Annual Report 2010
ARLIS/NA Professional Development Committee

Submitted by: Sarah Falls
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Leadership Update:

Sarah Falls
Professional Development Committee Chair, 2009-2011
Director of the Library
New York School of Interior Design

Stacy Brinkman, Chair 2011-2012 (Incoming) University of Miami Ohio

Executive Board Liaison: Tony White, 2009-2011 (Incoming)
Head, Fine Arts Library Indiana University

Sarah Carter (Incoming)
Vernan Kimbrough Memorial Library Ringling College of Art and Design

Committee Members, 2010-2011:

Sarah Carter
Mentoring Subcommittee Chair 2009-2011
Instruction and Research Services Librarian
Vernan Kimbrough Memorial Library Ringling College of Art and Design

Heather Gendron
Education Subcommittee Chair 2008-2011
Art Librarian
Sloane Art Library
UNC Chapel Hill

Kristina Keogh
Reference Librarian for the Arts
James Branch Cabell Library
Virginia Commonwealth University

Rodica Krauss
Head, Cataloging Projects of The Frick Collection
Frick Art Reference Library

Susette Newberry
Assistant Director, Art Selector
VIVO Humanities Curator
Olin Library
Cornell University
PDC Activities

The Professional Development Committee had a highly productive year, setting up GoToMeeting and GoToWebinar software for the Society’s use. Documents of practice, workflows with the Education Subcommittee, permissions policies and the software itself were set up and developed during the course of the year. It was decided that Christopher Roper at TEI would manage the GoToMeeting software for virtual meetings, while the PDC would continue to manage the GoToWebinar software. This was beneficial in that it allowed the PDC to develop policies and workflows. During the 2010-2011 year, the following webinars were held, most of them restricted to ARLIS membership only:

- Innovative Applications for Instructive Outreach - Best Practices for LibGuides and Online Pathfinders, July 13, 2010
  82 attendees (open to anyone)

- ARLIS NA Mountain West Virtual Conference-Morning Session, November 4, 2010 (day-long)
  12 attendees

- ACRL Visual Literacy Standards
  52 attendees

- Reaching Visual Arts Students in the Classroom and Beyond, November 19, 2010 (Archived and placed on the AWS)
  50 attendees

  37 attendees

- The Benefits of Career Mentoring, January 14, 2011
  14 attendees (open to VRA members)

- Getting Started: Cover Letter, Resume and Interview Tips for New Professionals, Feb. 11, 2011
  30 attendees
The Education subcommittee took on the tremendous job of deciding what content should be covered by the webinar series, contacting presenters and setting up all the logistics with the PDC. This was successful in that each member of the subcommittee covered one webinar each.

The PDC worked with the Mountain West chapter to run a day-long chapter conference in webinar format. This was quite successful in allowing a chapter with great geographic distances to come together for a day. Some of the attendees were from outside the chapter, and registration was not limited to the chapter. A registration fee was collected by the chapter for the webinar.

The PDC chair worked with the Education Liaison and the Executive Board on permissions issues related to both attendees of webinars and presenters and intellectual property. Two versions of permission forms have been created, one that presenters must agree to before they are recorded, and another statement that by attending a webinar, your voice or questions may be recorded and placed on the AWS. To archive webinars, a Vimeo account was created and is presently used on the AWS to stream the content. This is a temporary solution to what will likely be a growing assets management problem for the Society as the PDC and Education Sub. Continue to create content of large size.

Maggie Portis worked with the Gerd Muehsam Committee, ArLiSnap and the VRA Education Committee to propose and organize the New Voices session at the annual conference. She also managed the Conference Networking program, working with Marcia Focht of VRA.

Kristina Keogh continued to manage the ARLIS Facebook like page. Membership to that page stands at 599. This is a strong, yet much underutilized tool for the PDC, but for other committees such as Membership to use.

