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 **WebWise**



*Imagining the Digital Future*

*March 3 – 5, 2010*

## From the IMLS Director



Welcome to Denver and *Imagining the Digital Future*. This eleventh annual WebWise conference will be an opportunity to explore the education and training of a 21st century cultural heritage workforce, the role of digital content creators in building engaging educational spaces for learners, the use of social media to more fully involve visitors and users, and the sustainability of these efforts.

In addition to great keynotes and thought-provoking presentations, WebWise will be an occasion to launch some exciting projects. IMLS will inaugurate *UpNext*, a wiki conversation on the future of libraries and museums, and the University of Denver will unveil its oral history project, *Digital Pioneers*, which will document the experiences of people who have been leading the way, imagining and realizing technology-driven change in cultural heritage institutions.

We are delighted to have outstanding partners in the University of Denver's School of Library and Information Science, the Penrose Library at the University of Denver, BCR, and the Denver Art Museum. Additional support for the conference is being provided by the John D. and Catherine T. MacArthur Foundation and the Morgridge Family Foundation, both of which have invited some of their grantees to participate in the conference. Together with IMLS-supported projects, they will be featured demonstrators during our breaks. At lunch you will be able to choose from an array of "table topics," where you can learn more about ideas sparked by the keynote speakers and panelists and about funding opportunities.

As my four years at IMLS come to a close, I have come to know the WebWise conference as an unparalleled opportunity for networking, and sharing innovative ideas. I know that this year will be no exception as we begin "Imagining the Digital Future."

—Dr. Anne-Imelda M. Radice, Director  
Institute of Museum and Library Services

## About the Conference Hosts

The Institute of Museum and Library Services is the primary source of federal support for the nation's 122,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. [www.ims.gov](http://www.ims.gov)



The University of Denver's Penrose Library and Library & Information Science Program are WebWise co-hosts. The University of Denver, the oldest private university in the Rocky Mountain region, enrolls approximately 11,409 students in its undergraduate and graduate programs. The Carnegie Foundation classifies the University of Denver as a Research University with high research activity. [www.du.edu](http://www.du.edu)



The Denver Art Museum is a private, non-profit, educational resource for Colorado. The mission of the museum is to enrich the lives of Colorado and Rocky Mountain residents through the acquisition, preservation and presentation of art works in both the permanent collections and temporary exhibitions, and by supporting these works with exemplary educational and scholarly programs. [www.denverartmuseum.org](http://www.denverartmuseum.org)



BCR (Bibliographical Center for Research) is the nation's oldest and most established multistate library cooperative. Since 1935, the BCR team has helped libraries learn new skills, reach new customers, increase productivity and save money. [www.bcr.org](http://www.bcr.org)



WebWise is presented with additional support from:



## Pre-Conferences—Wednesday, March 3

### **8:45 am–5:00 pm: Pre-Conference #1—The Spark and the Fire: Connecting Digital Content Creators and Educators to Develop Engaging Learning Spaces**

Location: Capitol Ballroom 4, 4th level

This pre-conference will facilitate dialogue among cross-disciplinary experts working at the intersection of digital media and libraries, museums, and education, with a goal of generating ideas, finding common ground, and promoting collaborations. The pre-conference will demonstrate best practices for embedding digital objects and interactive features to create engaging spaces for learning, citizenship, entertainment, and expression. *Lunch will be provided.*

**Coordinators:** Mary Stansbury, Library and Information Science Program, Morgridge College of Education, University of Denver; Patty Williams, Denver Art Museum; Marsha Semmel, IMLS

**Co-sponsors:** MacArthur Foundation, Morgridge Family Foundation

### **1:30–5:00 pm: Pre-Conference #2—Digital Repository Management Uncovered**

Location: Mineral Hall ABC, 3rd Level

This session will give an overview of the major areas of repository management institutions should be aware of and offer strategies and tools for participants. This session is platform agnostic and focuses on issues around preservation policies and activities, access and dissemination, and intellectual property of repository management, as well supporting sustainability and growth. The session will be useful whether your repository is in-house or hosted elsewhere. *Lunch is not provided for this pre-conference.*

