, UT-Austin; *Sheila Carey*, Canadian Heritage Information Network (CHIN)

Museum professionals have responded to the web 2.0 world of user-generated content by developing social computing tools and researching the best ways to involve their online visitors in the co-creation of new knowledge online. The need to keep up with changing user expectations has prompted many museums to provide their visitors with the ability to tag collections, annotate objects, and otherwise contribute their thoughts to the knowledge base of the institution. This rapid influx of new technologies and new methods of interacting with users has come at a challenging time for museum professionals. To address these challenges, panel presenters will discuss the future of social computing for digital museums, and consider the long-term implications of involving users in the co-construction of digital knowledge.

### ★ **Mobile**

Capitol View Terrace South

**CHAIR:** *Nancy Proctor*, Head of Mobile Strategy and Initiatives, Smithsonian Institution

#### ▪ **Two Birds, One Stone: Creating an iPhone App and Mobile Site Simultaneously**

**Allegra Burnette**, Creative Director of Digital Media, The Museum of Modern Art, New York; **Spencer Kiser**, Media Technology Developer, The Museum of Modern Art, New York

#### ▪ **TAP: A Mobile Tour Platform and Strategy for Museum Mobile Content**

**Presenter:** *Charles Moad*, Assistant Director, IMA Lab, Indianapolis Museum of Art; **Co-Authors:** **Ed Bachta**, Application Developer, Indianapolis Museum of Art; **Kris Arnold**, Application Developer, Indianapolis Museum of Art; **Matt Gipson**, Web Designer, Indianapolis Museum of Art

#### ▪ **Say When: Deciding How Much Is Too Much in a Museum Mobile Tour**

**Tim Svenonius**, Producer, Interactive Educational Technologies, San Francisco Museum of Modern Art

### ★ **Making the Case to Management**

Tannehill

**PANELISTS:** *Rich Cherry*, Director, Balboa Park Online Collaborative; *Yvel Guelce*, Director of IT Operations, Indianapolis Museum of Art

Making the budget case for technology is not a new exercise for many Museum CIOs and IT directors, but faced with shrinking budgets and growing demands for service many feel they are being ignored or at a minimum not being understood in the budget discussions at their organizations. Productivity and cost savings from technology projects have always been hard to develop ROI models for, but the case needs to be made. This panel will explore several practical ways to explain and measure the value of information technology improvements including:

- Metrics, Measurement, and ROI
- Explaining the value of hardware and software upgrades
- Savings via server virtualization and cloud computing or shared services
- The economics of adding storage and managing content

# MCN DAILY PROGRAM SCHEDULE

Saturday, October 30

12:15PM – 1:15PM

## SPECIAL INTEREST GROUP (SIG) MEETINGS

Locations for each SIG Meeting will be posted  
at the Registration/Hospitality Desk.

- ★ **Digital Media**
- ★ **Information Technology**
- ★ **Semantic Web**

1:30PM – 3:00PM

## THATCamp – Unconference

Capitol A/Capitol B

## CONCURRENT SESSIONS

### ★ **2010 Horizon Report: Museum Edition Roundtable**

Capitol View Terrace North

**PANELISTS:** **Dr. Larry Johnson**, Chief Executive Officer, New Media Consortium (NMC); **Holly Witchey**, Museum Scholar, NMC; **Nancy Proctor**, Head, Mobile Strategy and Initiatives, Smithsonian Institution; **Nik Honeysett**, Administration Head, J. Paul Getty Museum

The Horizon Report: Museum Edition began to take shape in early 2007, when the NMC began to explore the potential of research with a focus on the applications of emerging technologies for museums, especially as it might be used for education and interpretation. A round of initial conversations involving leaders from museums from around the globe was led by Len Steinbach and Susan Chun, and the interest in producing such research was confirmed. The 2010 Horizon Museum Advisory Board was convened in April 2010 and the research and discussion was conducted completely in a wikispace (<http://museum.wiki.nmc.org/>) throughout April and May 2010. Larry Johnson, CEO of the New Media Consortium and Founder of the Horizon Project, and Holly Witchey, Editor of the Report, will co-chair a roundtable discussion with MCN attendees and Advisory Board Members to discuss the six technologies and the applications, challenges, and trends that emerged during the process.

