

# MCN ANNUAL CONFERENCE

» » IN IT FOR THE LONG HAUL:  
Technology Programs That Go the Distance

SEPTEMBER 4-7, 2002 • HILTON TORONTO HOTEL • TORONTO, ONTARIO, CANADA

IN PARTNERSHIP WITH THE CANADIAN HERITAGE INFORMATION NETWORK (CHIN)

ATTENDEE BROCHURE » »

2002



## THREE IMPORTANT PLENARY SESSIONS FEATURING:

Lyn Elliot Sherwood, Director General, Canadian Heritage Information Network (CHIN)  
Stanley N. Katz, Director, Center for Arts and Cultural Policy, Princeton University  
Clifford A. Lynch, Executive Director, Coalition for Networked Information (CNI)

## SPECIAL SESSIONS AT NO CHARGE:

NINCH Copyright Town Meeting and Workshop: Creating Intellectual Property Policy in Museums

The IMLS Framework for Building Good Digital Collections:  
Feedback from the Museum Community presented by the CIMI Institute.

# IN IT FOR THE LONG HAUL TECHNOLOGY PROGRAMS THAT GO THE DISTANCE



Welcome to MCN 2002/Toronto! As museums enter the twenty-first century we find a panorama of opportunities. What used to be esoteric notions such as sophisticated collections management systems, exhibition interactives, digital imaging, web sites, distance learning, webcasts, wireless delivery, and other technological innovations have taken root in museums of all sizes and specialties. But one more thing has happened: today's challenge is investing in long-term, sustainable digital initiatives which seamlessly and cost-effectively meld into the museum's mission, programs, and operations. Every museum has stories to share and lessons to learn. And for three days in September, museum technology sagas and sages will all converge in one place, the 2002 MCN Annual Conference/Toronto, September 4-7 in partnership with the Canadian Heritage Information Network [CHIN]. MCN is honored to be partnering with CHIN, and we are all looking forward to visiting beautiful, cosmopolitan Toronto for this internationally important gathering.

The Conference, with the theme, **In it for the long haul—technology programs that go the distance**, promises the broadest array of workshops and sessions MCN has ever provided. Two days of workshops cover areas ranging from new building infrastructure to the strategic use of membership/development systems to the latest word, or image, in collection management systems. We will demystify digital imaging standards and practices and even help you choose the right equipment. Museum web site development, evaluation, and sustainability are addressed as are project planning and getting your ideas funded. Conference sessions also cover cutting edge developments in multimedia, evaluation of web sites, integrated data management, the ecstasy of successful collaborations and the agony of a failure. Opportunities abound to network and compare notes with colleagues from around the world, and thought provoking plenary sessions and vendor presentations round out the conference experience. This conference reaches out to novices and experts and to those who want a cross-disciplinary glimpse at important areas of museum operations that they are not generally involved in. An MCN-eye-view of the future, but with our feet firmly planted in the present.

**Critical issues to sustaining programs and investments, which will be covered, include:**

- Digital Identity
- Funding models
- Program planning, budgeting and management
- Integrated information management
- Content development
- Audience delivery
- Collaboration and partnership
- Standards for information access and exchange
- Digital Imaging creation, management and preservation
- Infrastructure and network design
- Intellectual property policy
- ...and More!

## SPECIAL EVENTS

MCN is also proud to host the following special events, without any fee as a service to the museum community.

- **NINCH Copyright Town Meeting: Creating Intellectual Property Policy in Museums**, full day discussion and workshop.
- **"The IMLS Framework for Building Good Digital Collections—Feedback from the Museum Community,"** presented by the CIMI Institute with participation by AAM's Media and Technology Committee and MCN.

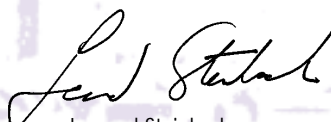
And we are privileged to present three extraordinary plenary speeches which are certain to inform, provoke and inspire:

- **Clifford A. Lynch**, Executive Director, Coalition for Networked Information (CNI)
- **Stanley N. Katz**, Director, Center for Arts and Cultural Policy Studies, Princeton University
- **Lyn Elliot Sherwood**, Director General, Canadian Heritage Information Network.

