WebWise 2014
Anchoring Communities

February 10-12, 2014
Baltimore, MD

Agenda

If you need assistance at any point during the conference, please speak with someone at the conference registration desk, or any of the organizers with a green "HOST" ribbon on their name badge.

Day 1 – Monday, February 10, 2014

8:00 am – 9:00 am   **Registration & Continental Breakfast** *(Maryland Ballroom Foyer, 5th Floor)*

9:00 am – 9:15 am   **Welcome** *(Maryland Ballroom, CDF)*
Robert Horton, Associate Deputy Director for Library Services, IMLS

9:15 am – 10:30 am   **Keynote Presentation**
"Make it Personal: Developing Services That People Love"
Nick Poole, Chief Executive Officer, Collections Trust

We live in an attention-based economy, in which consumers find themselves distracted by countless platforms, applications and services, all clamouring for their time. In this competitive environment, museums and libraries have a unique role to play - offering new skills and insights into digital curation as well as helping people come together to address bigger social and economic challenges.

To succeed in this world, we need to cut through the noise and reach out to people with services that are personal, emotional, attractive and relevant.

In this keynote, Collections Trust CEO Nick Poole will address the theme of *'Anchoring Communities'* by exploring the ways that museums and libraries around the world are building relationships with the people they serve. He will look at how technology is transforming these relationships by supporting new kinds of connections, going beyond social media and co-creation and uniting the continuum of creation, distribution, use and-re-use of digital content.

As part of this, Nick will review his work with museums and libraries on integrating technology into core vision, mission and strategic planning, creating organisations that are 'digital first' in their thinking and ready to face the future with confidence.

10:30 am – 10:45 am   **Break/Transition to Concurrent Sessions**

10:45 am – 12:00 pm   **Concurrent Workshops / Wisecamp Overview**

- Revenue for Digital Projects – **Tom Scheinfeldt**, University of Connecticut Digital Media Center
  (Baltimore A)

  Digital cultural heritage projects routinely struggle to find alternative sources of financial support once initial grant funding ends. Funding agencies, including IMLS, are increasingly cautious of projects that cannot demonstrate strategies for financial sustainability subsequent to their initial investments. This workshop will help cultural heritage professionals unaccustomed to thinking about revenue streams and business models understand the range of extramural financial vehicles that are (and are not) realistically available to digital library and museum projects.

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- TAG (Touch Art Gallery), ChronoZoom, and WWT (WorldWide Telescope)
  Curtis Wong, Microsoft Research *(Baltimore B)*

  TAG ([Touch Art Gallery](#)) created by Brown University in partnership with Microsoft Research, is a way for museums, libraries, and other collectors to display collections of 2D artworks and manuscripts too large or too fragile to display, or otherwise inaccessible. TAG is a **free** software application that allows visitors to explore high resolution images using Microsoft's Deep Zoom technology, related material selected by the curator, and interactive tours that look like video but are fully interactive at any time authored in TAG itself.

  [ChronoZoom](#) is a **free** open-source project dedicated to visualizing the history of everything. You can browse through history with ChronoZoom to find information in the form of articles, images, video, sound, and other media. Equally compelling, ChronoZoom enables users to chronicle history by creating timelines that cover spans of history ranging from billions of years to just a day or two. ChronoZoom links information and unifies historical knowledge collectively into a map of Big History.

  WWT ([WorldWide Telescope](#)) is a **free** a virtual telescope, bringing together terabytes of the best imagery from the ground and space-based telescopes to enable seamless, guided explorations of the universe. Users can explore or take guided tours from leading astronomers, educators and kids. WWT is used in major US planetariums (eg Adler in Chicago et al) but can also be used for visualization of cultural heritage sites thanks to its rich integrated authoring to deliver seamless imagery, narration, graphics, and interactivity to tell powerful stories in context of any place on Earth or elsewhere in the Universe.

- Wisecamp Overview/Session Proposals – **Sheila Brennan**, Roy Rosenzweig Center for History and New Media, GMU *(Maryland CDF)*

  During this opening gathering, we will introduce the unconference model, reminding everyone that its success depends on participants' enthusiasm and willingness to facilitate sessions and work collaboratively with fellow WiseCampers. We will ask all participants to make their final proposal suggestions and to vote on existing ones. Once voting closes, we will make a schedule for Monday & Tuesday's WiseCamp sessions and post the schedule in Salon B.

