Annual Report 2015
Fashion, Textile & Costume Special Interest Group

Submitted by:
Carla-Mae Crookendale (FTC SIG Moderator)
cmcrookendale@vcu.edu
Nicole LaMoreaux (FTC SIG Vice-Moderator)
nicole.lamoreaux@limcollege.edu

FTC SIG History and Current Leadership:
The ARLIS/NA Fashion, Textile & Costume (FTC) Special Interest Group (SIG) was founded in February 2011 by Sandra Ley (Pima Community College, Tucson). Sandra functioned as the group coordinator until spring 2014, when Lauren MacDonald (California College of the Arts) took over as moderator with Carla-Mae Crookendale (Virginia Commonwealth University) as vice-moderator. Helen Lane (Fashion Institute of Technology) and Diane Harter (Brigham Young University) assisted as FTC SIG blog managers. Sandra continued on as an advisor and membership coordinator. In spring 2015, Carla-Mae took over as moderator with Nicole LaMoreaux (LIM College) as vice-moderator.

FTC SIG Purpose: The purpose of the FTC SIG is to serve as a forum for sharing knowledge and ideas pertinent to fashion, textile & costume librarianship. Participants capitalize on the shared experiences and knowledge of the FTC library community. The group is primarily composed of members from academic, museum, corporate, and public libraries concerned with developing professional skills and knowledge in areas such as reference, library instruction, and collection development. (S.P. Goal II: Expand Mentoring, Management, and Transition Skills - Extend and encourage professional development, continuing education, networking and mentoring opportunities, for both mid-career and senior career professionals.)

FTC SIG Membership: For calendar year 2015, the SIG received 117 membership requests from ARLIS members. For the current calendar year, the SIG has received 68 membership requests so far. Each request was followed up with an e-invitation to join the FTC SIG blog.

FTC SIG Blog: http://arlisftc.wordpress.com/
The FTC SIG blog, launched with the SIG in February 2011, is the forum for communication and networking among our members. (S.P. Goal II: Expand Mentoring, Management, and Transition Skills - Extend and encourage professional development, continuing education, networking and mentoring opportunities, for both mid-career and senior career professionals.)
FTC SIG Blog Followers & Subscribers: The blog currently has 315 “followers” and 118 blog “users.” (Blog “followers” sign up to receive e-mail notifications of blog postings, and “users” sign up for blog username and passwords which enable them to post content to the blog.)

Blog Posts: Our blog subscribers posted 69 times and commented on posts 65 times in 2015. The blog has had 393 total posts since our SIG was founded in 2011. There were 92 posts in 2014, and 83 in 2013.

Blog Views and Visits: The WordPress blog received 17,276 views in 2015, and 41,693 in 2014, and 35,882 in 2013. The decrease in views is likely from the reduced number of blog postings. Total views since the blog was created is 109,025. Total blog visits since the foundation is 55,295. SIG leadership is pleased to continue generating interest in the FTC SIG and ARLIS/NA.

Views by Country: The FTC SIG blog had visitors from 131 countries. The majority of visits were from the USA (8,649), with the next highest coming from (in order) the United Kingdom (1,055), Australia (656), Canada (582), and France (437).

FTC SIG Fashion Librarians’ Resource Guide:
http://libguides.pima.edu/fashionlibrarians

Guide Description: In early 2011, an online Fashion Librarians’ Resource Guide was created with the collaboration of our SIG members. It provides colleagues with a permanent and continually evolving list of recommendations for subject-area reference resources, key publishers and information vendors, information on trend forecasting services, important free websites. It also provides a link to the ARLIS/NA fashion design information competencies.

Guide Statistics: The online guide generated approximately 591 views in 2015, demonstrating its usefulness to our members. It continues to be updated frequently. (S.P. Goal II: Expand Mentoring, Management, and Transition Skills - Extend and encourage professional development, continuing education, networking and mentoring opportunities, for both mid-career and senior career professionals.)

