

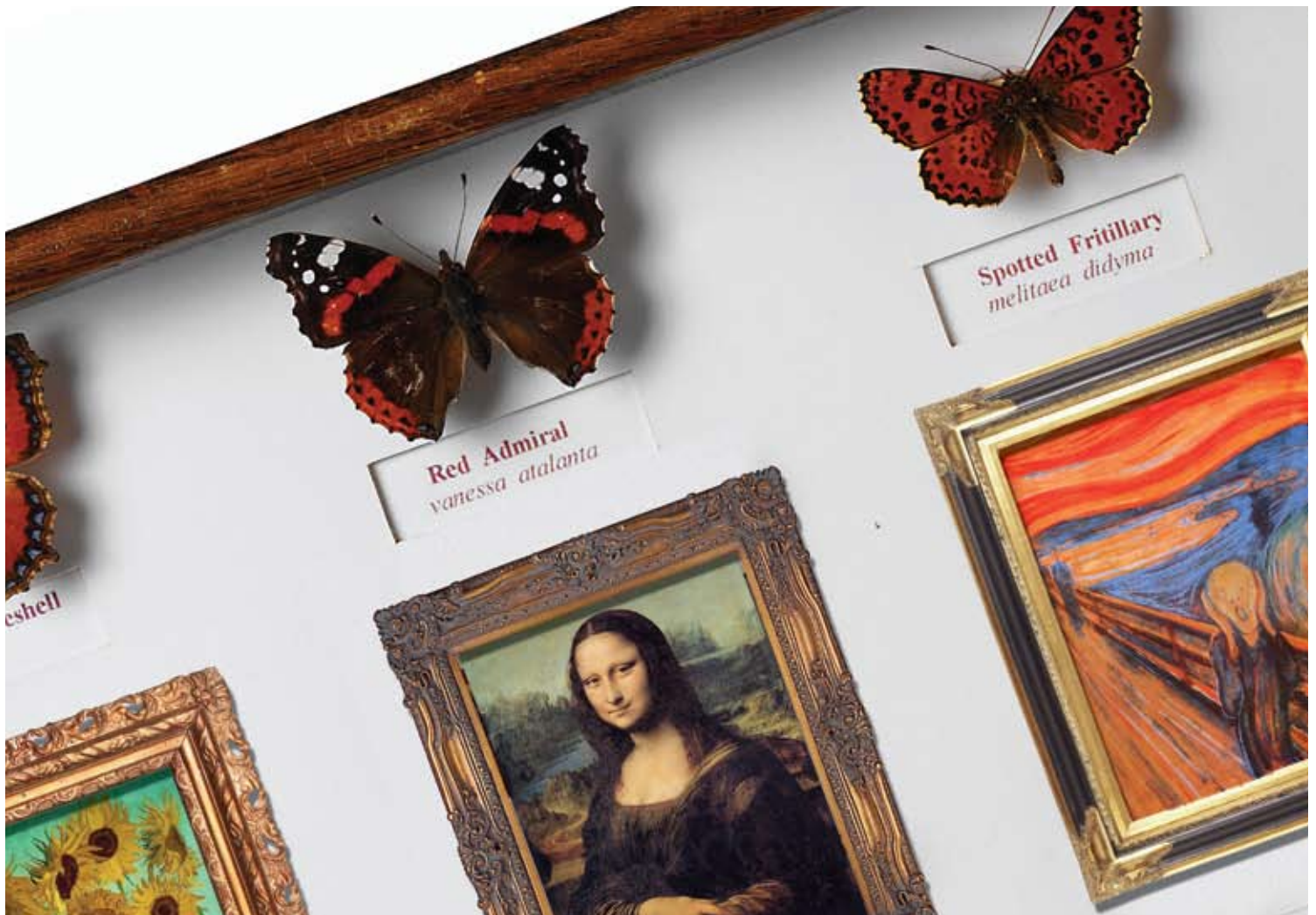


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MUSEUM COMPUTER NETWORK 36TH ANNUAL CONFERENCE

November 12-15, 2008 • Washington DC • www.mcn.edu

CONFERENCE PROGRAM



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MUSEUM COMPUTER NETWORK 36TH ANNUAL CONFERENCE

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CONFERENCE PROGRAM

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President's Welcome

Cathryn L. Goodwin, President

Welcome to the 36th Annual MCN Conference, LET'S DO I.T. RIGHT!

—and an especially warm welcome to the many first-time attendees joining us here in Washington DC. I'm encouraged by the large number of new professionals among us and encourage you all to participate, ask questions, network — let this be an opportunity to meet your colleagues and become a part of the MCN community.

It's great to have all of you here, and to see so many colleagues from around the world. This is a wonderful city and I hope we have provided both time and opportunity for you to get a taste of the arts and culture of Washington D.C. For those of you who have registered, there is a tour of the *Luce Foundation Center for American Art of the Smithsonian American Art Museum* on Wednesday afternoon, and we hope you are all planning to attend the reception Friday night at the Corcoran Gallery of Art. I encourage you all to get out between presentations and see more of this incredible city.

We have a terrific program this year with a broad slate of speakers to share their experiences and expertise. Wednesday Workshops are back, along with the popular Case Study Showcase. We have expanded our number of Case Studies this year and will be showcasing several projects each day of the conference. Please join me in welcoming the outstanding speakers who will be presenting and exchanging ideas over the next four days.

As always, it is not possible to have an annual conference that offers the caliber of programming, pertinent information exchange, and quality receptions and events that we'll be enjoying this week without the tireless efforts of the MCN Conference Committee and the ongoing commitment and support of our corporate sponsors. Special thanks to Interwoven, Conference Sponsor again this year, and to Holly Witchey and Kevin Conley who have spearheaded the organization of this terrific conference.

I am pleased to tell you that this year we have made every effort to bring you a "Green" conference. You will have noticed that we are not providing tote bags this year nor are we giving each of you a printed program. Instead, you all received a copy of the program in PDF format before you came to Washington; and upon registration, everyone received a small packet with necessary information rather than yet another canvas bag. MCN is committed to doing its part to reduce the carbon impact of our annual meeting.

Welcome to a fantastic week of discovery, learning, and conversation. Again, thank you all for coming and have a fun and productive conference here in Washington D.C.!

Cathryn Goodwin

President, Museum Computer Network

Welcome from the Mayor of the District of Columbia



WELCOME



Welcome

*To Washington, DC
Museum Computer Network
36th Annual Conference*

November 12 - 15, 2008

As Mayor of the District of Columbia, it is my pleasure to extend a warm welcome to the Museum Computer Network to Washington, DC, on the occasion of your 36th Annual Conference.



This event provides continuing opportunities to explore, implement, and disseminate new technologies and best practice in the field. As you gather to reflect on your past accomplishments, I invite you to eat in our restaurants, visit our monuments and technology museums, and diverse neighborhoods.

On behalf of the residents of the District of Columbia, you have my best wishes for a productive event.

Adrian M. Fenty
Mayor, District of Columbia

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2008 Exhibitors and Sponsors

Exhibitors

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

- Apple
- Artifax Software
- BCR
- Blackbaud
- CDW–Nonprofit
- Center for Digital Imaging Inc.
- Cisco
- Counterpoint by Radiant Systems
- Cuadra Associates, Inc.
- EMC
- Extensis
- Gallery Systems
- Hewlett Packard
- Horasphere Scheduling
- IDEA Information Systems
- Interwoven
- Jacobson Consulting Applications, Inc
- Johns Hopkins University Master of Arts in Museum Studies
- KE Software Inc.
- Luna Imaging, Inc.
- Mediatrope
- MINISIS, Inc.
- Siriusware—Salespoint Solutions
- Synthescape Inc.
- Willoughby Associates, Ltd.
- Xerox
- VMware

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The following organizations have committed their support to the MCN 36th Annual Conference. We gratefully acknowledge their support and thank these important donors for their generosity.



