

ALA VRT Executive Board Meeting, Monday, July 1, 2013, Chicago, IL

Present: Scott Spicer, Brian Boling, Tom Ipri, Anthony Anderson, Jeff Pearson, Student from Pratt, Matthew Hinders, Kelly Knight, Michael Miller, Steve Brantley, Julia Churchill, Howard Besser, Carleton Jackson, Laura Jenemann, Shelly McCoy, and Monique Threatt

Minutes: There was a clarification to the minutes for ALA Midwinter, which have now been updated online.

Treasurer's Report: Noted in meeting agenda (in Connect)

Guest Speaker: Although he wasn't able to be present, Kevin Reynolds, ALA executive board liaison to VRT was thanked by the board for his service. Jim Neil from Columbia will be our new liaison --Kevin's notes are attached to the meeting agenda (in Connect). Scott said that we need to ask Kevin for budget numbers since they were not part of the report.

Annual Reports:

Program committee: Elizabeth Myers, chair, not present. Others reported that the VRT program on Sat., "The more things change, the more they stay the same...or do they?" was well done, well attended, and was videotaped so look for that online in August (an announcement will be sent out when available). Transforming Performing Arts program was something VRT co-sponsored at least according to ALA, and was very good and well attended (Video and DH correlation).

Gala committee: We skipped the gala this year, but next year will be up for discussion (see: New Business) later in meeting. Steve Brantley mentioned that we talked in the past about working on it a year ahead (so working this year on 2015) and not scheduling every year, but maybe every other year.

Communications committee: Brian Bolings, chair, checked with Danielle (ALA staff) about VRT listserv and said that members are not always added (see: New Business). Also, went to roundtable mtg. and said that there's standards for brochures for that we should using and perhaps we should look at updating the brochure.

Web: Steve Brantley had no report.

Membership committee: Rohonda Rosen, chair, not present and no report

Multimedia Production DG: Shelly McCoy, chair reported 103 people are on the email discussion group. She is taking suggestions for better tools to use to have this discussion. Laura J. suggested moving it to a regular listserv and then just having moderated discussion.

Notables Committee: Laura Jenemann, past chair, gave report. She had difficulty getting feedback from ALA staff (Danielle), but she was able to go through ALA Washington office and get things to happen. She reported that the committee could be more diverse if they don't require in-person meetings -maybe once a month online discussions. There was discussion about listing actual cost of item and not PPR (institution price) for the notables list. Talked about maybe not listing price at all, so that it gets us out of the picture -- consensus was to not include this. Cmte. makes the decision, it is our list of what to put on

this list (not vendors). List wasn't printed in booklist this past year. Julia Churchill is new chair, Brian Boling and Wendy Higby members and will need another member. Quite a few people wanted to be on the committee and the chair is trying to keep it even with academic and public library representation.

Digital Media DG: Tracy Montri not present and no report.

Bylaws: Steve Brantley reported no changes

Nominations: Tom Ippri, chair, reported that for VRT Laura Jenemann is chair-elect and will be chair 2014-2015 and said for next year, after Vegas, Sec. and Treasurer terms are finished, so we'll need to start recruiting. Anthony Anderson is the in-coming VRT chair.

Anthony added new agenda item: difficulty for recruiting for chair-elect

Liaisons:

ALA Copyright & Committee on Information Commons: Howard Besser provided general discussion about programs and noted attempt to create a Copyright Day. He also talked about some programs:

- "Copyright in non-book media: a primer in..." There were 3 speakers and slides should be available. Almost all questions were about video, especially deteriorating video collections -rather than the art and music speakers.
- In the PARS Preserv. Administrators IG -presentation by Brendan Butler who wrote the ACRL Fair Use Guidelines
- ACRL had session on success stories for people who had used ACRLs Fair use code -Brendan Butler and Kevin Smith did presentation. These sessions were videotaped so VRT should link to them.
- ALA out of WA office is assembling group of authors who are willing to do special deals with libraries and cutting out publishers to make special deals together. One of the authors: Corey Doctorow is helping this --In early stage. Corey talked in his LITA session about open access as an author -puts his books online within a week after he publishes them. Is the fact that he's willing to give it away freely, making people more willing to pay? It will be interesting to get data out of this.

IFLA Audio Visual/Multimedia section: Michael Miller reported that he had midyear mtg. in NYC hosted by Howard Besser and there was a program in Singapore related to new methods of cataloging. They are also offering workshops for cataloging media collections for non-specialist librarians. They are worried about their membership and how to reach people and make it a stable section.

IFLA Membership to Coord. Council of Audiovisual Archives Assoc. (CCAAA) composed of 6 orgs. that only deal with audiovisual archives and two orgs. that are more general with audio visual sections (like IFLA and Int'l council of archives).

National Media Market and Consortium of College and University Media: Carleton Jackson reported that CCUMC is now officially known as CCUMC Leadership in Media and Academic Technologies. Sue Parks is current president of CCUMC, is from South Texas

and is a member of VRT. The CCUMC conference will be Oct. 9 - 13, 2013 in Oakbrook, IL and hosted by Wheaton College and Midwestern University. Theme seems to be: Digital improv. Carleton presenting there on integrating media into courses.

