

VISUAL RESOURCES ASSOCIATION FOUNDATION

November 1, 2012



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- Elizabeth Gushee, secretary
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Message from the Chair

As a new Visual Resources Association Foundation director and chair of the board I'm excited to share the highlights of our previous year and a few previews of some future events and activities. In addition to me, the board has three other new members, full of great new ideas for the growth of the Foundation. Linda Reynolds and Brian Shelburne will be working directly with our fundraising campaigns, while Elizabeth Gushee has taken on the role of secretary and serves as a member of the VRAF Grants subcommittee. All three have been very active in the Visual Resources Association and we are fortunate they are now sharing their talents with the VRAF.

In its fifth year, the Foundation again presented two professional development grants and two project grants for research and development. (See articles in this report.) We have had such enthusiastic response to these programs that it has been difficult to decide on awardees. It is truly gratifying to see so many dedicat-

ed professionals in our field, as well as the number of exciting projects needing funding.

The VRAF had an encouraging response to the Fall 2011 campaign – our first major fundraising effort in several years. A number of gifts were given in memory of our longtime colleague, Nancy Schuller, and her significant contributions to our profession. These donations partially funded the VRAF sponsorship of the VRA's 2012 conference plenary speaker, Todd Carter of Tagasauris. We look forward to providing similar sponsorship for the 2013 conference in Providence, RI. Former Foundation director Christina Updike also contributed to the 2012 VRA conference in Albuquerque by co-presenting in the workshop *Budgets-Schmudgets-Writing Grants to Support Special Projects*.

Also in the area of education, the 2012 Summer Educational Institute was another great success. Co-chairs Elizabeth Schaub and

Betha Whitlow, local chair Rebecca Price, and the rest of the SEI Implementation Team created a great learning atmosphere at the host institution, University of Michigan Ann Arbor, training another class of enthusiastic Visual Resources professionals. Many thanks to all.

In addition to these activities, board members also stayed busy developing a new VRAF website and implementing a new software program to better organize our donor data. Needless to say, none of this would have been possible without our dedicated volunteer board of directors, the commitment of the Visual Resources Association, and the generous gifts or all our Foundation donors. Thanks so much for making the 2011-2012 fiscal year a great one for our organization!

Christine Hilker, Chair

The VRA Foundation Mission

The Foundation advances knowledge in the field of visual resources and image management and provides educational and training opportunities in support of broad access to cultural information in the digital age. The Foundation advances

awareness of important issues for digital information management; encourages the application of professional standards, innovative technology, and metadata cataloging protocols; facilitates workplace training; and promotes an awareness of

intellectual property rights and copyright issues.

The VRA Foundation supports a range of educational offerings to help ensure that such information reaches a diverse and global audience.

VRAF Sponsors Plenary Speaker at VRA 2012 in Albuquerque

For the second year the VRA Foundation was pleased to help support the VRA Speakers Program by sponsoring the VRAF Legacy Lecture featuring Todd Carter, CEO and Co-Founder of Tagasauris, and an accomplished entrepreneur, team leader, speaker and digital media pioneer. Mr. Carter explained the concept behind Tagasauris, a crowdsourcing tagging tool that uses the Web as a database to annotate images and other media, and his experience partnering with Magnum Photo to add 30,000 concepts (not previously represented in Magnum's ontology) which allowed them the ability to re-launch with better vertical searching. Tagasauris was also able to help Magnum recover lost data and identify photos with no model release required, enabling a reduction in their new production cost each year from \$250,000 to \$12,000.



Projects: Summer Educational Institute

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, the SEI Implementation Team serves as the management group, coordinates administration, local arrangements, registration, scheduling, fundraising, publicity, curriculum, instruction and teaching materials.

"I cannot reiterate how important the Summer Educational Institute (SEI) was to my career during my first year as a visual resources curator. Transitioning from a traditional art history background into the world of visual resources was both demanding and challenging as I found myself required to build an entirely new foundation of specialized knowledge and training. The SEI coursework proved to be exactly what I needed: the perfect balance of theoretical framework, practical application, and open communication between like-minded individuals. A year later I realize that the benefits of SEI are more than just building solid technical skills and increasing professional development, it's about forging relationships with other professionals who are generous, thoughtful, and motivating. I took so much away from my first SEI experience it's no wonder that I'm thrilled to be attending again this year."