### ★ **Making Beautiful Metadata Together: Training to Share in Texas**

Capitol C

**CHAIR:** **Danielle Cunniff Plumer**, Coordinator, Texas Heritage Online

**PRESENTERS:** **Neil Sreenan**, Imaging Technology Specialist, Dallas Museum of Art; **Cindy Boeke**, Digital Collections Developer, Southern Methodist University; **Dixie Hoover**, Site Manager, Texas Historical Commission; **Lynn Whitfield**, Associate Archivist, Texas Tech University

Can museum and library digital collections play nicely together? Ten project teams in Texas are trying to find out! In this session, presenters will discuss the process of creating shared metadata profiles, controlled vocabularies, and authority lists as part of the IMLS-funded "Train to Share" project at the Texas State Library and Archives Commission.

Presenters will discuss two projects: "Texas Artists: Painting, Sculpture, and Works on Paper," developed by the Southern Methodist University Libraries, the Dallas Museum of Art, and the Dallas Public Library; and "Earth, Wind, and Fire: Texas Energy Resources," developed by the Texas Historical Commission, the Permian Basin Petroleum Museum, and the Texas Tech University Archives.

### ★ **Collaborating with Audiences**

Bickler

**CHAIR:** **Koven J. Smith**, Director of Technology, Denver Art Museum

- **Bringing Wikipedia In-House: The British Museum Wikipedian in Residence Project**  
**Liam Wyatt**, Sydney-based Wikipedian and historian
- **Building an Interactive Experience: What Does This Mean and What Are the Implications?**  
**Corey Timpson**, Head, Design and New Media, Canadian Museum for Human Rights
- **Advocacy, Education, and Action: The Wikipedia Saves Public Art Case Study**  
**Richard McCoy**, Associate Conservator of Objects & Variable Art, Indianapolis Museum of Art

### ★ **New Technologies Applied**

Tannehill

**CHAIR:** **Titus Bicknell**, Co-manager of [museummobile.info](http://museummobile.info)

- **Bringing Sculptures Out of the Internet Stone Age—The Mourners: Sculptures from the Court of Burgundy**  
**Leonard Steinbach**, Principal, Cultural Technology Strategies
- **Sensors: Getting Engaged!**  
**Abhi Rao**, Principal, Plan 'A' Computing Associates
- **Tablet-Enhanced Group Tours**  
**Scott Sayre**, Principal, Sandbox Studios

# MCN DAILY PROGRAM SCHEDULE

## Saturday, October 30

### ★ Funding Museums in the 21st Century

Capitol View Terrace South

**PRESENTERS:** *Tim Carrigan*, Program Associate, Institute for Museum and Library Services; *Susan Marcus*, Edward and Betty Marcus Foundation; *Joshua Sternfeld*, Senior Program Officer, Division of Preservation and Access, National Endowment for the Humanities

Funders from federal funding agencies (including the IMLS and NEH) and private foundations, will discuss the current landscape of funding for museums. They will describe new funding opportunities, describe trends and model projects, and answer questions from the audience.

3:00PM – 3:30PM

### Coffee Break

Capitol Foyer

3:30PM – 5:00PM

### Inside/Out's Pros and Cons: A Great Debate

Capitol D

**MODERATOR:** *Susan Chun*, Independent Researcher and Consultant

**PRESENTERS:** *Erin Coburn*, Chief Officer for Digital Media, Metropolitan Museum of Art; *Robert Stein*, CIO, Indianapolis Museum of Art; *Leonard Steinbach*, Principal, Cultural Technology Strategies; *Beck Tench*, Director for Innovation and Digital Engagement, NC Museum of Life and Science; *Bruce Wyman*, Director of Creative Development, Second Story Interactive Studios

In the conference's closing plenary, leading museum thinkers will team up to participate in formal, Oxford-style debates about thought-provoking questions faced by today's museum professionals. This year's debate topics are:

- Museums that are not run as businesses will ultimately fail.
- Engagement with online-only visitors is as important as engagement with those on site.

