Building Support Systems for Collections-based Scholarship

Kristen Regina
Arcadia Director of the Library and Archives

Karina Wratschko
Digital Initiatives Librarian

Juliet Vinegra
Project Manager, Art Information Commons
Institutional Background

- 240,000+ objects in the museum collection
- ~285,000 objects in the library collection
- ~4,300 linear feet in archives
- ~110TB estimated digital assets overall
- 500 staff / 12 department
- $50 million / $180,000 department
Art Information Commons
3-year planning grant from the Andrew W. Mellon Foundation
Awarded / Began October 2018
3 staff: Project Manager; Taxonomist; System Developer
Library and Archives project

Consultant
Design for Context, LLC, (DfC), facilitator, a leading consultancy firm for linked data projects.

Advisory Board
Will meet annually in Philadelphia and consult as needed throughout the project, members include:
Emmanuelle Delmas-Glass, Collections Data Manager, Yale Center for British Art
Elizabeth Ehrnst, Head of Research Collections and Services, Georgia O’Keeffe Museum
Nik Honeysett, Chief Executive Officer, Balboa Park Online Collaborative
Mark Matienzo, Collaboration & Interoperability Architect, Digital Library Systems and Services
Stanford University
David Newbury, Enterprise Software & Data Architect, J. Paul Getty Trust
Rob Sanderson, Semantic Architect, J. Paul Getty Trust
Art Information Commons

• The grant’s initial context / background
  • 2004 Strategic Plan, Information Commons, WhitePaper
  • 60% of the Art collection is online via website and used by public, scholars, staff, and projects
  • AND wait, there’s more.....breadth, consistency, and ease of use

• Goals of the planning grant
  • Educate ourselves
  • Engage our creativity
  • Activate the information collection (all types of resources)
    • Inside and outside PMA
    • Flexible, responsive, sustainable
Activities

Communications Plan
Workplan
Roadshow
PMA Art Information Commons Communications Plan

Table of Contents

Background ............................................................................................................................................. 1
Communications Objectives .................................................................................................................... 2
Audiences / Stakeholders ....................................................................................................................... 2
Broad Key Messages .............................................................................................................................. 4
Potential Connection to Other Programs / Initiatives ........................................................................... 6
Communications Tactics/Vehicles ......................................................................................................... 7
Key Materials ......................................................................................................................................... 10
Specific Communications Activities ..................................................................................................... 11
Appendix A: Message Drafts ................................................................................................................... 14

Background

The Philadelphia Museum of Art (PMA) has received a Mellon Foundation grant for a 3-year project to explore how to make the most of our art information by focusing on the inter-related nature of our practices, processes, and systems. The Art Information Commons (AIC) project aims to leverage institution-wide standards for how information about individual works of art can be linked to related contextual information—such as archival materials, bibliographic references, exhibition labels, provenance documentation, conservation records, interpretive content, curatorial research files, and non-object images such as exhibition photography. This planning phase is part of an organization-wide evolution in how we holistically manage our collections-related data and support a sustainable information culture—an Art Information Commons—that spans the entire organization and will benefit data creation, access, and preservation for years to come.
<table>
<thead>
<tr>
<th>Date/Event</th>
<th>Planning Meetings</th>
<th>Weekly Planning Meetings</th>
<th>Taxonemist Interviews</th>
<th>Taxonemist Interviews</th>
<th>Taxonemist Interviews</th>
<th>Taxonemist Interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 11</td>
<td>Kick-off meeting with core internal team and constituents</td>
<td>Field staff interview website to communicate program progress</td>
<td>Outline project schedule, including non-solution planning, and project/panel landscape</td>
<td>Establish communication channels and administrative workflows for the project team</td>
<td>Review progress, update process, and identify key priorities for next steps</td>
<td>Determine the scope and role of the project team members</td>
</tr>
<tr>
<td>Mar 12</td>
<td>Write internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategy for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 13</td>
<td>Review and update internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 14</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 15</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 16</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 17</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 18</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 19</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 20</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 21</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 22</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 23</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 24</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 25</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 26</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 27</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 28</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 29</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
<tr>
<td>Mar 30</td>
<td>Review and adjust internal communications strategy</td>
<td>Develop internal communications strategy</td>
<td>Review and adjust internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
<td>Develop internal communications strategy</td>
<td>Establish communication strategies for the project team</td>
</tr>
</tbody>
</table>
Roadshow

