ARLIS/NA Communications and Publications Committee Business Meeting Minutes

Saturday, May 3, 2008, 12:30 p.m. – 2:15 p.m.

Recorded by Lee Viverette

Chairman Roger Lawson called the meeting to order at 12:35 p.m.

Present were:
Kraig Binkowski (Professional Resources Editor)
Judy Dyki (ARLIS-L Moderator and Art Documentation co-editor)
Jonathan Franklin (At-large committee member)
Carol Graney (News & Features Editor)
Jennifer Hehman (Bibliographic Notes Editor)
Eileen Markson (Copy Editor, Art Documentation)
Martha Ruddy (At-large committee member)
oan Stahl (ARLIS Reviews Online Editor)
Lee Viverette (At-large committee member)

Executive Board liaisons:
Susan Koskinen (skoskine@library.berkeley.edu)(2006-2008)
Barbara Rominski (brominski@sfmoma.org) (2008-)

Absent were:
Nedda Ahmed (ARLIS/NA Web Site Editor)
Kathy Zimon (Contents Co-Editor, Art Documentation)

Roger Lawson welcomed everyone to the first meeting of the newly named “Communications & Publications Committee.”

Old Business

The first order of business was to review the minutes from the business meeting held in Atlanta in 2007. A correction was made to the attendance record, noting that Jonathan Franklin was absent at the meeting. His e-mail address has also been changed.
Next the committee reviewed the important events of 2007. Roger reported that our co-publishing agreements are continuing well, and that we produced two issues of *Art Documentation*. We also published Joan Benedetti’s book *Art Museum Libraries and Librarianship* with Scarecrow Press. This book is now ready for its second printing, with corrections. We will publicize the new edition on ARLIS-L and on the Web site. We did an extensive revision of Policy Manual Section R, including a revised author’s agreement (PM R12.) The new form is available on the Web site and new contributors will need to sign this agreement.

We concluded our survey concerning the exclusive peer review of *Art Documentation*. The results from the survey, conducted through Survey Monkey, indicate conclusively that the journal need not be exclusively peer reviewed. As the current policy manual states, the editors may choose to implement peer review for certain articles or issues as necessary.

Kraig Binkowski gave a summary of recent online publications including *Information Competencies for Students in Design Disciplines, Artist Files Revealed, Bib Note: Recommended Blogs for Art Reviews (with links on Del.icio.us)* and *Cataloging: Best Practices*. Kraig also mentioned that a tri-fold brochure on the Publications Committee had been created for the Denver meeting, and that it was available to attendees on the check-in table.

Joan pointed out that the increase in reviews has necessitated more work on her part, but that she has been able to find reviewers more easily by posting calls for reviewers online. Judy has been exploring options to index the reviews.

Roger stated that a new feature called *Between the Lines* has been added to *Art Documentation* in place of the reviews.

Judy brought the committee up to date on the new production and mailing procedures for *Art Documentation*. The mailing is being handled by a publishing house in Utah, and we should realize some postage savings. Moving the mailing address to a U.S. address should be cost-effective and delivery should be faster than we experienced using the Canadian postal service. Copy still goes to ion before being sent to the printer (discussion continued under New Business).

Eileen prepared documents for transfer of audio tapes and transcriptions of interviews with Joan Benedetti, Bill Dane, and Karen McKenzie, originally published in *Art Documentation*, to the ARLIS/NA archive, which has moved from Syracuse University to Indiana University.
Roger explained that in February of this year, the ARLIS/NA listserv shared a server with a Web site that was blacklisted for spamming. The service provider was notified but it took a month for the provider to resolve the problem. We put a notice out to our membership warning members that until the problem was fixed, listserv subscription could be risky for unprotected PCs or email accounts without spam filters, advising unsubscribing until further notice. The problem was resolved, the ban was lifted on March 6th, 2008, and a news announcement ran on the AWS. Judy emphasized that the problem had nothing to do with ARLIS/NA or functionality of the ARLIS/NA listserv.

Roger reported that Nedda added pages for four ARLIS/NA committees to the Web site in addition to performing regular site maintenance. She plans to update the chapter bylaws pages and to monitor the implementation of MemberClicks, along with Jonathan, Martha, and a member of the membership committee.

Susan commented that as a result of the restructuring of the executive board, Amy Trendler will serve as the committee’s development and marketing liaison. Susan’s position as West Regional Representative and liaison to the Publications Committee has changed into the newly named Communications and Publications Liaison. Barbara Rominski has taken on this new role, and her focus will be the Publications Committee, specifically the technology components, including the Web site. Susan said that the new organizational chart will be available on the Web site shortly and thanked Martha for agreeing to serve as the Society’s technology advisor.