**Coordinators:** Greg Colati, Penrose Library, University of Denver; Jessica Branco Colati, Colorado Alliance of Research Libraries; Sarah Shreeves, University of Illinois Urbana Champaign

## Opening Conference Event and Reception—Denver Art Museum

### **6:00–7:00 pm: Welcome**

Christoph Heinrich, Director, Denver Art Museum; Anne-Imelda M. Radice, Director, IMLS; Shirley Amore, City Librarian of Denver

### **Imagining the Digital Future: A Conversation**

The conference begins with an open conversation featuring cultural heritage gurus who will provide their perspectives on the library and museum technology experience and on new developments that will impact libraries, archives and museums. Their observations will stimulate a conversation with the audience on future technologies for cultural heritage institutions.

**Moderator:** Ed Sardella, news anchor (retired) at KUSA-TV 9NEWS Denver

**Panelists:** Howard Besser, Professor of Cinema Studies and Director of New York University's Moving Image Archiving & Preservation Program; Susan Chun, Museum Technology Consultant

### **7:00–9:00 pm: Reception**

## Conference Day One—Thursday March 4

### 8:00 am–4:45 pm: Registration

Location: Capitol Ballroom Foyer, 4th Level

### 9:00–9:30 am: Welcome

Nancy Allen, Dean and Director, Penrose Library, University of Denver

Anne-Imelda M. Radice, Director, IMLS

### 9:30–10:15: Keynote Presentation—Seven Channels of Change

#### **The Horizon Project Metatrends: How Technology is Unfolding, Everywhere We Look**

Larry Johnson, The New Media Consortium

### 10:15–11:00: Break and Project Demonstrations

Location: Capital Ballroom Foyer

- **Rapid Imaging Project**, The Art Institute of Chicago, [www.artic.edu/aic/collections](http://www.artic.edu/aic/collections)
- **EthoSearch: the Ethogram Archive Project (EAP)**, Lincoln Park Zoo  
[www.ethosearch.org](http://www.ethosearch.org) (coming soon)
- **Art Conservation Database**, Museum of Fine Arts, Houston
- **Oral Histories of the American South**, University of North Carolina at Chapel Hill  
<http://docsouth.unc.edu/sohp>
- **Media MashUp**, Hennepin County Public Library  
[www.hclib.org/extranet/#Media%20MashUp](http://www.hclib.org/extranet/#Media%20MashUp)
- **Vireo**, The University of Texas at Austin, [www.tdl.org/etds](http://www.tdl.org/etds)
- **Digital Pioneers: Conquering New Frontiers in Archives, Libraries, and Museums**  
University of Denver, [www.digital-pioneers.org](http://www.digital-pioneers.org)

### 11:00 am–12:15 pm: Session #1—Sustainability and the Future of Digital Collaborations

Collaboration has been a hallmark of the digital age as it allows the aggregation of collections, whether these are found across the campus quad, across the community square, across the state, or half-way around the world. Collaboration allows cultural organizations to share infrastructure and intellectual capacity, and to broaden access to resources. But does collaboration help to sustain digital programs as we move into the next stage of content creation, delivery and services? Will collaboration allow us to further our missions in the current economic environment? Panelists will discuss their successes and challenges in the past and present as well as their visions for the future of their collaborative work.

**Moderator:** Liz Bishoff, BCR (Founding Director, Colorado Digitization Program)

#### **Panelists:**

- Steve Bromage, Maine Historical Society
- Toby Graham, Civil Rights Digital Library
- Monika Hagedorn-Saupe, Institute for Museum Research, Berlin

### 12:15–1:30: Lunch and Roundtable Discussions

Lunch will be provided; participants will have an opportunity to join one of a number of optional roundtable conversations led by experts on a variety of topics.

### 1:30–2:45: Session #2—Inclusion and Engagement: Visitors as Part of the Experience

As cultural heritage institutions develop online services, they are increasingly creating interactive communities of users and supporters. This panel will highlight current museum and library research on online users and innovative practices that are engaging online audiences.

