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WebWise

Digital Debates

February 25–27, 2009



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. To learn more about the Institute, please visit www.ims.gov.



The Wolfsonian-FIU, located in the heart of Miami Beach, is a museum, library, and research center that uses its collection of approximately 120,000 objects to illustrate the persuasive power of art and design. Since 1997, The Wolfsonian has been a division within Florida International University, one of the youngest, most dynamic, and fastest growing urban universities in the United States. The Wolfsonian's curatorial goal and multidisciplinary approach explores what it means to be modern and tells the story of social, historical, and technological changes that transformed the world during the period 1885 to 1945. Encouraging people to see objects in new ways and to learn from the past as they shape the present and influence the future, the museum is committed to understanding how emerging digital technologies can make its unique collection accessible and remain relevant to twenty-first-century audiences. For further information, visit www.wolfsonian.org.



WebWise is presented with additional support from:



From the Director



Digital Debates is the theme of the tenth annual WebWise Conference on Libraries and Museums in the Digital World.

The conference will focus on some of the problematic “Big Issues” faced by museums, libraries, archives, and other cultural institutions as they deal with emerging technologies, changing social behaviors and expectations, and new economic realities. How can institutions involve audiences as collaborators and yet maintain their status as trusted

information sources? What are cultural institutions’ rights and responsibilities in an online environment? Can they partner effectively with other organizations, including corporate entities, without losing their own identities? What kinds of investments in technology are prudent or essential to the institution’s mission? We have engaged leaders from the cultural heritage community and beyond to share their views and stimulate a wider conversation on these and related topics. No one has all the answers, but we firmly believe we will all be stronger for exploring these questions as a community and standing together to face the future.

Though this year’s conference is in Washington, DC, we are delighted to be partnering once again with The Wolfsonian-Florida International University, with additional support provided by the Florida Center for Library Automation and the John D. and Catherine T. MacArthur Foundation. In fact, it was MacArthur Foundation President Jonathan Fanton’s keynote address at last year’s WebWise Conference in Miami Beach that sparked the idea for this year’s theme [see “Rights and Responsibilities Online: A Paradox of Our Times,” reprinted in the August 2008 issue of the online journal *First Monday*].

In addition to the plenary sessions, the conference will feature demonstrations of projects funded by IMLS and by the MacArthur Foundation. We hope that all participants will be able to come to the Opening Reception on February 25. Attendees are also invited to sign up for a “Dutch-treat” dinner opportunity with MacArthur Foundation grantees following the reception, on a first-come, first-served basis. We will also provide opportunities on February 26 for registrants to join a lunch-table discussion led by IMLS staff or grantee demonstrators on topics of particular interest.

The WebWise Conference has maintained a consistent focus throughout its history on cutting-edge technology issues with potential significance for the future of libraries and museums. However, each year it is special in some way, and this year is no exception, thanks to the innovative ideas brought by our partners and hard working program committee. We are grateful to all our supporters for their contributions to this tenth anniversary conference.

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

Pre-Conference Workshops—Wednesday, February 25

Noon–1:00 pm **Registration for Pre-Conference Session**

1:00–4:30 pm **Making Web 2.0 Work for Your Institution (For Free)**

Location: Capitol Room (Lobby Level)

Moderators: R. David Lankes, Director, Information Institute of Syracuse University, and Nina Simon, Experience Designer, Museum 2.0

Speakers:

- Aaron Schmidt, Digital Initiatives Librarian, District of Columbia Public Library
- Maddie Grant and Lindy Dreyer, SocialFish, LLC
- Joseph Ryan, Digital Projects Librarian, NCSU Libraries
- Eli Neiburger, Associate Director for IT and Production, Ann Arbor District Library

5:00–7:00 pm **Welcome Reception, supported by the
John D. and Catherine T. MacArthur Foundation**

Featuring demonstrations by MacArthur Foundation Project Leaders

Location: Yorktown/Ticonderoga Room (Ballroom Level)

7:30 pm **“Dutch-treat” dinners with MacArthur Foundation
project leaders**

Location: Restaurant venue TBA



Conference Day One—Thursday, February 26

7:30 am–5:00 pm **Conference Registration**
Location: Regency Foyer (Ballroom Level)

8:15–8:45 am **Continental Breakfast**

8:45–9:15 am **Welcome Remarks**

- Cathy Leff, Director, The Wolfsonian-Florida International University
- Anne-Imelda M. Radice, Director, Institute of Museum and Library Services

9:15–10:00 am **Keynote: *The Cloud, the Crowd, and the 3-D Internet—Implications for Cultural Organizations***
Michael R. Nelson, Visiting Professor of Communications, Culture, and Technology, Georgetown University

