

VRT Executive Board Meeting - June 27, 2011

Present: Monique Threatt, Rhonda Rosen, Nell Chenault, Carleton Jackson, Jeff Pearson, Steven Milewsk, Virginia Allison, Scott Spicer, Tom Ipri, Steve Brantley, Tracy Montri, Joe Clark (Kent State Univ.), Joe Clark (NOPL), Stephen Pomes, Howard Besser, Sam Readman, Joan Skowronski, Danette Pachtner, and Courtney Michael

Minutes from Midwinter 2011 were approved.

Treasurer's report - Joe Clark

\$20,309.87 balance after most of the gala expenses are paid for...see 2 additional sheets

- Joe is still the treasurer for another year
- See April 2011 report
- Transferred \$500 to Social Responsibility Round Table for Daniel Ellsberg screening
- Gala expenses for Annual 2011 to date: about \$4,000 (\$1,250 for honoraria, \$2,000 for food, \$750 for venue)
- Treasury balance before expenses at Annual: \$20,309
- Discussion of how much group usually allots for gala...\$5000 has been requested in past

Gala report - Danette Pachtner, Howard Besser

Howard and Kara Van Malssen along with Dwight Swanson have curated the films to be screened and contacted a constellation of Helen Hill friends and colleagues to speak. Tom Ipri and Danette obtained vendor sponsorship from 3 companies: Alexander Street Press (\$750 - covering venue costs), PBS Educational Media (\$250) and Passion River Films (\$250); Harvard Film Archive waived their screening fee. ASP and Passion River are donating items (Filmmakers Library dvds, a 1-year subscription to Filmmakers Online, and a signed animation cell from Bill Plympton) to be raffled off to raise additional funds for two charities: 2012 Helen Hill Award and the Francis Pop Education Fund. Passion River donated a ticket raffle kit. Local arrangements person, "N.O." Joe Clark, and Danette got quotes from 6 catering companies and chose Food Art, Inc. We advertised the event via numerous listservs: VRT, Videolib, ACRL-Arts, ALCTS Preservation, and SRRT. Danette created fliers to hand out at the VRT booth and Sunday morning program as well as a poster for the event. As of 6/21/2011, 30 tickets were sold via ALA registration, including one purchased by the Deputy Manager of Nigerian National Petroleum Corp. Estimated budget: \$1,900 catering, \$750 venue, \$150 video transfer, \$50 shipping for 16mm print, \$20 poster

-some attendees indicated that it was hard to find gala information

- ALA Connect may be better option than just wiki, but we need to become more familiar. Tom will be working on this.
- We will ask Danielle to ship the raffle kit and the poster.

Topics to Discuss: Amount to donate to one or both of the charities--does VRT want to give an additional amount if ticket sales and the \$500 vendor donations don't total "enough"?

Program Report - Danette Pachtner (will arrive to meeting late, around 10am), Howard Besser

After a late-breaking cancellation from a local panelist, Howard finalized the program line-up. Howard will moderate and our panelists are: Kara Van Malssen (Senior Consultant at AudioVisual Preservation Solutions), Brenda A. Flora (Archivist, Amistad Research Center at Tulane University) and Dwight Swanson (Founder, Home Movie Day). The panel will speak to Helen Hill as an artist/filmmaker and her contribution to the New Orleans community. The panel will meet at ALA before the program to strategize and will have lunch afterwards to plan for the evening Gala.

Danette reported that about 37 attended the morning program. About 70 people attended the gala, with a mix of local people and librarians. Ten DVDs were sold and there were \$180 in raffle sales. There were \$866 in ticket sales, and \$1750 to donate to the Helen Hill Foundation. The ultimate cost to VRT was \$2000 for food, \$136 for DVD transfer, \$20 for the poster (plus \$1250 for two panelists).

Communication Committee - Jeff Pearson

If anyone has email, pix, reports on conference, please submit to Scott Spicer. Please write up an media related events by the end of July and email to Scott. Scott will probably post a welcome to Tom, and post a request to VRT list and Videolib asking for submissions as it is an open newsletter.

Jeff is staying on as chair for 2011-2012; Scott has agreed to serve temporarily as webmaster. Steve Brantley will be webmaster through annual 2012. Steve and Scott will have a Skype meeting for software training purposes.