Be sure to look for special sessions presented by CHIN, AMICO, CIMI, and the MCN 2002 annual business meeting and Special Interest Group sessions.

Please review this brochure, register for the conference, workshops, and special events and make plans to see your colleagues and friends. Until Toronto, find updated conference program information at [www.mcn.edu](http://www.mcn.edu). While you are there find out the latest on museums and technology at *e-Spectra* and then start your own discussion by subscribing to MCN-L.

See you in Toronto!

  
 Leonard Steinbach  
 President, MCN, Program Co-chair

  
 Greg Spurgeon, Program Co-chair

## Who Should Attend?

- Information Technology and Network Managers and Staff
- Multimedia and Web Designers and Managers
- Registrars
- Membership and Development/Fund Raising Professionals
- Anyone involved with Digital Photography and Image Management
- Consultants and Vendors interested in the Museum Community
- Anyone involved or interested in collection management
- Curators and Exhibition Managers
- Librarians
- Educators

## MCN Activities

MCN's membership includes a wide range of museum professionals representing more than 600 major cultural institutions throughout the world. Association activities include:

- ✿ **Annual conference:** hundreds of attendees explore the latest advances in museum automation services through workshop presentations, panels and vendor demonstrations
- ✿ **Publications:** published three times annually, *Spectra* carries articles, project updates, product news and reports from MCN's Special Interest Groups
- ✿ **e-Spectra:** our dynamic and easy-to-read online publication, *eSpectra*, focuses on the latest news relating to technology in museums, archives and libraries
- ✿ **MCN-L:** MCN maintains an Internet discussion list (MCN-L) devoted to all aspects of automation in museums. This service is available without charge to all members of the museum community. Subscribe by following the instructions at [www.mcn.edu](http://www.mcn.edu)
- ✿ **Web site:** the MCN web site includes an extensive listing of museum and related Web sites, compendiums of topical resources, our online magazine *e-Spectra* and a calendar of events. Check us out at [www.mcn.edu](http://www.mcn.edu)
- ✿ **Special Interest Groups:** MCN has many Special Interest Groups (SIGs) which represent an array of topical interests as well as regional areas. Topical groups include Intellectual Property, Digital Imaging, Standards and Controlled Vocabulary and California.

## Conference Hotel

Hilton Toronto Hotel  
145 Richmond Street West  
Toronto, Ontario, Canada M5H 2L2  
(416) 869-3456  
(416) 869-3187 fax  
(800) 445-8667  
[info@hiltontoronto.com](mailto:info@hiltontoronto.com)  
[www.hilton.com](http://www.hilton.com)

The Hilton Toronto is located in the heart of the city, close to fine dining, shopping, museums and theater and combines old-world service and sophistication with contemporary elegance.

Conference rate: \$209 Canadian, single or double occupancy (at present exchange rates, this is approximately \$130 U.S.) Reservation cut-off date: August 3, 2002

## About CHIN

### THE CANADIAN HERITAGE INFORMATION NETWORK (CHIN)

The Canadian Heritage Information Network (CHIN) is the electronic gateway to the museum community in Canada and beyond. CHIN features the following resources on-line:

- ✿ **Virtual Museum of Canada** – a public gateway to the online content created by Canada's museums.
- ✿ **Artifacts Canada** – records on millions of museum objects, scientific specimens and archaeological sites.
- ✿ **Research and Reference** – bibliographic, humanities and natural science resources, intellectual property studies and data dictionaries.
- ✿ **Heritage Forum** – where conservation and museum professionals meet to share ideas and resources.
- ✿ **Online Training** – expert advice on choosing the right collections management software and on how to back tackle a digitization project.
- ✿ **Intellectual Property Management Series** – for museums and new media professionals managing intellectual property.