**Moderator:** Bruce Wyman, Denver Art Museum

#### **Panelists:**

- Josh Greenberg, NYPL
- Robert J. Stein, Indianapolis Museum of Art and the Steve Project
- Beck Tench, North Carolina Museum of Life + Science

### 2:45–3:30: Break and Project Demonstrations

Location: Capital Ballroom Foyer

- **Ensuring that a Picture Really Is Worth a Thousand Words**  
Japanese American National Museum, [www.janm.org/projects/ec](http://www.janm.org/projects/ec)
- **Creativity Resource**, Denver Art Museum, <http://creativity.denverartmuseum.org>
- **Vogel 50X50**, National Gallery of Art, <http://vogel5050.org>
- **WGBH Media Library and Archives Vietnam Digital Library**, WGBH Boston
- **The MIT FACADE Project: Future-Proofing Architectural Computer-Aided Design**  
MIT, <http://facade.mit.edu>
- **The Apiary Project**, Texas Center for Digital Knowledge, University of North Texas, and the Botanical Research Institute of Texas, [www.apiaryproject.org](http://www.apiaryproject.org)
- **Digital Pioneers: Conquering New Frontiers in Archives, Libraries, and Museums**  
University of Denver, [www.digital-pioneers.org](http://www.digital-pioneers.org)

### 3:30–4:45: Session #3—The Future of Information Delivery: New Tools and Services for Discovery and Access

The way we interact with digital content is becoming more flexible and unmediated. As content and metadata get harvested, re-mixed, shared, reused, how can we ensure that they remain useful and useable? How can we support the myriad uses to which people want to put them? How can resources be connected to each other in ways that we can't now predict will be important to users in the future? How can we build systems that are as flexible as the ways people want to use them?

**Moderator:** Greg Colati, Penrose Library, University of Denver

#### **Panelists:**

- Lisa Fischer, Colonial Williamsburg
- Carole Palmer, University of Illinois at Urbana-Champaign
- Geneva Henry, Center for Digital Scholarship, Rice University

### 4:45: Adjourn for the day

## Conference Day Two—Friday, March 5, 2010

### 8:45–10:00 am: Session #4—Skills for the Future: Educational Opportunities for Library and Museum Professionals

This session will feature educational opportunities for new professionals as well as professional development opportunities for practicing library and museum professionals to update their digital technology skills.

**Moderator:** Joyce Ray, IMLS

**Panelists:**

- Peter Botticelli, University of Arizona School of Information Resources and Library Science
- Phyllis Hecht, Johns Hopkins University Museum Studies Program
- Helen Tibbo, University of North Carolina School of Information and Library Science
- Bill Veillette, Northeast Document Conservation Center

### 10:00–10:15: Break

### 10:15–11:30: Session 5—Funding for the Future

In this session, a number of funders will discuss their current priorities for funding of digital media and technology projects.

**Moderator:** Mary Stansbury, University of Denver

**Panelists:**

- Kevin Cherry, IMLS
- Jennifer Serventi, National Endowment for the Humanities
- Craig Wacker, John D. and Catherine T. MacArthur Foundation
- Renee Joyce, Morgridge Family Foundation

### 11:30 am–12:15 pm: Closing Keynote and Conference Reflections— The Future Is Not What It Used To Be

Chris Batt, Chris Batt Consulting Ltd.

### 12:15: Farewell and Adjournment

Anne-Imelda M. Radice, Director, IMLS

### Keep up with WebWise 2010 Online!

- **Tweet about WebWise 2010 using the Twitter hashtag: #webwise**
- **Follow the WebWise 2010 back channel: [todaysmeet.com/webwise](http://todaysmeet.com/webwise)**
- **Visit the UpNext wiki on the Future of Museums and Libraries: [imlsupnext.wikispaces.com](http://imlsupnext.wikispaces.com)**

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COVER PHOTO CREDITS

**Top:** The Denver Art Museum's Frederic C. Hamilton Building. Photo by Jesse Wagstaff.

**Bottom:** In a piece titled "I See What You Mean," a bear created by University of Denver professor Lawrence Argent peers in the window of the Colorado Convention Center. Photo courtesy of the University of Denver.



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