



Art Museum Image Consortium

www.amico.org

Board Briefing Package

(confidential)

Board Meeting

Wednesday October 2, 2002

11:00 am – 3:00 pm

**Chief Librarian's Conference Room
Administrative Offices
2nd floor
Robarts Library, University of Toronto**

130 St. George Street

**Prepared by J. Trant, D. Bearman,
AMICO Staff**



Art Museum Image Consortium

www.amico.org

Enabling Educational Use of Museum Multimedia

11:00 am – 3:00 pm

2nd floor Conference Room, Administrative Offices, Robarts Library, University of Toronto
130 St. George Street

*Logistics: Not all elevators service all floors of Robarts. Use elevator from the second floor.
Ifsh to visit AMICO's offices on the 7th floor, use the elevators from the second floor; don't take the escalator.
A boxed lunch will be served.*

Agenda

1. **Call to Order and Review of Agenda (Broun)**
2. **Minutes from Last Meeting (Reid)**
Attachment: Draft Minutes of Meeting of May 30, 2002

ACTION:
Approve Minutes
3. **Financial Issues (Anderson)**
 - **Treasurer's Report**
*Attachments: Budget Report: 2002/2003 Year to Date
Revised Operating Budget*

ACTION:
Approve Revised Budget
 - **Membership Dues**
Attachment: Membership Dues Rebates 2003

ACTION:
Adopt Strategy
4. **AMICO Library Development (Trant / Bearman)**
 - **AMICO Library 2002**
Attachment: Contribution Statistics 2002
 - **AMICO Library 2003**
Attachment: Contribution Schedule

ACTION:
Approve Schedule
5. **Distribution Update (Trant / Bearman)**
 - **Distributor Update**
 - **Subscription Update**
Attachment: Current Subscribers and Distributors
 - **Subscribers through Multiple Distributors**
Attachment: Proposal for reduced fee structure

ACTION:
Approve Strategy
6. **Management of AMICO (Trant / Steiner)**
 - **Update on Relocation**
Attachment: Summary of Agreement with University of Toronto
 - **Advisory Committee (All)**
Attachment: Proposed Members

ACTION:
Recommend Members
 - **Staffing**
Attachment: Curriculum Vitae: Sayre and Wetterlund
7. **Member and User Services (Sayre / Wetterlund)**
Attachment: Member and User Services Plan

ACTION:
Approve Plan
8. **Other Organizations (All)**
 - **Round table update on activities of related initiatives**
9. **Forward Schedule**
 - **AMICO Next Board Meeting and Members Meeting**

ACTION:
Approve Schedule
10. **Other Business**
11. **Adjournment**



Art Museum Image Consortium

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Enabling Educational Use of Museum Multimedia

Annual Board Meeting

Friday May 31, 2002

8:00 – 9:30 am

The Metropolitan Museum of Art

Uris Orientation Theatre

DRAFT Minutes

In Attendance:

Members: Greg Tschann (Art Institute of Chicago, representing Alan Newman), Saul Morse (Clarke Art Institute, representing Michael Conforti), Leonard Steinbach (Cleveland Museum of Art, representing Katharine Lee Reid, Robert (Shell) Hensleigh (Detroit Institute of Arts), Jacqui Allen (Dallas Museum of Art), Sam Sachs (The Frick Collection), Susan Chun (The Metropolitan Museum of Art), Delphine Bishop (National Gallery of Canada, representing Pierre Th  berge), Elizabeth Broun (Smithsonian American Art Museum), (Max Anderson (Whitney Museum of American Art),

Staff:

Jennifer Trant, Executive Director, David Bearman, Director, Strategy and Research, Christine Steiner, General Counsel

1. Call to Order and Review of Agenda

AMICO's Chair, Betsy Broun called the meeting to order shortly after 8:00 am. She thanked everyone for joining us at this early hour, and noted that it was important that the Board meet at the same time as the Annual AMICO Members Meeting.

2. Minutes from Last Meeting

Minutes of the last meeting were reviewed. Jennifer Trant noted that the list of institutions represented by proxy needed verification. It was moved by Susan Chun, and seconded by Jacqui Allen that the Minutes of the Meeting of the AMICO Board on February 21, 2002 be approved, once the list of Institutions Represented by Proxy was verified. All agreed.

3. Governance

• Designation of General Counsel

Betsy Broun reminded the Board that AMICO's change in Bylaws required that we have a formally named General Counsel. She introduced Christine Steiner, who has been informally acting in the capacity of General Counsel to AMICO, and requested that she be formally designated General Counsel by the Board.

The suggestion was greeted with unanimous and enthusiastic assent.

It was moved by Sam Sachs, and seconded by Shell Hensleigh, that Christine Steiner be named the General Counsel of the Art Museum Image Consortium. All agreed.

• Board Membership and Members in Good Standing

The change in Bylaws voted by the Board at the January 2002 Meeting created this elected Board. Members of the Board are to be drawn from "Members in Good Standing", defined as having both paid their annual dues and contributed to The AMICO Library as agreed (currently at the rate of 500 works per year). It was noted that several members (including those represented on the Board) are not in good standing after the 2002

contribution cycle as they had not made contributions in this year. Board Members were referred to the Chart of Contributions distributed with the meeting materials.

A general discussion followed. Board members agreed that while 500 works was a high bar, it was also an attainable one. Broun reminded the Board that we need both contributions and membership; we don't want to lose members because contribution to The AMICO Library is difficult, but we also need to encourage members to contribute, so that the Library will continue to grow and have value.

Max Anderson notes that it was important that the Board find ways to address the short-term budgetary problems that arise in Members' Institutions, and that we need to maintain some flexibility.

The Board agreed with the definition of "Good Standing" that had been discussed at the January meeting, but felt that perhaps we should consider phasing this requirement in. It was noted that if a member was neither paying dues nor making a contribution that this was a problem but that if contributions could be made then perhaps dues payments could be forgiven in years of financial difficulty.

Broun proposed that if a member does not pay their dues, they could move into an affiliate status, and be non-voting. This could go on for up to two years before action needed to be taken. During that time, the Member should be encouraged to contribute to The AMICO Library.

It was moved by Max Anderson, and seconded by Susan Chun, that AMICO staff take Betsy Broun's statement and use it as their guide in dealing with Members who have fallen out of good standing. All agreed.

No specific action was taken regarding Board members representing institutions that are not in "Good Standing" except to urge them to bring their institutions into good standing ASAP.

4. Financial Issues

- **Budget Report: 2001/2002 Year to Date**

Maxwell Anderson, AMICO Treasurer, reported on the status of the budget for 2001/2002 Year to Date. Members were referred to the report of expenditures and commitments distributed with their Background Materials.

A question was asked about the negative amount showing in Income. This was noted by David Bearman as being a working adjustment, showing dues or billings that were uncollectable.

- **FY 2002/2003 Budget**

Maxwell Anderson and requested approval for the proposed budget for FY 2002/2003 circulated with the Meeting Materials. Clarification of details regarding anticipated new hires and expected payments to rights societies was provided. The impact of dues rebates for members was also discussed, and members were referred to the Chart of AMICO Library Contributions to see which members qualified for rebates.

Max Anderson moved that the Board accept the budget as proposed; this was seconded by Susan Chun. All agreed, subject to customary review at the next meeting of the Board.

