A M I C O

Art Museum Image Consortium
Enabling Educational Use of Museum Multimedia

Annual Board Meeting
Friday January 26, 2001
4:00 – 6:30 pm
Museum of Fine Arts, Houston

Minutes

In Attendance:

Present: Max Anderson (Whitney), Anthony Bannon (GEH), Marcel Brisebois (Musee d'art contemporain de Montreal), Elizabeth Broun (SAAM), Hugh Davies (San Diego Contemporary), Robin Davis (representing Jack Lane, DMA), Robert (Shell) Hensleigh (DIA), Harry Parker (Fine Arts, SF), Katherine Reid (CMA), Sam Sachs (Frick), Tammy Sopinski (representing Scott Sayre, MIA), Stephanie Stebich (CMA), Pierre Theberge (NGC)

Potential Members: Stephen Bruni (Delaware Art Museum), Gwen Goffe (Museum of Fine Arts, Houston)

Proxies voted by the Chair: Art Gallery of Ontario, Albright Knox Art Gallery, Art Institute of Chicago, Center for Creative Photography, Denver Museum of Art, J. Paul Getty Museum, Museum of Fine Arts, Boston, Pennsylvania Academy of Fine Arts, Philadelphia Museum of Art, San Francisco Museum of Modern Art, San Jose Museum of Art

Staff: Jennifer Trant, Executive Director
David Bearman, Director, Strategy and Research
Carol DeNatale, Production Director
Kelly Richmond, Communications Director

Call to Order
The meeting was called to order by Sam Sachs, Board Chairman. It was noted that we had some potential AMICO members in attendance. They were welcomed and encouraged to join our ranks.

Minutes of the Previous Meeting
Secretary Elizabeth Broun called the attention of the Board to the draft minutes of the previous meeting and asked for any revisions or corrections. There were none. Sam Sachs moved, and Mr. Anderson seconded a motion to adopt the Minutes of Meeting January 21, 2000. Passed unanimously.

Treasurer's Report
Treasurer Maxwell Anderson relayed that the AMICO balance sheet was healthy and that in the Executive Committee Meeting of the previous day, the budget had been reviewed and that the Executive Committee was pleased to recommend it to the Board. Then, Mr. Anderson moved for the Board to approve the AMICO budget, and Shell Hensleigh seconded the motion. The group passed this unanimously.

Update on Activities: Executive Director's Report

1.   Annual Achievements
Chairman Sachs then asked Jennifer Trant for an update on AMICO activities. She reported on AMICO's annual achievements including:
- AMICO's relationship with the Joint Information Systems Committee (JISC), a U.K. Educational body that makes digital resources available to all the institutions of Higher Education across the United Kingdom, over 190 universities serving over 1.2 million students,
- the designation of AMICO as an Affiliate Society of the College Art Association,
- AMICO's consortial subscription from Florida State Library Consortium – 10 state universities in Florida,
- The AMICO Library™ being the "Featured Collection" in last month's D-Lib magazine, an online publication focused on digital library issues.

2. K-12 Schools Testbed Project

As a companion to the University Testbed Project, held before the full public launch of The AMICO Library, AMICO recruited a dozen primary and secondary school teachers to participate in a K-12 Schools Testbed Project. Kelly Richmond, AMICO's Communications Director, discussed creation of the project, the location of the participants and the subjects they teach, and the general schedule for the projects and deliverables that are planned to come out from the project. The project will provide five semesters of free AMICO Library access, and the teachers commit to delivering two lesson plans centered on using The AMICO Library.

Scott Howe of Isadore Newman School in New Orleans LA, one of the Testbed teachers and a previous summer intern, and Kelly Richmond will be presenting how museum multimedia may be used in the K-12 academic setting for teaching history. This presentation will take place at the Association of History and Computing conference in February 2001.

3. Artists Rights Society (ARS) Worldwide Rights

David Bearman discussed the expansion of the ARS agreement to allow worldwide rights. Mr. Bearman relayed how this enhancement in the agreement allows AMICO distributors to accept subscriptions from around the world. An additional benefit of this agreement is that U.S. AMICO members may place images from their own collection (that they have contributed to The AMICO Library) on their own websites, without the need for additional clearance from ARS. This is a significant member benefit.