- 3-year planning grant from the Andrew W. Mellon Foundation
- Explore new possibilities for our art information and PMA collaborations
- Focus on the interrelated nature of our processes, practices, and systems
- Collaborate to leverage and move forward existing information work across the museum

*Bathers Playing Ball*, c. 1932. Artist/maker unknown, Hungarian.
Sharing and Imagining Together

Managing Data
Archives
Collections
Conservation
Library

Capturing Insights
Archives
Conservation
Curatorial
Education
Exhibitions
Library

Fostering Understanding
Communications
Conservation
Curatorial
Development
Education
Exhibitions
Marketing
Publishing

Extending Partnerships
Community Outreach
Data Sharing
Institutional Collaborations
Public Programs
Scholarly Initiatives
Social Media
Technology
Web

Metadata
Context & Description
Engagement & Storytelling
New Knowledge

PMA Art Information Commons Initiative, 2019
Information Objects

Physical object
A thing held in trust by an institution
  • Work of art, book, artifact, archival record

Information object
The aggregate set of information in the institution that illustrates, describes, interprets, or references a physical object
  • Digital images, descriptive & structural data, interpretive

Information Objects can…

• Aggregate around the physical object to provide meaningful context

• Provide an experience that can be independent of the physical object
Areas to Explore

Serendipity
- Discover relevant information objects (have that serendipitous, “A-ha!” moment) through search/browse

Extend use
- Take away information objects relevant to my interest
- Conveniently re-use information in my own work products

Persistence
- Conveniently link/reference my work and source information objects
- Trust that information objects to which I link/reference will remain available

Sustainability
- Flexibility in design and data modeling to adapt to future capabilities and topics

Scalability
- Comfortably adapt to ever-growing collections and different working styles across institutions
Art Information Commons: A Strategy and a Thing

- 3-year planning grant from the Andrew W. Mellon Foundation
  - 3 staff: Project Manager; Taxonomist; System Developer

- Transformation of the Library and Archives

- An endeavor to help define how information about individual works of art in our collection can be linked to related contextual information

- Collaborate to leverage the interrelated nature of our processes, practices, and systems and move forward existing information work across the museum
  - Laboratory: experiment, prototype, explore

Contextual information for Rogier van der Weyden’s The Crucifixion, with the Virgin and Saint John the Evangelist Mourning
What are Our Intended Planning Grant Outcomes?

• Generate ideas (blueprints) for possible implementation
• Shareable experiments, prototypes, examples, lessons learned
• Ongoing involvement, awareness, education
Next Steps

● Incorporate feedback, thoughts, and insights gained in roadshow presentations

● Feedback space

● Monthly Open House sessions and continued conversations

● Collaboration with working groups and departments across the museum

● Hiring Taxonomist and System Developer

● Learning and sharing opportunities

● More to come…
Kristen Regina
Arcadia Director of the Library and Archives
kristen.regina@philamuseum.org

Karina Wratschko
Digital Initiatives Librarian
karina.wratschko@philamuseum.org

Juliet Vinegra
Project Manager, Art Information Commons
juliet.vinegra@philamuseum.org
Building Support Systems for Collections-based Scholarship

Jessica Breiman
Art and Archives Metadata Librarian, J. Willard Marriott Library

Alana Wolf-Johnson
Collections Research Curator, Utah Museum of Fine Arts
Marriott Library

- 250 full-time equivalent employees
- Primary undergraduate library on a commuter campus with over 30K students
- $18M budget
- Robust IT staff

Special Collections

- Largest public archives in the state
- 16 full-time employees in access-focused departments
- Thousands of collections
- No central management system
- > 4000 finding aids online; started digitizing individual objects in early 2000s
Utah Museum of Fine Arts

Utah State Legislature designated UMFA as state’s fine arts museum

First university museum west of the Mississippi to receive AAM accreditation

One of five AAM-accredited museums in Utah; one of only two accredited art museums