5. AMICO Library Development

- **AMICO Library 2002**

Jennifer Trant reported on the state of the AMICO Library 2002 and reviewed the Contribution Statistics report. She noted that the AMICO Library should approach 100,000 works in the 2002 Edition. Members should be congratulated.

The chart also shows a break-out of the number of records that surpass the minimal standard, and include rich text or multimedia. Members were encouraged to submit more multimedia files, and AMICO will continue to work with Antenna Audio and other sources to facilitate this.

- **Membership Dues Rebates**

Trant presented calculations of the Membership Dues rebates, based on the formula adopted at the January 2002 Board meeting. A significant number of members have been able to reduce their dues significantly by making significant contributions to The AMICO Library.

The Board approved the rebates, as shown in the 2003 budget. The Board agreed it would be best to bill Members for their standard dues, and show the rebate earned as a credit, directly on the invoice.

6. Management of AMICO

- **RFP for a Not-for-Profit Host**

Trant reported on the status of the AMICO RFP for a non-profit host. The Request for Proposals discussed by the Board at the last meeting was issued, with a deadline for submissions of March 29, 2002. Representatives of twelve institutions asked to be put on a distribution list, to receive clarifications about requirements as they were developed. Formal proposals were received from five institutions.

AMICO Staff reviewed these, and ranked the University of Toronto and the University of Virginia highest. Site visits were made to these two institutions in April.

The offer made by the University of Toronto, which would pay for AMICO space and utilities, telecommunications and computer support, and integrate AMICO into the other digital projects at the University Library, was considered the most advantageous to AMICO. It is recommended that AMICO accept this proposal.

Questions were raised about AMICO moving out of the United States. Some felt that this was a positive development, and that a Canadian presence might be more favorably received in Europe. Christine Steiner reported that legal concerns about the move could be met with the creation of a US office for membership, user support and subscriptions and that other legal issues regarding the move were being addressed.

Jennifer Trant reported in a general way that AMICO had been negotiating with individuals to staff a US office that would manage AMICO's day-to-day interaction with members and subscribers, leaving the Toronto office with the Executive, Editorial and Research functions. This would satisfy the requirement that AMICO operations, including the publication of The AMICO Library, continue to be US based.

With that the Susan Chun moved that the Board accept the proposal from the University of Toronto, as long as no significant legal concerns were raised. This was seconded by Jacqui Allen. The Board unanimously voted to accept the offer made by the University of Toronto. Staff will begin planning to move ASAP.

- **AMICO Staffing**

The Board discussed the additional staffing lines that appeared in the 2003 Budget, and noted that they fell in areas of Member and User Services, where support is felt to be needed. These individuals will help Members in their own use of The AMICO Library, building on the success in creating the resource, and involving others in Member Institutions – something critical for AMICO's longer term success.

7. Forward Schedule

- **AMICO Next Board Meeting and Members Meeting**

It was agreed that:

The Fall Board meeting should be held at the new offices in the University of Toronto in October.

The winter Board Meeting should be held in London, England, in late January or early February.

The spring Board meeting will be held in conjunction with the Annual Members Meeting, most likely at the Museum of Contemporary Art, San Diego in early June.

8. Other Business

Betsy Broun asked if there was any other business that members of the Board wished to introduce. Max Anderson reported on two items of interest from the AAMD. The first was a presentation made by Neil Rudenstein to the AAMD Trustees about the program of ArtSTOR; at a subsequent meeting with Anderson Rudenstein felt that there might be ways for ArtSTOR and AMICO to work together. Anderson will continue to explore these possibilities.

Anderson also reported that the Reuters News feed of Press Releases from AAMD institutions was now live. Museums were encouraged to contribute their announcements to this growing service.

9. Adjournement

With a motion from Sam Sachs, seconded by Greg Tschann, the meeting was adjourned in time for the AMICO Members Meeting to begin at 9:30 am. Thanks were expressed to Susan Chun at the Metropolitan Museum of Art for hosting us.

3. Financial Issues

AMICO BUDGET -- Revised 9/30/02 from draft at Board Meeting May 2002									
	Actual FY98 (partial year)	Audit FY99	Audit FY00	Audit FY01	FY02 Actual Unaudited	Proposed FY03	FY03 cons.	actual to 10/1/02	
INCOME									
Membership									
Existing Members	\$91,000	\$91,000	\$108,000	\$121,000	\$130,000	\$153,000	\$138,000	\$112,423	rec'd to date
New Members		\$17,500	\$17,000	\$9,000	\$20,500	\$10,000	\$10,000		
Licenses									
RLG		60000	\$67,731	\$117,992	\$126,000	\$190,000	\$170,000	\$86,000	rec'd to date
Ohio			\$33,333	\$33,333	\$33,333	\$37,786	\$37,786	\$37,786	rec'd to date
Michigan				\$8,183	\$8,103	\$8,100	\$8,103	\$8,100	rec'd to date
UK - HE				\$96,788	\$145,000	\$145,000	\$152,917		billed amt
UK - Schools/FE via SCRAN						\$30,000			
Nylink					\$9,500	\$75,000	\$32,500	\$1,350	rec'd to date
H.W.Wilson					\$10,325	\$150,000	\$75,000	\$11,280	rec'd to date
VTLS						\$25,000	\$10,000		
EBSCO						\$100,000	\$50,000		
Cartography Associates						\$80,000	\$60,000	\$6,000	rec'd to date
Gifts & Grants	\$10,000	\$10,000							
	\$10,827	\$34,173	\$12,673						
		\$20,000							
		\$5,000							
Conference reimbursements		\$3,300	\$2,250	\$4,650	\$4,500	\$8,000	\$8,000		rec'd to date
Interest		\$2,214	\$4,853	\$2,651		\$1,000	\$500		
Donated Legal Services		\$15,300							
Misc.		\$3,769	\$1,539	\$1,264	\$8,770				
Total Income	\$111,827	\$262,256	\$247,379	\$394,861	\$470,604	\$1,012,886	\$752,806	\$262,939	
EXPENSES									
Staff									
Executive Director			\$72,026	\$75,000		\$65,000	\$65,000	\$16,250	
Dir. Research & Strategy						\$65,000	\$65,000	\$16,250	
AA							\$18,000		9 mo.
Production/Technical Director		\$17,029	\$8,708	\$55,466		\$36,000	\$27,000		9 mo.
Web/DBA						\$32,000			
Editorial Coord.				\$28,000		\$30,000	\$17,500		7 mo
Member Services Director			\$25,895	\$40,000		\$62,000	\$50,000	\$2,940	
subscriber/User Services Coordinator						\$62,000			
Subscription Manager			\$2,487	\$7,815		\$30,000	\$30,000	\$2,300	
Pitt staff final pay								\$9,200	
Interns & Fellows			\$8,987	\$15,039	\$12,192	\$40,000	\$20,000		
Benefits & Employer Tax Contribution			\$18,966	\$30,277		\$77,440	\$61,490	\$10,796	
Subtotal		\$106,211	\$137,070	\$251,547	\$174,127	\$499,440	\$353,990		
Consulting/Services									
A&MI Consulting	\$99,710	\$43,333	\$35,000	\$35,000	\$35,890				
MN Contract							\$65,000	\$10,000	user services
Data Processing/Infrastructure		\$166,573	\$13,435	\$34,656	\$8,500	\$8,000	\$8,000		
Technical Support	\$10,500	\$11,577		\$6,862	\$90,506				
Other/Legal				\$7,209	\$3,460	\$24,000	\$16,000	\$3,500	
Moving costs						\$20,000	\$13,000	\$13,000	incl. Office
Library editorial					\$6,420				
Administration					\$7,776				
Advisory Committee Costs						\$30,000	\$15,000		
Office Facilities	\$5,000	\$33,232	\$28,873	\$29,452	\$19,000	\$12,000	\$12,000	\$2,700	
Office Operating Expenses				\$7,805	\$9,200	\$24,000	\$12,000		CA only
Travel		\$26,318	\$27,006	\$29,248	\$28,415	\$70,000	\$50,000	\$2,500	
Members meeting		\$21,856	\$5,670	\$9,000	\$6,880	\$8,000	\$8,000		
Royalties for Artists Rights			\$478	\$7,464	\$37,791	\$90,000	\$96,000	\$24,000	96000 owed
Marketing	\$9,555	\$12,610	\$21,601	\$21,601	\$10,650	\$30,000	\$15,000		
Accounting/Insurance	\$6,900	\$1,750	\$2,300	\$2,300	\$3,900	\$4,000	\$4,000	\$1,250	
Rebate members in good standing						\$80,000	\$79,742	\$75,319	
payback AMN/A&MI/Shapiro		\$20,522		\$20,834	\$82,630	\$99,894			
Total Expenses	\$115,210	\$296,533	\$261,892	\$462,978	\$525,145	\$999,334	\$751,932	\$190,005	
Balance	(\$3,383)	(\$34,277)	(\$14,513)	(\$68,117)	(\$54,541)	\$13,552	\$874		
unaudited, cumulative cash pos.	(\$3,383)	(\$37,660)	(\$48,790)	(\$116,907)	(\$171,448)	(\$171,448)	(\$171,448)		
Cumulative Liabilities									
AMN (Deferred billing)	(\$78,000)	(\$71,780)	(\$71,870)	(\$68,277)	(\$58,035)	(\$44,820)	(\$58,035)		
A&MI (Deferred billing)	(\$157,200)	(\$261,460)	(\$331,460)	(\$385,801)	(\$435,643)	(\$351,417)	(\$435,643)		
M. Shapiro (Deferred billing)	(\$14,500)	(\$13,340)	(\$13,340)	(\$12,673)	(\$10,772)	(\$8,319)	(\$10,772)		
Total Liabilities	(\$253,083)	(\$384,240)	(\$465,460)	(\$583,658)	(\$675,898)	(\$576,005)	(\$675,898)		