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- CDW–Nonprofit
- Center for Digital Imaging
- Gallery Systems
- Hewlett Packard
- Johns Hopkins University Master of Arts in Museum Studies
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TIME

SESSION

LOCATION

Wednesday, November 12

7:30–5:00	Registration Desk Open	Cherry Blossom Foyer
8:00–12:00	Building an Exhibition Site in Drupal Server Consolidation Using VMware Implementing a DAM for a Small Institution	Independence G <i>Please check at Registration Desk for Location</i> Independence H
10:00–10:15	Coffee Break for Workshop Participants	Independence Foyer
12:00–1:00	Lunch on your own	
1:00–5:00	Data Integration in Membership and Visitor Management Systems Going Green in Non-Profit IT	Independence H Independence G
2:00–4:00	Tour of the Luce Center and American Art Museum	Meet at entrance to Smithsonian American Art Museum at 1:45
3:00–3:15	Coffee Break for Workshop Participants	Independence Foyer
6:00–8:00	Exhibit Hall Opening and Reception (Sponsored by Johns Hopkins University Master of Arts in Museum Studies)	Independence A

Thursday, November 13

7:30–5:00	Registration Desk Open	Cherry Blossom Foyer
8:00–6:00	Email Center Open (Sponsored by HP)	McPherson Square
7:45–8:30	New Member / Emerging Professionals Breakfast * by invitation	Independence D–E
8:30–10:00	Case Study Showcase: Innovation	Independence F–I
10:00–10:30	Coffee Break	Exhibit Hall
10:00–1:30	Exhibit Hall Open	
10:30–12:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> The Smithsonian's Digital Strategy Innovative Applications, Innovative Evaluations (Sponsored by ME SIG) Broadening the Tapestry, Telling a Story with Archival Materials 	Independence B–C Farragut/Lafayette Franklin
12:00–1:30	Lunch on your own IT SIG Metrics and Evaluation SIG IP SIG	Meet at Registration Desk Franklin Independence B–C
1:30–3:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> Second Lives: Copyright and Other Legal Issues in Virtual Worlds (Sponsored by IP SIG) Technologies in Small Museums: Common Problems/Innovative Solutions The Semantic Web, a Case Study at the Metropolitan Museum of Art 	Independence B–C Farragut/Lafayette Franklin
3:00–6:00	Exhibit Hall Open	Independence A

Continued on next page




MCN At-a-Glance (continued)


TIME	SESSION	LOCATION
Thursday, November 13 <i>continued</i>		
3:00–3:30	Coffee Break	<i>Independence A / Exhibit Hall</i>
	MCN Annual Business Meeting <i>(all members welcome)</i>	<i>Independence D–E</i>
3:30–5:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> • Change Management and Diffusion of Innovation • Museums and Digital Curation • Digital Asset Management Outsourcing • Maximizing Earned and Contributed Income Online 	<i>Independence B–C</i> <i>Farragut/Lafayette</i> <i>Franklin</i> <i>Independence H–I</i>
5:00–6:00	Silent Auction Reception	<i>Independence A / Exhibit Hall</i>
6:00–7:00	Digital Media SIG	<i>Franklin</i>
Friday, November 14		
7:30–5:00	Registration Desk Open	<i>Independence Foyer</i>
8:00–6:00	Email Center Open <i>(Sponsored by HP)</i>	<i>McPherson Square</i>
8:30–10:00	Case Study Showcase: Collections	<i>Independence F–I</i>
10:00–1:30	Exhibit Hall Open	<i>Independence A / Exhibit Hall</i>
10:00–10:30	Coffee Break featuring MUSE award winners	<i>Independence A / Exhibit Hall</i>
10:30–12:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> • Taiwan Inside Out: The Tribe, the School, and the Palace All Eager to Connect the World • Update on ImageMuse and UPDIG • Back to the Future for Conservation Documentation 	<i>Farragut/Lafayette</i> <i>Independence B–C</i> <i>Independence D–E</i>
12:00–1:30	Lunch on your own Small Museum SIG CAL SIG	<i>Franklin</i> <i>Farragut/Lafayette</i>
12:15–1:30	Taiwan Chapter Box Lunch and Poster Session	<i>Penn Quarter A–B</i>
1:30–3:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> • Funding Organizations Talk about Museum Technology Issues • The Logistics of Extensive Data Standardization Projects • Emergent Course Design: University and Museum Partnerships for Student-Generated Content • IT Digital Roundtable 	<i>Farragut/Lafayette</i> <i>Independence B–C</i> <i>Independence D–E</i> <i>Franklin</i>
3:00–3:30	Coffee break: IMLS Projects	<i>Independence A / Exhibit Hall</i>
3:00–6:00	Exhibit Hall Open	<i>Independence A / Exhibit Hall</i>
3:30–5:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> • Issues of National Importance for Museum Technologists • Should You Care about Social Tagging? Findings and Recommendations from steve.museum • Exploiting the Web: Explore Museums across Collections • Implementing Ticketing Solutions in Museums: Three Case Studies 	<i>Farragut/Lafayette</i> <i>Independence B–C</i> <i>Independence D–E</i> <i>Independence F</i>
5:00–6:00	Standards SIG	<i>Franklin</i>
7:00–11:00	Corcoran Gallery of Art Reception*	<i>Corcoran Main Hall</i> <small>*DC metro passes provided</small>



TIME	SESSION	LOCATION
Saturday, November 15		
8:00–12:00	Registration Desk Open	<i>Independence Foyer</i>
8:00–12:00	Email Center Open <i>(Sponsored by HP)</i>	<i>McPherson Square</i>
8:30–10:00	Case Study Showcase: Open Source	<i>Independence G–I</i>
10:00–10:30	Coffee Break	<i>Independence Foyer</i>
10:30–12:00	CONCURRENT SESSIONS: <ul style="list-style-type: none"> • Horizon Report for Museums • Opening It Up, Using Open Source Software • Capturing the Past for the Future 	<i>Lafayette</i> <i>Independence H–I</i> <i>Farragut</i>
WORKING GROUP MEETINGS:		
9:30–12:30	CDWA Lite and Museumdat Working Group Meeting <i>(private meeting)</i>	<i>Franklin</i>
9:30–12:30	Cataloging Cultural Objects (CCO) Advisory Committee Meeting <i>(private meeting)</i>	<i>Washington Boardroom</i>
2:00–4:30	CDWA Lite, Museumdat, and CCO Joint Forum <i>(open to all MCN attendees)</i>	<i>Franklin</i>
5:00–7:00	International Leadership Meeting <i>(private meeting)</i>	<i>Farragut</i>



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Daily Program Schedule — Wednesday

Wednesday • November 12

7:30–5:00

Registration Desk Open

Cherry Blossom Foyer

8:00–12:00

MORNING WORKSHOPS*

**Ticket Required*

Coffee Break for all workshop participants, 10:00–10:15

WORKSHOP I:

Building an Exhibition Site in Drupal

Independence G

Robert Stein, Chief Information Officer, Indianapolis Museum of Art, and **Edward Bachta**, Applications Developer, Indianapolis Museum of Art

ENROLLMENT LIMIT: 30 PARTICIPANTS

Creating innovative and dynamic websites to highlight your museum's exhibitions and programming is an ongoing task that can often seem daunting and expensive. In this very practical workshop, attendees will be presented with tips and techniques to produce high quality websites that are flexible, reusable, and easy to maintain. The workshop will focus on the open-source content management system called Drupal. Step-by-step instructions will be presented to get you up and running quickly. The presenters will also demonstrate using and developing modules to extend Drupal's functionality, creating a theme and using Drupal's template system, and integrating JavaScript tools like jQuery for adding interesting effects to your site's interface.

