

Midwinter 2014: VRT (Video Round Table)- Executive Board Meeting
January 27, 2014 8:30 A.M. – 12:30 P.M.
Pennsylvania Convention Center, Room 304

1. Introductions of attendees: Anthony Anderson, Brian Boling, Scott Spicer, Andrew Horbal, Matthew Windsor, Laura Jenemann, Shelly McCoy, Elizabeth Myers, Michelle MacKenzie, Deb Mandel, Jeffrey Pearson (on Comm. Committee), Julia Churchill, Howard Besser, Claire Stewart, Carleton Jackson, John Stevenson, and LeAnn Yacavelli (others floated in at a later time).

2. Additions to Agenda: None

3. Approve Minutes from ALA Annual 2013

4. Treasurer's Report --no report at this time. Approx. ~\$23,000

5. MidWinter Wrap-Up

a. Notable Videos for Adults Awards – Julia Churchill, chair. Committee met all day Sat. and chose 15 of their favorite movies out of 34 documentaries. Julia is nominating Michelle MacKenzie for next chair of Notables. Anthony expressed great appreciation for the committee's work and expressed that he would like to get the list of winners up as soon as possible on ALA Connect, which would also show up on VRT website, other listservs to follow, published in Cognotes, and hopefully Booklist (Anthony will talk to Danielle to make sure that this happens). Danielle said that because our award is not part of the Youth Media Awards, we can publicize at any time, but she will publicize in Cognotes, etc. because ALA wants to get the press release out. Julia then reported the list of winners. The board had a brief conversation to confirm again to NOT list the price of the video on the Notables List.

b. Digital Media Discussion Group – Laura Jenemann reported. First topic: media and the cloud. This topic led to copyright issues and what is going on in different types of libraries, first amendment issues, local repositories of video, pricing models, and a brief discussion of the media center and the role of libraries in media production.

c. 2015 Annual Programs Ad-Hoc Discussion Group - Laura Jenemann reported for Ben Franz. Came up that we need to compete and maybe collaborate with other programs going on the same time as VRTs and to talk to Danielle, as our ALA staff person, to do this. The idea came up to have public librarians talk about new media at ALA in San Fran. Another idea to talk about pricing models and have vendors explain that. Talked about having a booth or something to allow participants to make a product: Guerrilla film-making (no budget, no permissions). Howard suggested Rick Prelinger as a featured speaker. He followed up to say that if we want him as a speaker, we should put pressure on ALA Conference Services or Conference Planning (Mary Ghikas) to set up the talk, get buy-in from one or two other divisions and let Howard know (right now, publishers say who is to come and pay for their authors to come in for ALA). We also

talked about other speakers for the program and other distributors having a grant writing workshop. Venues were brainstormed for a tour or the Gala: San Francisco Media Archive (perhaps for Gala, but it only fits 75), Center for Asian Film, California Audio Visual Preservation Project, and others. Ben Franz mentioned that there's lots of special effects shops in San Fran. and we could setup tours there or even just list something in AL Direct related to San Fran. movie tours. The group decided to wait till Annual to book the space and will continue discussion during monthly board discussion --perhaps working with YALSA and GLBT RT.

6. Nominations – Scott Spicer, chair, reported on openings for chair-elect, secretary, and treasurer. We have one nomination for treasurer and chair-elect. Will revisit this during By-Laws discussion, but wondering if treasurer is a needed position, but Anthony pointed out that it is still an officer. Deadline of first or second week of Feb. We discussed that there's a larger problem within ALA to try to get people to participate. Proposed that if we don't get a secretary, that we'll just get someone to take minutes. Anthony suggested contacting some of the vendors to see if they would be interested in being nominated for the board.

7. Multimedia Production Discussion Group – Shelly McCoy, chair, reported that after the last moderated discussion over the listserv in December, she sent a survey to the listserv membership with the following results: 60% were staff of a multimedia production area in libraries, 23% are interested lurkers and 15% are part of planning groups for future multimedia production areas. Some of the participants thought that the week for discussion was just too busy for them to participate (Academic Libraries have different semester end dates) and 30% said that they were just interested in what others had to say. A few people would like to meet up at ALA Annual, so we'll hope to invite them to the VRT dinner! The next moderated discussion will be the beginning of June.

