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SEI 2015: Final Report
September 8, 2015

SEI 2015 Implementation Team Members:
- Meghan Musolff, University of Michigan, VRA Co-Chair
- Greta Bahnemann, University of Minnesota, ARLIS/NA Co-Chair
- Jesse Henderson, University of Wisconsin-Madison, Incoming Co-Chair for VRA and Faculty Liaison
- Sarah Christensen, University of Illinois at Urbana-Champaign, Local Chair
- Karen Kessel, Sonoma State University, VRA Curriculum Development Specialist
- Ian McDermott, ARTstor, ARLIS/NA Curriculum Development Specialist
- Jeannine Keefer, University of Richmond, Development Lead
- Virginia Kerr, Center for Research Libraries, Publicity Specialist
- Rebecca Price, University of Michigan, Web Administrator
- Sarah Falls, Ohio State University, ARLIS/NA Board Liaison
- Chris Hilker, University of Arkansas, VRAF Treasurer and VRAF Board Liaison

Charge:
The purpose of the Summer Educational Institute (SEI) is to provide information professionals with valuable training and education in the area of visual resources and image management. Under the direction of the Executive Boards of the Art Libraries Society of North America (ARLIS/NA) and the Visual Resources Association Foundation (VRAF), the SEI Implementation Team (SEI IT) is charged with managing SEI providing or coordinating administration, local arrangements, registration, scheduling, fundraising, publicity, curriculum, instruction, and teaching materials.

Accomplishments:
- Redesigned the 2015 curriculum based on survey results and current trends impacting visual resource professionals (see more under the curriculum heading)
- Developed a registration form and process that can be reused by future SEI teams
- Revised budget to reflect lower than anticipated registration numbers
- Worked together to identify alternative avenues for marketing and developed targeted messaging for those audiences
- Once again, conducted a successful SEI 2015! A sample of survey comments:
  o "I had a great experience. I not only learned some new concepts and practical information, I also met a lot of great and interesting people."
“I already have recommended SEI to others, including librarians/archivists who are working in digital projects...because I think the curriculum could be very valuable to them as well...”

“Absolutely the most informative conference I’ve attended!”

Attendees:
- 30 attendees participated in SEI 2015
- A snapshot of SEI 2015 attendees:
  - By state:
    - California: 1
    - Colorado: 1
    - DC: 1
    - Illinois: 6
    - Indiana: 1
    - Massachusetts: 3
    - New York: 1
    - North Carolina: 2
    - Louisiana: 2
    - Maryland: 1
    - Michigan: 1
    - Missouri: 1
    - Nebraska: 1
    - Pennsylvania: 1
    - Ohio: 2
    - Oregon: 1
    - Texas: 1
    - Vermont: 1
    - Virginia: 1
    - Washington: 1
  - 13 attendees were members of either ARLIS/NA or VRA
  - Professional role:
    - Information Science/Library Science graduate student: 10
    - Librarian: 9
    - Museum professional: 4
    - Image management professional: 3
    - Other:
      - Academic department coordinator
      - Archivist
      - Art history graduate student
      - State government employee
  - How they heard about SEI:
    - Colleague: 9
    - Listserv: 8
    - Organizational website: 8
    - Other:
      - SEI alum
      - VRA
      - UIUC newsletter

Development:
- Approached local organizations for sponsorship of SEI 2015. Both the University of Illinois Graduate School of Library and Information Science and the University Library made donations
- Contacted ARLIS/NA & VRA Chapter chairs and presidents about contributing towards a chapter-sponsored break at SEI 2015. The following chapters sent donations:
- ARLIS Upstate New York
- ARLIS Texas/Mexico
- VRA Mid-Atlantic
- ARLIS New York

- Approached various commercial entities for donations as well and ARTstor made a donation to SEI 2015.
- Selected 5 recipients for the Kress Foundation Scholarships to SEI 2015 from a pool of 32 applicants.
  - Submitted a report to the Kress Foundation following SEI 2015 that included a description of the curriculum and essays from the 5 scholarship recipients