For more information on CHIN including available resources or becoming a member museum, contact:

Canadian Heritage Information Network  
15 Eddy Street, 15-4-A  
Hull, Quebec, Canada K1A 0M5  
(819) 994-1200 • (800) 520-2446 (Canada and the U.S.)  
Fax (819) 994-9555 • [service@chin.gc.ca](mailto:service@chin.gc.ca) • [www.chin.gc.ca](http://www.chin.gc.ca)

## About Toronto

Canada's largest city boasts....

- ✿ A large range of shopping and dining opportunities—from ethnic neighborhoods to designer boutiques and over 5000 restaurants featuring the cuisines of the world
- ✿ Famous attractions like the CN Tower (world's tallest structure), the Royal Ontario Museum, the Art Gallery of Ontario, the Ontario Science Centre, Bata Shoe Museum, Gardiner Museum of Ceramic Art, Niagara Falls and Paramount Canada's Wonderful.
- ✿ The world's 3rd largest theater scene plus symphony, ballet, opera and a great night life
- ✿ See the Toronto BlueJays at the world famous Skydome

For more information on planning your side trips, contact Tourism Toronto at 1-800-363-1990 or visit their Web site at [www.tourism-toronto.com](http://www.tourism-toronto.com)

# PRE- AND POST-CONFERENCE WORKSHOPS

Wednesday, September 4: 8:30-11:30 am

<i>Track</i>	<i>Title</i>	<i>Description</i>
WAM1. Digital Imaging	Creating Digital Assets: Demystifying the Basics, Defining the Best—Susan Jane Williams, Yale University Presented by Visual Resources Association	An “eyes-on” workshop focusing on creating quality digital assets appropriate to purpose, as well as management, maintenance, pleasures, and perils of providing access to them. Participants will also be introduced to a wealth of best practice print and web resources.
WAM2. I.T. Issues and Strategies	Technology that Thrives: Strategic I.T. Planning (presenter to be confirmed)	Information Technology departments can only develop and thrive when they become core partners with the divisions they support and are seen as key to the Museum’s mission. Participants will learn how to prepare and propose I.T. plans which reflect the needs, values and resources of their institution and make the best case for appropriate funding.
WAM3. Implementing New Technologies	Making the Experience Meaningful: Gallery Interactives, Handheld Devices, and Other Innovative Interventions (presenter to be confirmed)	Participants will explore the merits and problems of a wide ranges of technologies and implementations geared toward making the visitor experience more memorable, enjoyable and meaningful. “One size” certainly does not fit all—but is there a “size” that fits you?
WAM4. Membership/Development	The Bucks Go Here: The Art of Membership/Development Needs Assessment and System Selection—Steve Jacobson, Jacobson Consulting Applications, Inc.	Participants will learn the first step toward an effective membership/development system acquisition—identifying present and future needs. Then on to vendor identification, Requests for Proposal (RFP), constructing scenarios to measure systems by, and those all-important demos. With a workshop like this, who needs a consultant?
WAM5. Project Planning	Writing Proposals That Win—Anne Green, President, AG Consulting	Participants will learn how to create funding proposals for technology-based projects that command interest, confidence and investment. Learn how to identify the “best bets” for funding, and how to prove to prospective funders that you are addressing their interests, that your ideas have merit, that you have the knowledge, talent and management skills to succeed. Case examples of successes and failures will be explored and participants are urged to bring their ideas and plans for examination and critical review.
WAM6. Interface Design	Making Museum Web sites Accessible—Jonathan Bowen, South Bank University	Learn how to meet the challenge of making your Web sites accessible to visitors with disabilities by using assessment tools, “testing” museum Web sites, and becoming aware of state of the art resources and tools.
WAM7. Web site Design	Designing a Content-rich and Sustainable Web Site—Kati Geber, Canadian Heritage Information Network and Ann Borda, Science Museum, London	Participants will learn how elements of Web site design, including appearance, structure, navigation, interactivity, and functionality, along with site maintenance tools, can be used to increase a site’s value and lifespan. With the right design and tools in place, museums can focus on providing rich and inviting content instead of worrying about design and technical updates. This session is an excellent prelude to “Web Site Sustainability and Evaluation,” an afternoon workshop.