3. Financial Issues

- **Membership Dues Proposals**

AMICO began in 1997 without any capitalization or source of income other than membership dues. In each year since beginning, AMICO has run a slight deficit of expenses over income. AMICO was been able to do this without a cash flow crisis because most subscribers (other than those whose subscriptions run July 1-June 30) remit some of their subscription fee to AMICO as unearned income. Archives & Museum Informatics has also cushioned the cash situation, but now that it is no longer managing AMICO under contract, this is no longer possible. In short, AMICO cannot continue to function with shortfalls of cash and cannot, currently obtain a line of credit loan.

As in past years, we have adopted an annual budget for 2003 that is technically balanced. As in the past, we anticipate that there might be slight divergence from balance by the end of the year. However, whether we are slightly above or below budget, we will still be substantially in the red as an organization. Our income sources continue to grow from year to year and ought to be able, over time, to reduce our indebtedness while continuing to expand the organizations staff and services.

Currently membership dues are billed on July 1, which coincides with the start of AMICO's financial year. Unfortunately, very significant proportions of other income also come in the first few months of the fiscal year, while significant financial obligations come due in the spring. In order to avoid significant cash shortfalls recurring annually, the AMICO membership year needs to be moved to coincide with a calendar year, and rebate to members need to be issued as actual payments rather than credits against future dues.

We realize that this proposal comes at an inopportune time for AMICO members. All are under financial stress and many enjoyed a handsome rebate based on the one-time application of rebate calculations against their entire first five years of contributions this year. However, since many AMICO members earned a complete bye on dues this July, we think they will support this change if it is explained carefully and is accompanied by increased rebates for their contributions next year. Indeed, if we bill members for annual dues on a calendar year basis beginning in 2003, we will avoid a cash crisis and should be able to afford a generous rebate program.

Membership Dues Proposals

- 1) AMICO annual dues should be billed each January 1 for the upcoming calendar year. Members are expected to pay their dues within 60 days of receipt of the invoice.
- 2) For 2003, AMICO should double the amount of the rebate that was offered in 2002, from \$1, \$2, and \$3 per work to \$2, \$4 and \$6 per work, to be applied against all works contributed in 2003.
- 3) AMICO should promote early contribution from members "holding back" works in order to earn future rebates, by allowing members "carry" the credits for works submitted in 2003 forward to apply to their dues in future years. For 2003, the Board agrees to promote such carry over by a one-time credit of 125% of their value, in order to encourage members to give large numbers of works in 2003 rather than holding them back to use in future years rebate programs.

4. AMICO Library Development

- AMICO Library Contributions 2002

Member	Total Valid	2003	catalog 2002	catalog 2002 DEL	catalog 2002 invalid	catalog 2001	catalog 2001 DEL	catalog 2001 invalid	catalog 2000	catalog 2000 DEL	catalog 2000 invalid	catalog 1999	catalog 1999 DEL	catalog 1999 invalid	catalog 1998	catalog 1998 DEL	catalog 1998 invalid	catalog 0	catalog 0 DEL	catalog 0 invalid
AGO_	4390		439	874	0	487	487	0	469	0	0	1000	14	0	1995	2	0	0	0	0
AIC_	1803		0	0	0	415	0	0	422	1	0	495	10	0	471	25	0	0	93	0
AKAG	3379		1457	151	0	549	36	0	469	3	0	428	12	0	476	5	0	0	0	0
ASIA	274		0	0	0	0	0	0	0	0	0	96	6	0	178	0	0	0	0	0
BMFA	7903		1161	184	0	2032	40	0	0	0	0	1770	136	0	2940	128	0	0	0	0
CAL_	3189		2097	339	0	1092	106	0	0	0	0	0	0	0	0	0	0	0	0	0
CCP_	2632		761	10	0	494	7	1	699	6	0	278	3	0	400	0	0	0	0	0
CMA_	4563		1396	28	0	899	9	0	776	0	0	525	0	0	967	1	0	0	0	4
DIA_	1094		506	96	0	559	4	0	29	1	0	0	0	0	0	0	0	1	0	0
DMA_	1030		1025	157	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0
DMCC	555		180	1	0	0	0	0	0	0	0	328	3	1	47	3	0	0	0	10
FASF	14819	2883	2553		0	1244	3	0	912	8	0	5115	61	0	4995	13	0	0	0	0
GEH_	4618		923	6	0	827	27	0	748	5	0	510	23	0	1610	0	0	0	0	0
JPGM	2571		1111	28	0	0	0	0	0	0	0	962	21	0	498	1	0	0	0	0
LACM	4348		1017	1	0	1737	5	1	571	2	0	533	28	0	490	27	0	0	0	0
LOC_	20816		113	0	0	0	0	0	0	0	0	20703	3	0	0	0	0	0	0	0
LSM_	500		500	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MACM	149		87	0	0	42	11	0	0	0	0	0	0	0	20	63	0	0	0	0
MBAM	120		0	0	0	70	0	0	0	0	0	0	0	0	50	0	0	0	0	0
MCAS	434		138	0	0	296	9	0	0	0	0	0	0	0	31	0	0	0	0	0
MIA_	3479		542	1	0	937	43	0	990	8	0	540	47	2	470	44	0	0	0	1
MMA_	1772		583	53	0	331	0	0	858	15	0	0	0	0	581	0	0	0	0	0
NGC_	2717		570	0	1	613	1	0	122	0	0	278	2	0	1134	17	0	0	0	0
PAFA	10		0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PMA_	1402		597	44	0	665	2	0	0	0	0	52	0	0	88	1	0	0	0	0
SAAM	2743		564	27	0	520	0	0	208	0	0	514	1	0	937	19	0	0	0	0
SFMO	1832		588	95	0	435	200	1	714	46	0	82	132	0	13	147	0	0	18	0
TFC_	391		90	1	0	0	0	0	0	0	0	301	24	0	0	0	0	0	1	0
TMAA	76		76	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TWAM	287		277	2	0	10	1	0	0	0	0	0	0	0	0	0	0	0	0	0
VAM_	540		538	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0
WAC_	1431		208	0	0	422	33	0	165	0	0	274	0	0	362	8	0	0	0	0
WMAA	2187		498	5	0	813	36	0	1	0	0	741	0	0	0	0	0	134	1	366
Totals:	98054	2883	20595	4991	1	15504	1074	3	8153	261	0	35525	918	3	18141	1227	0	136	2225	381

