Summary: Activity for the year focused on the successful launch of a section promotional blog, ArchSec. Initial work both in and post-Pasadena also centered around encouraging open, creative discussion and collaboration on potential architecture-based conference program topics.

ArchSec (http://archsec.wordpress.com) (ongoing)
The main thrust of the section has been to implement a solid conceptual and visual foundation for the blog planned for since March 2013 and launched in September 2013. The decision to launch a blog was the result of extensive polling of the section in 2012-13 and was adopted as the primary method by which the section would integrate the goals of the 2011-15 ARLIS/NA Strategic Plan. Specifically, the blog aligns with the following goals and points of the Strategic Plan (status and qualifications added in italics).

Primary Alignment (completed & ongoing)
Goal IV: Emphasize our Collections and Stewardship Role

Secondary Alignment (ongoing & pending)
Goal I: Articulate New Directions and Identity for the Profession (specifically):
  o Advocate the art information professionals' value and relevance so as to strengthen our membership's standing within our institutions and their respective constituencies;
- Provide opportunities for members to participate in shaping the role of the profession in the changing environment of art information and scholarship;

**Goal III: Create Stronger Leadership through Promotion, Cooperation and Advocacy (specifically):**
- Foster partnerships and affiliations with other professional organizations by identifying opportunities for dialogue and collaboration;

**Goal V: Strengthen the Society's Communication and Operational Infrastructure (specifically):**
- Continually explore ways in which to enhance the Society's virtual presence through its website and other social media;

Future success of the ArchSec blog revolves around willing and dedicated contributors. The blog currently features four diverse, inspiring and visually rich posts, contributed by Vestermark (with colleagues), Vice Moderator Ziefle, Lucy Campbell and Rebecca Price which have earned it over 1500 page views to date. The blog was initially promoted to the ARLIS-L listserv, and Vestermark distributed periodic appeals to both ARCHSEC-L and the Association of Architecture School Librarians listerv (AASL-L) to garner authors. He also consulted frequently with Ziefle and once with ARLIS/NA Vice President/President Elect Carole Ann Fabian to discuss and seek advice for increasing volunteer authorship. At this point, it remains to be seen whether e-mailed solicitations will reap a sustainable crop of ad-hoc volunteers, though one alternate strategy may be to decrease the length and depth of the entries in order to encourage more authors and greater frequency of posts. The section may also want to move towards a core team of regular contributors combined with posts from occasional guests, rather than a wide-open periodic call. Other directions for blog development may lie in the areas of creating style sheets and ultimately, in the long-term, moving towards a repository of digital projects.

**Architecture-based Conference Programming (ongoing)**
At Pasadena 2013, then-Moderator Amy Trendler initiated an interactive small-group approach to brainstorming both blog post ideas and conference programming based on architecture. The extra 15 minutes granted the section for the 2013 meeting that year went a long way towards accommodating this progressive, democratic method. Vestermark followed up by launching multiple e-mail appeals to review the meeting notes for ideas and inspiration, and to continue the conversation virtually through the listserv and private e-mail. Ziefle and Vestermark will continue to make program planning one of the top priorities of the D.C. 2014 section meeting.

**Issues for the Executive Board**
On behalf of future section leaders, SIG leaders, et al., the Moderator suggests a more automated system be sought for welcoming new and renewing members who have “checked” an interest in respective sections, interest groups, etc., ideally one that differentiates between the following.

- New members with an interest in a particular section
- Renewing members with a NEW interest in a particular section
- Renewing members reiterating an interest in a particular section
Currently, the system requires a time-consuming, manual cut-and-paste of each member’s e-mail address, and notifications to the leaders don’t differentiate between new members and renewing members. However, the ability of the leaders to compose and customize these welcome and/or renewal messages will remain important.