FTC SIG 2015 Annual Meeting and Conference Activities:

FTC SIG Annual Meeting: At the 2015 conference, the FTC SIG had its fifth annual meeting on 5/22/15 with 13 attendees.

Discussion Topics:
- The Librarian Wardrobe(LW) collaboration at the annual conference. Heather Koopmans who has coordinated the project for the past couple years asked the FTC SIG to take over. She brought it to the SIGs attention that there had been some negative feedback about the project, so the group discussed the merits of the project. All attendees had positive comments and provided suggestions for ways in which the SIG could build on the initial project parameters. To help guide the decision-making process, FTC SIG leadership posted a survey soliciting feedback on the LW & ARLIS collaboration to the ARLIS listserv (see below).
● Guest: Proquest, providing an overview of the variety of ways WWD & Vogue Archives can be used in research for many disciplines.
● Guest: Bloomsbury Publishing, providing updates on the Fashion Photography Archive and the new Bloomsbury Fashion Central platform

FTC SIG 2015 Special Projects:

**Librarian Wardrobe Collaboration Survey:**

- This year the FTC SIG was asked to take over facilitating the Librarian Wardrobe collaboration documenting the fashion of ARLIS conference participants.
- SIG leadership felt that this collaboration engages the following ARLIS strategic goals:
  - Goal I - "Articulate New Directions and Identity for the Profession." Fashion has always been an important reflection of culture, and the mission of the Librarian Wardrobe blog is an effort "To document, organize, and make accessible how a variety of information professionals dress for work and work-related activities." (http://librarianwardrobe.com/about). Along with ARLIS/NA, images from attendees at ACRL, ALA and other conferences have been featured. Significantly, the blog editors choose to emphasize diversity, both in fashion choices (from casual/quirky to more formal/conservative) and in librarians (gender, race, age, body type etc). While discussion on the blog can be light, they also get into some of the deeper cultural issues, and this is reflected in the book inspired by the LW blog, The Librarian Stereotype: Deconstructing Perceptions and Presentations of Information Work. Collaboration with LW allows ARLIS to be represented and to participate in engaging with these issues.
  - Goal III - Expand the Society's programs to "attract those new to the art information profession" and provide an opportunity for "for dialogue and collaboration." A point has been made to select photographers who are new to ARLIS/the annual conference as a way to help them reach out and connect, and this is a tradition the FTC SIG would like to continue. The Librarian Wardrobe collaboration highlights both the rich culture (manifested in creative fashion choices) and fun community that is a part of art librarianship, evident at every conference, and engaging to new potential Arlisians.
  - Goal V - “Strengthen the Society's Communication Infrastructure by enhancing the Society's virtual/social media presence.” Coverage of the conference fashion on the LW blog is viewed by many, and could be linked to other ARLIS social media outlets.

- To more accurately assess the perspective of the ARLIS community at large on the collaboration, the FTC SIG received permission from the ARLIS board to post a short survey to the ARLIS listserv asking ARLIS members for their feedback. Responses were overwhelming positive, and included suggestions for related programming the FTC SIG could consider for the future. These suggestions will be discussed at the 2016 SIG meeting in Seattle. https://arlisftc.wordpress.com/2016/02/05/arlislibrarian-wardrobe-collaboration-survey-results/
Electronic Fashion Resource Webinars:

- In keeping with the FTC SIG purpose to "to serve as a forum for sharing knowledge and ideas pertinent to fashion, textile & costume librarianship," SIG leadership decided to experiment with hosting demos of electronic fashion resources. The hope was to provide SIG members with an opportunity to discuss the relative merits of assorted resources, and preview them to aid in collection development decisions. SIG members were asked about which resources they wanted to learn about, and gave suggestions on the blog.
- Our inaugural effort was a webinar demo with a representative from the trend forecasting service WGSN. The webinar provided a useful overview of the resource, but was challenged by technical difficulties with the web conferencing software. In the future, we will try again with a different resource and another web conferencing tool.

Submitted: February 12, 2015

Submitted electronically to:
- ARLIS/NA Headquarters: info@arlisna.org