4. AMICO Library Development

- **AMICO Contribution Schedule**

October 30, 2002: Contribution Lists (extended from October 1)

Feb. 1, 2003: Core Data

March 1, 2003: Final Data

5. Distribution Update

- **Distribution Agreements**

AMICO now has active distribution agreements through RLG, H.W.Wilson, Cartography Associates, VTLS, the University of Michigan and OhioLINK. The SCRAN distribution agreement is in place but actual distribution capability is still under development.

New agreements are under negotiation with EBSCO (to be signed within a week or so), SIRSI (relatively preliminary) and OCLC.

The multiple distributor model is succeeding in attracting different clients to AMICO that we would not have been able to reach with a single distributor. While income growth has been slower than the distributors anticipated, they are now beginning to make viable business lines of the products.

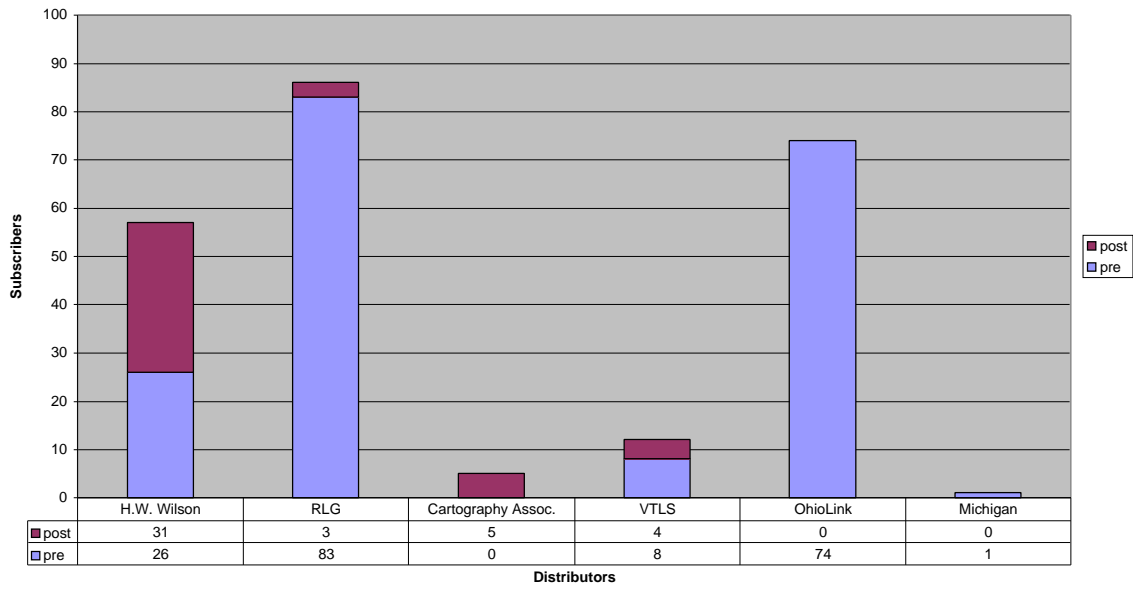
It's in AMICO's interest to have multiple distributors and we have been pursuing that aim, but in every case we have encountered a problem with one part of our distribution agreement – the requirement that distributors provide us with ICOLC conformant statistics on use of the AMICO Library.

All of our existing distributors have failed to fully satisfy this requirement and some of our prospective distributors agreements are currently hanging because they are unable to satisfy the requirement.

At this point we are allowing modifications to this portion of our model Distribution Agreement in order to continue to develop relations with distributors. We will work towards having distributors more fully satisfy the ICOLC statistical requirements over time, but will not hold them to that data definition or hold up future agreements simply around statistical reporting.

5. Distribution Update

Subscription Growth post-June 2002



5. Distribution Update

- **Multiple Distributor Licenses**

It is now possible to see The AMICO Library through the interfaces and functionality provided by many different distributors. It is inevitable that some Subscribers will find constituencies on their campus want different features in their version of AMICO.

It is not unusual for large research libraries to decide that some electronic resources should be available through a number of different distributors. AMICO has already received requests for discounted second and subsequent subscriptions.

We recommend that AMICO waive its license fee on second and subsequent distributions.

However, we can't make these free, as they impose an administrative burden on AMICO.

We recommend that a flat annual administrative fee of \$500 will be charged for each additional distributor, regardless of the amount of the initial license fee. This is not enough to discourage multiple licensing, but should cover AMICO's administrative expenses.

6. Management of AMICO

Relocation to the University of Toronto

- **The Agreement**

AMICO's agreement with the University of Toronto is one that envisions an annual exchange of value with neutral financial consequences for both parties. Potentially we are bartering about US\$80K in services.

The University of Toronto has committed to up to 1600 sq. ft. of space at their going rental rate with support for AMICO telecommunications and networking, computers and data storage.

AMICO has committed to providing the University of Toronto with access to The AMICO Library, providing consulting services to U of T units with relevant needs, running a lecture series, giving a course and hiring interns.

This year we will be using only 1,200 sq. ft. of space and the infrastructure support for a period of 10 months. In return we will arrange access to the AMICO Library later in the fall and hire fewer interns than originally projected this year. The course is scheduled for the "spring" term (which begins in January) and the lecture series will begin on October 2 with Alan Newman.

In sum, we expect the balance sheet to be roughly equal when we meet in May to reconcile it. As we expand our space requirements, we will be hiring more interns and otherwise contributing more to the U of Toronto community.

- **Our Situation**

We are fortunate that Carole Moore, the University Librarian, has a vision of the role that digital content projects can play in a research university and has brought together a number of disparate digital projects on the 7th floor of Robarts Library where our offices are located.

The offices themselves will, over time, be quite suitable for AMICO's purposes and their central location on the campus should allow us to develop the kinds of collaborations we envision and find assistance from graduate interns.