Publicity:
- Held SEI reunion events at ARLIS/NA and VRA annual conferences
- Sent notices to ARLIS-L, VRA-L, library school listservs, and local listservs about registering for SEI
- Promoted SEI via the SEI 2015 website, the SEI Facebook page, and the SEI Twitter account
- Developed a weeklong advertising strategy to highlight testimonials from past SEI attendees from different backgrounds (new professional, museum professional, graduate student)

Finance:
- Honoraria, Kress Scholarships, travel reimbursement, and expense reimbursement checks were dispensed by Chris Hilker, VRA Treasurer
- SEI Team worked together to revise proposed budget due to a smaller than expected enrollment
- Income for SEI 2015 was $26,749.78 and expenses were $20,843.31. The remaining net income of $5906.47 will be divided between ARLIS/NA and the VRAF, which will each receive $2953.26.

Curriculum:
Each year the SEI Implementation Team devotes a significant amount of time to reviewing, editing, and enhancing the curriculum in order to ensure that the institute keeps pace with changes in the field and delivers on its promise of a high quality educational experience. The team then seeks out instructors with professional expertise in the chosen topics to further develop the courses they have been selected to teach. The SEI 2015 curriculum featured longstanding essential building blocks such as Intellectual Property Rights and Metadata Overview. This year we reimagined the day typically devoted to digital imaging to include every step in the digital asset life-cycle (developing & managing digital collections, resource delivery, digital preservation, and project management). We also included a new module devoted to digital humanities. Preliminary review of the post-SEI 2015 surveys showed that attendees gave high marks to the course content and instructors. A sampling of survey responses:

"The curriculum was excellent, both in breadth of scope and striking a balance between detailed, practical exploration of relevant skills & tools, and putting these in the context of broader issues in visual resources/arts librarianship, and a transition to digital scholarship within librarianship. The instructors were very knowledgeable and engaging to listen to, and did a great job of condensing complex topics into short, productive 3-hour class blocks. The curriculum was also very flexible and adapted to participants' feedback and interests..."

"All in all, I think this was an excellent curriculum. How useful a particular class is can be very dependent on the prior level of knowledge and the practical application of the material, but these classes made sure that everyone came to the end with the same knowledge. Very well suited to the beginner as well as the daily digital worker."
Addressed all the major points one would need to get started as well as review and clarification.”

"I learned so much that I could bring back and actually use in my job. I loved the depth, breadth and variety of topics and speakers.”

SEI 2015 Courses & Instructors:
From the survey: Do you think the instructors had a good grasp of their subject areas? "Most definitely! No question that we were learning from rock stars!"

- **Intellectual Property Rights**: Nancy Sims (Copyright Program Librarian, University of Minnesota)
- **Metadata Overview**: Gretchen Gueguen (Data Services Coordinator, Digital Public Library of America)
- **Embedded Metadata**: Greg Reser (Metadata Specialist, University of California, San Diego Library)
- **Digital Life-cycle**: Liz Gushee (Digital Collections Librarian, Harry Ransom Center, University of Texas, Austin)
- **Digital Preservation**: Nicole Finzer (Visual Resources Librarian, Digital Collections Dept, Northwestern University)
- **Project Management**: Angela Waarala (Digital Collections Project Manager, University of Illinois Library), Nicole Finzer, Liz Gushee
- **Digital Humanities**: Jeannine Keefer (Visual Resources Librarian, University of Richmond)
- **ThinkCamp**: Nicole Finzer, Jeannine Keefer, and SEI co-chairs

Post SEI 2015 activities:
- A post-SEI evaluation form was sent to participants and feedback was collections from 24 respondents (an 80% response rate)
- Thank you notes sent to SEI instructors, donors, and implementation team members
- Sent invitations for the SEI LinkedIn Group to SEI 2015 attendees and instructors.

Goals following SEI 2015:
- Work with ARLIS/NA & VRAF Boards to identify a location for SEI 2016
- Analyze post-SEI evaluations to inform SEI 2016 planning decisions and potential curriculum changes
- Appoint new SEI 2016 Implementation team members as needed
- Work with ARLIS/NA & VRAF SEI Curriculum Specialists on SEI 2016 programming