Susette Newberry, Maggie Portis and Jenna Rinalducci were very interested in working with the Membership Committee to determine more about the ARLIS membership demographically for future outreach by the PDC for planning opportunities. Initial work on this came to a halt despite Membership’s enthusiasm due to the transitioning of management systems by TEI. This work will likely pick up again this upcoming year.

Rodica Krauss volunteered to work with the internship roster.

The Society’s Linkedin account was given over to the PDC as well this year. It is managed as a closed account, for ARLIS members only, but most who apply to it are not ARLIS members.

Christopher Roper will assume full management of the GoTo Software in April 2011.
In addition to planning the webinars in the Professional Development Committee Report above, the following activities were held as "chats." The subcommittee met frequently and used the project management software Basecamp to organize their planning and workflows.

**Chats in 2010**
On average, chats have had between 30-40 participants.

**February**
**In Search of Meaning: Building a Brand for an Arts Library**
February 26, 2010, 11am Pacific – 12pm Mountain – 1pm Central – 2pm Eastern
Moderator:
Brian Mathews, author of *Marketing Today's Academic Library*

**March**
**The Future of Art Indexing**
Moderator: Carole Ann Fabian

**April**
**ARLIS/NA 101: Boston Bound**
Moderators: Bryan Loar, Jennifer Friedman

**Visual Resource Centers and Academic Libraries: Shall the twain meet?**
April 16, 2010
Moderators: Deborah Ultan Boudewyns and Greta Bahnemann, University of Minnesota
This chat is a lead-up to an in-person discussion at the ARLIS/NA conference in Boston on Sunday at 4pm as part of the Visual Resources Division Meeting.

**2011**
**Meet Me In Minneapolis: The 2011 VRA + ARLIS-NA Joint Conference**
Friday, March 18, 2011
Moderators:
Jessica McIntyre, Assistant Librarian, Minneapolis Institute of Arts; Local Committee Co-Chair, Program
Rebecca Moss, Coordinator of Visual Resources, University of Minnesota; Local Committee Co-Chair, Local Arrangements
Heidi Raatz, Visual Resources Librarian, Minneapolis Institute of Arts; VRA Vice President for Conference Program; Local Committee Co-Chair, Program
Mentoring Subcommittee Report

Sarah Carter
Mentoring Subcommittee Chair
Email: scarter2@ringling.edu
Phone: 941 359-7671

Leadership:
Sarah Carter, Outgoing Chair
Ringling College of Art + Design

Rachel Resnik, Incoming Chair
Massachusetts College of Art and Design

Subcommittee Members:
Rachel Resnik, Massachusetts College of Art + Design
Sarah Sherman, Getty Research Institute
Ross Day, Metropolitan Museum of Art (Resigned August 2010)
Ken Soehner, Metropolitan Museum of Art (Incoming Member March 2011)
Anna Simon, Indiana University (Incoming Member March 2011)

Activities:

Operational Activities
Six committee meetings were held via conference calls on May 17, 2010; August 18, 2010, October 14, 2010; January 24, 2011; February 10, 2011; and March 8, 2011.

Based on conversations at the Boston subcommittee meeting, our members established a shared calendar using Google Calendar. This is useful for synching follow-up tasks with various cohorts. It is recommended that the calendar be used to track recruitment deadlines in the future.

2010-2011 Mentoring Cohort
The 2010-2011 mentoring cohort was successful. Six mentor and 9 mentees, a total of 15 people, participated in the training workshop in Boston during April 2010. Post-conference and mid-year assessments were positive. Follow-up communication in October 2010 revealed that one pair has discontinued their discussions due to the mentee's career change. All other pairs are doing well. The participants continue to complete the end-of-year assessment survey.

2010-2011 Southern California Mentoring Cohort
Committee members continued to follow up with 10 participants from the February 2010 mentoring workshop. 9 of the 10 participants completed the end-of-year survey. From these comments we can tell that the cohort was much more likely to meet in person, and appreciated the face-to-face interaction. It was still a challenge for some pairs to meet due to scheduling.