- **Legal issues**

As was noted I May, moving some of AMICO's offices to another country raises some legal concerns for AMICO. Christine Steiner has been addressing these, and will brief the board on their status.

No significant change in AMICO's legal structure is necessary.

6. Management of AMICO

Advisory Committee

Advisory Committee

Since our formation, AMICO has considered having an outside Advisory Committee to assist the Board and Staff in making long-term plans and to represent AMICO to various constituencies.

With our relocation to a university environment, and progress towards full internationalization, it seems that we have an opportunity to implement this plan.

We propose establishing an Advisory Committee, with no powers besides giving advice, and no fixed number of members or terms of membership. The committee will meet once annually, if budget allows, and individual members will be encouraged to visit AMICO's offices.

Initial nominees for this Advisory Committee are:

Proposed Members

Clifford Lynch, CNI

David Green, NINCH

Mary Levering, US Copyright Office

Carl Lagoze, Cornell University

Eric Miller, W3C

Other suggestions are welcome.

6. Management of AMICO

- **Staffing**

AMICO's staff changed more than anticipated with our move to Toronto. We had discussed the move with AMICO's staff and they were positive about it. However, when it came time to commit, none of AMICO's staff were willing to move to Canada. Only Jennifer Trant and David Bearman made the move.

AMICO is restaffing entirely in the current year. The first hires have been made, establishing an AMICO office in Minneapolis. AMICO has filled two senior staff positions: Director of Member Services (Scott Sayre) and Director of User Services (Kris Wetterlund). Job Descriptions for these positions and CVs follow for Kris and Scott.

We have also filled the position of Member/User Services Coordinator. David Wyrick will work from our Minneapolis Office.

In the next month we will hire Production and Administrative support staff and at the University of Toronto.

6. Management of AMICO

Scott Alan Sayre Ed.D.

2520 Colfax Avenue South

Minneapolis, Minnesota 55405

Office: (612) 870-3211

Home: (612) 381-1601

Email: ssayre@sandboxstudios.org

Education:

- 1990 University of Minnesota, Minneapolis, Minnesota
Ed.D. Education: Training: Instructional Technology
- 1985 Bowling Green State University, Bowling Green, Ohio
M.Ed. Technology Education: Instructional Technology
- 1983 Bowling Green State University, Bowling Green, Ohio
B.S. Technology: Visual Communications Technology

Experience – full-time:

- 4/91 - 2002 Director of Museum Media and Technology
The Minneapolis Institute of Arts, Minneapolis, Minnesota

Selected roles and projects:

- 1991: Formed and developed an eight member, in-house Interactive Media Group which produces and maintains all interactive media products and resources. This group has produced over a dozen award-winning educational multimedia programs, which are integrated throughout the museum's galleries.
- 1993: Established the museum's web site (www.artsmia.org) and began creating online curriculum and other educational resources.
- 1995-99: Directed Information Systems and Telecommunications departments and served as project manager for a museum-wide technology needs assessment and implementation project.
- 1996-98: Directed the Print and Electronic Publications department including design, editorial and production through an organizational transition. Oversaw the production of all internal and external print and electronic publications, including catalogs, magazines, and CD-ROMs.
- 1997: Initiated the collaborative development of ArtsConnectEd a large-scale educational web site which integrates the collections, archives and educational resources of the Minneapolis Institute of Arts and the Walker Art Center for use by K-12 teachers and students.
- 2000: Initiated statewide ArtsConnectEd "train the trainer" program to promote effective classroom use of the ArtsConnectEd web site by K-12 teachers.
- 2001: Managing the development of an organization-wide internet needs assessment and implementation of the "What Clicks" internet audience/market research project.
- Overall: Responsibilities include project, team and employee management, development of RFPs, contracts, budgets, proposals, project plans, schedules, policies and procedures, new technology research, development, evaluation, usability, staff training, visioning and advocacy. Management of over 3 million dollars of grants funding.
- 9/88 - 4/91 Media Applications Specialist
Telecommunications Development Center - Minnesota Extension Service
University of Minnesota, St. Paul, Minnesota
Researched and evaluated applications for new technologies including: interactive videodisc; satellite teleconferencing; desktop video production; and image processing. Developed a multimedia-based public information kiosk on household hazardous wastes in cooperation with the Minnesota Pollution Control Agency.
- 6/87 - 9/88 Technology Specialist/Research Assistant
Department of Vocational and Technical Education

6. Management of AMICO

- University of Minnesota, St. Paul, Minnesota
Assisted in the research and development of an interactive videodisc based program to assist educators in selecting appropriate electronic delivery systems for distance education.
- 9/86 - 6/88 Undergraduate Advisor/Recruitment Coordinator
Industrial Education Division, Department of Vocational and Technical Education,
University of Minnesota, St. Paul, Minnesota.
Assisted Industrial Education students with class scheduling, career planning, and graduation processing. Coordinated interpersonal and media- based communications to attract undergraduate students to the program.
- 9/85 - 6/88 Teaching Associate
Industrial Education Division, Department of Vocational and Technical Education,
University of Minnesota, St. Paul, Minnesota.
Taught courses in instructional media, graphic communication, photography and industrial service. Developed and conducted a series of 8 hour workshops on basic video production for in service teachers.
- 8/83 - 9/85 Teaching Assistant
Department of Visual Communications, School of Technology,
Bowling Green State University, Bowling Green, Ohio.
Taught courses in video production, graphic communications, photography, and offset lithography.
- 6/86 - 8/87 Video Training Specialist
Honeywell Inc., Residential Controls Division, Golden Valley, Minnesota
Produced a series of 11 "counter-top" technical training videotapes on residential control theory, installation, and troubleshooting. Responsibilities include research, script writing, computer graphic design, and audio/video production.
- 5/85 - 9/85 Video Training Specialist
Ball Corporation, Plastics Division, Bowling Green, Ohio
Researched, designed, developed and implemented video based training programs for production line workers. Responsibilities included interviewing, job analysis, problem solving, technical writing, story boarding, script writing and video and slide production.
- 5/83 - 8/83 Intern Videographer/Special Effects Technician
Golden Pond Planetarium, Land Between the Lakes, TVA.
Shot and edited videotape of government wildlife research projects. Designed, built and repaired special effects and multi-media equipment.

Experience – part-time/consulting:

- 1/00 - 4/00 Instructor
Minneapolis College of Art and Design
Macromedia Flash™ media design for fixed media and web delivery.
- 6/95 - 8/95 Faculty - Instructor
University of Minnesota, College of Education
Graduate course in the development of instructional multimedia and World Wide Web programming for educational and business applications.
- 10/94 - 3/96 Instructional Designer/Consultant
Minnesota Satellite, St. Paul, Minnesota
Designed, wrote, and advised in the production of a 20+ hour series of satellite teleconferences on the development and application of educational multimedia.
- 4/92 - present Freelance Technology Consultant/Software Developer
Clients have included the Art Institute of Chicago, the Clark Museum of Art, the High Museum of Art, the Los Angeles Museum of Contemporary Art, Graywolf Press, and the Minnesota Book Publishers Roundtable.