Martha prepared an assessment report for the board that is a snapshot of the technology capability of the society. Noting that the artist files working group, led by Jon Evans, could not access the “wiki” (a collection of Web pages designed to enable anyone permitted access to contribute or modify content using a simplified markup language), Martha reported that the Society’s technology capabilities are in constant flux. The incoming board will address our technology issues in detail. Susan added that she has asked about the RSS feed and that she thinks it is logical and needed. She is hopeful that the feed will become a reality in the near future. The board is eager to enable the print-on-demand feature for the handbook. They recommend that at least the front pages of the handbook be made available as PDFs. Roger thanked Susan for her contributions over the past two years and welcomed Barbara to the committee.

The committee moved on to **New Business**.
The first item on the agenda was the **MemberClicks implementation**, particularly with regard to production of a member directory and handbook. Before the conference, Roger queried Lise Hawkos (VRA) concerning VRA’s experience with MemberClicks. VRA may serve as a useful model for us to follow in regard to the application and manipulation of data, and guide us in how best to utilize the versatility of MemberClicks and in producing on-demand print resources. Lise said that VRA uses MemberClicks only for its online membership directory and for online forms; MemberClicks does not administer VRA’s main Web site, listserv or Web site archiving. VRA contracts with two individuals from the University of Arizona who manage their Web site and conference site. The contractors charge $75.00 an hour for modifications. Roger suggested that this committee should explore hosting pricing further in the event that we require a new provider. Susan asked if VRA used MemberClicks to process payments. They do not because this function requires a dedicated server. VRA pays $20 a month for server hosting.

VRA’s directory is produced in PDF, and is also available for download and printing by the membership. No print resource is offered through headquarters. They extract the information from MemberClicks annually for their directory. ARLIS/NA may be able to use the existing template prepared by ion to create a PDF directory in September of every year. Jonathan commented that dealers and vendors would benefit from a printed resource that they could refer to for business purposes and others liked them as historical records and as a way to memorialize events. An annual report could serve this purpose. We will explore the Web site hosting arrangement further, a collaborative effort with VRA or ad hoc committee task force. We could benefit from their expertise and a cross-organizational dialogue. VRA does not have a headquarters and only 4 people from VRA are allowed to contact MemberClicks with questions.

Susan said that Deborah is now our only designated contact for MemberClicks but that we need to discuss forming an *ad hoc* group, and adding access privileges for other members. *Nedda’s access privileges were added immediately before the conference, but not reported during the meeting -- RL* *Action item:* Roger will identify VRA liaisons to contact the ARLIS/NA implementation advisory group (post-conference).

HQ administrator Craig Fleming indicated via email that we need to consider how to accommodate subscribers who currently obtain the directory through EBSCO subscription. Eileen expressed concern about third-party subscribers gaining access to our membership directory. *Action item:* Roger will investigate the EBSCO subscription agreement and make recommendations for any necessary changes. Key question: Does this arrangement produce a significant amount of revenue? (June)
The next topic on the agenda was the current proposal for the publication of an annual report. Earlier this year Roger discussed with the President and Executive Director an arrangement whereby a commercial entity would donate layout, design, and mailing services in exchange for allowing it to sell and receive proceeds from advertising in the report. Although it is appealing to have a tangible item to distribute, the committee felt that the publication would be too commercial in this format. Susan noted that some executive board members questioned the justification for a new printed publication in light of considering ceasing publication of our membership directory to save costs. Some suggested that an annual report might be useful in an online format. Roger stated that the Special Library Association Report is only available in PDF and that it is not convenient for perusal. Lee suggested that if a print publication is primarily to serve as a marketing tool, it could be produced biannually to lower production costs.

[Outgoing Treasurer Fran Scott joined the meeting.]

Jonathan commented that the publication is appealing to different constituencies for varying reasons. It could be a historical document, a marketing tool, or a yearly report.

A discussion ensued regarding how the publication would be most viable, i.e., as a marketing tool or as a record of accomplishment—or both. Roger suggested that an annual report would contain a president’s report, financial report, treasurer’s report, and committee reports. Most of this information is already available online. Should it be targeted to exhibitors, affiliates, members, institutions, sponsors, and/or international interests? Budget is an issue that needs to be resolved. The next step to take in order to pursue the idea of a new publication is to flesh out the proposal and get time frames and budget. In summary, Roger stated that we need to define our audience, determine what the components of the publication would be, how the work load will be distributed, and what we might have to work with in terms of budget. More conversation is clearly needed, so the discussion was tabled.

