

User and Uses Committee Meeting

April 25, 1999

Cleveland Museum of Art

10:00 am - 1:00 pm

Attendees:

Diana Folsom, Rebecca Lachter, LACM; Peter Samis, Thom Sempere, SFMOMA; Scott Sayre, Tammy Sopinski Perlman, MIA; Charles Castle, MCASD; Stephanie Stebich, CMA; Melissa Phillips, WMAA; Jennifer Trant, David Bearman, Kelly Richmond, AMICO

Summary:

AMICO in-house-

Discussion began initially with each museum briefly discussing the role & profile of AMICO within their organization. Common issues included:

- Internal awareness of AMICO could be heightened.
- Some organizations have been proactively setting up AMICO demos and informational sessions to make other groups (library, education, curatorial) aware of it. This has value despite potential initial resistance by the groups.
- AMICO ownership within organizations is still up for debate. Is a multidisciplinary tool (GOOD!) but this causes AMICO to seem homeless and so additions to the Library and its use/publicity within an organization fall by the wayside (BAD).
- Some organizations are developing Intranets that will make AMICO available to all staff.
- In a few museums docents have been targeted for using AMICO; examples: bookmark to site on computer in docent lounge, used in 6 of the 8-weeks of docent training program.
- Board members, trustees, and donors find their museum's involvement with AMICO very compelling – evidence of cutting edge thinking. One museum had AMICO Membership dues underwritten by a donor who wanted to show their support.
- Questions were raised about Museums with University ties (curators teach classes as adjunct faculty, students use the Museum library resources on a regular basis) and whether students should have access to the AMICO library? Would this cause problems for acquisition of the affiliated schools as AMICO subscribers?
- Good suggestion for awareness building of AMICO in broader customer base was to feature AMICO in an organization's member magazine or regular publication. Describe resource, explain how it is available to museum visitors, why it might be of interest, etc.

Focus Group Results-

David Bearman, of AMICO, then reviewed his summaries of the Focus Groups with VRA (fairly high degree of familiarity with AMICO, 8 respondents) and CAA (minimal familiarity with AMICO, 6 respondents) members in February 1999. Points to note were:

- High ratings for RLG's interface and functionality.
- See AMICO as a library reference tool; go get information out of it and return, rather than a collaborative/additive approach.
- Thought the image delivery and quality of AMICO was fine; willing to have watermarks placed on higher resolution images.
- Willing to accept item-level rights limitations.
- Did not find text without images interesting or of value.
- Interested in having more contemporary art representation and possibly willing to pay extra for that.

- Enjoyed the ability to find obscure works because no other resources for this; the “greatest hits” of art were seen as less essential because they were available elsewhere.
- CAA respondents did not seem to see the usefulness of AMICO in the classroom as a teaching tool; AMICO was a library resource foremost in their minds.
- Saw links to local slide libraries as a high priority for AMICO, along with connections to art history texts and course web sites.

Expanding on the issue of linking, Stephanie Stebich of the Cleveland Museum of Art reviewed the findings of the CMA’s slide librarian who had done an informal review of requests made to the CMA library for images. Results were that:

- One third of the requests are for works in major museums.
- One third are for architectural images – churches, ruins, landmarks, etc.
- One third are for didactic slides; things like maps, charts, photos of artists, etc.

Upshot: Real power of the image is wrapping context around it.

With these findings as a launch point a general discussion ensued about ways to highlight and enhance the context available with AMICO.

- Linking to art vocabulary has value.
- Adding style and period indexing could be helpful.
- Perhaps information about time and place for artwork setting is useful.
- Suggestion was to create a “Search of the Week” area where users or Members could post an intriguing search they had done. Would show the diversity available with database; help jumpstart investigation by those more timid users.

MW99 Feedback-

Brief review by Kelly Richmond, AMICO intern, of her MW99 observations.

- Potential subscribers interested in the Library’s content, costs, image quality, and way rights to the images functioned.
- Subscribers liked the notebook functionality and the ability to download images.
- Possible members were eager if they were in the education department, more reserved if in curatorial or collections management positions.
- Mechanisms for getting the word out on AMICO needed within current Member organizations. Those in a Member museum may not be aware how to access AMICO at their workplace.

