

**Internal Advisory Group (IAG) Meeting**  
**Washington DC**  
**November 23, 2013**  
**9:00 a.m. to 4:30 p.m.**

**Call to Order and Introductions**

AIC President Pamela Hatchfield called the meeting to order at 9:30 a.m. and welcomed all attendees. Pam spoke for a short time about her goals of helping the membership to understand the difference between AIC and FAIC, focusing on outreach & advocacy to gain support for conservation, and strengthening communications within the organization to better serve the community.

IAG members then introduced themselves and spoke of their goals for both the meeting and the future of the organization. Some of their goals included:

- Facilitate better communications within the organization by making communications more transparent and the tools easy for members to use
- Building relationships with allied professionals, such as preservation architects, collections care professionals, and registrars, to offer AIC as a place for those without a national voice and to provide space for collaborative thinking
- Continue high-quality publications both in print and online
- Encourage giving to FAIC as a way to enhance current initiatives and gain additional funding from outside groups
- Making efforts to involve more members in the organization through such means as opportunities at the Annual Meeting, becoming PAs and Fellows, and nominations for awards

**Upcoming AIC Annual Meetings**

**2014 Annual Meeting Update**

Peggy Holben Ellis, AIC & FAIC Board Vice President, provided an update on 2014 General Session planning. The Collections Care Network and the Sustainability Committee are combining forces to develop a program under the theme “*Conscientious Conservation – Sustainable Choices in Collection Care*,” which will explore how these two concepts are changing the way we practice conservation. A record number of 330 abstracts were submitted and reviewed by the program committee. The General Session will be divided into two days, with one day running concurrent programming. There will be two days of pre-conference workshops and tours, as well as sessions on a Socratic dialog, sustainability in public art conservation panel discussion, STASH FLASH, and more.

Membership & Meetings Director Ruth Seyler continued the discussion by announcing that events—including luncheons, receptions, workshops, and tours—will be online by mid-December, earlier than ever before. Members have online access to an interactive schedule for the meeting, providing attendees with an easy way to construct their own personal meeting schedule. In addition, the 2015 Call for Papers is expected to go out earlier than ever, by the beginning of May 2014, to provide an opportunity for potential collaborative projects to be discussed in person by attendees of the 2014 Annual Meeting. AIC is looking into abstract management software that will continue to streamline the abstract review process, including eliminating conflicts between serving on the selection committee and submitting an abstract of one’s own.

### **Future Annual Meetings**

Peggy Ellis began a discussion about future Annual Meeting themes by describing topics that have been submitted in the past. They included:

- *New Advances in Conservation Science*—The Mellon Foundation has endowed conservation scientist positions across the county. This could be a good opportunity to bring groups of scientists together and acknowledge the work of the Mellon. It was suggested that the topic could also be New Advances and Collaborations in Conservation Science.
- *Beyond Treatment: New Directions for Conservation Professionals*
- *How To: Hands On*—Talks vs. theory
- *New and Innovative Treatment Solutions*
- *Making Do On Less*—Treatments on a budget
- *Emergency Preparedness & Response*—2016 is 50<sup>th</sup> anniversary of Florence flood so that could be good year for an emergency preparedness theme.

Peggy will compile a short list of possible future themes. Ruth will create a survey to be sent out to past annual meeting attendees.

Ruth Seyler continued the Annual Meeting discussion by providing more background on AIC meetings and negotiating with hotels and convention centers. The key to negotiations is the ratio of sleeping rooms blocked to meeting space used. AIC already uses a lot of meeting space compared to sleeping rooms used. To continue to meet in desirable cities, the room block must be kept at current levels—at a minimum. Because AIC used a low number of sleeping rooms in relation to our need for meeting space, it is difficult to interest some cities/hotels in serving as our host venue. It is important to continue to remind members to say at the host hotel. If AIC does not meet its room block commitments, we will have to pay attrition.

While 2015 in Miami and 2017 in Chicago are set, the host city for the 2016 meeting has yet to be determined. The pros and cons of a 2016 meeting in Atlanta, Fort Worth, or Montreal were discussed and a survey will be sent to members after more research is conducted by AIC.

