

CHARGES AND WORKPLAN

MIC Education and Outreach Committee Working Groups

March 15, 2005

Overview

The MIC Education and Outreach ("MIC E&O") Committee Working Groups comprised largely from members of AMIA's Committee and Interest Groups are charged with developing MIC's education and outreach space. At least one member from the E&O Committee will be included on each one of the Working Groups outlined below as either a member and/or liaison or assigned as a liaison to one of AMIA's Committees/Interest Groups in order to foster communication, coordinate content and solicit participation.

The resources of MIC's E&O space are intended for three primary user groups: archivists, educators, and the general public. Currently, these user groups access MIC through one of the following portals: Archivists, General Users, and Science Educators ("Science Goes to the Movies").

There is a desire to expand the Science Educators portal, but that remains outside the purview of the MIC Education and Outreach Committee. Our long-term goal remains to expand this portal into a general educators portal. However, given AMIA member expertise and expected development into digital rights management and a digital video portal, the most promising avenue for expansion into the educational arena now is to emphasize the use of moving images through cinema studies and/or television news.

Role of the MIC E&O Committee

The MIC E&O Committee is defined as the seven to nine members reflecting expertise in at least four areas represented by AMIA's Committees of the Membership: Access, Cataloging, Digital Initiatives, and Preservation. The Committee provides oversight and guidance to the MIC Web site developer for overall Web site design, layout, and usability. The MIC E&O Committee solicits members with relevant expertise for contribution to education, outreach, and research contributions and is responsible for raising awareness about MIC with AMIA members as well as fosters communication between AMIA members and MIC.

The 2005 MIC Education & Outreach Committee

Andrea Leigh, UCLA Film & Television Archive (Chair)
Arlene Balkansky, Library of Congress M/B/RS
Robert Dirig, Japanese American Museum
Hannah Frost, Stanford University Libraries
Sally Hubbard, Getty Institute
Cindy Keefer, Center for Visual Music

James Turner, Université de Montréal EBSI

The MIC E&O Committee and its Working Groups and Subcommittees work primarily via email and telephone. A Working Group meeting will be organized in conjunction with the AMIA annual conference in November to solicit feedback and participation. The MIC E&O Committee will develop the agenda for that meeting and coordinate participation.

This workplan will be distributed to AMIA Committee and Interest Group chairs, on AMIA-L and the MIC discussion lists and posted on the MIC project Web site in order to document development and solicit participation.

Responsibilities

The MIC E&O Committee will coordinate and oversee the following Working Groups, which mirror the structure of the individual MIC portals:

- Archivists
 - Preservation
 - Cataloging & Metadata
 - Programming for Exhibition
- General Users

The Science Educators Advisory Board remains responsible for the Science Educators portal, until it has evolved into a more broadly themed Educators portal. Meanwhile, we are looking at expanding education into areas better tailored to the expertise found in the archival moving image and allied communities. The MIC Steering Committee, including E&O Committee chair Andrea Leigh, is exploring development and funding possibilities enabled by combining the concepts of journalism education, news, digital video, fair use, and digital rights management.

A portal restructuring to address issues related to the current location of the Programming for Exhibition Portal (PEP) is still under discussion. One option would be to have an Access portal accessible from the Home Page, to include PEP and much of the General Users Portal content. Another option is an exhibition and festival portal, something that we believe would be unique to MIC.

For each area, information can be built within MIC (on the MIC Web site), or can be in the form of a link to another site. While MIC was originally intended to address issues of preservation and access for moving image materials, it will be inherently interesting for people who simply enjoy searching for films, and thus can serve to publicize the goals and concerns of AMIA to a wider public.

Each Working Group has a Chair, charged with making assignments to individual members, who will develop content either individually or as part of a team. Wherever possible, resources are delivered in a supplied spreadsheet format to the Chair, who submits it to the E&O Committee liaison for review. Any changes or suggestions for revision ideally should be made prior to final delivery to the E&O Committee chair. The E&O Committee Chair will then review copy in coordination

with the Web site Design Subcommittee and an assigned copyeditor before submitting content to the MIC Web developer.

We are at the stage now where the portal and site structure are fairly well established, with all resources recorded, with locations and annotations, on a master spreadsheet. This frees up the working groups to concentrate on keeping up with new resources and developing more original content. To recommend the addition of an existing resource, only four pieces of information are required: "title" text for hyperlink, brief annotation if appropriate, URL, and MIC page (with URL) where the link should be placed.

Since AMIA is ultimately responsible for MIC education and outreach content, the E&O Committee and its working groups shall work in consultation with relevant AMIA Committees and Interest Groups to meet MIC's goals to:

- Promote and facilitate the use of content and metadata standards
- Promote and facilitate use of archival best practices in preservation, public service, and programming
- Educate the public as to appropriate care and disposition of archival moving image materials and the importance and means of preserving moving images.
- To bring moving images into the education mainstream

To carry out the above objectives, the following charges have been outlined for each of the Working Groups. Following the charge is a list of proposed projects for 2005; if you would like to discuss these projects further or have other ideas, please contact the Education and Outreach Committee chair.