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- 9/86 - 6/88
Instructor
Intermedia Arts Minnesota/UCVideo, Minneapolis, Minnesota
Taught young peoples courses in computer graphics and animation on the Amiga microcomputer.
- 5/92 - 11/93
Chair - Electronic Theater and Interactive Gallery
Fourth International Symposium on Electronic Art
Minneapolis College of Art and Design November 1993
Managing a juried selection and assembly of international electronic artwork.
- 5/88 - 4/90
Instructional Developer/Consultant
Technology for Literacy Center, St. Paul, Minnesota.
Developing, implementing, and troubleshooting computer-based instructional programs for improving adult literacy.
- 6/88 - 6/89
Video Producer/Director
West African Mask Dancers Project: Third World International, Mpls., Minnesota
Worked with local ethno-musicology faculty and promoters to arrange and promote the tour of a group of traditional African musicians. Planned and completed a 30-day on-location video shoot in Sierra Leone, West Africa.
- 9/84 - 5/85
Media Presentation System Designer
Bennet, Pilcher, Loans Corporation, Perrysburg, Ohio
Researched and developed a user-friendly system of operation for a 60 seat multi-media training theater. The result of this project was an equipment switching system as well as an operators manual and job aids.
- 8/83 - 9/85
Consultant/Technician
Bowling Green State University Planetarium, Bowling Green, Ohio
Solved photographic and mechanical theater problems related to the presentation of multi-image astrological presentations. Responsibilities included setup, calibration and maintenance of an Oxberry Animation Camera, the generation of artwork and the production of manipulated slides.

Publications:

Sayre, S. & Wetterlund, K. (2002), *Pyramid Power: A Train the Trainer Model to Increase Teacher Usage of the ArtsConnectEd Online Resource*, In Museums and the Web 2002 Conference Proceedings, Association Archives and Museum Informatics.

Sayre, S. (2001) *Multimedia Investment Strategies at the Minneapolis Institute of Arts: Preparing for the Inevitable "Tomorrows"*, In Barry and Gail Dexter Lord (Ed.) The Manual of Museum Exhibitions, Altamira Press.

Dowden, R., Dietz, S., & Sayre, S. (2000) , *ArtsConnectEd: Collaboration in the Integration and Access to Museum Resources*, First Monday, Peer-Reviewed Journal on the Internet 5, #6 http://www.firstmonday.dk/issues/issue5_6/

Sayre, S. (2000), *Sharing the Experience: The Building of a Successful Online/Onsite Exhibition*, In Museums and the Web 2000 Conference Proceedings , Association Archives and Museum Informatics.

Sayre, S. (1998). *Justifying, developing and integrating educational technology in the art museum environment*. In The Virtual and the Real, American Association of Museums.

Sayre, S. (1995). *Cinematic imaging of works of art: Exploring the advantages of computer simulated camera techniques*. In Museums and Interactive Multimedia: Second International Conference on Hypermedia and Interactivity in Museums, Association Archives and Museum Informatics.

Sayre, S. (1993). *The evolution of interactive interpretive media: A report on discovery and progress at the Minneapolis Institute of Arts*. In Diane Lees (Ed.)

6. Management of AMICO

Museums and Interactive Multimedia: Proceedings of the Sixth International Conference of the MDA and the Second International Conference on Hypermedia and Interactivity in Museums, Museum Documentation Association Archives and Museum Informatics.

Sayre, S. (1990). The Development and Evaluation of a Computer-based System for Managing the Design and Pilot-testing of Interactive Videodisc Programs.
University of Minnesota Training and Development Research Center Publication #43.

Sayre, S. & Montgomery, R. (1990). The Feasibility of Videodisc Repurposing.
University of Minnesota Telecommunications Development Center, TDC Research Publication #9

Sayre, S. (1989). *Alternative interactive instruction and measurement*. In R. Swanson & C. Sleezer (Eds.), Contributions of Measurement Science to Training, Theory-to-Practice Monograph No. 3. Alexandria VA: American Society for Training and Development

Sayre, S. & Tschetter, S. (1989). *Computer graphics and video: Activities and Ideas*. In Norwood, N. (Ed.) The Video Handbook for Educators. Intermedia Arts Minnesota Publication

Montgomery, R. & Sayre, S. (1989). A Selected Interactive Videodisc Bibliography.
University of Minnesota Telecommunications Development Center, TDC Research Publication #2

Sayre, S. (1986). Artificial Intelligence: An Analysis of the Technology for Training.
University of Minnesota Training and Development Research Center Publication #14

Sayre, S. (1986). "The Vital Difference" (a book review). Journal of Industrial Teacher Education. 23 (4)

Sayre, S. (1985). *Creating a Projector Lamp Failure Detection System*. Planetarian. 13 (4) 32-33

Sayre, S. (1984). "Technostress" (a book review). Journal of Epsilon Pi Tau, 10 (2) 55-56

Software and Media Projects:

- **Interactive Media Group**

- 2001 Arts of Asia: A gallery and online accessible database-driven program incorporating new and repurposed media resources. This program provides interactive text, audio, video, images and Quicktime™ Virtual Reality sequences exploring the museum's collection of Chinese, Japanese and Tibetan objects.
URL: www.artsmia.org/arts-of-asia
- 2000 Modernism: An gallery and online accessible hybrid program exploring the modernist design, This database-driven program provides interactive text, audio, video, images and Quicktime™ Virtual Reality sequences depicting the museum's modernist collection and lives of the designers who created it.
URL: www.artsmia.org/modernism
- 1999 Get the Picture: Thinking about Photographs An online educational unit designed with the help of art teachers for middle and high school teachers and students of photography, the site contains more than 50 photographs from the Institute's permanent collection.
URL: www.artsmia.org/get-the-picture

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- 1999 Restoration Online An online project designed to extend the public's experience related to the, in-gallery restoration of a 17th century masterwork. The program contains daily audio, video and photographic documentation and comments from the curator's, conservator's and visitor's perspectives.
URL: www.artsmia.org/restoration-online
- 1999 Designing Spaces and Places This thematic component of the ArtsNetMinnesota web site was developed for students who want to learn about the design process by studying 16 buildings and objects in the collections of the Walker Art Center, The Minneapolis Institute of Arts, and the Frederick R. Weisman Art Museum, and the Minnesota Museum of American Art.
URL: www.artsnetmn.org
- 1999 Material Witnesses A gallery-based educational multimedia program focusing on seven objects from the Institute's textile collection chosen for the cultural, historic, geographic, and technical diversity they represent. This program weaves the stories and teaches the essentials of textile history and technique.
Platform: Macintosh/PC Software: Authorware
- 1998 ArtsConnectEd/Integrated Arts Information Access Project A large scale internet database/porthole specifically designed to provide K-12 teachers and students access to multimedia-based information, images, archives and curriculum related to The Minneapolis Institute of Art's and Walker Art Center's permanent collections.
URL: www.artsconnected.org
- 1998 World Ceramics An online K-12 educational unit focusing on ceramics from The Minneapolis Institute of Art's collection. This package includes online student activities for Kindergartners through 12th graders.
URL: www.artsmia.org/ceramics
- 1998 Eadweard Muybridge Motion Studies A gallery-based multimedia program allowing museum visitors to explore animated sequences of Eadweard Muybridge's time-lapse photography.
Platform: Macintosh Software: Authorware
- 1997 Prints and Processes A gallery-based educational multimedia and commercial CD-ROM program. Program explores four printmaking processes and 45 prints from the museum's collection.
Platform: Macintosh/PC Software: Mropolis
- 1997 Art In America On-line Curriculum An online art education package designed for teacher preview and preparation. Package includes images, stories, questions and activities.
- 1996 Ancient Art of the Mediterranean A gallery-based interactive multimedia program. Program includes in-depth multimedia information on 39 ancient objects.
Platform: Macintosh Software: Authorware Professional, Director
- 1995 Art of the Americas A gallery-based interactive educational video program. Program focuses on a variety of Native American artists and art forms.
Platform: Macintosh Software: Authorware Professional
- 1994 World Mythologies in Art On-line Curriculum An online art education package designed for teacher preview and preparation. Package includes images, stories, questions, downloadable audio files and "slide projector".
- 1994 The Minneapolis Institute of Arts Web Site A comprehensive institutional web site offering programmatic, marketing and educational resources.
URL: www.artsmia.org
- 1994 The Art Persuasion: 17th Century European Painting A gallery-based educational multimedia program. Program includes 17 narrative segments, an interactive glossary, timeline, and artist database.