### **Membership Benefits and Responsibilities**

Ruth Seyler began her discussion about membership by reminding everyone that the AIC staff is always available to collaborate on projects to benefit the membership. Three goals that have emerged from the Membership Committee are: encouraging more people to become peer-reviewed members, encouraging more members to become sponsors/ambassadors for AIC, and reaching out to large institutions to encourage more conservators to become individual members.

Encouraging current Associate members to apply for peer-reviewed status, including those who would be at Fellow-level if they had applied previously, is an important goal for the committee. PA and Fellow members are those conservation professionals who, through training, knowledge, and experience, have shown a commitment to the purposes for which AIC was established. Rather than have to submit two separate applications (for PA status and Fellow status), those who are at the point in their careers that they should already be Fellows may submit one application that would first be reviewed for PA status. After the two year period of being a PA member, the application would automatically go for peer-review for Fellow status. A greater effort to educate those in conservation training programs about the benefits of peer-reviewed status may be a good way to encourage early application for these membership categories. Ongoing marketing is necessary.

Ruth also encouraged members to respond to email advocacy alerts and to contact her about working on Specialty Group projects, wiki projects, or communications.

### **Financial Report**

Jennifer Hain Teper, AIC & FAIC Board Treasurer, presented the financial report, introducing new formats for showing AIC and FAIC revenue and expense multi-year budget-to-actual comparisons. A bar graph showing AIC and FAIC net assets over a ten-year period was also included. This information is being posted on the website along with additional financial information.

Jennifer noted that the Specialty Groups need to continue to monitor their reserves to ensure that they are using their revenues effectively to benefit their membership, not holding an excess in reserve. Specialty Group officers are encouraged to contact Ruth and Eryl regarding ways to spend down reserves.

### **Communications Update**

Board Director, Communications Carolyn Riccardelli updated the group on print and online publications, focusing particularly on how AIC can help coordinate efforts to complete Specialty Group post prints. She also alerted the Specialty Groups chairs that AIC is now going to be incurring fees for off-site storage of publications, which currently number about 13,000 volumes. Discussions will continue with the Groups to determine the best way to digitize archival copies for posting on the Specialty Group webpages and how access will be provided. Decisions will also need to be made about how to dispose of the material in storage. Carolyn noted that using print-on-demand services and digitizing archival volumes will drastically reduce the physical resources needed for archiving publications.

### ***AIC News***

Editor Lisa Goldberg spoke of the benefits of the electronic version of *AIC News*, particularly her pleasure in having the Specialty Group columns reintegrated into the newsletter and the new charts created to announce conservation training program students and internships. *AIC News* archive issues are now being formatted as searchable PDFs so that the content can be more widely accessed and shared.

### **Journal of the American Institute for Conservation**

*JAIC* Editor-in-Chief Michele Derrick spoke of the benefits of the new format of the Journal, including full color, larger type size, and access to the Maney online archive. *JAIC* is being featured in Maney's January Journal of the Month, which will include videos about the Journal and AIC, along with a Best of the Journal feature.

### **Blog and Wikis Update**

E-editor Rachael Arenstein could not attend, but her presentation was read to the group and provided updates on the Blog (averaging 3,500 visits each month of mostly unique visits, and about 600 hits/day during the annual meeting), wiki (with content now being added by all the Specialty Groups), and our social networking platforms (creating more of a presence every year on Facebook, Twitter, YouTube, Flickr, etc.).

### **New Website and Member Database**

Ruth Seyler reported that the launch of the new site at the end of October was successful. While it would have been good to have a few more weeks to prepare, the old database was disintegrating and it was necessary to move the information to a stable platform as quickly as possible. The new site seems to be easier for the public to use, as is evidenced by fewer calls to the office.

There are two components to the new site—the database and the website. Website pages have been revamped and the data has been compiled and merged into the new system. Ruth suggests a series of webinars with Specialty Group chairs to go over the components of the new site and to answer questions. MemberFuse is the Facebook/social networking platform for the site. With MemberFuse, individuals can have personalized information listed in their profiles. The application includes a member-matching tool that can match people for mentoring relationships, etc. There is the option for each Specialty Group to use this application in place of Basecamp and listservs. Each Group can make their decisions about which platforms to use. There will also be continued discussions about what information is to be public and what will be member-restricted. After calls with Ruth Seyler about SiteFinity, AVECtra, MemberFuse, and options for use, Specialty Groups can decide if they are ready for their pages to go live.