WORKSHOP II:

Server Consolidation Using VMware

Please check at Registration Desk for Location

Leo Ballate, IT Director, SFMOMA, with representatives from VMware

Museum IT departments are always under pressure to reduce expenses and do more with less. At the same time the demand for performance and availability is putting real pressure on aging server infrastructure and back-office support staff. Server virtualization enables and encourages proper resource utilization, reclaiming wasted CPU cycles by automating server creation and management while lowering energy and air conditioning requirements. SFMOMA will discuss how they benefited from server consolidation and representatives from VMware will demonstrate the particle aspects of using VMware's Virtual Infrastructure 3 and its resource management technologies. Discussions will include:

- How to handle server farm growth by properly engineering servers to leverage CPU resources
- How to maximize resource utilization using VI3, introducing and explaining the dynamic resource scheduler (DRS), resource pools, and high availability (HA)
- Demystification of some of the more advanced topics in VI3 such as resource shares, reservations, and limits

WORKSHOP III:

Implementing a DAM for a Small Institution

Independence H

Howard Goldstein, Vice President, Center for Digital Imaging

ENROLLMENT LIMIT: 30 PARTICIPANTS

In order to make their digital content useful internally and externally, museums must turn to sophisticated storage and archive hardware systems and digital asset management (DAM) applications. Understanding your institution's needs, evaluating products, and developing a strategy for implementation can be daunting tasks. Who in the organization should be involved in decision-making, what needs should be prioritized, and how to insure a successful project are only some of the important questions to be tackled. This workshop will present some strategies to assist mid- and small-size cultural institutions to evaluate and kick-start a DAM initiative. You will learn how to identify stakeholders, ask basic questions of vendors, evaluate your workflow, and prepare an RFP (Request for Proposals).

Daily Program Schedule — Wednesday



WEDNESDAY

12:00–1:00

Lunch on your own

1:00–5:00

AFTERNOON WORKSHOPS*

**Ticket Required*

Coffee Break for all workshop participants, 3:00–3:15

WORKSHOP IV: Data Integration in Membership and Visitor Management Systems *Independence H*

Steven Jacobson, President and CEO, Jacobson Consulting Applications, Inc.

ENROLLMENT LIMIT: 30 PARTICIPANTS

When membership, fundraising, ticketing, and visitor services do not communicate efficiently, it hinders a museum's ability to market itself effectively and understand the needs of its constituency. This session is perfect for the museum professional who wants to improve information-sharing at their institution. We will begin with an overview of the main concepts and then explore case studies from the Museum of Fine Arts, Houston and the High Museum in Atlanta to show participants the real-world value of data integration between museum systems.

WORKSHOP V: Going Green in Non-Profit IT *Independence G*

CDW/Panel of Non-Profit CIOs and vendors

Enrollment limit: 30 participants

Energy efficiency and environmental responsibility sound good as nonprofit public relations initiatives, but they can also be a well justified project for controlling energy costs. Green initiatives not only benefit the environment; they also significantly reduce operating costs. Green solutions start with conservation and efficiency in every part of the data center, including power systems, servers, storage, and cooling systems. This Green IT workshop will teach you how to select the most efficient systems to reduce your carbon footprint and how to measure and present the savings as a measurable return on investment to museum decision makers.

2:00–4:00

TOUR: Luce Foundation Center for American Art Smithsonian American Art Museum

Meet at entrance to Smithsonian American Art Museum at 1:45

LIMITED TO 30 PARTICIPANTS

Please note that this tour is now fully subscribed and a waiting list is already in place.

The Luce Foundation Center for American Art is an open study/storage facility displaying about 3,300 objects from the collections of the Smithsonian American Art Museum. The Center occupies three floors of the Museum's west wing. The tour will start at 2:00 with a general welcome by a staff member of the Luce Center. The group will then be split into two groups. One group will have a guided tour of the Luce Center from 2:00 to 3:00 with the opportunity to view the rest of the Museum on their own after the tour. The second group will have a guided tour of the Luce Center from 3:00 to 4:00 with the opportunity to tour the Museum prior to the 3:00 guided tour.

6:00–8:00

Opening Reception

Independence A/Exhibit Hall

Gather in the Exhibit Hall for the official opening of MCN's 36th Annual Conference. Meet your colleagues for drinks and hors d'oeuvres while you take a look at the latest products and services offered by this year's exhibitors.

*Sponsored by The Johns Hopkins University
Master of Arts in Museum Studies*



Daily Program Schedule — Thursday

Thursday • November 13

7:30–5:00

Registration Desk Open

Cherry Blossom Foyer

8:00–6:00

Email Center Open

McPherson Square

Sponsored by HP

7:45–8:30

New Member Breakfast *(by invitation)*

Independence D–E

Join the MCN Board, SIG chairs, and your fellow new MCN members for a light breakfast before we start the day. This is our third annual New Member Breakfast. It's a great way to meet new colleagues and get the conference off to a running start!

8:30–10:00

**CASE STUDY SHOWCASE:
INNOVATION**

Independence F–I

Thursday morning starts with a series of case studies grouped together around the topic of innovation. Come see what your colleagues around the country are doing. This session begins with five-minute presentations on each project, followed by break-out discussions of each project in a roundtable setting.

- **Rapid Imaging at the Art Institute of Chicago**

Christopher Gallagher, Head of Imaging,
Art Institute of Chicago

- **Digital Asset Management at the American Museum of Natural History (AMNH)**

Matt Shanley, Photography Department Technical
Coordinator and Digital Asset Manager, AMNH

- **MoMA.guide: A New Approach to Digital Information Kiosks**

Allegra Burnette, Creative Director, Digital Media,
The Museum of Modern Art; **Ben Rubinstein**, Technical
Director, CogApp

- **Ongoing Experiments in Innovation**

Bruce Wyman, Director of Technology, Denver Art Museum

- **Institutional Dashboards:
The Hows and Whys of Transparency
at the Indianapolis Museum of Art**

Robert Stein, Chief Information Officer,
Indianapolis Museum of Art

- **Open Source Digital Asset Management/
Preservation on the Cheap**

Ari Davidow, Director for Online Strategy,
Jewish Women's Archive

10:00–10:30

Coffee Break

Exhibit Hall/Independence A

10:30–12:00

CONCURRENT SESSIONS

The Smithsonian's Digital Strategy

Independence B–C

MODERATOR: Michael Edson, Director, Web and New Media
Strategy, Smithsonian Institution

PARTICIPANTS: Effie Kapsalis, Senior Digital Producer,
Smithsonian Photography Initiative, Smithsonian Institution;
Katherine Speiss, Director, Central Digitization Office,
Smithsonian Institution

The Smithsonian has some remarkable websites, but much of its success has been created in pockets of excellence without the benefit of a shared vision or consistent support and direction. For a variety of financial and governance reasons the organizational model for the Smithsonian website, new media, and digitization efforts has always favored flexibility and autonomy for individual business units, but many in the Institution see a growing disconnect between what we are achieving under this model and what we could achieve with a more strategic approach. How should we balance creativity and autonomy among the individual museum, library, archives, educational, and scientific-research groups while still gaining the advantages of common platforms, standards, and a unified end-user experience? This panel will take attendees deep into the Smithsonian's strategy/creation process to show how we're doing it, why we're doing it, what the obstacles are, and what the emerging strategy looks like. Panelists will discuss the Web and new media strategy, the digitization strategy, and how emerging strategies influence and are influenced by pan-institutional projects such as the Smithsonian Photography Initiative.

Daily Program Schedule — Thursday



Innovative Applications, Innovative Evaluations *Farragut/Lafayette*

MODERATOR: Sheila Carey, Audience and Programs Analyst, Canadian Heritage Information Network

PARTICIPANTS: Susan Edwards, Writer/Editor, Web Group, J. Paul Getty Trust; Kevin von Appen, Associate Director, Daily Experience Operations, Ontario Science Centre

In today's technological environment, museums are trying new, innovative ways to engage online audiences. Just as visitor experience evaluation needed to broaden in order to include evaluation of online visitor experiences, new technologies require new methods of evaluation. This panel will examine evaluation of the Getty Museum's presence in Whyville, social media experiments at the Ontario Science Centre with online video, and an onsite YouTube meetup, as well as a critique of the success of Web 2.0 projects.