12:00 pm – 1:00 pm   Lunch *(Atrium/Ballroom Foyer)*

1:00 pm – 2:00 pm   Project Demonstration Plenary *(Maryland Ballroom, CDF)*

Please refer to the Project Demonstration Descriptions document in your folder for more details.

> *Moderator*: **Sharon Leon**, Roy Rosenzweig Center for History and New Media, GMU

> "Gallery One" – **Seema Rao**, Cleveland Museum of Art
> "Maker Lab" – **Andrea Sáenz**, Chicago Public Library
> "Mukurtu CMS" – **Kimberly Christen-Withey**, Washington State University
> "NatureSpace" – **Michael Wall**, San Diego Natural History Museum
> "Smithsonian X 3D" – **Adam Metallo**, **Vincent Rossi**, and **Günter Waibel**, Smithsonian Institution

2:00 pm – 2:30 pm   Concurrent Project Demonstrations *(Maryland Ballroom, Salon B)*

Speakers from the prior session will participate in live, concurrent project demonstrations. This provides an opportunity for participants to ask questions and learn about the projects in more detail.

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2:30 pm – 4:30 pm   Concurrent Workshops/Wisecamp Sessions

2:30 pm – 3:30 pm

- DIAGRAM: 3D Printing and Accessible Images – **Marcy Goot** and **Sue-Ann Ma**, Benetech *(Maryland A)* *to be repeated on 2/11/14 at 2:30 pm*

  What promise does new 3D printing technology have for transforming education for students with visual impairments? How does it fit into the landscape of other advances in digital access to images for those with print disabilities? This session will introduce research by the DIAGRAM Center and its partners in the application of 3D printing and other technologies to the creation of accessible educational materials. DIAGRAM, led by Benetech, is a research and development center funded by the Department of Education to revolutionize accessible digital images.

- Wisecamp Session – Facilitator TBD *(Maryland E)*

- Wisecamp Session – Facilitator TBD *(Fells Point)*

2:30 pm – 4:00 pm

- Indexing Oral Histories – **Doug Boyd**, University of Kentucky Libraries *(Baltimore B)*

  Since its inception, efficient access to oral history in an archival setting has been challenging and expensive. In the absence of a verbatim transcript, the user/researcher must, typically, listen to each moment in an interview in order to determine the potential for relevant information discovery. The Louie B. Nunn Center for Oral History at the University of Kentucky Libraries has developed OHMS to create an easy way to index interviews and provide users an efficient and effective interface for navigating online oral history collections for a fraction of the cost of transcribing.

  OHMS creates an environment for indexing or annotating an online oral history interview, creating searchable segments, which correspond to the time-code of the audio or video recording. A search of an OHMS index will, not only yield the relevant textual results, it will also connect the user to the corresponding moment in the audio and video. Additionally, OHMS incorporates controlled vocabularies as well as the ability to embed hyperlinks or GPS coordinates, connecting moments in the oral history interview to additional outside resources such as photographs or maps

  In 2011, the Nunn Center received a National Leadership Grant from IMLS to make OHMS open source and publicly available to other institutions. Many institutions are already working in OHMS as the grant project is nearing successful completion. This workshop will explore the process of utilizing OHMS to index and present oral histories online.

- APIs – **Aaron Straup Cope**, Smithsonian Cooper-Hewitt National Design Museum *(Baltimore A)*

  This workshop will address the differences imagining, developing and actually using (cultural institution) APIs and open data resources from both an institutional perspective and an end-user (developer/app maker) perspective.

  In addition we will discuss the issues around 'making the argument for an API' in the first place and 'sustaining an API/API as product development' after the excitement of its initial launched has past.