Kevin Reynolds - ALA Executive Board Liaison

Electronic participation -

528 attended at virtual town hall, and the poll determined that agenda could be collaborated well at beginning of meeting - good idea for future meetings.

LITA has been developing guidelines for streaming meetings, with difficult discussions on steps; already have toolkit for these meetings on their website.

2015 strategic plan – The portal is now live on ALA website. It will take you to reports and other innovations from libraries.

Many initiatives announced that will be carried out over coming years:

Advocacy goal -

- local pilot project similar to Capwiz

Growing the profession -

- enhancing virtual conference participation

- innovation

Elections

- low turnout of last few years

- working on several suggestions to improve and enhance the process such as candidate YouTube videos

Next generation of ALA Connect will roll out

More international outreach and marketing

Changes for Midwinter discussed - fewer meetings, but more discussion groups

Kevin will email VRT with more details on platforms.

As of May 2011:

60,565 (-2.7% last yr)

Organizational memberships down recently (that includes vendors)

Budget is better than previous years - projecting salary increase for ALA staff (hasn't happened in 3 yrs)

Request for section memberships - LITA, ACRL, etc. - (ACRL is up 4% this yr)

Interest in adding a gaming round table; there is a new Retired Roundtable.

Public access policy released

Keeping public libraries public - document released - with checklists to ensure that public libraries remain public entities.

School library initiative - plans for national campaign for school libraries

- increase public awareness

- help local advocates save school libraries

- to increase certified school librarians in upcoming esea (elementary and secondary education act)

Spectrum Presidential Initiative - at 97% of goal (Gates Foundation contributed heavily)

Discussion of new initiatives:

- comments on VRT Skype meetings
- Kevin suggested that VRT share experiences with LITA
- growing interest in other types of media beyond motion pictures...and identity as VIDEO rt
- discussion of Gaming Roundtable as complimentary to VRT
- VRT suggests a liaison from Gaming Roundtable
- Kevin will send VRT a name
- Gaming Roundtable not approved as yet, but Kevin has seen a proposal
- Scott will add Kevin to our VRT listserv
- VRT will make Kevin aware of upcoming Executive Board meetings via Skype (Kevin said he may not attend, but good to be aware)

Membership Committee – (Sarah Beasley and) Rhonda Rosen

As of the latest membership report (April 2011), VRT had 474 total members (463 personal, 7 organizational, and 4 corporate). This is about double the membership in April of 2010. This can be attributed to a large increase in student members due to the relatively new free student rate. Just a note of interest, we have four international members, with one of the newest from Nigeria. We had 5 organizational members last year compared to 7 this year.

Rhonda posed the question - Is this a good time for a mentorship program with all these new student memberships?

Discussion of several ideas -

- additional ideas for subjects that a student might do for a project
- video content for how-to's, professional profiles of people in different areas in video librarianship
- suggestion of video tours of video collections and pointers on collection development as this is an area that library schools often lack
- conference buddy to meet at least once during first ALA conference
- mentor with someone in field for potential internships, student projects
- Rhonda will sort student members by regions, send communication asking about an interest in a conference mentor and general mentor
- directory of VRT Board and others in VRT who are interested, with picture, biography, and area of specialization. This would include an option to contact if you'd like more information.
- offer resume reviews
- Offer paper reviews
- idea to offer to all members--maybe they are the accidental new media librarians
- Howard offered to include links to already produced interviews/videos of new media librarians
- Rhonda, Scott and Jeff will continue the discussion after this meeting.

Notable Video Committee - Mary Hanlin

The committee received 11 recommendations so far and I am hoping for at least 60 this year. If anyone does have additional recommendations, please email me at mhanlin@tcc.edu or submit to the suggestion form at <http://www.tacoma.washington.edu/library/media/vrt/notable.cfm>.

The criteria are available on the VRT page, but to sum it up: non-fiction, released on DVD in 2010 and 2011, and nominated by someone wholly unaffiliated with the film. Mary serving through Midwinter 2012.