Adrianna H. Stephenson
Head, Visual Resources Library
Southern Methodist University
SEI 2012 Participant

Grants: Professional Development

This year the VRA Foundation awarded the third annual Professional Development Grants. This was the first grant cycle in which two awards were made: one each in categories for an Emerging Professional and an Established Career Professional. These grants support attendance at an educational event of the grantee's choosing, such as an association conference, symposium or workshop, or enrollment in relevant research activities in

the VRAF grant areas of interest.

Areas of Interest These may include visual information management and education, and the dissemination of and access to images of primarily, but not exclusively, cultural heritage materials.

2011-2012 Award Recipients:

Amy Bowman, Archivist at the Briscoe Center for American History, University of Texas at Austin, was se-

lected for the Emerging Professional award. She used the award to attend Gawain Weaver's "Care and Identification of Photographs" workshop.

Karen Kessel, Visual Resources Specialist at Sonoma State University, was awarded the Established Career Professional Award to attend the 2012 VRA Conference, where she presented a workshop on cataloging images of the Art of the Americas.

The VRA Foundation: "supporting education and research"

Grants: Project Grant for Research and Education

Grants of up to \$1,500 are awarded to organizations or institutions for programs and projects in the VRAF Grant Areas of Interest. The funds may be used for small, stand-alone projects, pilots or start-up financing for larger projects, or for a component of a larger project.

Projects in the following categories may be considered for funding: Image

Metadata, Image Cataloging, Data Standards, Digital Archives, Digitization projects, Visual Literacy, Pedagogy and Technology, Intellectual Property Rights.

The first **2011-2012 Project Grant** was awarded to the **North Carolina Folklife Institute** in the Fall of 2011, in support of its project "Documenting Usage Rights to the North Carolina

Folklife Institute Image Archive."

The **Spring 2012 Project Grant** was awarded to **Heidi Eyestone** of Carleton College and **Greg Reser** of the University of California, San Diego, in support of their project "Software Development for Transferring Embedded Metadata into Presentation Software."

Spotlight on Past Awardees

The American Craft Council was a 2011 recipient of a VRAF project grant. Executive Director Chris Amundsen sent us an update on their Newsletter Digitization Project, "*The VRA Foundation grant to digitize American Craft Council's historic newsletter files has created great value for us and the worldwide craft community. With your support we have been able to provide digital access to these historic documents for scholars, advocates and artists in 30 different countries. The newsletters consistently rank as one of the top series of documents viewed in ACC's digital resource database. Thank you for supporting our efforts to increase access to these important historical documents!*"

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Our Generous Donors

*Included are our grants partners, SEI donors, CCO donors, and general foundation donors.
To make a donation, please visit us at vrafoundation.org.*

SEI Donors

Kathe Hicks Albrecht
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The University of Michigan
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VRA New England Chapter
VRA Texas Chapter

**Our Grants Partner for the SEI
Scholarship Program:**
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John Taormina
Ann Thomas, Bronze Circle
Christina Updike, Bronze Circle
Loy Zimmerman

Financial Statement

VRA Foundation Income and Expenses (July 1, 2011 to June 30, 2012)

Income

SEI 2012:	\$34,590.00
Total Contributions	12,650.00
Interest	30.10

Expenses

SEI 2012:	\$23,970.21
SEI Profit share to ARLIS/NA:	5,309.90
Charitable Distributions:	4,645.00
Dues, Subscriptions, Insurance:	1,582.27
Other:	4,253.57

Total Income: \$47,270.10

Total Expenses \$39,760.95

A Brief History of the Foundation

The VRA Foundation was created by the Visual Resources Association, a multi-disciplinary trade association dedicated to furthering research and education in the field of image management within the educational, cultural heritage, and commercial environments. VRA plays a significant role in serving the public and contributing research to the broader field of library and information science and educational technology.

VRA established the Foundation to oversee and develop grants, administer educational activities, and support community outreach projects. The Foundation develops and expands educational and research opportunities

in the public interest; establishes standards for emerging electronic media; sponsors research in the information sciences and educational technology; publishes informative articles, guidelines, and on-line resources; and complements the work of VRA by providing educational, literary, and scientific outreach to the larger community and general public.

Visit us at
vrafoundation.org

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