## Wednesday, September 4: 1:00-4:00 pm

<i>Track</i>	<i>Title</i>	<i>Description</i>
WPM1. Digital Imaging	Delivering the Goods: How to Manage and Deliver Digital Image Databases—Jacqueline Spafford and Cody Hartley, University of California, Santa Barbara. Presented by Visual Resources Association	Anyone facing development of a digital image database will benefit from the effective and affordable technical and workflow solutions presented here. Alternative applications and scripting languages will be described as well as the UCSB's experience as a case study.
WPM2. I.T. Issues and Strategies	Making Information Work: Data Management and Network Architecture—Douglas MacKenzie, The Clearances, Scotland	Beneath the surface of all effective applications is an effective database management scheme and efficient network architecture. This session will explain these factors and their ramifications for assuring that information is accessible and useable.
WPM3. Implementing New Technologies	Network Infrastructure for a 21st Century Museum: Broadband, Wireless, and Secure—Brian Casto, Superior Systems Technology, Inc.	Just "wiring" is so... twentieth century! Today's infrastructure and network design has to accommodate the convergence of voice, data, multimedia distribution, and wireless transmission. It needs to be secure, failsafe, offer critical layers of redundancy, and meet telecommunications needs well beyond simple internal operations. Participants will take a comprehensive but concise tour of current and emerging standards, practices, and alternatives in infrastructure planning and design for new and existing museums, followed by the opportunity for specific case discussions. The instructor is actively involved in network design and specification for museums as well as major commercial enterprises.
WPM4. Collection Management	Really Using Your CMS, Really: Connecting People Processes and Information—Lynn A. Underwood, Director of Archives, Library, Museum Records, Documentation and Development Research, Solomon R. Guggenheim Museum.	So you think you have a CMS in place, but does it work for you, or does it seem you work for it? Participants will learn how to meld their CMS with museum operations, including exhibition management, marketing, visitor services and other areas to make it a valued institutional resource.
WPM5. Membership/Development	More Bucks Go Here: The Strategic Use of Membership Development Systems and Customer Relationship Management (CRM)—Steve Jacobson, Jacobson Consulting Applications, Inc.	Having a membership/development system in place is just the beginning. This session focuses on how to use a system to track and target prospects, efficiently achieve fundraising and membership goals, otherwise benefit from the relationship or integration among systems such as scheduling, development/membership, admissions, ticketing, retail, education, and finance.
WPM6. Project Planning	Building a Project Plan: A Hands On Workshop—Holly R. Withey, Ph.D., Cleveland Museum of Art	The road from idea to realization is paved with great planning. Participants' own project ideas will emerge as plans, as they are guided through a proven planning process and benefit from feedback from the instructor and class.
WPM7. Web site Design	Web Site Sustainability and Evaluation—Kati Geber, Canadian Heritage Information Network and Ann Borda, Science Museum, London	Participants will learn how to evaluate the sustainability and value of their Web sites using various tools, usability testing, and related techniques. Current research in this area will also be discussed. The importance of evaluation to the design of high-quality, frequently visited and sustainable Web sites will be made clear. This session is an excellent follow-up to "Designing a Content-rich and Sustainable Web Site," a morning workshop.

## Saturday, September 7: 9:00 am-12:00 pm

S1. Digital Imaging	Getting Real: Cameras, Printers and Color Management—Howard Goldstein, Vice President, CDI-Center for Digital Imaging, Inc.	This "nuts and bolts" workshop explores how to evaluate the benefits and differences among cameras, lighting, printing and color management solutions. Participants will learn how to make better choices, based on need, cost, technology, and ultimate value, based on real museum case examples and the presenter's experience in product evaluation.
S2. Collection Management	Selecting or Upgrading a Collections Management Systems: An Insider's Insight—Andrew Reinhard, Willoughby Associates	Participants will explore the criteria they might use to assure that the collection management system they choose meets the diverse needs of their institutions—maybe needs they hadn't even thought about. Then it's on to how to assure a smooth implementation through a clear understanding of the roles and commitments of the museum and the vendor.