FY18 attendance: 86,758 (25 August-31 May)
Grant Goals

*Landscape, Land Art and the American West: A Joint Research and Engagement Initiative of the Utah Museum of Fine Arts and the J. Willard Marriott Library at the University of Utah*

4 year implementation grant to “transform the professional culture from intermittent collaboration to structurally aligned research and engagement practice.”
Grant Objectives

*Landscape, Land Art and the American West:* A Joint Research and Engagement Initiative of the Utah Museum of Fine Arts and the J. Willard Marriott Library at the University of Utah

- Data integration
- Research and scholarly engagement
- Dissemination of new knowledge and integration of collections into teaching, learning, and scholarship
Grant Themes
Defining the West: Discovery, Exploration, Representation

Patrick Nagatani, *The Evening News, Native American Pueblo Dwelling, New Mexico*, 1990, chromogenic color print

Sheepherding Photography Collection, p0069n131

Andy Warhol, *Anne Oakley*, 1986, serigraph
Grant Themes

The Indigenous, Immigrants, Inhabitants

Drex Brooks, *Simpson Springs Station Massacre Site, Utah*, 1990, gelatin silver print

Reproduction of an earlier photograph of Southern Slav coal miners; Carbon County, Utah, p0121n02_09_06, Greek Archives Photograph Collection

Maria Martinez, Popovi Da, *Serpent plate*, ca. 1934, earthenware, slip
Grant Themes
Land Art, Art in the Landscape, Landscape Art

Nancy Holt, *Sunlight in Sun Tunnels*, 1976/2012, inkjet print from 35mm color slides

Mabel Pearl Frazer, *Untitled landscape*, 20th c (active), oil on canvas
Grant Themes

Working the Land

Lowry Nelson with volunteer workers from Price, Utah helping to construct the Midland Trail, Summer, 1913, P0115n01_02_09, Lowry Nelson Photograph Collection

Luis Alfonso Jimenez, *Sodbuster*, 1983, lithograph
Grant Themes

Land Use, Resource Rights, Activism

Andrea Bowers,
*The United States vs Tim DeChristopher*, 2010, video still, single channel HD video, color and sound, 16:15 min.
Grant Structure

Key Personnel

Marriott Library
Co-PI: Dean

- Assistant Director, Special Collections
- Art & Archives Metadata Librarian

*Assistant Head, Fine Arts & Architecture Library
*Associate Dean, IT and Digital Library Services

*Curator of European, American & Regional Art
*Director of Collections

UMFA
Co-PI: Executive Director

- Senior Curator
- Collections Research Curator

PLUS!
Library IT staff

PLUS!
Museum collections staff
Redistribution Grant

- Annual award: redistributes grant monies for U of U research projects over the next three years
- Research, pedagogy, and engagement with joint collections and resources of UMFA and Marriott Library
- University faculty, students, AND staff eligible
- Scholarly and/or creative research projects utilizing Museum’s and Library’s primary source materials
- Maximum $8k award/project
Core Questions

How (and when) do we lean on - leverage - learn from each other's strengths?
Core Questions

How do we transform professional cultures that have different purposes, speak different languages, and have firmly established workflows?
Core Questions

How do we ensure the partnership is sustainable past the life of the grant?
Museum-Library Collaboration

Interested in initiating a museum-library collaboration?
Museum-Library Collaboration

Interested in initiating a museum-library collaboration?

NOT SO FAST!!!
Museum-Library Collaboration

ASK the following questions:

Do we understand the other organization’s priorities?

What insight might we lend to the other organization to address their current challenges, and vice versa?

Do we have a communication plan in place that all parties can agree to?

What differences in workflows must we be aware of before proceeding?

How do we “right size” committee work?

Are roles & responsibilities for the collaboration clear? Ask for instance: Who must be consulted, and at what junctures of the project? Who is ultimately responsible for outcomes?

Where will our collaborators be physically located during the project? How often will they meet at the other’s location?

How do we overcome our diversity/inclusion shortcomings?

Costs/responsibilities with hosting/maintaining products of the collaboration?
THANK YOU!

jessica.breiman@utah.edu
alana.wolf@utah.edu