Sponsored by the Metrics and Evaluation Special Interest Group (ME SIG)

Broadening the Tapestry: Telling a Story with Archival Materials *Franklin*

Moderator: Maggie Nelson, Archivist, Los Angeles County Museum of Art

Participants: Pamela Henson, Director, Institutional Archive, Smithsonian Institution; Betsy Nahum-Miller, Exhibition Director and Online Exhibition Coordinator, Library of Congress; Renee Montgomery, Assistant Director, Collections and Information Management, Los Angeles County Museum of Art

Our three guest panelists create online exhibitions and other Web projects drawn from their institutions' archives. This session will share the unique technical and storytelling challenges these panelists face when creating online projects utilizing archival materials ranging from letters, diaries, and scrapbooks to photographs and oral histories. The speakers will also share what new technologies and applications inspire them as they plan for the future.

Discussing one project each, the panelists will summarize the processes they developed for completion. Curatorial issues may include why the topic was chosen and why it was appropriate for the Internet. Regarding content, why did they select these specific materials for their storyline, and how did they bring the materials to life to keep the visitor's interest? Technical issues include the digitizing, cataloging, storing, and retrieving of digital images, as well as whether their resulting work is a standalone or database-backed exhibition. In addition, pragmatic project management issues will be addressed—what were the

biggest challenges encountered and what lessons were learned? And finally, how did online visitors respond? Have the speakers kept user statistics, and have they ever modified content because of feedback?

Sponsored by the California Special Interest Group (CAL SIG)

12:00–1:30

Lunch on your own

12:00–1:30

Metrics and Evaluation SIG Meeting
Farragut/Lafayette

12:00–1:00

**Intellectual Property SIG Meeting –
PLUS Coalition
(Picture Licensing Universal System)**
Independence B–C

Meet with Jeff Sedlik, PLUS President & CEO, to hear the latest news about PLUS. We will discuss strategy in the coming year to extend the PLUS system so that it embraces unique image licensing issues facing museums. Among others, these museums have signed on to join PLUS: National Gallery of Art, Museum of Fine Arts, Boston, Metropolitan Museum of Art, Israel Museum, Getty Museum.

This meeting is open to all MCN attendees.

12:00–1:30

Information Technology SIG Meeting
Meet at Registration Desk

1:30–3:00

Exhibit Hall Closed



Daily Program Schedule — Thursday

1:30–3:00

CONCURRENT SESSIONS

Second Lives: Copyright and Other Legal Issues in Virtual Worlds

Independence B–C

MODERATOR: Amalyah Keshet, Head of Image Resources and Copyright Management, The Israel Museum, Jerusalem

PANELISTS: Peter Jaszi, Professor of Law, Faculty Director of the Glushko-Samuels Intellectual Property Clinic, American University, Washington College of Art, Washington, DC; Tyler Ochoa, Professor of Law, Santa Clara Law, Santa Clara University, Santa Clara, California; Jonathan Band, policybandwidth, Washington, DC

If we create an exhibition or participate in art or multimedia classes in Second Life, do Fair Use defenses apply? Do they apply only in the United States—does the location of the Linden Lab servers matter? What about the rest of the (physical) world? What about the moral rights of the artists whose works avatar art students are mashing up? Are there moral rights in virtual worlds? Which laws actually apply? If so, in what jurisdiction? Are there cease-and-desist orders in Second Life? Should there be? Wouldn't that spoil all the fun? Do avatars have rights?

Is this technology or philosophy? This session will look at the copyright issues and other legal conundrums that emerge in Second Life; the implications for museums, libraries, and archives building a presence in this or any other virtual world; and their effect on us as end users.

Leading intellectual property expert Professor Peter Jaszi will shed light on this fascinating subject. Professor Tyler Ochoa, currently engaged in a legal analysis of these issues, will share his thinking on how cultural heritage organizations can cope with some of these mind-bending issues. Jonathan Band, who works in legal advocacy for libraries in the broadest sense, will explore the question of Fair Use and legal precedents. Lively audience participation is anticipated.

Sponsored by the Intellectual Property Special Interest Group (IP SIG)

Technologies in Small Museums: Common Problems/Innovative Solutions

Farragut/Lafayette

MODERATOR: David Farrell, Collections Coordinator, Peel Heritage Complex

PARTICIPANTS: Melissa Holbert, Manager of New Media and Family Interpretation, Smart Museum of Art, University of Chicago; Aurelie Henry, Special Projects Coordinator, National Postal Museum

Significant challenges face smaller museums working with new technologies; beyond the cost barrier, these include gaining institutional buy-in, effectively managing workflows, properly informing and training staff, and

overcoming staff-time and expertise limitations. Panelists from several small and medium-sized museums will present innovative technology planning and implementation strategies generated within their institutions. Whether forming collaborative staff teams, using open-source software solutions, or beginning to explore free and existing Web 2.0 applications, learn how smaller museums are helping to re-define best practices in the field.

Sponsored by the Small Museum Special Interest Group (SM SIG)

The Semantic Web, A Case Study at the Metropolitan Museum of Art

Franklin

MODERATOR: Koven Smith, Associate Manager of Interpretive Technology, The Metropolitan Museum of Art

PARTICIPANTS: Don Undeen, Senior Information Architect, The Metropolitan Museum of Art; Colin Kennedy, Senior Architect for Interpretive Technology Projects, The Metropolitan Museum of Art; Ron Lindahl, Senior Analyst for Digital Asset Management, The Metropolitan Museum of Art.

What is the Semantic Web and why should you care? This session will answer these questions and more by presenting a case study of several prototype Semantic Web applications currently in development at The Metropolitan Museum of Art. The presentation will focus on the practical issues associated with deploying semantic technologies in a museum environment including creating triple stores and finding new data relationships using natural language processing and clustering techniques. The panelists will introduce the languages and tools of the Semantic Web including RDF, OWL, and SPARQL and will present several real-world demonstrations using museum data.

3:00–3:30

Coffee Break

Exhibit Hall

3:00–3:30

MCN Annual Business Meeting

Independence D–E

Open to all members, the business meeting is where we can hear election results and brief reports on MCN's condition and activities. This year's meeting will be a concise opportunity to learn who's leading MCN and gain a thumbnail sense of what we're up to, where we think we're headed, and how members can become more active. Building on that knowledge, attendees will be encouraged to share ideas throughout the conference with board members. Please grab a beverage at the break, come on in, and join us for a whirlwind chance to look under MCN's hood and find out how you can help drive it.

Daily Program Schedule — Thursday



3:30–5:00

CONCURRENT SESSIONS

Change Management and Diffusion of Innovation

Independence B–C

MODERATOR: Richard Cherry, Director of Operations
Strategies, Skirball Cultural Center

SPEAKER AND PARTICIPANT: Youngjin Yoo, PhD, Associate
Professor of Management Information Systems, Fox School of
Business and Management, Temple University

This session will help technology professionals be more successful in getting their museums to adopt technology innovations and in managing their acceptance. By exploring important theories and practices related to diffusion of innovation, technology acceptance, and organizational change, this session builds on and responds to the technology management challenges identified in prior MCN conferences and will offer new perspectives and tools for addressing them. Centering on a formal talk by Dr. Yoo, the session will provide current best thinking on how technology is diffused and accepted in organizations—recognizing that museums, like other organizations, are complex social entities with diverse personalities and self-interests which can pose significant challenges to “agents of change.”

The moderators will then engage our expert in a roundtable discussion of how these theories and practices can apply specifically to museum culture. A substantial amount of time will be provided for the audience to engage in a vibrant question/answer and discussion period. Along with a new perspective on their world, participants will leave with a set of readings, tactics, and ideas for bringing these theories and practices back home.