National Media Market will be Nov 3-7, 2013 in Charleston, SC and is connecting with the Charleston Conference (overlapping one day). NMM is a media market-buying environment and prof. development entity. Howard Besser and Brian Boling of the VRT exec. board will be presenting. Ten to fifteen thousand people go to the Charleston Conference. There's some kind of deal that VRT members get 2 for 1 or half-price admission to the National Media Market conference.

Howard Besser is willing to be formal liaison. Said that late timing of media market will affect time for Notables because many nominations come in after that event. NMM does offer scholarships to attend and if you give a presentation, they'll waive your registration fee.

Roundtable coordinating assembly(RTCA): Scott Spicer reported that he, Anthony and Brian attended. There's recognition that a number of roundtables are facing issues with recruitment, virtual attendance, etc. and there was consensus to share info more closely on these issues.

Laura offered that she'd like to put on future discussion or new business to have an official liaison with AMIA.

Howard has proposed session for PARS on audiovisual preservation in University Libraries (using 4 grad. students in his program that have been hired to establish this in their libraries). Scott suggested having VRT be a minor co-sponsor to this program.

Old/New business:

Howard: IMLS grant for in-service training and this is attempt to run full-day preconference in Las Vegas ALA on what to do with locally produced, born digital content. He wants ongoing input from VRT. : Grant will cover travel for 2-3 speakers to conduct workshops (Howard will be one speakers) and expendables like handouts, but will probably need VRT funding. Scott contacted Danielle Addleson at ALA about logistics of setting this up and other special considerations we should know about. Need a fee to hold spots and discussed making a bit of profit for VRT from it. Cap attendance at 50 and have it Friday of conference. Will have a local workshop in NY with same curriculum to test it and evaluate it in Nov. There's funds to record the local ones and perhaps funds for Las Vegas one.

There was discussion that since the Multimedia Production DG is so popular, maybe there should be some kind of in-person programming at Annual and then plan for hands-on workshop in future. Possible topics: 1. production centers 2. uses of production 3. media literacy 101 4. how things tie in and skills across library --start with basic clientele to set stage of how various aspects tie into librarianship. Start building larger program/series. Consider the future and know detailed facets appeal to different clientele. Shelly will talk to Tracy about Media Resources DG and if other similar topics have come up during that meeting. Piggy back off of preconference on locally produced, born digital content and have thematic link. Look at VRT survey results for granularity. Tom mentioned looking at Bylaws just to see if they should be rewritten to include media production more specifically. **Feb.

8 is deadline for annual program** --draft something and get something together and share on connect to talk about this fall.

Discussion of ALA Connect:

Steve would like to have clearer rules as to what should be put from Connect and onto the website.

Action item: to develop communication standards by midwinter for what we need to put on webpage and what gets put on Connect --to be worked on by Brian, Scott and Steve.

Danielle met with Scott and gave him suggestions to streamline communications to her and these are posted on this meeting's agenda:

- Scott is going to start listserv for exec. board through danielle to make communication easier.
- Adding and deleting members from VRT listserv --Danielle said that she can do that and we need to check to make sure that it happens. Brian will work with new membership chair to update welcome letter template to send to Danielle.

New name for VRT:

We decided to table discussion of new name for a few more years -2016 annual -not that we are opposed to changing it, we just don't have a better name in mind.

Handbook discussion:

Proposed not having a formal handbook, but at least a timeline and doc. that pulls together resources -a couple of paragraphs for all the positions called a management document.

Action item: Scott proposed Anthony, Scott, and Laura draft something -this group is meeting after exec. meeting and will quickly put something together.

Steve has structure on original wiki to extract and put something online.

Nominations committee --a run down of positions:

New treasurer and secretary terms to start '14-'16. Recruitment informally before and during and after Midwinter and then call is in Feb. Chair-elect would also happen then.

Scott would put out a formal call for nominations.

Webmaster interest: Andrew Horbaugh (Carleton's staff) but Steve can stay on (Andrew also interested in membership)

Brian will continue Communications (Steve as webmaster is on Communications Committee and Jeff Pearson said he's interested), but if anyone else is interested, they will work them in.

Julia is set on Notables for now (Jeff Pearson still interested).

Nominations is Tom outgoing and Scott incoming now.

Anthony is incoming VRT chair.

Rhonda rotating off as Membership chair and Matthew Windsor interesting in chairing and Andrew Horbaugh on there as well. Julia said that she could be on the committee as well.

Carleton mentioned recruiting liaisons to other committees.

Digital Media DG: anyone interested?

Multimedia Production DG: Shelly continues.

Program Committee: Elizabeth Myers will continue as chair. She is looking for new members.

Bylaws: Steve will not continue. We will put out a call for bylaws. Discussion about what the bylaw committee does. Monique Threatt volunteered to be a member.

Liaisons: Current liaisons there Howard, Michael and Carleton agreed to continue to do this.

ACRL Digital Humanities DG -may be a future liaison role for us.

Also mentioned that perhaps we could do something more formally with "Now Showing It" screenings at the conferences. Michelle McKenzie offered to work on this.

Gala:

Gala Committee suggested not having a gala in Las Vegas, but start planning for San Francisco. Monique Threatt, Michelle McKenzie and Howard Besser will be on the Gala Committee. There was discussion on the relationship of these committee to the Programming Committee (it is separate).

Minutes respectfully submitted by Shelly McCoy, VRT secretary

- See more at: <http://connect.ala.org/comment/49687#comment-49687>