

# VISUAL RESOURCES ASSOCIATION FOUNDATION

October 1, 2011



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## Message from the Chair

As we complete our fourth year, I am pleased to share the many accomplishments of the Visual Resources Association Foundation in this, our first Annual Report. Our robust programs and noteworthy events are made possible by the dedicated volunteer board of directors, generous donors, and the commitment of the Visual Resources Association.

This fiscal year\* we initiated the *VRAF Project Grant*. The first award went to the American Craft Council to support a Newsletter Digitization Project, which will provide access to images of contemporary American craft history worldwide.

Professional education is a priority for the Foundation and we support this priority through our *Professional Development Grant*. We awarded this year's

grant to Carrie Salazar, the Art Institute of Boston, Lesley University (see page 3 for details on our grants program).

We were delighted to receive a major gift this year from Cathie and Gene Lemon. Cathie is an enthusiastic advocate of the VRAF - ARLIS/NA Summer Educational Institute (SEI). Details on SEI 2011 can be found on page 2 of this report. Read also about exciting developments enabling online access to another major Foundation project, Cataloging Cultural Objects (CCO).

As part of its educational outreach the Foundation co-sponsored the 2011 VRA annual conference plenary session on educational fair use featuring intellectual property expert Jule Sigall. During the conference our Gold, Silver, and Bronze



SEI 2011 Reception

Circle donors met for a lively appreciation luncheon. There's plenty of room at the table next year for newcomers! On behalf of the Foundation, I would like to express our gratitude to all the generous donors and sponsors who help support our efforts.

**Elisa Lanzi, Chair**

*\* This report covers activities from July 1, 2010 – June 30, 2011.*

## 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.

# 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 elec-

tronic 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](http://vrafoundation.org)



## Projects: Cataloging Cultural Objects

*"The efforts of your entire [CCO] team have - and will - make a huge contribution to making museum collections of all kinds more accessible to audiences around the globe."*

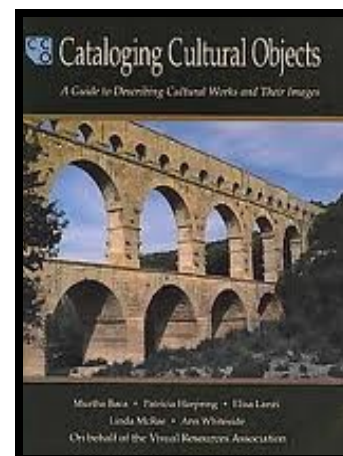
*-Joan Weinstein,  
Deputy Director,  
Getty Foundation*

Cataloging Cultural Objects: A Guide to Describing Cultural Works and Their Images (CCO) by Murtha Baca, Patricia Harpring, Elisa Lanzi, Linda McRae, and Ann Whiteside, is available as an open access publication downloadable from the CCO Commons web site <http://cco.vrafoundation.org/>.

Cataloging Cultural Objects is a metadata standard for the cultural heritage community. The CCO Commons includes examples and training tools for practical applica-

tion of the standard. The CCO Commons was made possible through a grant from The Getty Foundation <http://www.getty.edu/foundation/>. CCO helps shape and manage information for images of art and architecture, with a principal goal of increased access to collections.

CCO activities center on educational efforts to promote widespread acceptance of cataloging best practices for museums, libraries and archives.



## 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.

SEI 2011 was a resounding success, both from an educational standpoint and a financial one. Participants represented museums both big and small, colleges and universities, research institutes, commercial enterprises, and art and design schools. Several were students, many were mid-career professionals, and others were well-established professionals seeking new skill sets and creative ideas. With Kress Foundation support we awarded five SEI Kress scholarships.

## Grants: Professional Development

An annual grant of \$850 is awarded to an individual for professional development in the field of visual resources and image management. This grant supports 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.

**2010 Award Recipient:** Carrie Salazar, Visual Resources Curator at the Art Institute of Boston at Lesley University, was selected to receive support to attend the ACRL 2011 National Conference in Philadelphia, March 2011.



Carrie Salazar, Professional Development award recipient

*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 2011 Project Grant** was awarded to the **American Craft Council** in support of the Newsletter Digitization Project. This project will create an online collection of approximately 150 ACC newsletters,

made searchable with the application of image metadata and OCR technology. The newsletters document the history of the ACC, including important exhibitions, craft fairs, individual artists, Council leaders and publications. The newsletters compliment a collection of slides currently being digitized with the support of an NEA grant.