# IN IT FOR THE LONG HAUL

## TECHNOLOGY PROGRAMS THAT GO THE DISTANCE

### Free Special Sessions Descriptions

*There is no fee for either of these events and conference registration is not required. However, please indicate on the registration form if you plan to attend either or both of these events and return the form if you are not attending the conference itself.*

#### **The IMLS Framework for Building Good Digital Collections—Feedback from the Museum Community**

Wednesday, September 4: 4:00–6:30 pm

In November 2001, the United States government's Institute for Museum and Library Services (IMLS) issued its Framework of Guidance for Building Good Digital Collections ([www.ims.gov/pubs/forumframework.htm](http://www.ims.gov/pubs/forumframework.htm)). The CIMI Institute, American Association of Museums (AAM) Media and Technology Committee, and the Museum Computer Network (MCN) are preparing a white paper which will summarize issues of concern and propose enhancements to the Framework, as a means of providing constructive feedback to IMLS from the museum community. This open forum discusses the Framework report and the prospective response in advance of its final draft. Presented by the CIMI Institute.

#### **Creating IP Policy in Museums Today**

MCN/NINCH Copyright Town Meeting/Workshop

Saturday, September 7

This copyright town meeting will open with several speakers defining what policy is, what values it represents and why it is important for an institution to have an intellectual property policy. A keynote address will set the question of the role of institutional policy within an international context. Museum legal expert Maria Pallante will then demonstrate the key steps for a museum in preparing policy.

In the second half of the meeting two practitioners will examine policy-building. Brian Porter will report on his experience at the Royal Ontario Museum, while Rochelle Brown will examine the importance of understanding an institution's larger values in constructing policy. Both talks will serve to introduce a workshop in which several scenarios invite the construction of policies by participants. The results, and the issues and values they demonstrate, will be discussed by a final panel of all the speakers.

As with all NINCH Copyright Town meetings there will be plenty of time for discussion and an open forum for participants and panelists to discuss a range of copyright issues related to the networking of cultural heritage resources.

### Plenary Speaker Biographies

#### **Lyn Elliot Sherwood**

*Director General, Canadian Heritage Information Network (CHIN)*  
Sherwood is the Director General, Canadian Heritage Information Network (CHIN) which has collaborated with Canadian museums for almost 30 years to develop electronic content for professional and public access and which has recently launched the Virtual Museum of Canada. She has extensive experience in the creation of electronic information networks and the management of policies and programs in the area of cultural heritage. Within the Canadian federal government she has held positions with the National Museums of Canada, the Canadian Radio-Television and Telecommunications Commission, the Privy Council Office, the Ministry of State for Social Development, the Department of Communications and the Department of Canadian Heritage.

#### **Clifford A. Lynch**

*Executive Director, Coalition for Networked Information (CNI)*  
Clifford Lynch has been Executive Director of CNI since July 1997. CNI, jointly sponsored by the Association of Research Libraries and Educause, includes about 200 member organizations concerned with the use of information technology and networked information to enhance scholarship and intellectual productivity. Prior to joining CNI, Lynch spent 18 years at the University of California Office of the President., Lynch, who holds a Ph.D. in Computer Science from the University of California, Berkeley, is an adjunct professor at Berkeley's School of Information Management and Systems. He is a past president of the American Society for Information Science and a fellow of the American Association for the Advancement of Science. Lynch currently serves on the Internet2 Applications Council and the National Research Council Committee on Intellectual Property in the Emerging Information Infrastructure.

#### **Stanley N. Katz**

*Director, Center for Arts and Cultural Policy Studies, Princeton University*  
Katz is president emeritus of the American Council of Learned Societies, the leading organization in humanistic scholarship and education in the United States. The author and editor of numerous books and articles, he is a noted authority on American legal and constitutional history and has served as president of the Organization of American Historians and the American Society for Legal History, and as vice president of the American Historical Association. He is a member of the Board of Trustees of the Newberry Library, the National Initiative for a Networked Cultural Heritage (past-president), and the Copyright Clearance Center.