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- Platform: Macintosh Software: Authorware Professional, Director
- 1994 Minneapolis Institute of Art's Visitor Directory A lobby-based interactive multimedia guidance/information system. Provides visitors with interactive maps, calendars, gallery previews and other museum-related information.
Platform: Macintosh Software: Authorware Professional
- 1993 New Beginnings: Capital Campaign A lobby-based interactive fund-raising program. Provides museum visitors with an overview of the Institute's capital campaign and the benefits of becoming a contributor.
Platform: Macintosh Software: Authorware Professional
- 1992 The Arts of Japan A gallery-based interactive educational video program. Program includes segments on Buddhism, Scrolls and Screens, the Ukiyo-e, and an interactive glossary.
Platform: Macintosh Software: Authorware Professional, Director
- 1991 From Silver to Silica: The History of Photography at the Minneapolis Institute of Arts. A gallery-based interactive educational multimedia program. Program includes 45 photographer biographies and portfolios, an interactive yearbook, simulations of technology, and a presentation on the history of photography.
Platform: Macintosh Software: Authorware, Director
- Other projects*
- 2000 52@40 Project – A year long performance art project consisting of 52 weeklong curator selected projects designed to explore various aspects of my life.
URL: www.sandboxstudios.org/52at40
- 1999 West African Mask Dancers of Sierra Leone Selected footage exhibited within the Los Angeles County Museum of Art's *Music for the Eyes: The Fine Art of African Musical Instruments* exhibition.
- 1996 Graywolf Press Web Site An alternative press web site containing on-line catalogs, reviews, excerpts, author and ordering information.
URL: www.graywolfpress.org
- 1991 What is Household Hazardous Waste?- A kiosk-based public access interactive multimedia program designed to educate the public on the disposal, handling and environmental impact of hazardous household products.
Client: Minnesota Pollution Control Agency
Supporting Agency: Minnesota Extension Service Platform: DOS, Quest
- 1990 Interactive Design Management System- A hypermedia system for designing and managing the production of instructional multi-media programs.
Client: Project MinneMac Grant Software: SuperCard stand-alone project
- 1989 Word of Mouth- A three lesson educational program for teaching word attack strategies to adult literacy students which incorporates digital pronunciation recording and comparative playback capabilities.
Client: St. Paul Technology for Literacy Center Software: Hypercard stacks
- 1989 HRDQ Journal Reviewer Database- A specialized database for identifying and monitoring monograph reviewers.
Client: Human Resources Development Quarterly Software: SuperCard stand-alone project
- 1989 Weed Seedling Identification- An expert system/visual database to aid in the identification and categorization of weed seedlings.
Client: Minnesota Extension Service Software: Linkway project and an existing videodisc
- 1989 Minnesota Trees for Landscaping- A visual database for indexing and viewing trees for landscaping applications in the state of Minnesota.

6. Management of AMICO

	Client: Minnesota Extension Service	Software: Vidkit project and an existing videodisc
1988	<u>Videodiscography System</u> - A specialized database for recording, indexing, and searching available educational videodisc titles, subjects, and producers. Client: St. Paul Saturn School Project	Software: HyperCard stack
1987	<u>APA Annotated Bibliography System</u> - A specialized database for listing, abstracting, searching and sorting publication information. Client: Department of Vocational and Technical Education	Software: HyperCard stack

Grants/Funding allocations:

Interactive Media Group related

1999	Institute for Museum and Library Science "What Clicks", \$480,000 Internet audience research grant
1998	MCI Foundation "ArtConnectEd" \$150,000 Promotion and marketing grant
1997 - 2002	Legislative allocation, Minnesota State Legislature, Department of Children Families and Learning "Integrated Arts Information Access, ArtsConnectEd" 3 million dollar allocation
1991	General Mills Foundation "Gallery Media Installation Program" 1 million dollar grant

Individual

1987	Project MiniMac Grant- An Apple Computer Inc. and University of Minnesota equipment grant for research and development of software for managing the design of interactive videodisc programs.
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Awards:

Interactive Media Group related

2002	American Association of Museum's MUSE Award: best museum online exhibit: <u>Arts of Asia</u>
2000	American Association of Museum's MUSE Award: best museum online exhibit: <u>Modernism</u>
1999	NewMedia Invision Awards- Museum Education Program Gold Award: <u>Get the Picture: Thinking about Photographs</u>
1999	American Association of Museum's MUSE Award: Best Museum Web Site: <u>ArtsConnectEd</u>
1999	International Conference for Museums and the Web Best of the Web: best educational web site: <u>ArtsConnectEd</u>
1998	NewMedia Invision Awards- Museum Education Program Silver Award: <u>Prints and Processes</u>
1998	American Association of Museum's MUSE Award: <u>Prints and Processes</u>
1997	International Association of Audio Visual Communicators CINDY Gold Award: <u>Ancient Art of the Mediterranean</u>
1996	New York International Festival- Museum Multimedia Program Bronze Award: <u>Ancient Art of the Mediterranean</u>
1994	NewMedia Invision Awards- Museum Multimedia Program

6. Management of AMICO

- Silver Award: The Art of Persuasion: 17th Century European Painting
- 1993 NewMedia Invision Awards- Museum Multimedia Programs
Gold Award: From Silver to Silica: The History of Photography
- 1993 NewMedia Invision Awards- Museum Multimedia Programs
Silver Award: The Arts of Japan
- 1992 Electronic Artist Group Awards
Interactive Media Project of the Year: From Silver to Silica: The History of Photography
- 1992 International Interactive Communication Society, Mark of Excellence Awards
Finalist Award: From Silver to Silica: The History of Photography

Individual

- 1995 Larry Wilson Award- Distinguished Alumni of the University of Minnesota
1996 College of Education for outstanding work in a non-school environment
- 1987 Association of Visual Communicators
CINDY Achievement Award: Video Script Writing: Principles of Micro-Electronics
- 1986 Association of Visual Communicators.
Visual Communication Department of the Year Award: Gas safety valves
- 1986 International Television Association (ITVA) –
Award of Merit: Troubleshooting the Pilotstat Power unit

Professional Organizations:

Coalition for the Interchange of Museum Information- member, 1997-present
Art Museum Image Consortium- founding member, 1997-present
Museum Computer Network- member, 1995-present
American Association of Museums- member, 1992-present
National Art Education Association - member, 1995-present