*The VRAF grant will "help strengthen our digital collections and enhance our ability to serve those interested in contemporary American craft history worldwide."*

—Jessica Shaykett,  
ACC librarian

## Spotlight on Students and Awardees

**From 2011 Kress Scholarship Recipient, Emma Wolman:** "Thank you for giving me the opportunity to attend SEI. To say it was helpful is an understatement. I can't begin to tell you how much I learned, how wonderful it was to connect with others doing similar work and to pick the brains of those with more experience. I came back

*to work ready to make changes and felt confident about issues that have been on my mind since starting this job.*

*I couldn't have gone without the generous scholarship I was awarded."*

**From the SEI 2011 Student Evaluations:** "Overall, SEI was an incredibly valuable experience. As a solo librarian, I not only learned best practices for planning, implementing and managing a digitization project, I also found affirmation that what I am doing has meaning through networking with others in the field. The speakers were phenomenal and the structure of the sessions (especially the hands-on aspects of the digital imaging and metadata workshops) were great."

# Our Generous Donors

## Our Grants Partners:

- The Samuel H. Kress Foundation
- SEI Scholarship Program
- The Getty Foundation
- Support for the CCO Project

## SEI Donors

Anonymous  
 Kathe Albrecht  
 Archivision  
 ARLIS/Mountain West Chapter  
 ARLIS/NE Chapter  
 ARTstor  
 Bridgeman Art Library  
 Davis Art Images  
 Eileen Fry  
 Scott Gilchrist  
 Betty Jo Irvine  
 Jeanne Keefe  
 Michael T. Kelly  
 Cathie Lemon  
 Society of Architectural Historians  
 John Taormina  
 VRA New England Chapter  
 VRA New York Chapter  
 Renate Wiedenhoef

## CCO Donors

Beata Owczarski  
 Yin-Fen Pao

*In this, the VRA Foundation's first Annual Report, we recognize those individuals and institutions who have donated to the Foundation in the past. Beginning with next year's Annual Report, the donor list will include only those donors who contributed during the fiscal year upon which the report is based. Included are our grants partners, SEI donors, CCO donors, and general foundation donors. To make a donation, please visit us at [vrafoundation.org](http://vrafoundation.org).*

## General Donations to the Foundation

Kathe Hicks Albrecht, Gold Circle	Billy Kwan
Murtha Baca	Elisa Lanzi
Margo Ballantyne	Cathie and Gene Lemon, Gold Circle
Victoria Bleick	Carolyn Lucarelli
Hans Brandhorst	Cindy Abel Morris
Maureen Burns	Lily Solmssen Moureaux
Linda Callahan	Michelle Murray, Gold Circle
Kathleen Cohen	Suharu Ogawa
Robb Detlefs	Elizabeth O'Keefe
Jolene de Verges	Astrid Otey
Melody Ennis	Henry Pisciotta
Marcia Focht	Jenni Rodda
Leigh Gates	Christine L. Sundt, Bronze Circle
Andrew Gessner	John Taormina, Bronze Circle
Macie Hall	Ann Thomas, Gold Circle
Trudy Jacoby	Christina Updike
Terry Kerby	Rob Wilkinson
Allan T. Kohl	Loy Zimmerman, Bronze Circle

# Financial Statement

The VRA Foundation has a solid financial base. Expenses exceeded income by just over \$2000 in FY2010-11 due to some one time charges, and a slightly lower profit margin for SEI 2011. But donations and other income will sustain the current operating costs of the Foundation, allowing the expanding grants program to distribute educational and research grants, and ensuring the Foundation's continued support of educational programming at the VRA annual conference.

## VRA Foundation Assets and Expenses (July 1, 2010 to June 30, 2011)

<u>Income</u>			<u>Expenses</u>		
SEI 2011:	\$28,940.00	80.74%	SEI 2011:	\$19,899.94	52.15%
Total Contributions	6,870.00	19.17%	CCO Project:	6,062.25	15.89%
Interest	32.99	.09%	Charitable Distributions:	4,350.00	11.40%
			Dues, Subscriptions, Insurance:	2,741.00	7.18%
			Other:	5,108.64	13.39%
<b>Total Income:</b>	<b>\$35,842.99</b>		<b>Total Expenses:</b>	<b>\$38,161.83</b>	