K-12 Projects-

IUPUI Jennifer Trant discussed the progress of the IUPUI IMLS-funded project which hopes to bring AMICO into the K-12 setting. Overall feelings are that expansion to the K-12 segment is really where the greatest growth for AMICO lies. Lifelong learners were seen as important too.

Hampshire College Jennifer presented a proposal from Prof. Slavko Milekic of Hampshire College to look into interfaces to enable AMICO use by young children. Attendees concurred that the proposal had merit and should be passed on to the Board for review.

Distributors Update-

Jennifer gave an update on the addition of two new distributors for AMICO, California Digital Library and OhioLINK. Both distributors are associated with statewide educational

systems and plan to make access available within their specific state. Both contracts were almost finalized.

University Testbed & AMICO Members Meeting-

The whole group gave suggestions for how the University Testbed and AMICO Members Meeting should be structured to be most productive. Input included a Status Report Roundtable in which each institution gave updates on AMICO administration, profile, usage, etc within the organization. Discussion of what committees would meet at this meeting was also considered; designated were the Editorial, Technical, and Rights groups. An outlet for discussing fundraising strategies for AMICO was discussed.

Referrals to other Committees/Groups-

- Hampshire College proposal to the Board.
- Use of the Library as a fundraising tool for a Member organization to the Rights Committee. There was a question that this was a possible conflict with educational mission of AMICO and not allowed.
- The potential creation of a "short" subscriber license that does not include modification clauses, etc to the Rights Committee.
- Integration of style, period, and art terminology glossary into the Library to the Editorial Committee.
- Question of private, independent elementary schools pricing to RLG.

Review of Upcoming Conferences that AMICO could participate in-

- *ARLIS*; March 25-31, 2000; Topics: Libraries and Copyright in the 21st Century
- *VRA*; April 4-8, 2000
- *AAM*; May 14-18, 2000
- Others upcoming: *ichim99*, *CAA*, *DL99*, *Oracle(Photo)*

Committee Action Items-

- Complete the Cornell User Survey.
- Get the CAA/VRA questionnaires circulated at the June Member Mtg.

Recommendations by Committee-

- Next User and Uses Committee Meeting set for mid-April during the 2000 *Museums and the Web* conference.
- Proposed AMICO Member Services hire should:
 - staff committees, advise on use of the Library,
 - coordinate technical needs, provide distribution updates,
 - work to recruit new members, and
 - handle the development of new projects.

MEETING AGENDA

1. Evaluation Activities

a. Focus Group Results - Art Historians and Visual Resource Curators

Review questions, answers and summary points

Strategy to respond to concerns raised.

Background: (mailed previously)

VRA

Summary of questionnaire responses

Questionnaire

Focus group transcript

CAA

Summary of questionnaire responses

Questionnaire

Focus group transcript

Videos are available. Email jtrant@amico.net to borrow these

b. Cornell Survey Update

Background: Online survey at <http://www.img.cornell.edu/amico/>

c. MW99 Feedback

Background:

Report from Kelly Richmond, Carnegie Mellon University

Colleen Skidmore and Sandra Dowie, "Camera Lucida: AMICO in an Art History Classroom," Museums and the Web 1999, New Orleans, March 11-14, 1999.

d. AMICO In-House

How do we get feedback about AMICO from users at AMICO member institutions?

How best to roll out AMICO in-house?

e. Recommendations

Recruiting of and marketing to university subscribers

Editorial Committee Action needed

Rights Committee Action needed

2. K-12 Projects

a. IUPUI IMLS-funded Project

Role of AMICO Educators

Background: Summary of IUPUI project grant proposal

b. Hampshire College Proposal

Interface for younger users

Background: Proposal from Slavko Milekic

3. Distribution Agreements

Update on contracts: California Digital Library and OhioLINK.

4. University Testbed and AMICO Members Meeting, Pittsburgh June 3-5 1999.

Goals and Objectives

Review proposals and discuss format

Background: Proposals from University Testbed Participants

5. User Committee To-Do List

Revise and Update