After brief opening statements from the debaters, audience members will have an opportunity to raise questions and address the debate teams. In addition, the audience will determine the winners of the debate, by voting—both before and after the discussion—on the propositions.

## The Blanton Museum of Art



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The Blanton Auditorium in the new Edgar A. Smith Building may be privately rented for special speaker engagements, panel presentations, and film screenings. Enjoy two stories of spacious reception space adjacent to the Auditorium.

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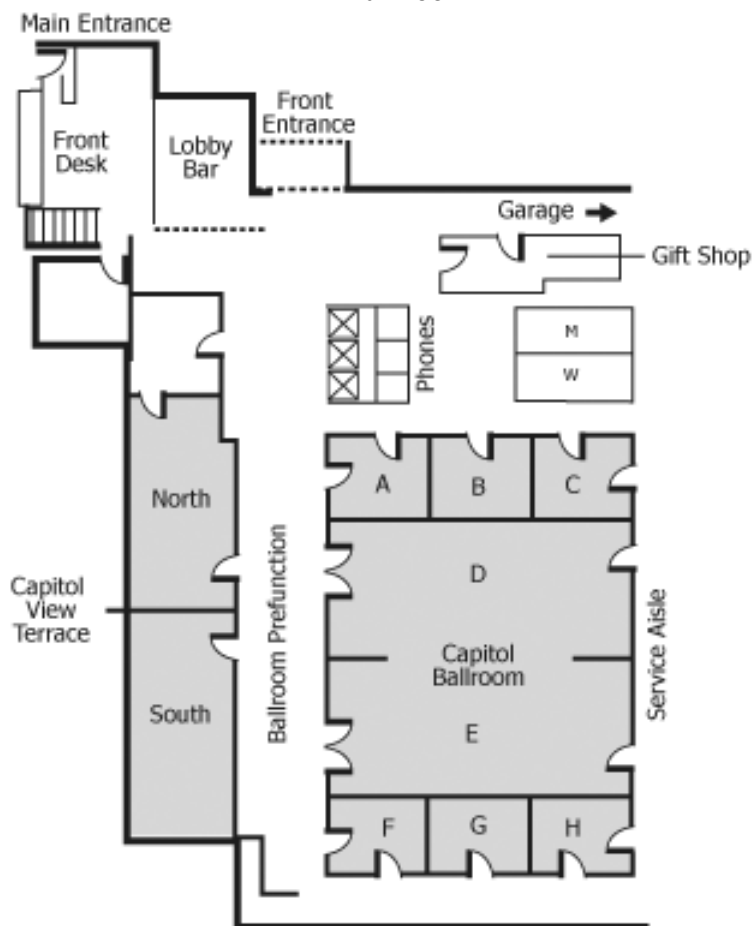
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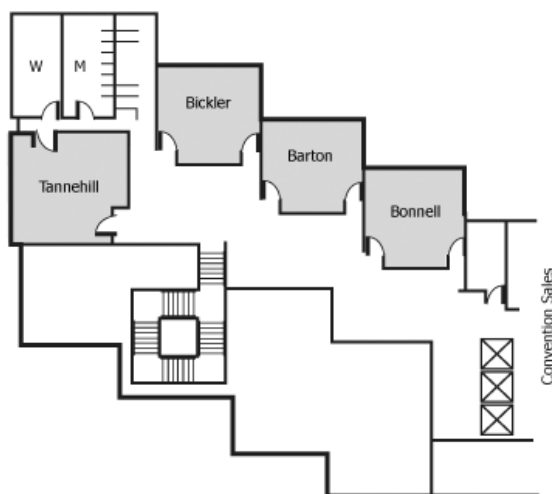
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