It was generally agreed that this expanded agreement would greatly benefit the ability to grow AMICO's membership and subscriber base. Members were excited by the additional benefit of placing images on their own sites for their use, agreeing that this lifted a significant rights clearance burden and could represent a cost savings in fees, as well.

4. Membership

Membership Report

Max Anderson discussed the past presence of a Membership Committee that was headed by Bob Bergman of CMA and explained that during the previous day's Executive Committee meeting it was determined that reinstating this committee was crucial for AMICO's future growth and success. Mr. Anderson stated that he had volunteered to head up this committee, and Stephanie Stebich, Assistant Director at the Cleveland Museum of Art, had also stepped up to co-chair the committee.

Jennifer Trant reviewed the growth of AMICO membership in the past year. She pointed out the recent additions of the Clark Art Institute, the Walters Art Museum, and the Pennsylvania Academy of Fine Arts and discussed AMICO's efforts to recruit new members. Meetings were held with several museums in the United Kingdom earlier in the month, and a presentation was made to the Information Technology Committee of the Museum Directors Council. She mentioned that the National Museums of Scotland had expressed interest in joining AMICO. Also, Trant mentioned mailing and other recruitment activities that AMICO pursues on a regular basis. However, Ms. Trant stressed that continued membership growth was key to keeping AMICO a vibrant, flourishing entity in this landscape. She reminded current Board Members that they should encourage their colleagues to step up to AMICO membership and pass on names of likely AMICO candidates to AMICO staff or to the newly re-formed AMICO membership committee. AMICO staff is available to follow-up and provide background information.

To assist Board members in understanding and communicating the benefits of AMICO membership to their director counterparts, Kelly Richmond drew the Board's attention to the Membership Talking Points. She suggested that all Board members look this over, so that they could easily enumerate AMICO's membership benefits to AAMD colleagues at the larger meeting, if such an occasion presented itself. Also, she pointed out the "How to AMICO" guide for members, reminding Board members that more support materials do exist for new members.

Contribution Requirements

David Bearman reviewed with the Board the change in membership requirements designed to minimize new members' fear of needing to meet the 500 annual contribution mark from the start of their membership. However, this softening of language – which had originally been to benefit new members while they got up to

speed with the contribution process – was perceived by some current members as a release from contribution targets. Therefore, a process for requesting relief from the contribution requirements has been proposed by the Executive Committee.

Members who feel they are unable to make their 500 work contribution to The AMICO Library are asked to contact the Chairman with a request for reprieve that will be put before the Executive Committee. Harry Parker, of Museums of Fine Arts, San Francisco, moved that this process be approved by the Board. This was seconded by Sam Sachs. The Board agreed unanimously.

5. AMICO Library Growth

Member Contributions
Jennifer Trant introduced AMICO's latest staff member, Carol DeNatale, who has taken on the role of AMICO's Production Director. She assists members in making their annual contributions on-time and correctly, thus insuring increased growth of the Library and on-going value and interest for subscribers. Ms. DeNatale then reviewed the breakdown of contributions over the past years and the additions planned for 2001. She pointed out that several members' submissions seemed to be trending downward over the years, rather than upward, and that this was a worrisome direction for The AMICO Library. She asked that new members attempt to give something in their first year of membership, so that they could start to work through the contribution cycle.

The Board also reviewed the AMICO Contribution Workflow document and noted how many different departments were involved in making contributions to The AMICO Library. DeNatale walked the Board through stages of making a contribution and reviewed the services provided by AMICO. Often a member's contribution flows through each of these steps multiple times until the data is accurate and ready for release to AMICO's distributors.

Antenna Audio
The Board was reminded of AMICO's agreement with Antenna Audio, a major provider of in-museum audio tours that allows members to easily add sound to their catalog records. AMICO will integrate sound directly from Antenna; members can review and approve Antenna Audio files with a simple web form. These files are then linked to The AMICO Library works and available for member in-house use. Several members who are Antenna Audio clients have not responded to AMICO regarding their desire to include Antenna Audio clips. All were to respond to take a look at this project, since it was an excellent opportunity for a quick payoff – upping The AMICO Library's multimedia content with little effort.