### **AIC and Outreach**

AIC and FAIC Executive Director Eryl Wentworth began the discussion by reminding everyone of Anne Radice's 2012 AIC keynote address encouraging AIC and its members to be more active advocating for conservation on the Hill. Of course, a true advocacy effort on our part would take hiring a lobbyist, in addition to obtaining 501 (c)(4) status to be able to do the work effectively. This route is not right for our organization at the moment, but AIC can work with other organizations such as AAM, National Humanities Alliance (NHA), and Americans for the Arts in advocacy efforts for the field. Happily, NHA has for the first time focused its advocacy efforts on conservation and preservation. AIC will be collaborating with the National Humanities Alliance to provide data, stories, and expertise to the effort.

AIC also continues to support outreach efforts, including having booths at six conferences in both 2013 and 2014, supporting up to nine AIC-sponsored sessions at allied conferences, and some travel funds for members to present at other conferences. A new AIC brochure has been completed and is available for member outreach. Publications can also serve as outreach tools. AIC has just published *Ethics and Critical Thinking in Conservation*, edited by Pam Hatchfield, and designed by Bonnie Naugle, AIC Communications Manager, who also managed its production. It's available for purchase in hard or soft cover through the AIC online store. Another wonderful resource for outreach will be the STASH site, launching this Spring.

Eryl also announced that an agreement has recently been completed between FAIC and Monona Rossol, the editor of ACTS FACTS, to post searchable PDFs of the ACTS FACTS archival issues on CoOL. A 3-year wall will be maintained to protect subscription services. In a longstanding agreement with Rossol, the Health & Safety (H&S) Committee, will continue to post alerts from the newsletter. Current issues will now be made available to H&S Committee members on their restricted AIC webpage.

### **AIC and its Foundation**

FAIC Institutional Advancement Director Eric Pourchot and FAIC Development & Education Coordinator Abigail Choudhury challenged everyone's perceptions by presenting a quiz to learn if members could distinguish between AIC and FAIC programs and activities.

What's the difference between AIC and FAIC anyway?

#### The American Institute for Conservation (AIC)

- AIC was founded as a 501(c)(6) for those engaged in the conservation of historic and artistic works.

- AIC membership dues pay for a member's access to publications, professional development opportunities, useful tools for their business, and a national voice through advocacy efforts.
- AIC serves its members and donations to AIC are not tax deductible.

The Foundation of the American Institute for Conservation (FAIC)

- FAIC is a 501(c)(3) non-profit whose only member is AIC. Donations to FAIC are voluntary and do not come from individual AIC member dues.
- FAIC was founded for scientific, educational, and charitable purposes and donations are tax deductible.
- FAIC administers scholarships and grants, creates and collaborates on Professional Development workshops, trains members of the AIC-CERT emergency response team, offers scholarships to conservation professionals throughout their careers, keeps CoOL and the DistList alive, and more.

AIC and FAIC are both vibrant and important organizations, with a symbiotic relationship. At times it can be difficult to tell what initiatives are parts of which organization. FAIC manages many of the initiatives that AIC members value, including offering professional development courses, scholarships for conservators, the AIC-CERT team, Conservation OnLine and the Cons DistList, the new STASH FLASH database, and more. Currently, only about 6% of our individual members give to the Foundation (at any level). This is a striking fact that is hard to overcome when FAIC searches for outside funders. If the members of the professional association itself do not support the work of the Foundation, it is hard to make the case that outsiders should give their support.

**Q & A / Final Comments**

Pam Hatchfield moderated the wrap-up discussion.

In response to requests, the Annual Meeting Program Committee, in collaboration with the Specialty Groups, will provide a clear abstract selection process overview.

FAIC began managing the Kress Conservation Fellowships in 2011 and have adjusted the 2014 deadline because of timing conflicts for fellows and institutions. The new January deadline is two months earlier than in previous years so that fellows can be notified of their placement before accepting other positions. Frequently Asked Questions and a past successful application are now available online.

President Pam Hatchfield reported that AIC members who are also Rome Prize Fellows now have an AIC listserv and will soon be contributing to an AIC wiki to encourage applications by conservators to the American Academy in Rome and to provide mentoring. Pam also announced that the Environmental Working Group will soon be revitalized and, in collaboration with the Getty Conservation Institute, work on this important topic will continue.