3:30 pm – 4:30 pm

- Wisecamp Session – Facilitator TBD *(Maryland A)*

- Wisecamp Session – Facilitator TBD *(Maryland E)*

- Wisecamp Session – Facilitator TBD *(Fells Point)*

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5:00 pm – 6:30 pm   **Reception** *(Maryland B)*

Thank you to the following organizations for their sponsorship of the reception:

> **Artstor**
> **Microsoft Research**
> **The Digital Library Federation, a program of CLIR**

Day 2 – Tuesday, February 11, 2014

8:00 am – 9:00 am   **Continental Breakfast** *(Maryland Ballroom Foyer, 5ᵗʰ Floor)*

9:00 am – 12:00 pm   Concurrent Workshops/Wisecamp Sessions

9:00 am – 10:00 am

- Wisecamp Session – Facilitator TBD *(Maryland A)*

- Wisecamp Session – Facilitator TBD *(Guilford Room)*

- Help Wanted: In Search of the Right Evaluator – **Kathleen Tinworth**, ExposeYourMuseum LLC *(Maryland E)*

  Whether you are eager to learn more about existing or potential audiences (online and off), prototype a digital product, roll out a new website, or apply for grant or foundation funding, you may find yourself seeking the help of an evaluator. How do you know whom to choose? What qualities should you look for to best meet your needs? Can you afford it? What are the steps for finding the right fit? Not only will workshop participants leave WebWise knowing what to look for in an evaluator for their current or future project, they'll have written the want ad.

9:00 am – 10:30 am

- Accessibility – **George Williams**, University of South Carolina Upstate *(Baltimore B) – to be repeated at 10:30 am*

  This workshop will provide an overview and demonstration of basic accessibility options for creating online content within two common content-management-systems: WordPress and Omeka. Participants will understand what they can do quickly and easily to improve the accessibility of their WordPress/Omeka site while recognizing that no single set of plugins and options can solve every accessibility issue. Finally, a few user-friendly tools for assessing accessibility will be explained. Participants are encouraged to bring a laptop to this workshop.

9:00 am – 12:00 pm

- Level Up! Prioritizing Your Organization's Next (or First) Steps for Digital Preservation – **Erin Engle**, **Butch Lazorchak**, **Trevor Owens**, and **Abbey Potter**, Library of Congress *(Baltimore A)*

  Followed by:

  State of Digital Preservation: Themes and Challenges as Examined by the National Digital Stewardship Residency Program – **George Coulbourne**, **Kristopher Nelson**, and the **NDSR Residents (Julia Blase, Heidi Elaine Dowding , Maureen McCormick Harlow, Jaime McCurry, Lee Nilsson, Margo Padilla, Emily Reynolds, Molly Schwartz, Erica Titkemeyer**, and **Lauren Work)** *(Baltimore A)*

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Part 1: 9:00 am – 10:25 am

Representatives from the Library of Congress National Digital Information Infrastructure and Preservation Program (NDIIPP) and the National Digital Stewardship Residency (NDSR) program will host a session to discuss digital preservation practices and challenges as found in cultural heritage institutions. NDIIPP staff will discuss the impacts of the 2014 National Agenda for Digital Stewardship on digital preservation funding, policy and practice. In addition to an overview of the Agenda, the session will dive further into one aspect of the Agenda, the need to address the complex set of interrelated societal, technological, financial and organizational pressures facing collecting institutions.

The NDSA has developed the Levels of Preservation tool to help organizations address these pressures. The Levels of Preservation is a tiered set of recommendations for how organizations should begin to build or enhance their digital preservation activities. NDIIPP staff will guide participants through a workshop exercise to help them assess their own institutional readiness based on the guidance provided by the Levels framework.

Part 2: 10:35 am – 12:00 pm

Residents from the National Digital Stewardship Residency cohort in Washington, D.C. will present on the digital preservation projects they are engaged in at their host institutions. During this segment of the session residents will focus on the challenges faced and considerations that should be addressed in the planning phase of a digital preservation project.

Following the presentations, time will be dedicated to answering questions from participants and delving into lessons learned and suggestions for improving digital preservation project outcomes. The question and answer portion will be moderated by a pair of residents and tailored to the needs of the session participants.

10:00 am – 11:00 am

- Wisecamp Session – Facilitator TBD *(Guilford Room)*

- Grant Project Outreach – **Sheila Brennan**, Roy Rosenzweig Center for History and New Media, GMU *(Maryland A)*

  Getting the word out for grant-funded projects and those products can be challenging. In this workshop we will walk through some strategies for planning and implementing outreach for digital projects and sharing results from grant-funded research.