Museums and Digital Curation

Farragut/Lafayette

MODERATOR: Joyce Ray, PhD, Associate Deputy Director for
Library Services, Institute of Museum and Library Services

PARTICIPANTS: Helen Tibbo, Professor, School of Information
and Library Science, University of North Carolina at Chapel Hill;
Chuck Patch, Conservation Documentation Analyst, National
Gallery of Art; Wendy Duff, Associate Professor, Faculty of
Information Studies, University of Toronto, Canada

A decade of work in digital preservation and access has resulted in an emerging and complex life-cycle constellation of strategies, technological approaches, and activities now termed “digital curation” but little in the way of new education to prepare the first generation of digital curators to work in trustworthy digital repositories. The Institute of Museum and Library Services (IMLS)-funded

DigCCurr (Digital Curation Curriculum) project is addressing the need for more extensive professional education for digital curators. A collaboration between the School of Information and Library Science at the University of North Carolina (Chapel Hill) and the United States National Archives and Records Administration, this project is developing an openly accessible, graduate-level curricular framework, course modules, and experiential and enrichment components and exemplars necessary to prepare students to work in digital repositories that span the heritage, educational, commercial, governmental, and scientific sectors.

One principle that underlies the DigCCurr perspective is that while each work environment may require specific disciplinary or contextual knowledge, prospective curators also need to learn and adopt a range of common skills, knowledge, and values that transcend employment in any one particular type of repository such as a library, museum, or archives.

Based on discussions from the IMLS-sponsored Cultural Heritage Information Professionals Workshop held in April 2008, surveys conducted with museum studies alumni by the faculty of information studies at the University of Toronto, and the day-to-day experience of a museum professional, this session explores the application of the DigCCurr matrix for museum studies programs. It seeks an education model to bridge the gap between curatorial and information technology professionals that will result in sustainable digital curation programs in museums.

Digital Asset Management Outsourcing

Franklin

MODERATORS: Howard Goldstein, Vice President, Center for
Digital Imaging, Inc.; Alexander Pasik, Chief Information Officer,
The Solomon R. Guggenheim Museum, New York

In order to make their digital content useful internally and externally, many museums are turning to large-scale storage and archive hardware systems, along with the requisite digital asset management (DAM) applications. The hardware, software, and management costs of this solution are a challenge to mid-size and small institutions from both expense budget and human resource perspectives. Many institutions do not have the information technology infrastructure in place to support the maintenance and migration strategy for the storage, archive, and backup technologies for today's and tomorrow's needs for DAM. Furthermore, off-the-shelf DAM applications often require extensive customization to be applicable in the museum space. Nevertheless, despite all these obstacles, museums are in dire need of efficient and effective DAM

Continued on next page



Daily Program Schedule — Thursday

systems and processes, and many are currently plagued by the lack of any coherent strategy for addressing either the processes or technology required.

This panel will explore the viability of outsourcing DAM solutions. Topics covered will include separation of process from technology in DAM, cost-benefit analyses of in-house versus outsourced approaches, the validity of the existing vendor market for outsourced DAM, the viability of a new museum-oriented business for providing dedicated DAM services to museums worldwide, and the technological advances that are required to make such solutions possible.

Maximizing Earned and Contributed Income Online

Independence H-I

MODERATOR: Kim Glover, Senior Associate, Museo Group

PARTICIPANTS: Anna Holloway, Chief Curator, The Mariners' Museum, Newport News, Virginia; Jim Cavanagh, Website Manager, The Franklin Institute, Philadelphia; Jay Geneske, Online Marketing Manager, Shedd Aquarium, Chicago

There is significant evidence showing that the Web can have an impressive impact on fundraising and revenue for museums. Standout case studies by other non-profits illustrate that benchmarks and methodologies have begun to solidify, thus paving the way for other museums. Taking a capital campaign online, for example, can be done in a number of different ways, and some are more successful than others. Earned income streams can be both transitioned online to streamline workflow and created online to offer new opportunities. Attendees will learn valuable tips and benchmarks to plan, create, and measure the success of their projects.

5:00–6:00

MCN Annual Silent Auction & Reception

Exhibit Hall

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

6:00–7:00

Digital Media SIG Meeting

Franklin

Daily Program Schedule — Friday



Friday, November 14

7:30–5:00

Registration Desk Open

Cherry Blossom Foyer

8:00–6:00

Email Center Open

McPherson Square

Sponsored by HP

8:30–10:00

CASE STUDY SHOWCASE: COLLECTIONS

Independence F–I

Friday morning starts with a series of case studies grouped together around the topic of collections. Come see what your colleagues around the country are doing. This session begins with five-minute presentations of each project followed by break-out discussions of each project in a roundtable setting.

- **Highlights from the Collection, University of Kansas**

Sarah Goodwin Thiel, Digital Services Librarian, University of Kansas

- **Virtual Museum of Canada: The Next Generation**

Jérôme Gédéon, Product Manager, Canadian Heritage Information Network and **Corey Timpson**, Senior Graphic and Interface Designer, Canadian Heritage Information Network

- **Connecting the Internal to the External: Exploiting Collections Management**

Allegra Burnette, Creative Director, Digital Media, The Museum of Modern Art and **Joe Baskerville**, Head of New Technology, CogApp

- **National Museum of the American Indian Gives It UP: Moving Collections Information onto the Web**

Kara Lewis, Collections Information Program Manager, National Museum of the American Indian, Smithsonian Institution

- **The Return of the Portal in the Service of Museums**

Marcia Finkelstein, Director, Museum Services, Mutualart.com

- **International Portals Bringing Collections Together: MICHAEL, Euromuse, and BAM**

Prof. Monika Hagedorn-Saupe, Deputy Director, Institute for Museum Research, Berlin and **Axel Ermer**, Institute for Museum Research, Berlin

10:00–10:30

Coffee Break Featuring 2008 MUSE Award Winners

Exhibit Hall

Recognizing outstanding achievement in museum media, the AAM Media and Technology Committee MUSE awards are awarded at the AAM Annual Meeting. This annual coffee break at MCN offers delegates another chance to see some of the outstanding projects selected for awards in the 2008 MUSE competition.



Daily Program Schedule — Friday

10:30–12:00

CONCURRENT SESSIONS

Taiwan Inside Out: The Tribe, the School, and the Palace All Eager to Connect the World

Farragut/Lafayette

MODERATOR: Cathryn Goodwin, President, Museum Computer Network

PARTICIPANTS: Dr. Der-Tsai Lee, Distinguished Research Fellow and Director, Institute of Information Science, Academia Sinica; Dr. Chiung-Min Tsai, Postdoctoral Research Associate, Research Center for Digital Humanities, National Taiwan University; Dr. Chong-Wey Lin, Assistant Professor, Department of Communication and Technology, National Chiao Tung University, Taiwan; Dr. James Quo-Ping Lin, Head, Visitor Services Division, National Palace Museum, Taipei, Taiwan

A lot can happen in a year—witness the overwhelming success of MCN Taiwan! Don't miss this popular session and the chance to share Asian perspectives. Topics include “2008 Report of the MCN Taiwan Chapter”; “Implementing an Institutional Repository for Digital Archives, Library and Museum Communities”; “Presenting Aboriginal Culture in the Digital Age: Participatory Communication in the Construction of Digital Archive of Lan Yu's Ethnic Media”; and “Behind the Scenes Story—Making of the Adventures in the National Palace Museum 3D Animation Film.”

Sponsored by the Taiwan Chapter

Update on ImageMuse and UPDIG

Independence B–C

MODERATOR: Alan Newman, Chief, Imaging and Visual Services, National Gallery of Art

PANELISTS: Ken Fleisher, Color Scientist, National Gallery of Art; Richard Anderson, Chair, Universal Photographic Digital Imaging Guidelines (UPDIG)

ImageMuse is an online discussion group of museum professionals who hold senior positions at 22 museums in North America and the United Kingdom in imaging, publishing, and image management. ImageMuse formed in early 2007 to produce guidelines for requesting, preparing, and handling digital files for reproduction. In October 2007, ImageMuse contributed “Fine Art Reproduction—What Museums Need” as part of UPDIG, the Universal Photographic Digital Imaging Guidelines.

This session will discuss the new UPDIG 2008 guidelines and the research agenda for ImageMuse regarding image quality and embedded metadata. ImageMuse will be working with Dr. Franziska Frey, supported by a grant to the Rochester Institute of Technology (RIT) School of Printing by the Mellon Foundation, to benchmark the interchange of digital files from producer to publisher. A summary of this study will also be presented at this session.