10. Presentations and Activities:

Instructor- Grindstone Island Workshop "Connect with K-12 community, 2002
Chair- AAM Media and Technology Committee, 2000-2002
Presenter- NEDCC "Off the Wall and Online, 2002
Presenter- American Association of Museums Conference, 2002
Presenter- International Conference for Museums and the Web, 2002
Presenter- American Association of Museums Conference, 2001
Presenter- International Conference for Museums and the Web, 2001
Presenter- Public Libraries Association Conference, 2001
Presenter- IMLS Webwise conference, 2001
Presenter- American Association of Museums Conference, 2000
Presenter- International Conference for Museums and the Web, 2000
Chair- AAM Media and Technology Committee, 2000-present
Chair- AAM MUSE Awards, 2000
Presenter- Minnesota Association of Museums Conference, 1999
Vice Chair- AAM Media and Technology Committee, 1999
Presenter- International Conference for Museums and the Web, 1999
Presenter- American Association of Museums Conference, 1999
Plenary Panelist- International Telecommunications Union Conference, 1998
Grant Reviewer- National Endowment for the Humanities, 1998
Invited Speaker- University of Colorado, Museum Management Workshop, 1998
Presenter- Museum Computer Network, 1998
Panel Chair- Museums and the Web, 1998
Presenter- International Conference on Hypermedia and Interactivity, 1997
Invited Speaker- Fundacion Pedro Barrie Nuevas Tecnologias- Internet, 1997
Presenter- Americans for the Arts Conference, 1997

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Presenter- American Association of Museums Conference, 1997
Invited Speaker- International Educational Media Conference, 1996
Presenter- American Association of Museums Conference, 1996
Invited Speaker- National Art Education Association Pre-conference, 1996
Review Panelist- MN Alliance for Arts in Education Technology fair, 1995
Presenter- Minnesota State Arts Board - Film and Video, 1995
Presenter- International Conference on Hypermedia and Interactivity, 1995
Presenter- Visitor Studies Association, 1995
Presenter- Association of Art Museum Directors, 1994
Presenter- American Association of Museums Conference, 1994
Presenter- International Conference on Hypermedia and Interactivity, 1993
Board of Directors- Intermedia Arts, 1988-1990
Presenter- National Environmental Protection Agency Conference, 1990
Presenter- Project MiniMac Software Exhibition, 1989
Committee Member- University of MN Graduate Studies Committee, 1987-88
Student Volunteer- ACM Siggraph Conference- Anaheim, California, 1988
Visiting Computer Artist- through Intermedia Arts/UCVideo, 1987
Committee Member- Vocational Education Grievance Committee, 1986-87
Disc Jockey and Promotion Director- WBGU-FM Bowling Green, Ohio, 1982-85
Presenter - National Association of Industrial Technology Conference, 1983
Instructor/Counselor- Plain Local School District Outdoor Education, 1979

References

Available upon request

6. Management of AMICO

Kris Wetterlund

Kris Wetterlund
2520 Colfax Avenue, South
Minneapolis, Minnesota 55405

Tel: (612) 986-1360

Professional Experience:

2001-Present	Lead Trainer, ArtsConnectEd Teacher Training Program The Minneapolis Institute of Arts, Walker Art Center, Minneapolis, Minnesota
2001-Present	Master Trainer, Visual Thinking Strategies program Visual Understanding in Education, New York, New York
2001-Present	Independent Writer/Developer – See project list below
2002	Instructor, Connecting to K-12 Teachers Grindstone Island workshop, Portland, Ontario
1995-2000	Director of Education, The Minnesota Museum of American Art, St. Paul, Minnesota
1993-1995	Museum Liaison, Minnesota Discipline-Based-Art Education
1991-2000	Museum Education Representative, Art Educators of Minnesota
1990-1994	Curriculum Materials Specialist, The Minneapolis Institute of Arts, Minneapolis, Minnesota

Contract Projects:

2002-present	Content Developer, Teacher Institute online project redesign National Gallery of Art, Washington DC
2001-present	Project Director and author, <i>Artist's Toolkit</i> , an online resource about the visual elements and principles for elementary school students and teachers. The Minneapolis Institute of Arts and the Walker Art Center, Minneapolis, Minnesota
2001-present	Project Director, <i>World Mythologies</i> , an online resource about works of art connected with mythologies around the world for upper elementary and high school students and teachers. The Minneapolis Institute of Arts, Minneapolis, Minnesota
2001-present	Project Director, <i>Global Positioning: Exploring Contemporary World Art</i> , an online resource about social studies issues raised by contemporary artists for upper elementary and high school students and teachers. The Walker Art Center, Minneapolis, Minnesota
2000-2001	Project Director, <i>Surrounded by Beauty</i> , an online resource about American Indian art for students and teachers. The Minneapolis Institute of Arts, Minneapolis, Minnesota http://www.artsmia.org/surrounded-by-beauty
2000-2001	Authored and designed <i>Get More From Your Visit</i> , an on-line resource about touring the museum. The Minneapolis Institute of Arts, Minneapolis, Minnesota http://www.artsmia.org/get-more

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- 1999-2000 Designed *World Ceramics*, an on-line resource about ceramics for K-12 students and teachers.
The Minneapolis Institute of Arts, Minneapolis, Minnesota
<http://www.artsmia.org/ceramics>
- 1999 Authored and designed *Get the Picture: Thinking About Photographs*, an on-line resource about photography for high school students and teachers.
2000 The Minneapolis Institute of Arts, Minneapolis, Minnesota
<http://www.artsmia.org/get-the-picture>
- 1997 Elementary Art Curriculum Team Leader to rewrite art curriculum for St. Paul Public Schools with St. Paul art specialists.
St. Paul Public School District, St. Paul, Minnesota

Honors, Awards and Publications:

- 2002 *Pyramid Power: A Train-the-Trainer Model to Increase Teacher Usage of The ArtsConnectEd Online Resource*, with Scott Sayre, Museums and the Web 2002
<http://www.archimuse.com/mw2002/papers/sayre/sayre.html>
- 2002 "Planning Your Visit," *Arts Magazine*, The Minneapolis Institute of Arts, March 2002
- Summer 2001 *Connections* online newsletter: "Teaching the Arts"
Cummer Museum of Art and Gardens, Jacksonville, Florida
- 2001 "Surrounded by Beauty Goes Online," *Arts Magazine*, The Minneapolis Institute of Arts, November 2001
- 2001 *ArtsConnectEd: Discovering the Meaning in Art*, Middle Level Performance Package, Minneapolis Public Schools, Minneapolis, Minnesota
- 2000 *Miriam Schapiro: Shaping the Fragments of Art and Life*, Middle Level Performance Package, Minneapolis Public Schools, Minneapolis, Minnesota
- 1999 *New Media* magazine Invision Gold Medal Award for Museum Projects, *Get the Picture: Thinking About Photographs*
- 1993 Distinguished Service Inside the Profession Award, Art Educators of Minnesota
- 1987 Carol E. MacPherson Scholar, University of Minnesota
- 1987 University Women Alumni Society Scholar University of Minnesota

Education: B.S. Art Education, 1990, University of Minnesota at Minneapolis

8. Member and User Services Plans

[Distributed Separately]

9. Forward Schedule

AMICO Future Meetings Schedule

AMICO Board Meeting

Late January/ early February 2003 at the Victoria & Albert Museum, London

AMICO Members Meeting

Late May/ early June 2003 at the Museum of Contemporary Art, San Diego