10:30 am – 12:00 pm

- Participate in the Digital Public Library of America – **Emily Gore**, DPLA and **Sandra McIntyre**, Mountain West Digital Library *(Maryland E)*

  Come join DPLA Director for Content, Emily Gore, and DPLA Service Hub Coordinator and Program Director of the Mountain West Digital Library, Sandra McIntyre, to learn about Content Models for contributing content and data to DPLA, Community Involvement, Use of the DPLA API, and more. Together we will brainstorm about filling in content gaps, addressing data quality issues and desired applications using the API.

- Accessibility – **George Williams**, University of South Carolina Upstate *(Baltimore B) – repeat of 9:00 am session*

  This workshop will provide an overview and demonstration of basic accessibility options for creating online content within two common content-management-systems: WordPress and Omeka. Participants will understand what they can do quickly and easily to improve the accessibility of their WordPress/Omeka site while recognizing that no single set of plugins and options can solve every accessibility issue. Finally, a few user-friendly tools for assessing accessibility will be explained. Participants are encouraged to bring a laptop to this workshop.

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11:00 am – 12:00 pm

- Wisecamp Session – Facilitator TBD *(Maryland A)*

- Wisecamp Session – Facilitator TBD *(Guilford Room)*

- Wisecamp Session – Facilitator TBD *(Fells Point)*

12:00 pm – 1:00 pm   **Lunch** *(Atrium/Ballroom Foyer)*

1:00 pm – 2:15 pm   **Makerspaces in Libraries and Museums** *(Maryland CDF)*

Moderator: **Tim Carrigan**, Senior Program Officer, IMLS

Presenters:
Erica Compton, Idaho Commission for Libraries
Bill Derry, Westport Public Library
Rebecca Grabman, Children's Museum of Pittsburgh
Andrew Haight, Oregon Museum of Science and Industry

We are excited to highlight four IMLS-funded projects that draw attention to museums' and libraries' participation in the maker movement. These projects have explored the potential for makerspaces to act as community anchors.

For the uninitiated, makerspaces are part of a growing movement of hands-on, mentor-led learning environments to make and remake the physical and digital worlds. They foster experimentation, invention, creation, exploration, and STEM learning. As museums and libraries nationwide imagine new service models and strategies for deeper community engagement, many are choosing to create programs and spaces based on the maker movement, making this a perfect topic for further exploration at WebWise.

While there has certainly been a great deal of interest generated in the museum and library fields around makerspaces over the past few years, there are still many questions, specifically around issues of professional development, evaluation, sustainability, and institutional philosophies of making. During this session, our panelists will address how four diverse organizations are approaching these issues and more.

2:15 pm – 2:30 pm   **Break/Transition to Concurrent Sessions**

2:30 pm – 4:30 pm   **Concurrent Workshops /Wisecamp Sessions**

2:30 pm – 3:30 pm

- A Cure for the Common Collection: Engaging Users and Enhancing Data Through Crowdsourcing – **Sharon Leon**, Roy Rosenzweig Center for History and New Media, GMU *(Baltimore A)*

   Once content with passively browsing, today's web user has developed a read/write relationship with the internet and an expectation of active engagement with online resources. Libraries, archives, and museums can put this interest to work, building audiences for and improving access to digital collections by inviting the public to contribute tags, transcriptions, comments, and other data.

   Participants for this workshop will review and discuss factors that can determine the success of such crowdsourcing initiatives, including project goals, user motivations, content selection, technical infrastructure, submission workflows, publicity, and outreach.

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- DIAGRAM: 3D Printing and Accessible Images – **Marcy Goot** and **Sue-Ann Ma**, Benetech *(Baltimore B)* – *repeat from 2/10/14*

  What promise does new 3D printing technology have for transforming education for students with visual impairments? How does it fit into the landscape of other advances in digital access to images for those with print disabilities? This session will introduce research by the DIAGRAM Center and its partners in the application of 3D printing and other technologies to the creation of accessible educational materials. DIAGRAM, led by Benetech, is a research and development center funded by the Department of Education to revolutionize accessible digital images.