Best Practices -

- revisions are in progress
- will have final draft posted to VRT by late fall
- finished product by midwinter
- actually focused on what people are doing in community
- suggestion to inform OITP (Office for Information Technology Policy) of this project
- intention to continue adding to this document, adding as needs and discussions develop
- OITP would be used as publisher/promoter

Digital Media Discussion Group – (Chair Emeritus) Carleton Jackson

Next on-site discussion meeting is during Midwinter, 2012 in Dallas. VRT Executive Board still looking for Chair DMDG. If interested, this is the "job description:"

1. Monitors discussions on Videolib and other sources of interest to VRT members and ALA attendees
2. Solicits interest and topics for discussion via Videolib
3. Works with VRT Executive Board to schedule meeting time at Midwinter meeting convenient to interested parties
4. Announces meeting and posts discussions topics and structure on VRT Blog
5. Convenes discussion at Midwinter and promotes follow-up through blog and listserv.

Topics to Discuss:

Digital media has become an ongoing topic of discussion. Should DMDG adopt or add another venue for discussion besides Midwinter, including some virtual variation?

Discussion:

- intent to carry on with physical meeting for networking opportunities in future
- only at midwinter meeting
- Agenda is posted ahead of time on wiki, though not an actual program, just a discussion
- group was amenable to including ebooks in discussion, and marketing to public

libraries, school media, and student members

- Tracy Montri agreed to become the new chair (2011-2013) of the Digital Media Discussion Group.

Nominations – (Johann)

In 2011, we had one position open on the ballot: The position of the VRT Chair for 2012-2013. We had three candidates on the ballot: Barb Bergman, Scott Spicer, and Kim Stanton. I'd like to thank all of them for running. Scott was elected chair for 2012-2013 and will serve as vice-chair from 2011-2012.

For the 2012 ballot, we will have three open positions:

1. Secretary (2012-2014)
2. Treasurer (2012-2014)
3. Chair-Elect (2013-2014)

As immediate past chair, Monique Threatt will assume the role of Chair of the Nominations Committee and as such she will work to have candidates on the ballot. The deadline for submitting the candidates' names is usually around February 2nd.

VRT manual subcommittee – (Justin)

- Please add your duties on the VRT wiki to communicate the expectations of the position.
- It would be best to point out best practice in position, rather than a duplication of bylaws.
- Monique will resend a link to Executive Board.

Virginia Allison will be the new chair of the Program Committee

- streaming video program
- may have prepackaged questions
- please contact Virginia with ideas of people to participate as content provider and librarian - academic focus

(From Virginia's post on Videolib) This program will feature three panelists; a faculty member, librarian, and vendor who have experience/expertise implementing streaming media in higher education. Do you know of a faculty member who is embracing streaming technology in their classroom? Do you know of a librarian that is a champion for streaming media? Is there an innovative vendor that would be particularly intriguing to bring onto this panel?

Discussion of Ideas for next gala:

- showcase of Disney archivist
 - There is now a new archivist after decades.
 - treasures of Disney archives
- Asian American local filmmaker to reflect demographics of area
- Virginia and Rhonda will be co-chairs for gala
- highlight local ethnic groups and film
- discussion of having a simple screening and Q and A with a director to attract a

wider audience

Discussion of not needing a representative for ALA Freedom to Read Foundation

IFLA liaison report - Howard

- meeting in San Juan, Puerto Rico this year
- doing workshop on handling AV material, August 16
- World Audiovisual Day is on October 27 - now a website for day, and more and more collections are recognizing this day

Discussion of whether or not any liaison positions can be eliminated.

NMRT - Joan will be new liaison

Rhonda will ask John Chaska for list of people in VRT who are also in the groups lacking a VRT liaison.

Discussion of welcome reception for new VRT members

- Monique will head this if there is enough interest
- Rhonda will contact the new members to find out if they plan on attending ALA annual

Moving Image Specialists in Libraries project - Howard

- asking for participation on blog
(<http://blogs.nyu.edu/tisch/preservation/research/libraries/discussion.html>)
- will be summarizing conclusions and presenting to ACRL meeting in October
- Need feedback and comments now

Discussion about media literacy

- Scott is curious about developing ACRL and VRT media literacy standards
- EBSS may have published something on media literacy
- need to investigate what may have already been done within ALA by other groups
- Scott is interested in something specifically for academic libraries
 - Tom and Scott will do a scan of what is already available.

Courtney Michael

- from WGBH media archive
- project asking for annotation services from volunteers
- curious about if VRT or additional ALA areas would be interested
- VRT group suggested she contact ACRL

Discussion of giveaways

- Communications Committee will decide if will do a button, t-shirt, magnet, etc.

Bylaws - Steve Brantley

Steve will serve an additional year as Bylaws Committee Chair.