Sponsored by the Digital Media Special Interest Group (DM SIG)

Back to the Future for Conservation Documentation

Independence D–E

MODERATOR: Chuck Patch, Conservation Documentation Analyst, National Gallery of Art

PARTICIPANTS: Nancy Ash, Senior Conservator of Works on Paper, The Philadelphia Museum of Art; David Green, Principal, Knowledge Culture; Wynne Phelan, Director of Conservation, and David Thompson, Database Administrator, Museum, Museum of Fine Arts, Houston; Ziad Alsukairy, Manager of Application Development, Harvard Art Museum

In the decades since information technology first transformed collections management it sometimes seems as if no museum activity has been left untouched by IT. Yet one last major museum profession continues to manage its documentation with pencils and file cabinets. While the conservation profession has well-defined documentation procedures and has created sophisticated reference databases, there is no generally accepted automation standard for the day-to-day management of conservation procedures. As a result, the conservation management “niche” looks a lot like collections management did twenty years ago: a few home-grown systems in larger institutions created by enterprising individuals built to solve local problems while the majority continue to generate documentation in much the same way as has been done for the past half century. Beginning in 2006 the Mellon Foundation, followed a year later by the Institute of Museum and Library Services (IMLS), sought to address this problem both from a conceptual standpoint and through the identification of innovative activities in the field.

This session brings together a wide-ranging group of investigators and practitioners who have worked with these agencies to develop solutions. David Green will discuss a recent international survey of conservation documentation practices. Wynne H. Phelan and Dave Thompson will discuss work to date at the Museum of Fine Arts, Houston on the Art Conservation Database (ACD), a project to develop a Web-based database documentation program that enables the creation, management, and dissemination of conservation records. The MFAH project, underwritten by an IMLS National Leadership grant, will make the ACD available to all interested institutions. Nancy Ash will present the latest version of The Tracker, the Philadelphia Museum of Art's fully functioning Conservation Management System; and Ziad Alsukairy will demonstrate a management system he developed for Harvard's Straus Conservation Center using AJAX technologies.

Daily Program Schedule — Friday



12:00–1:30

Lunch on your own

12:00–1:30

Small Museum SIG Meeting

Franklin

12:00–1:30

California SIG Meeting

Farragut/Lafayette

12:15–1:30

Taiwan Chapter Poster Session and Box Lunch*

*pre-registration required

Penn Quarter A–B

1:30 – 3:00

Exhibit Hall Closed

1:30–3:00

CONCURRENT SESSIONS

Funding Organizations Talk about Museum Technology Issues

Farragut/Lafayette

MODERATOR: Joyce Ray, PhD, Associate Deputy Director for Library Services, Institute of Museum and Library Services

PANELISTS: Christopher J. Mackie, Associate Program Officer, Program in Research in Information Technology, The Andrew W. Mellon Foundation; Joel Wurl, Senior Program Officer, Division of Preservation and Access, National Endowment for the Humanities; Dr. Arlene de Strulle, Program Director, Division of Research on Learning in Formal and Informal Settings, HER, National Science Foundation; Dan Lukash, Senior Program Officer, Institute of Museum and Library Services

The Logistics of Extensive Data Standardization Projects

Independence B–C

MODERATOR: Kara Lewis, Collections Information Program Manager, National Museum of the American Indian, Smithsonian Institution

PARTICIPANTS: Patricia L. Nietfeld, Collections Manager Smithsonian Institution, National Museum of the American Indian; Carrie Beauchamp, Information Management Specialist, Anthropology, Smithsonian Institution, National Museum of Natural History

Many museums undertake large-scale data cleanup projects before they migrate from one collections management system to another, but typically a great deal is left to be done after the new system is “live.” The goals range from basic everyday accessibility to preparing content for delivery on the Web. Depending on the reason and available resources, information managers must decide whether to “clean as you go” or undertake focused projects to standardize their data. In either case, these projects are quite often examples of the finest partnerships between content experts and technical staff. Speakers will discuss the “how-tos” of projects that successfully standardized massive amounts of data within their collections management systems—from determining workflow between content and technical staff to implementing the actual “cleanup.”



Daily Program Schedule — Friday

Emergent Course Design: University and Museum Partnerships for Student-Generated Content

Independence D–E

MODERATOR: **Chad Wollerton**, Monticello Webmaster, Thomas Jefferson Foundation, Inc.

PANELISTS: **Bill Ferster**, Senior Research Scientist, University of Virginia; **Elizabeth Langran**, Professor, Fairfield University; **Christine Jewell**, Director of Education and Community Programs, Fairfield Museum and History Center; **Scot French**, Associate Professor, UVA and Director, Virginia Center for Digital History

When universities collaborate with community partners, it creates opportunities for students to apply the theories learned inside the classroom to authentic and practical use as well as for community partners to take advantage of the resources and expertise of the university. This panel will explore two such collaborations in the context of emerging university courses:

The Thomas Jefferson Foundation (Monticello) and the University of Virginia are working together to develop historical visualizations using primary source documents. With assistance from Monticello staff, research was done by fourth-year students in a digital history course. Their focus was on a six-week trip Thomas Jefferson took in England during 1786. The resulting website can be seen at <http://www.primaryaccess.org/hub>.

The Fairfield Historical Society and Fairfield University School of Education collaborated on a graduate course on integrating technology in social studies and language arts. During a summer-long course, the students began by learning about the various available technologies including podcasting, geographic information systems (GIS), global positioning systems (GPS), digital storytelling, virtual field trips, and Web Inquiry Projects. Students then created digital media for use by the Fairfield Historical Society to support second- and fourth-grade class visits to the museum site.

Information Technology Digital Round Table

Franklin

MODERATOR: **Janice Craddock**, Information Technology Manager, Amon Carter Museum

ROUND TABLE PARTICIPANTS: **Michèle Watson**, Manager Information Technology, Canadian Museum of Civilization Corporation; **Dwight Bailey**, Director of Museum Technology, Samuel P. Harn Museum of Art

Want to learn how IT does it right? From social networking to digitization storage needs, we will discuss policies and procedures needed to address the increasing adaptation of Web 2.0 technologies in museums and how to effectively manage exploding storage requirements resulting from museum priorities such as digitization. Come share your ideas, issues, and experience with other

museum technical professionals. The panel will also lead discussions covering day-to-day operational and strategic issues related to software, hardware, spam filters, backups, and other technical services. The goal of this session is to encourage the discussion and sharing of successful solutions and practices among museum technical professionals to empower and inspire everyone to get IT right today and tomorrow.

Sponsored by the Information Technology Special Interest Group (IT SIG)

3:00–3:30

Coffee Break Featuring IMLS Grant Recipients

Exhibit Hall

The Institute of Museum and Library Services (IMLS) is a federal grant-making agency supporting museums and libraries of all types. This coffee break will give attendees an opportunity to see some of the projects currently being supported by the IMLS.