The Preservation Working Group will cover topics relevant to the storage and handling of moving image materials, deterioration mechanisms and indicators, risk assessment, format identification, best practices and standards related to reformatting for preservation and access, preventive preservation measures, moving image conservation and restoration, disaster planning and response, funding for preservation activities, and opportunities and programs for advance training in preservation.

Proposed 2005 projects:

- Monitor discussion lists and professional literature for additions to the Preservation and general Archivists Portals
- Review AMIA-L for Frequently Asked (preservation and archiving) Questions and create a FAQ list for preservationists and/or archivists
- Develop a Web "case study" on a specific restoration project
- Develop new original material as appropriate

Note that the MIC Technical Committee will be contacting the AMIA Preservation Committee for input on the Service Providers Directory and on source metadata for a METS (Metadata Transmission Encoding Standard) implementation. For the METS implementation we will need terminology for sound elements, condition, preservation activities, etc., basically all the information required by archivists to preserve the original

elements (source material), the technical metadata required for a fully developed Cataloging Utility.

(Preservation Working Group chair: Chris Lacinek; E&O Committee liaison: Hannah Frost)

The Cataloging & Metadata Working Group will collect and review relevant resources pertinent to cataloging and metadata standards and best practices, principles and guidelines that promote the concerns of moving image catalogers. A listing of publications, standards and guidelines will be prepared and maintained.

Proposed 2005 projects:

- Monitor discussion lists and professional literature for additions to the C&M Portal and (as a second priority) the general Archivists Portal
- Review AMIA-L for Frequently Asked (cataloging) Questions and create a FAQ list for cataloging
- Organize and expand the C&M bibliography [see task list]
- Develop white paper on selecting a system and standards
- Propose other new original material as appropriate

(Cataloging & Metadata Working Group chair: Sueyoung Park-Primiano; E&O Committee liaison: Arlene Balkansky)

The Programming for Exhibition Working Group will develop content that relates to the goals of public programming from the perspective of a moving image archive, including optimal conditions and venues, locating prints, rights clearances, coordinating with other exhibitors, theater specifications, projection best practices, liability and shipping concerns, special needs access, and museum collaborations.

Proposed 2005 projects:

- With the AMIA Access Committee, assist in development of the Access to Collections project to provide sample forms and policies online (e.g., access policies, loan agreements, donor and depositor agreements, reproduction/clearance permissions, licensing agreements, etc.)
- Discuss conceptualization of an exhibition and festival portal
- Expand the listings for festivals and events
- Monitor discussion lists and professional literature for additions to the PEP and (as a second priority) the general Archivists Portal
- Propose new original material as appropriate

(Programming Working Group chair: Loretta Ayeroff; E&O Committee liaison: Cindy Keefer)

The General Users Working Group covers that area of most interest to the general public or layperson. Topics should address commonly asked questions about such issues as access ("how do I get a copy of that film?"), how to donate a collection, basic preservation and troubleshooting ("Care and feeding of your personal collection"), copyright ("What are all these restrictions and why?"), and guidelines and tips for obtaining moving images from organizations (including

requesting rights to display or reuse contents). Areas already developed include a primer on researching moving image documents, an overview of the preservation process, and a "remembrance wall" of lost films and television programs. Other areas for development might include a listing of general moving image sites (such as the Internet Moving Image Database, Silent Era, Rotten Tomatoes, etc.), a comparison of moving image archive education curricula, lists of scholarships and fellowships available to students, and a listing of potential internship sites.

Proposed 2005 projects:

- Monitor discussion lists and professional literature for additions to the General Users Portal and (as a second priority) the general Archivists Portal
- Further develop the general movie sites
- Solicit the AMIA membership for photos that illustrate the preservation process
- Review AMIA-L for Frequently Asked Questions pertinent to general users and create a FAQ list with the answers
- Propose new original material as appropriate

(General Users Working Group chair and E&O Committee liaison: Robert Dirig)

In addition, there will be two Subcommittees that will work in coordination with Andrea Leigh, MIC E&O Committee chair:

The Web site Design Subcommittee provides guidance on the design of individual Web pages on the MIC site, elements of the navigation bar, graphic features of the site, logo design, and how users will approach the Web site. The Web site Design Subcommittee will also assign a copy editor to review and correct content across portals for consistency.

(Web site Design Subcommittee chair: Sally Hubbard)

The Outreach Subcommittee works in coordination with Grace Agnew, Jane Johnson and the MIC E&O Committee Chair to keep abreast of opportunities for publicizing MIC across audiences, such as through journal/newsletter submissions and through the development of a speaker's bureau.

(Outreach Subcommittee co-chairs: Steve Leggett and Kelly Graml)

Final deadline for content is Friday, September 9, 2005. We encourage all Working Groups to think about what areas of their portal they would like to see highlighted in any MIC demos at the AMIA annual conference in Austin.

An intermediate deadline to report on progress, and to submit amendments or corrections to existing content is **Monday, June 13, 2005.**