Sarah Sherman, mentoring subcommittee member, published an article in the ARLIS Southern California newsletter (Canvas) interviewing Antoinette Avila and Krista Ivy about their participation in the Southern California mentoring workshop. This meets our goal of further disseminating information about our program to the general membership. The PDF may be downloaded here: http://arlis-sc.org/wp-content/uploads/2010/12/Canvas_Fall10_FINAL_e-version.pdf

Webinar
Sarah Carter presented a webinar reviewing the mentoring program with Sarah Falls' assistance on January 14. Fourteen individuals attended to hear about the program and learn how to sign up. Most useful in this were quotes from past participants. Based on this experience, the committee will ask all participants to grant ARLIS/NA permission to use quotes in the future. It is also recommended that future workshops be photographed for recruitment and marketing of the program.

2011-2012 Mentoring Preparations
The committee is pleased that CPAC has accommodated the request that the workshop be free of cost. The committee believes that it is essential that the training remain free of cost since many of the mentees are on limited student budgets. In addition, attendance at the conference for an additional day is an additional demand on shrinking budgets. Cost and timing of the workshop remain two of the largest barriers to recruitment.

The program will utilize existing DVD material and be facilitated by Sarah Sherman and Rachel Resnik, both ARLIS subcommittee members, and veteran facilitators.

Recruitment
Applications for the 2011-2012 program were accepted in early 2011. The timing of applications is crucial, as participants need to make plans to attend the conference for an additional day. Therefore it is recommended that mentor recruitment begin in mid-November at the latest. Mentee recruitment need not begin as early, since historically the committee receives far more applicants that they are able to accept.

Three new strategies contributed to successful recruitment. Committee members have previously sent blanket emails to the ARLIS-L listserv, made appeals to colleagues or personal friends, and relied on local chapter members in the area near the conference. This year the committee sent out 26 emails to former Executive Board members asking them to consider participating in the program. This strategy yielded several participants, as well as encouraging responses from others who promised to consider participating in the future.

The committee also emailed 14 chapter leaders and asked them to consider sending a participant; based on their experience they will decide whether their membership might benefit from a chapter mentoring program. Thus far only the Central Plains chapter has expressed an interest. Committee members will be working with one of their members in the workshop, as well as following up in 2011 to help facilitate their program.

Finally, committee members approached past cohort members from the last five years and asked them to reenroll in the workshop. The committee had noticed a marked pattern of reenrollment without specific requests. Two previous mentees agreed to serve this year.

The committee also faced an interesting dilemma this year when a past mentee agreed to participate as a mentor. The mentor is approaching the job market this year, and that made pairing this person with a mentee a challenge. None of our applicants were at early enough stages in their education or career where it might be safe to assume that they wouldn’t be applying simultaneously for similar or the same positions. Based on this information committee members decided to defer the mentor's acceptance to a future year.

The committee recognizes the importance of tracking the mentoring “asks” on a shared spreadsheet. ARLIS members often express interest in future programs, so this spreadsheet will help track who to ask in the future.

Acceptance Rates
The committee ultimately accepted 11 mentors and 11 mentees for the 2011-2012 program, while asking 4 mentee applicants to reapply in the future. In 2010-2011, 60% of mentee applicants were accepted to the program; by contrast, the committee accepted 73%
of mentee applicants this year. The 2011-2012 cohort also marks the first year that this program has not asked mentors to “double-up” and mentor two mentees.

The 1:1 ratio of mentors to mentees is due in part to support from VRA. Their members have been enthusiastic in signing up for this program. The ARLIS subcommittee worked with VRA (specifically Rebecca Moss) to include members from both organizations in the workshop this year.

**Special Funding Request**
Discussions about the special funding project to re-edit the DVD are ongoing. No contract has been received yet. In the future it will be forwarded to the board for approval.

In 2009-2010 committee members continued to edit the mentoring manual for clarity and length to facilitate chapter distribution. Previous feedback has been incorporated to shorten the passive, DVD-watching portions versus live, interactive breakouts.