• ArtsConnectEd 2

Treden Wagoner, Minneapolis Institute of Arts

Project website: <http://ace2.artsconnected.org>

Original website: <http://www.artsconnected.org>

• The Quilt Index: Online Tools and Ephemera Expansion

Mark Lawrence Kornbluh, Michigan State University

Website: <http://www.quiltindex.org>

• Object of History: Behind the Scenes at Your Museum

Sharon M. Leon, Center for History and New Media, George Mason University

Websites: <http://objectofhistory.org> and <http://omeka.org>

• Capturing Expertise for the Evaluation of Photographs

Roger Bruce, George Eastman House

• Placing Museums in Virtual Context: Building an Immersive Digital Landscape Generator for Museum Exhibits

Louis Gerteis, **Andrew Hurley**, **Jerry Sigel**, and

Dave van Bakergem, University of Missouri–St. Louis

Website: <http://vcities.umsi.edu>

• Oral History of Illinois Agriculture

Robert E. Warren, **Michael P. Maniscalco**, and
Erich K. Schroeder, Illinois State Museum

Websites: <http://www.museum.state.il.us/avbarn/>
and <http://www.museum.state.il.us/OHIA/>

Daily Program Schedule — Friday



3:30–5:00

CONCURRENT SESSIONS

The Bigger Picture: Issues of National Importance for Museum Technologists

Farragut/Lafayette

MODERATOR: Diane Zorich, Information Management Consultant

PARTICIPANTS: Ari Davidow, Director of Online Strategy Jewish Women's Archive; Sam Quigley, VP for Collections Management at Art Institute of Chicago; Holly Witchey, Director of New Media, The Cleveland Museum of Art

In the normal course of our workdays, we seldom have a chance to stop and consider the “big”, controversial, or far-ranging information technology-related issues that affect our institutions. Is universal access to museum assets in conflict with a museum's commercial interests? Is mass digitization of museum collections feasible or even necessary? Is open source a godsend or a quagmire for cultural institutions? This year's conference in our nation's capital presents an opportune moment to examine some of these issues of national (and international) concern. Panelists will be able to debate their viewpoints with one another and with the audience. The audience also is encouraged to bring its own questions or concerns to the session.

Should You Care about Social Tagging? Findings and Recommendations from steve.museum

Independence B–C

MODERATOR: Rob Stein, Chief Information Officer, Indianapolis Museum of Art

PARTICIPANTS: Susan Chun, Principal Investigator, steve.museum; Jennifer Trant, Partner & Principal Consultant, Archives & Museum Informatics

Team members from the steve.museum project will discuss various issues regarding the use of social tagging online and present findings uncovered during the completion of a two-year research project aimed at understanding the role and function of social tagging for museums. The team will also discuss areas for future research as well as what's next for the steve.museum project.

Exploiting the Web: Explore Museums across Collections

Independence D–E

MODERATOR: Murtha Baca, Head, Getty Vocabulary Program, Getty Research Institute

PARTICIPANTS: Jenna Fleming, Manager of New Media, Museum of Fine Arts, Boston; Diana Folsom, Manager, Art and Education Systems, Collections Management and Information, Los Angeles County Museum of Art; Ted Dancescu, Software Architect, Web Group, J. Paul Getty Trust

This panel will address some of the challenges in delivering museum collection information and associated images via the Web and will present several solutions and lessons learned. Issues to be addressed include Deep Web versus Visible Web delivery, integrating access to diverse collections, exploiting new media, and barriers to reaching online audiences.

Implementing Ticketing Solutions in Museums: Three Case Studies

Franklin

MODERATOR: Steve Jacobson, Jacobson Consulting Applications, Inc.

PARTICIPANTS: Dan Mathews, Director of Information Technology, Skirball Cultural Center, Los Angeles, California; Michael Culler, Managing Consultant, Blackbaud Inc; Mike Butman, Chief Information Officer, The Henry Ford Museum, Dearborn, Michigan; George Hambleton, TMVISTA Inc.; Scott Northcutt, Information Technology Manager, McWane Science Center; and a representative from Siriusware Inc.

Sponsored by Blackbaud

5:00–6:30

Standards SIG Meeting

Franklin

7:00–11:00

Reception at the Corcoran Gallery of Art

Join your friends, colleagues, and fellow conference attendees for a fabulous evening of food and drink at the oldest art museum in the nation's capital and the home to Washington's only college of art and design—The Corcoran Gallery of Art! The museum's second-floor galleries, including the current special exhibition, Richard Avedon: Portraits of Power, will be open for your enjoyment.

Transportation to this event is via Metro or taxi. Metro passes and directions are in the attendee packet (if you are unable to travel by Metro, please check with the conference registration desk before 5:00 Friday for special arrangements). The museum is located at 500 Seventeenth Street NW.

Sponsored by CDW and Gallery Systems

FRIDAY



Daily Program Schedule — Saturday

Saturday, November 15

8:00–12:00

Registration Desk Open

Cherry Blossom Foyer

8:00–12:00

Email Center Open

McPherson Square

Sponsored by HP

8:30–10:00

CASE STUDY SHOWCASE: OPEN SOURCE

Independence FGHI

- **Redesigning Your Intranet Using
Open Source Technology**

Erin Weinman, IT Applications Manager, National Museum of the American Indian, Smithsonian Institution

- **Collection Space: A Next Generation
Collections Management System**

Megan Forbes, Collection Information and Access Manager, Museum of the Moving Image

- **Omeka: Exhibit Collections Online
in the Age of Web 2.0**

Sheila A. Brennan, Senior Digital History Associate, Center for History and New Media at George Mason University; **Sharon M. Leon**, Director of Public Projects and Research Assistant Professor, Center for History and New Media at George Mason University; **Tom Scheinfeldt**, Managing Director and Research Assistant Professor of History, Center for History and New Media at George Mason University

10:00–10:30

Coffee Break

Independence Foyer

10:30–12:00

CONCURRENT SESSIONS

Horizon Report for Museums

Lafayette

MODERATOR: Susan Chun, Co-Editor, Horizon Report for Museums, New Media Consortium

This roundtable discussion will present the 2008 Horizon Report for Museums, solicit reaction to its findings, and inform the next edition. The report identifies and describes the emerging technologies that are likely to have significant impact on cultural stewardship, education, interpretation, management, audience engagement, and other aspects of museum practice during the next few years. It synthesizes the viewpoints of a range of contributors into a succinct set of technologies and related practices organized by their prospective timeframes for adoption. The report is directed at two audiences: 1) museum directors and senior managers who benefit from clear, concise descriptions of these technologies and their relevance to museum practice; and 2) a broader constituency of museum professionals. The members of the roundtable and the audience will consider the effectiveness of the report as an information resource and advocacy tool and will discuss ways to bring improvements to the 2009 edition.

Opening It Up, Using Open Source Software

Independence HI

MODERATOR: Mary Elings, Archivist for Digital Collections, The Bancroft Library

PANELISTS: Christopher J. Mackie, Associate Program Officer, Program in Research in Information Technology, The Andrew W. Mellon Foundation; **Brad Westbrook**, Project Manager and Lead Analyst, Archivists' Toolkit, University of California San Diego Libraries; **Carl Goodman**, Deputy Director and Director of Digital Media, Museum of the Moving Image; **Carla Schroer**, Executive Director, Cultural Heritage Imaging

The use of open source software in museum, archive, and library information technology (IT) is growing. Several efforts currently underway are increasing the potential use of open source solutions in the cultural heritage field, and we need to consider what this means on a practical level. This panel will look at some of the specific costs and benefits—the how-to's and why-to's—of going open. It will highlight recent projects, including OpenCollection for museum collections and the Archivists' Toolkit for special collections, that are moving our IT solutions and our institutions into the open source arena.

Sponsored by the Standards Special Interest Group (Standards SIG)

Daily Program Schedule — Saturday



Capturing the Past for the Future

Farragut

MODERATOR: **Samantha Hastings**, Director and Professor
School of Library and Information Science, Davis College

PARTICIPANTS: **Vika Kravchyna**, Digital Image Specialist
at Arius 3D Inc., Canada; **Elise Lewis**, PhD Candidate in
Information Sciences at University of North Texas

When we look at how technology has danced in and out of the preservation continuum for digital objects, we can begin to understand that how we capture historical objects has great influence on their future use and availability. In this interactive discussion, our panelists will explore three major trends. Vika Kravchyna will explore how to use technologies to help people understand and interact with cultural objects online, noting how the intersection of technology and instructional design may influence our interpretation of digital art objects. Elise Lewis will bring current research results on how user preferences for tasks and tags may influence how they use images with varying levels of interactivity. She will explore how imaging technologies affect users and what our rapid technology advances may hold for the future. Samantha Hastings will discuss the implications of our dance with technology and describe digital preservation techniques and strategies that may be available in the future to help us preserve history for future generations.