- Wisecamp Session *(Maryland A)*

- Wisecamp Session *(Fells Point)*

2:30 pm – 4:00 pm

- Introduction to User-Centered Design and Usability Testing – **Kathleen Tinworth**, ExposeYourMuseum LLC *(Maryland E)*

  Whether you are brand new to usability testing or its already part of your business-as-usual, this workshop will provide a closer look at the art and science of prototyping digital products with users at the center of design. This crash course will increase participants' understanding of usability testing's massive return on investment and will outline the necessary steps to plan for and successfully conduct usability testing in the museum or library environment. Key concepts covered include benchmarking, task analysis, error types, use of personas, and card sorting.

3:30 pm – 4:30 pm

- DMPTool – **Carly Strasser**, California Digital Library *(Baltimore A)*

  A growing number of US federal funding agencies require data management plans (DMP) as part of new research grant proposals. To help researchers with this requirement, several organizations (the California Digital Library, University of Illinois, University of Virginia, Smithsonian Institution, the DataONE consortium and the (UK) Digital Curation Centre came together to develop the DMPTool in 2011. The goal of the DMPTool is to provide researchers with guidance, links to resources and help with writing data management plans. Thanks to a grant from the Alfred P. Sloan Foundation, these organizations have been able to develop DMPTool2, adding new features and functionality, while aiming to grow the number of users and funding requirements and build a community around DMP best practices.

  Researchers create plans in the tool by selecting their desired funding agency. The tool provides specific requirements from the selected agency as well as detailed help with each area of the plan. Users have access to complete DMP life cycle management, tracking changes through creation, editing, submission, evaluation, and publication. They may also perform enhanced keyword searches and view publicly available plans. With role-based user authorization, users may hold various roles within the interface: creators, collaborators, institutional administrators, and tool administrators. Furthermore, partner institutions can add significant value to the process with several special tool features. Along with institutional branding in the interface, they can provide links to resources they provide to users, such as to preservation repositories, consultation services, or news and event items. In addition, partner institutions can provide help with specific plan questions, and even suggest responses.

- Wisecamp Session *(Maryland A)*

- Wisecamp Session *(Fells Point)*

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Day 3 – Wednesday, February 12, 2014

8:00 am – 9:00 am   **Continental Breakfast** *(Maryland Ballroom Foyer, 5th Floor)*

9:00 am – 9:15 am   **Overview for the day** *(Maryland Ballroom, CDF)*

9:15 am – 10:15 am   **Project Demonstration Plenary**

Please refer to the Project Demonstration Descriptions document in your folder for more details.

> *Moderator*: **Sharon Leon**, Roy Rosenzweig Center for History and New Media, GMU

> "Colorado History Digital Badges" – **JJ Rutherford**, History Colorado
> "Digitized Commons for Civic Engagement" – **Anne Conable**, Buffalo and Erie County Public Library
> "Great Ape Heart Project" – **Hayley Murphy** and **Marietta Danforth**, Zoo Atlanta
> "Money Matters" – **Kristin McDonough** and **Marzena Ermler**, The New York Public Library
> "Omeka" – **Patrick Murray-John**, Roy Rosenzweig Center for History and New Media, GMU

10:15 am – 10:45 am   **Concurrent Project Demonstrations** *(Maryland Ballroom, Salon B)*

Speakers from the prior session will participate in live, concurrent project demonstrations. This provides an opportunity for participants to ask questions and learn about the projects in more detail.

10:45 am – 12:00 pm   **Keynote Presentation** *(Maryland Ballroom, CDF)*
     "Play With Your Metadata"
     Mary Flanagan, Sherman Fairchild Distinguished Professor in Digital Humanities, Dartmouth College

Mary Flanagan is founder of the Tiltfactor research lab as well as an artist, writer, and researcher. She will share recent research on how games can be used as innovation tools by libraries, museums, and archives. Interested in collaboration, social impact, and creating paradigms for productive social interaction based on our inherent capacity for play, Flanagan will demonstrate these capacities in the Metadata Games project, a way that institutions can further knowledge about their artifacts through the use of games.

12:00 pm – 12:15 pm   **Closing Remarks**
     Robert Horton, Associate Deputy Director for Library Services, IMLS

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