10:00–10:45 am **Break and IMLS Project Demonstrations**

- ***The Arts Network: The Arts Broadcasting System (TABS)***
Dallas Museum of Art, <http://theartsnetwork.net>
- ***Civil Rights Digital Library***
University of Georgia, www.civilrightslibrary.org
- ***NJVid Project***
William Paterson University, www.njvid.net
- ***Oral History of Illinois Agriculture***
Illinois State Museum, www.museum.state.il.us/avbarn
- ***Our Americas Archive Partnership***
Rice University Fondren Library, <http://oaap.rice.edu>
- ***Revolutionary City: Developing a Virtual Reality Model of Williamsburg in 1776***
The Colonial Williamsburg Foundation, <http://research.history.org/DHC/VW.cfm>

10:45 am–12:15 pm **Session 1—Online Communities and The Institution**

How do institutions balance the needs of staff and community in crafting social media strategies? What are the hot topics and challenges being confronted by innovators on the leading edge who are engaging patrons and visitors in new ways?

Moderator: Nina Simon, Experience Director, Museum 2.0

Speakers:

- Shelley Bernstein, Chief of Technology, Brooklyn Museum
- Deanna Marcum, Associate Librarian of Congress for Library Services
- Michael Edson, Director of Digital Media Strategy, Smithsonian Institution

12:15–1:15 pm **Lunch and Lunch Tables with Discussion Leaders**
Location: Yorktown/Ticonderoga/Vallery Forge (Ballroom Level)

1:15–2:45 pm Session 2—Rights and Responsibilities

What are the rights and responsibilities of museums and libraries, both in terms of their collections and their users? How do legal concepts such as personal privacy and intellectual property/copyright affect museum and library technology initiatives and online presence?

Moderator: Priscilla Caplan, Assistant Director for Digital Library Services,
Florida Center for Library Automation

Speakers:

- Maura Marx, Executive Director, Open Content Alliance
- Maria Pallante, United States Copyright Office
- Jeffrey Rosen, Law Professor, George Washington University

2:45–3:30 pm Break and IMLS Project Demonstrations

- **Creating Communities: Digitizing Denver's Historic Neighborhoods**
Denver Public Library
- **Developing Advanced Technologies for the Imaging of Cultural Heritage Objects**
University of Southern California and Cultural Heritage Imaging,
http://c-h-i.org/featured_projects/feat_proj_ims.html
- **Explore Modern Art**
San Francisco Museum of Modern Art, www.sfmoma.org/explore
- **Homework NYC Widgets**
The New York Public Library
- **Take Two: A Study of the Co-Creation of Knowledge on Museum Web 2.0 Sites**
Michigan State University, <https://sites.google.com/site/taketwoinitiative>
- **Voices for the Lake**
ECHO Lake Aquarium & Science Center, www.echovermont.org/ourmission/vfl.html

3:30–5:00 pm Session 3—Identity and Collaboration

Increasingly, museums and libraries are working with peer institutions to develop broad networks of cultural heritage institutions, such as by sharing access to collections, research, and the like. What issues are impeding collaboration? Can collaboration actually harm institutions by disrupting identity/branding or upsetting the cohesiveness of a collection?

Moderator: Joyce Ray, Associate Deputy Director for Library Services,
Institute of Museum and Library Services

Speakers:

- James Neal, Vice President for Information Services and University Librarian,
Columbia University
- Nancy Proctor, Head of New Media Initiatives, Smithsonian American Art Museum
- Diana Rhoten, Director of Research, Digital Media and Learning,
Social Science Research Council

5:00 pm Adjourn for the day

Conference Day Two—Friday, February 27

7:30–9:00 am **Registration and Continental Breakfast**
Location: Regency Foyer (Ballroom Level)

9:00–9:45 am **Keynote: *Born Digital: Understanding the First Generation of Digital Natives***
John Palfrey, Harvard Law School

9:45–10:15 am **Break**

10:15–11:45 am **Session 4—Chasing the Edge and Maintaining the Core**
How should institutions respond to the increasing need to innovate? What are strategies to balance innovation with the demands of maintaining core services, especially on limited budgets? How can institutions make their “edge” innovations more visible to those managing their core services?

Moderator: Benjamin Stokes, Program Officer in Digital Media & Learning,
The MacArthur Foundation

Speakers:

- David Ferriero, Andrew W. Mellon Director of the New York Public Libraries
- Troy Livingston, Vice President for Innovation and Learning, Museum of Life and Science in Durham, NC
- Patrick Whitney, Dean of the Institute of Design, Illinois Institute of Technology

11:45 am–12:15 pm **Conference Wrap-Up**
Marsha Semmel, Deputy Director for Museums and Director for Strategic Partnerships, Institute of Museum and Library Services

12:15 pm **Adjourn**



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