WORKING GROUP MEETINGS

9:00–12:30

CDWA Lite / Museumdat Working Group

Franklin

Working Group members only

9:00–12:30

Cataloging Cultural Objects (CCO) Advisory Committee Meeting

Advisory Committee members only

Washington Boardroom

2:00–4:30

CDWA Lite, Museumdat, and CCO Joint Forum

Franklin

Open to all MCN attendees

5:00–7:00

International Leadership Meeting

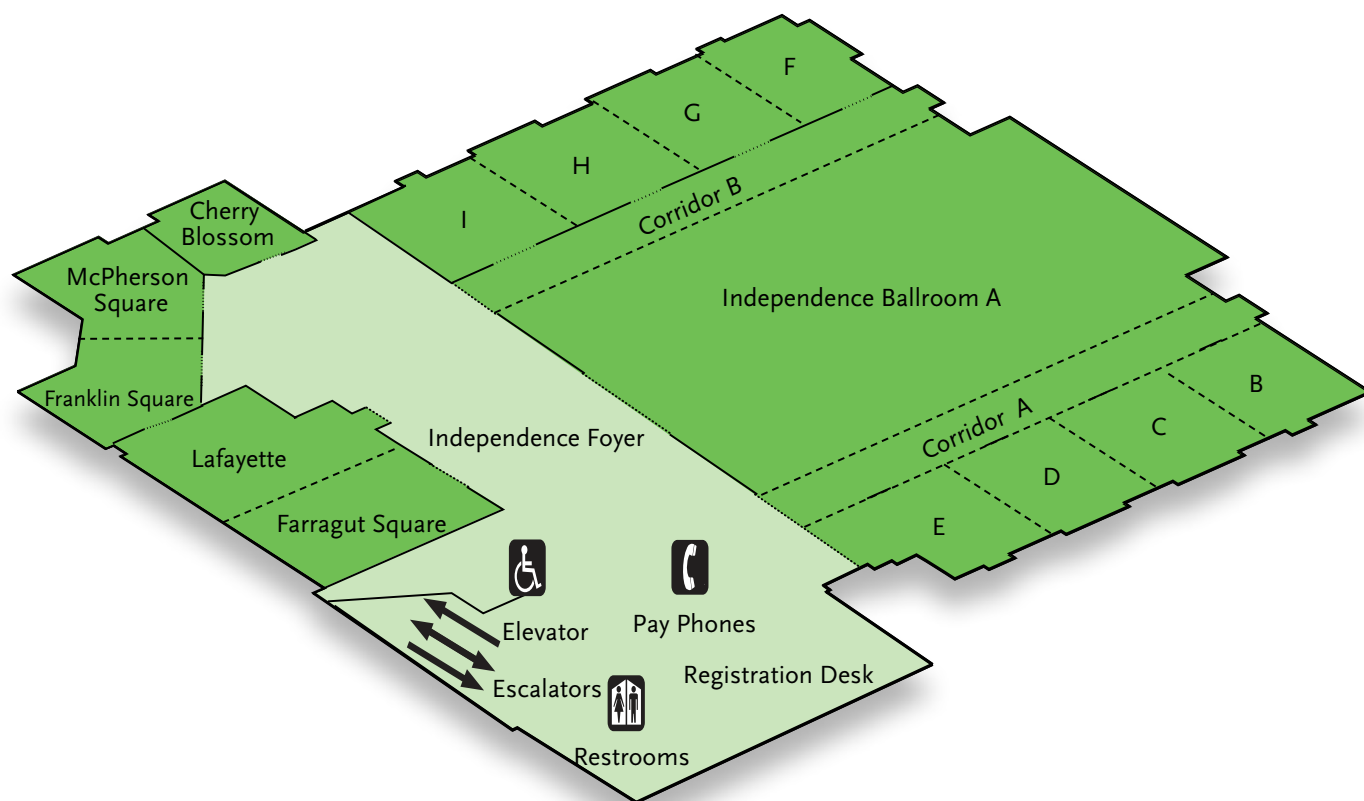
Farragut

by invitation



Hotel Floor Plan

Grand Hyatt • Independence Level



Grand Hyatt Washington
1000 H Street NW
Washington, D.C., USA 20001
1 202 582 1234





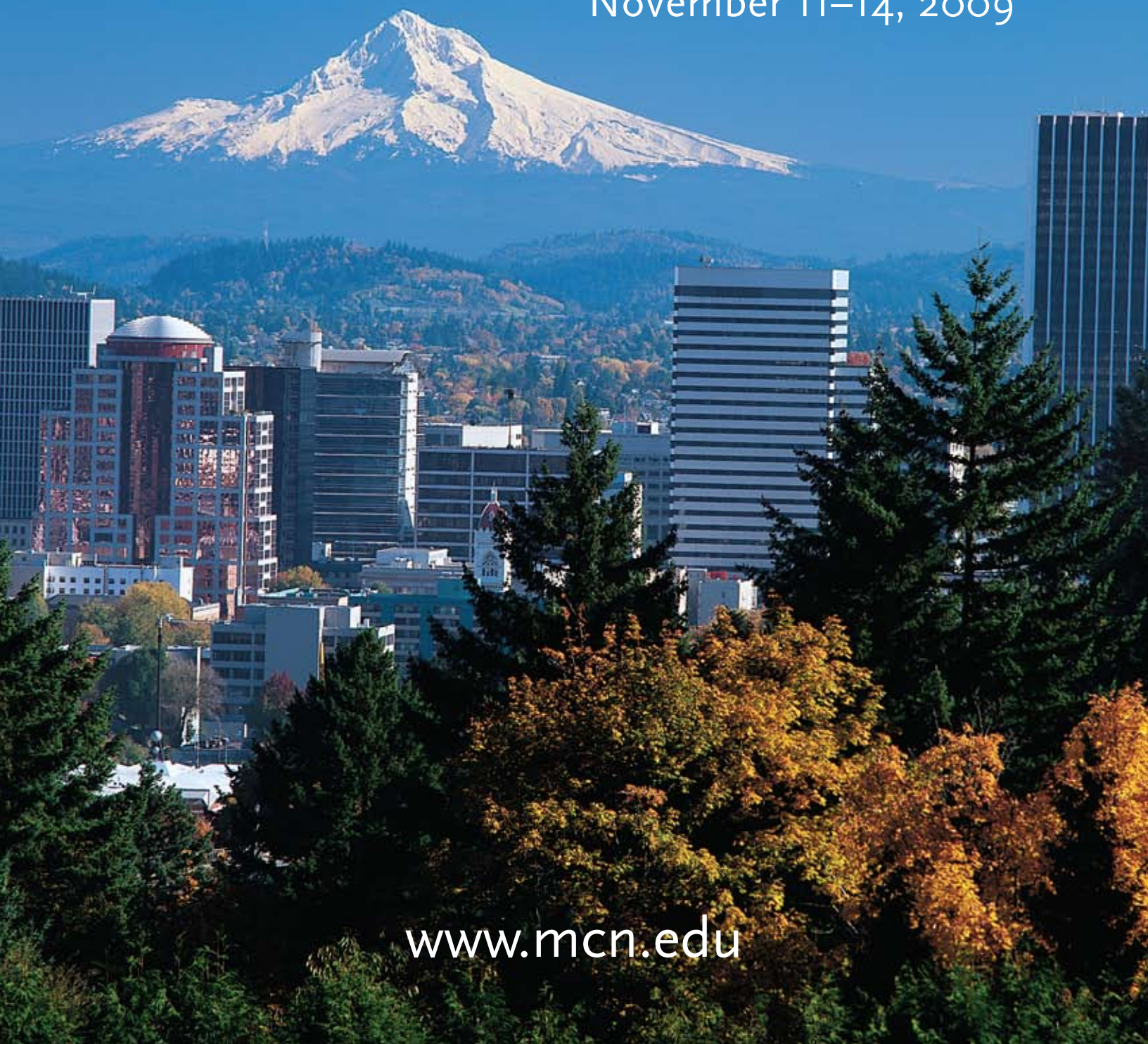
Mark Your Calendars!

WE'LL SEE YOU IN

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