8. Membership Committee - Matthew Windsor, chair, reported that he met with Rhonda, the previous chair for tips. He joined all of the student chapters of ALA and can blast out to those listservs. Reported on buddy program that we're trying to get off the ground. He said it's not an elaborate thing to get off the ground; it's voluntary. Michelle suggested reaching out to Spectrum Committee and Matthew said that he would do so. Anthony asked that we all consider being a buddy and getting the word out. We reiterated not having the VRT booth, but we do have the opportunity to get new brochures and we will have 4 programs at Annual, so we could have a table at the programs with flyers of other programs and brochures. Carleton reminded us that we should ask to say a few words about VRT at related meetings/programs. Matthew said that we're focusing in on student membership promotion. He said that we have ~460 members. We need to have 1% of total membership of ALA to have our own representative on ALA Council. Our goal would be to add 150 more members not only for rep. on council, but to do more. Matthew is finishing up the directory of the members with their titles added.

9. Communications Committee - Brian Boling, chair, reported that they have cleaned up the main VRT website --the landing page in particular. Brochures can be redesigned

and ready for Vegas and they are talking to Danielle to get this moved up in the queue. Our VRT logo is the one on the main site with the reel. When you search ALA site for VRT, many older things come up. Andy said easy to fix from the page standpoint, but not the search standpoint. Brian said that he can do a bulk outpost of wiki pages and will be able to start a handbook for the exec. committee. Timelines for Secretary and Treasurer needs to be added. Also, we need to figure out who best to address History of VRT section --Carleton will help with that.

10. VRT Newsletter: Resume or....? - Carleton gave the history and Scott chimed in and said that we should get the links to the one year that he did the newsletter and put it on Connect. Anthony proposed that the quarterly newsletter be disbanded, removed from the website and the brochure, and to have a blog --a clearinghouse for LibGuides, etc. He would like to have this be an ongoing discussion item for the monthly meetings.

11. Webpage – Andrew Horbal, chair, reported that he is fully trained on Drupal and now we have the necessary permissions and passwords to do what we need to do. Danielle and Pam Akins from ALA were extremely helpful in this. Confident that mis-spellings and inaccuracies will be corrected before annual. Information about committees loads automatically from ALA IMAS (what they use for rosters), so if you see anything on the website to be taken down/corrected, let him know. If you see something on a roster page as part of governance, he can send an email to the right person. ALA Connect is kind of a like a blog and we can decide if the info is for public or only committee. There is a committee page on ALA Connect (for subcommittees) and we can decide to show or not to show. Officers have some extra administrative privileges. No objections to retiring the wiki. Tabling discussion on logo for later monthly meetings (will not be meeting in Feb.). Would like to propose talking later also about using social media for VRT. Jeff and Brian will work on this for the brochure.

12. By-Laws Revision – Scott Spicer, chair, reported that the goal is to send out a month before annual the final draft of revisions to vote online and to have a voice vote at annual. We need to make sure we have this meeting advertised "VRT Board and Membership Meeting." Anthony reminded that there's a dual purpose to the Treasurer position –she/he is an officer as well to give input on the committee. We'll talk further at next monthly meetings. Want to discuss terms, codify practices to reflect what we really do and put more detail into the handbook --to be discussed in March meeting. Carleton mentioned in the 2009 Bylaws revision, the board took out as much as they could there to codify. A student expressed that she feels cut off and not part of the group, so need to involve students more. Scott also suggested that whatever changes we make to the Bylaws, we explain why we made them in the minutes.

13. 2014 Annual Programs

a. PreConference "Managing Local and Community-produced Born-digital Media Content" partially funded by IMLS - Howard Besser ran this program as a test in NY and it sold out and they are doing an evaluation and follow-up of it to improve it for

Annual (the one in NY was only a 4 hr. workshop). Tentatively confirmed: 1 speaker from Witness (the human rights org.), 1 talking from her experience at UCLA, another from Univ. of VA, and himself. Thought they would give an hr. for participants to get their own lunch. Howard said that the question/answer period was very valuable, but that is the time that can be reduced if need be.