The next item up for discussion was related to the online availability of Art Documentation. The publication’s editors proposed putting the entire Art Documentation backfile online on the AWS. The backfile is already in PDF thanks to EBSCO preparing the files as part of our agreement. Judy suggested that the backfile be available in the members-only section of the AWS. Action item: Roger to determine availability of backfile in PDF from EBSCO (post-conference).
Roger stated that we need to be prepared to **recommend an alternative server host arrangement** in the event of a disruption in service or if the server happens to move again without alerting us, as happened last year. He recommends that we put together a proposal by June for another host so that we are prepared to take immediate action if necessary. According to Martha, we are currently hosted by Web Power.

Carol reported on News and Events and reiterated the **need for an RSS feed** so that members will receive updates to the calendar, etc, as they are posted without having to go and check the site to see what is new. Susan said that the entire EB supports it, but the logistics of adding it to our site are unknown. We might consider using the person who currently modifies our Web site. We need to investigate the possibility of adding the expense to the Web site budget line for publications. Carol would like members to contact her with any important or interesting projects or proposals. She emphasized that the projects need not be finished. **Action item:** Martha to consult with HQ about available resources and share with AWS advisory committee (post-conference)

Regarding the **maintenance of conference Web sites**, the committee agreed that there was no need to maintain live links, but to retain information about the tours, etc. Other elements that we may want to keep active, such as virtual posters, would be addressed separately.

Roger brought up the subject of **e-commerce** and how we might use the Web site as an advertising tool. We already have ads on the conference Web site because conference sponsorships allow sponsors to put their logos on the Web site; the question is whether we want to move to the next level and place advertising on the main Web site. We would have the same criteria that we have in place for our print publications, so we would limit the opportunity to vendors that have established a relationship to our organization. We would also want to avoid undercutting the revenue stream provided by conference sponsorships. We would want to draw from a different pool of advertisers. Lee asked if there was a target goal for revenue to be generated by this type of advertising initiative. We might consider bundling Web and print ad sales. Roger expects to have detailed financial information for the committee’s revenues and expenses in the summer. We need to determine what the Development Committee has targeted for its sponsorship goals. **Action item:** Roger asked the committee come up with some suggestions and report back; he will discuss this idea with the new development committee chair (July) in time for the next round of conference publicity.

We still need to address the issue of **Web site archiving**. When we investigate alternative hosting servers, we need to make archiving capability
part of the service agreement, rather than having a member’s institution handle web archiving responsibilities. Kraig Binkowski agreed to work with Nedda to form a subcommittee to create guidelines and to explore archiving options. Action item: Kraig and Nedda to draft archiving guidelines for distribution to committee prior to midyear EB meeting (September).

Jonathan commented that the MemberClicks advisory group is still together but limited by the fact that they cannot contact anyone at the organization, nor do they have instruction on how to manipulate and use the Web site. Susan said that it would make sense for the group to have access. Outgoing Treasurer Fran Scott said that she had access to the manual and offered it to Jonathan who gratefully accepted it. Susan suggested that Barbara relay information about our existing MemberClicks group to the board during the post-conference meeting and recommend that the advisory group should be the official point of contact with MemberClicks.

Kraig summarized online resources and spoke about a new occasional paper to be produced in collaboration with VRA – Facilities Standards for Art Libraries, and Copyright for Art Libraries and Visual Resources Collections. Janis Bruhlheide, author of The Copyright Primer for Educators and Librarians, a joint publication between ALA and the National Education Association, was suggested as a possible collaborator. Action item: Kraig to establish contact with Janis (post-conference).

In discussing the publication workflow for Art Documentation, it was reported that the copy goes from ion to headquarters to EBSCO. This year there has been a problem with the file getting to EBSCO on time. We proposed that Judy get the copy directly from ion, and she would then send it to EBSCO. Action item: Roger to confirm delivery options with ion, HQ, and make any necessary adjustments (post-conference).

Due to time limitations, discussion of marketing, advertising and sponsorship was deferred until we gather new information and confer with marketing and advertising liaison Amy Trendler. Action item: Using Kraig’s marketing plan as a model, Lee and Kraig to propose ideas and strategies for new advertising and sponsorship opportunities.

Susan thanked the committee for all their hard work over the years.

The meeting was adjourned at 2:15 pm
Recorder: Lee Viverette
May 16, 2008