# Registration Form

Please return this form with your check to:

MCN • 65 Enterprise • Aliso Viejo, CA 92656 • Phone (877) 626-3800 • Fax (949) 370-7621

Payment must accompany application. Please photocopy this form for your records.

## ATTENDEE INFORMATION

Attendee Name \_\_\_\_\_  
 Institution \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail Address \_\_\_\_\_

## CONFERENCE FEES

	EARLY Postmarked or faxed on or before 8/15/02	REGULAR Postmarked or faxed after 8/15/02
Member Fee (MCN or CHIN) . . . . .	\$350 U.S.	\$400 U.S.
Non-Member Fee . . . . .	\$400 U.S.	\$450 U.S.
<i>Full non-member registrants automatically become members for the remainder of the current membership year.</i>		
Student (photocopy of full-time student ID required) . . . . .	\$175 U.S.	\$225 U.S.
Small Museum (special offer) . . . . .	\$0	\$0
Daily (member or non-member) <input type="checkbox"/> Thursday or <input type="checkbox"/> Friday . . . . .	\$250 U.S.	\$250 U.S.
<i>On-site registrations by Canadian citizens may be paid in Canadian dollars at the then prevailing exchange rate.</i>		

## WORKSHOPS

- Half-Day (Wednesday Morning): Workshop # \_\_\_\_\_ \$125 U.S.
- Half-Day (Wednesday Afternoon): Workshop # \_\_\_\_\_ \$125 U.S.
- Half-Day (Saturday Morning): Workshop # \_\_\_\_\_ \$125 U.S.
- CIMI Institute Meeting, September 4 . . . . . Free
- NINCH Town Hall Meeting, September 7 . . . . . Free

## GUEST REGISTRATION (not registered as full conference attendee)

Includes Wednesday Opening Reception, Thursday Exhibit Hall Reception,  
 Closing Reception Friday night and all breaks . . . . . @ \$95 each. . . . . \$ \_\_\_\_\_

## PAYMENT INFORMATION

Conference Total \$ \_\_\_\_\_ + Workshop Total \$ \_\_\_\_\_ + Guest Registration Total \$ \_\_\_\_\_ = Total Amount Due \$ \_\_\_\_\_

- Check **Make check Payable to MCN** Check # \_\_\_\_\_ Amount Paid \$ \_\_\_\_\_
- Visa  MasterCard  American Express

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature (required) \_\_\_\_\_

**Cancellation Policy:** Cancellations must be sent in writing. Cancellations postmarked on or before 8/15/02 receive a full refund, less a \$50 penalty. Please allow four weeks after the conference for receipt of refund. After the August deadline, refunds will only be provided if MCN fails to offer a workshop that has been prepaid.

**Small Museums Special Offer:** MCN and CIMI are pleased to offer **Complimentary Conference Registration** to staff members from museums with annual budgets of less than 1 million dollars. The museum/institution must be a not-for-profit and have an annual budget of less than 1 million dollars. Registration is limited to one (1) attendee per institution.

# MCN ANNUAL CONFERENCE 2003

MONDAY, OCTOBER 6

THROUGH

THURSDAY, OCTOBER 9

RIVIERA HOTEL AND CASINO  
LAS VEGAS, NEVADA



A sample of our program sessions includes:

- Reaching Your Audience on the Web
- Multimedia Design
- Multi-institution Collaborations
- Digital Asset Management Solutions
- Technology and the Museum Mission
- Archiving and Preserving Digital Assets
- Standards and Sustaining a Small Museum's Collection
- Subject Descriptions and Classifications
- The Fundraising Process
- Technology Planning and Pitfalls
- Seminal Issues in Intellectual Property

*Please check the MCN Web site at [www.mcn.edu](http://www.mcn.edu) for more details about Toronto educational sessions after July 8, 2002*



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