Educators' Requests
Ms. DeNatale discussed last summer's project to determine the set of artworks illustrated in the major art history teaching texts. AMICO has forwarded the results of this survey to all members, asking each to do his part to include these works in upcoming contributions to The AMICO Library. This way we can ensure that The AMICO Library meets expectations of users and is useful for university teaching purposes. Specific requests from subscribers have also been routed to members. While AMICO understands institutional pressures and knows that we cannot make any guarantees to subscribers of inclusion, understanding where subscribers see needed additions to The AMICO Library is useful as a collections development tool. Being open to suggestions helps users of The AMICO Library feel more confident and positive about the future of The Library to serve their educational needs.

6. AMICO Library Use

Distributors, Subscriptions, and User Statistics
Jennifer Trant asked Kelly Richmond to report on The AMICO Library subscription growth. Ms. Richmond summarized the distributed report that AMICO currently had 48 higher education subscribers in the U.S. and Canada through RLG, representing close to 600,000 students, and 79 subscribers through OhioLINK, representing about 300,000 students. Charts of Library use were distributed to the Board.

The JISC relationship was reviewed, and it was pointed out that 1.2 million students in the United Kingdom may now access The AMICO Library. David Bearman stated that discussions were also taking place with the

JISC to expand the school universe to include Further Education, as well, which would add another 5.2 million students to the potential subscriber base.

Ms. Trant discussed the use of AMICO's public Thumbnail Catalog. She recounted that 4,000 pages per month were displayed with an average of 12 thumbnails per page. Those numbers translated to 50,000 works a week and over a million a year being displayed, with visitors coming from over 80 different countries to review the contents of The AMICO Library via http://search.amico.org

Trant also highlighted that in the use of The AMICO Library via RLG the most recent five months almost equals usage over the previous year. Also, the number that was striking was the doubling of Thumbnail viewing from the previous year. Clearly users of The Library are looking more deeply into their search results. Commensurate rises in the Snapshots, Inspection, and Presentation levels of image were all seen – a positive sign of users beginning to mine the depths of The AMICO Library's content.

Models of AMICO Library Use
Introduction of The AMICO Library into education is often a challenge, as it is a new kind of digital resource that does not have a physical corollary. AMICO is developing a number of tools to assist users in their adoption of digital resources in Humanities teaching and learning.

Kelly Richmond reviewed a current project in which Peter Walsh, an outside consultant, is creating a series of assignments, exercises, and instruction frameworks that use The AMICO Library works. A listing of completed assignments thus far was reviewed and an example from the series was highlighted for the Board. Ms. Richmond directed the Board to check the AMICO public website for future additions. Lastly, she shared the "How to AMICO" for Educators guide that was created last year to help AMICO Library users navigate the Library and perform their desired functions, like downloading images into MS Word and MS PowerPoint. These documents are available for Members, as well, to facilitate their own use of AMICO Library content.

AMICO Management

7. Planning for July 2002 when A&MI management contract ends
The Board was reminded that management services to AMICO are now being provided by Archives & Museum Informatics, under a contract that runs through June, 2002. Over the coming year A&MI principals, Jennifer Trant and David Bearman, will be working with the Executive Committee to manage a transition to a fully independent AMICO operation and coordinate the hiring of a permanent Executive Director. Board members with questions about this transition were encouraged to contact Trant. Nominations for Executive Director were also solicited.

Schedule and Deadlines to 2002

8. AMICO Library Contributions
Ms. Trant reminded members of the upcoming deadlines for Library contributions. She pointed out that in three weeks all members should have core data for their 2001 contributions to AMICO and asked that Board members check in with their AMICO point person to confirm that they are on schedule. Trant stressed that just a month and a half after that, the full data set was due to AMICO. Meeting these deadlines is critical as AMICO has contractual obligations with Distributors that we have to meet.

Trant also highlighted further dates, including the release of the 2001 Library by distributors in July and then members' projected 2002 contributions in October of this year.

9. AMICO Members Meeting and Next Board Meeting
Trant asked that Board members encourage their staffs to attend the annual AMICO Members Meeting, to be held this year at the National Gallery of Canada in June. Ms. Trant emphasized that this was a truly working meeting and where the four committees of AMICO (Editorial, Rights, Technical, and Users and Uses) resolve common problems and set their objectives for the following year. It was announced that the registration for this meeting was open and would close in mid-March.

The 2002 Board meeting would again be held in conjunction with the AAMD winter meeting and so would be in February 2002 in Honolulu, Hawaii.

Other Business / Adjournment
Sam Sachs asked if there was any other business. There being none, he entertained a motion for adjournment, which was assented broadly and carried unanimously.