Summer Educational Institute for Visual Resources and Image Management
Implementation Committee Midyear Report
August 15, 2012

Elizabeth Schaub, ARLIS/NA Co-chair
Betha Whitlow, VRA Co-chair
Amy Trendler, ARLIS/NA Incoming Co-chair

Current Charge:
The purpose of the Summer Educational Institute (SEI) is to provide information professionals with valuable training and education in the area of visual resources and image management. Under the direction of the Executive Boards of the Art Libraries Society of North America (ARLIS/NA) and the Visual Resources Association Foundation (VRAF), the Implementation Committee is charged as the management group for the Summer Educational Institute providing or coordinating administration, local arrangements, registration, scheduling, fundraising, publicity, curriculum, instruction and teaching materials.

Accomplishments:
SEI 2012 was a resounding success from both an educational and financial standpoint. The Institute moved from the University of New Mexico in Albuquerque to the University of Michigan in Ann Arbor. It was held from June 19-22. We registered 42 students, two less than the number we could accommodate. Their affiliations are as follows:

<table>
<thead>
<tr>
<th>membership affiliation</th>
<th>number</th>
<th>percent of total enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARLIS/NA</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>VRA</td>
<td>14</td>
<td>33</td>
</tr>
<tr>
<td>ARLIS/NA and VRA</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>non-member</td>
<td>12</td>
<td>29</td>
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</tbody>
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The participants were a diverse group, representing museums both big and small, colleges and universities, research institutes, commercial enterprises, and art and design schools. Several participants were students, many were mid-career professionals, and others were well-established professionals seeking new skill sets and ideas.

The Kress Foundation continued their support of the SEI scholarship program funding five participants each of whom received $770 to cover tuition, dormitory housing for three nights and minor incidentals. The pool this year was highly competitive with 58 applicants—a 57% increase (there were 37 applicants in 2011).
After the close of SEI 2012, Rebecca Moss, VRAF treasurer, distributed honoraria, travel and expense reimbursement checks. Once the SEI account reconciliation is finalized sometime in August 2012, shortly thereafter, ARLIS/NA and VRAF will each receive a check for approximately $5000.

A post-SEI participant evaluation form was posted on Survey Monkey in June immediately following the end of the institute. Results from the survey will be analyzed by the 2013 Co-chairs and Curriculum Specialists and will inform planning for next year’s institute.

Members of the 2012 SEI Implementation Team included:
• Elizabeth Schaub, University of Texas at Austin, ARLIS/NA Senior Co-chair
• Betha Whitlow, Washington University in St. Louis, VRA Junior Co-chair
• Amy Trendler, Ball State University, ARLIS/NA Incoming Co-chair and Faculty Liaison
• Rebecca Price, University of Michigan, Ann Arbor, Local Chair
• Sarah Falls, New York School of Interior Design, ARLIS/NA-appointed Curriculum Specialist
• Elizabeth Gushee, Harry Ransom Center, The University of Texas at Austin, Development Lead
• Christine Hilker, University of Arkansas, Webmaster
• Beth Wodnick, Princeton University, VRAF-appointed Curriculum Specialist
• Sarah Carter, Ringling School of Art and Design, ARLIS/NA Board Liaison
• Rebecca Moss, University of Minnesota, VRAF Treasurer and VRAF Liaison

During the Previous Six Months, the SEI Implementation Team:
• Reported regularly on SEI activities to the VRAF and ARLIS/NA Boards
• Tracked monetary outlays against the SEI 2012 budget
• Solicited donations and sponsorships for SEI 2012
• Awarded five Kress Scholarships from a pool of 58 applicants
• Publicized and hosted SEI reunions at the ARLIS/NA and VRA annual conferences in spring 2012
• Conducted a planning meeting during the VRA conference in Albuquerque in spring 2012
• Conducted registration for SEI 2012
• Developed lists of local attractions, dining, and other options for participants
• Created a Google Group for SEI participants
• Created a dedicated website open to SEI participants, hosted by Washington University in St. Louis, where instructional materials were posted
• Successfully conducted SEI 2012 at the University of Michigan
• Developed SEI 2012 evaluation survey using Survey Monkey
• Sent thank you notes to all SEI 2012 sponsors, faculty, and other donors
• Confirmed the University of Michigan as host site for SEI 2013
• Coordinated with Rebecca Moss, VRAF treasurer, to reconcile SEI 2012 income and expenditures

**Goals following SEI 2012:**
• Analyze post-SEI evaluations to inform SEI 2013 planning decisions
• Identify a replacement Development Lead
• Identify a replacement Webmaster
• Work with the newly appointed ARLIS/NA and VRAF SEI Curriculum Specialists on SEI 2013 programing
• Advise on the selection of the venue for SEI 2014 and beyond
• Work with University of Michigan colleagues and the rest of the Implementation Team on preliminary plans for SEI 2013

**Request for Board Action:**
• We recommend that the ARLIS/NA and VRAF Boards determine the degree to which SEI is a profit-generating project, outlining in clear terms what the expected profit margin should be in a given year.
• We recommend that the ARLIS/NA and VRAF Boards clearly define how SEI development activities fit into the broader development strategies of both organizations.
• We recommend that the ARLIS/NA and VRAF Boards encourage the creation of ARLIS/NA and VRA chapter funded travel awards to support chapter members’ attendance at SEI.

Respectfully submitted,
Elizabeth Schaub
ARLIS/NA SEI Co-chair

Betha Whitlow
VRA SEI Co-chair

Amy Trendler
ARLIS/NA Incoming SEI Co-chair & Faculty Liaison