b. "Leading Successful Media Production Services in Academic and Public Libraries" – Scott Spicer. Background: A sold out preconference geared towards public librarians initiated this and he contacted the workshop leaders. Three of these contacts have been confirmed for the panel and Scott and Shelly representing academic side. Anthony suggested 30 sec. teaser video to promote it and Scott talking to public librarians to figure out how to get them to come. Will talk more about this at April meeting. Howard volunteered to make video trailer so we'll work with him with a goal date ~Mar. 15. Program to be Sat. at 2 pm at Annual.

c. "Video Librarianship 101"- Elizabeth Myers --wants to use contacts that Scott had to get public librarians involved in this program. Anthony talked to someone from a public library who was coming to Annual. (Heard that ALA is pleased about the advance registration for Las Vegas). Sounds like we're moving forward to get a panel put together of academic and public. Topics: Collection development, streaming media, security, etc.

14. Liaison Reports

a. IFLA – Howard Besser --has an audiovisual and multimedia section (part of the coordinating council for audio visual, composed of members from AMIA and others) and ALA pays to allow 2 members of ALA on this section and Howard is 1 of the 2 and ALA offices handle this in conversation with VRT (non-formally). It is a 4 year staggered term, so every 2 years, someone from ALA asked VRT if we have someone to nominate to be a member of this. This IFLA Section is wondering if we should change the name to reflect the current meaning of what we do. Howard will send his report, but here's a few highlights: Last IFLA was in Singapore and he gave a daylong workshop on managing video collection. The next one in Leon, France, he'll give another talk. Oct. 27 is international audio-visual day and libraries, etc. encouraged to do something that week -UNESCO just adopted an international jazz day -April 30. Next conference in Leon will also have a program on challenging presented to media (SEE WRITE-UP). Members suggested to send out blast to members to let them know what is going on.

He is also the liaison for Copyright Education Committee for ALA annual conference where they talked 60 minutes on MOOCs and 90 minutes on recent trends and ideas on copyright. ALA considering revising the Copyright Network and all will go into revising the copyright manual and will include what VRT worked on. Discussed music and Digital Rights Management. Committee doing something like they did with ebook vendors to break through to change things.

Preservation and Reformatting Section had several audio visual programs here at the conference. Promoted . nxf as equivalent to .tiff. Digital conversion section gave talks. No mention about Video at Risk template at the meeting. Digital Preservation Interest Group had talks about National Digital Stewardship Admin. Shelly brought up getting a list of these programs prior to the conference so that members know. Scott said that many competed with what we were doing.

b. AMIA – Chris Lewis --did not attend.

c. ALA Roundtable Coordinating Assembly – Anthony Anderson
--didn't report.

15. 2015 Gala planning –It was brought up that these are two separate committees: Gala and Programming --one for daytime events and one for night event. Laura said that there's no official reason to have the two committees to communicate with each other and there's overlap. Carleton said that they were separated because of the work they had to do in the practical aspect. Good to have a local person on the gala committee and to get corporate sponsors, but it's hard to compete at some locals with what else is going on. Anthony said to continue this discussion. Currently, there's no program committee and no chair. Really need to find one for 2015 and the chair appoints and the goal is to have one BY annual. Howard, Michelle, and Mo are on the committee. Anthony and Laura will put out feelers.

16. Old business? Finish up handbook --used a model that was brief. Hints, best practices, time-lines would make the job easier. Goal to have something ready by May and definitely by Annual. Tom and Monique also offered to give input for historical context.

17. New business? Asking for VRT sponsorship of an ALCTS program at Annual on New Media. Anthony said that he'll get it to Danielle to take care of it.

Laura recommended about liaisons to look at those people as pushers of our information as well. She sent email to 4 current liaisons asking for their terms --technically 2 year terms and up for reappointment. IFLA liaison is a formal thing that comes with letters, but there's no formal for any other one. Danielle told Laura that it does depend on the organization that you liaise to as well. (Where will CCUMC be next year in Nov.).

If no one is reaching out to students, how do they know what will be asked of them. She said that she has not been invited to a single meeting --a higher touch to make sure that they feel welcomed and that we want her participation. She also mentioned that an email was sent immediately after she expressed interest and she suggested VRT doing the same thing --saying that the person was nominated.