

**Internal Advisory Group (IAG) Meeting**  
**Washington, DC**  
**November 15, 2014**  
**9:00 a.m. to 4:30 p.m.**

**Attendees**

Specialty Group, Network, and Committee Chairs or their designee; JAIC, AIC News, and Web Editors, AIC Board members, AIC and FAIC Staff

**Call to Order and Introductions**

AIC and FAIC Board President Pamela Hatchfield called the meeting to order at 9:34 a.m. and welcomed all attendees. She expressed her pleasure in increased news coverage of conservation in recent years. There is now a critical mass of conservation stories in the news, raising awareness of conservators in the public's consciousness. Hatchfield's goal is to promote the care of cultural heritage and the importance of preservation in an increasingly disposable world. She suggests that conservators can benefit by promoting cultural heritage as "the other conservation" and creating synergy between cultural and natural heritage. Hatchfield thanked everyone for their dedication to what we all stand for and for the remarkable accomplishments that have resulted.

IAG members then introduced themselves and spoke of their goals as volunteer leaders. Some goals included:

- Improving resources for specialty group members
- Assuring excellent programming at the 2015 Annual Meeting in Miami
- Updating the bylaws to serve our organization and to meet modern practice
- Improving knowledge by AIC members of board members, including who they are, what they do, and that they welcome communication
- Continuing outreach, education, and advocacy
- Collaborating with other organizations, allied professionals, and specialty groups/networks
- Becoming more familiar with and making better use of technology that AIC provides—such as the website, MemberFuse, wiki, etc.
- Highlighting resources that already exist and making them more accessible
- Continuing efforts to efficiently move publications of all types forward
- Nominating worthy candidates for officer positions in groups and for awards
- Facilitating 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, as well as offering AIC as a place for those without a national voice and providing space for collaborative thinking
- Continuing high-quality publications both in print and online
- Encouraging 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

Pam thanked all attendees for sharing their goals and being involved at this level within the organization. She urged everyone to share all they learn from the meeting with their groups and colleagues to foster better communication in the spirit of "We are AIC and its Foundation."

## **Heritage Health Information 2014: A National Collections Care Survey (HHI 2014) Update**

Executive Director Eryl Wentworth announced that AIC had agreed to assist Heritage Preservation in promoting the completion of the HHI 2014 survey. Email blasts had been sent to the full membership. She asked if Specialty Group chairs would send a special request on their listservs to ask their members to do all they could to have their own institutions or those they are affiliated with complete the survey sent out to over 13,000 collecting institutions.

## **Upcoming AIC Annual Meetings**

### **2015 Annual Meeting Update**

Peggy Holben Ellis, AIC and FAIC Board Vice President, provided an update on the 2015 AIC Annual Meeting. She noted that a preliminary schedule had already been sent out (the earliest it has ever gone out), but so much more is still to be announced. The theme for AIC's 43rd meeting is "*Practical Philosophy or Making Conservation Work.*" Because UNESCO has proclaimed 2015 the International Year of Light, the Program Committee is also interested in presentations that discuss practical solutions that take advantage of optical technology to examine and preserve cultural heritage. The opening session will feature practical philosophy followed by three different session tracks: sustainability, lighting, and continuation of practical philosophy.

There will be three joint sessions: RATS and PSG, EMG and OSG, and WAG and ASG. Over 340 abstracts were submitted and 70 abstracts for posters are currently being reviewed. The Latin American and Caribbean Scholars are well represented this year, with seven scholars making presentations. Ellis thanked the staff, program committee, and many other volunteers for managing the planning for the meeting.

### **Planning Ahead**

Membership & Meetings Director Ruth Seyler began by speaking about the logistics of the Miami meeting and asked all IAG attendees to reach out to the groups they represent to encourage attendance. She explained that tours and workshops have minimum and maximum registration numbers, and AIC uses early registration numbers as a gauge to determine if particular events will move forward or are not viable. The preview rate for the Miami meeting ends December 31, 2014.

The 2016 Annual Meeting will take place May 14-17, 2016, in Montreal, Canada. Fifteen percent of AIC's membership is international, and it has been over 30 years since AIC had a joint meeting with the Canadian Association for Conservation. This meeting is an excellent opportunity to expand our reach and the timing is right. Seyler was pleased to announce that the opening reception will take place at the Musée des beaux-arts de Montréal.

The 2017 Annual Meeting is scheduled for May 30-June 2, 2017, in Chicago, Illinois. Seyler has begun negotiations to have the opening reception at the Art Institute of Chicago.

Locations and dates for the 2018 Annual Meeting and beyond have not yet been determined. AIC was able to have meetings in more desirable cities because of multi-year contracts with Hyatt, which is good to keep in mind when planning for future meetings. Over the past few years the Annual Meeting has grown in attendance (1,255 in San Francisco) as well as need for space for an increased number of break-out sessions. Seyler stressed the importance of members staying in the conference hotel as the hotel industry looks at the attrition numbers to judge whether our organization is good to do business with. Two-year hotel deals provide more favorable attrition clauses, which reduce the sleeping room commitment.

To keep the meeting affordable as well as to meet member requests for programming, Seyler offered for consideration possible options for future meetings:

- Have the meeting over Memorial Day weekend
- Change from a 3-day meeting to a 4-day meeting (this option often appeals to hotels)

The group was interested in both options and Seyler discussed questions regarding each. Having a 4-day meeting would not necessarily raise registration rates, but rates will have to go up in coming years because the rate has been kept low for so many years. Having the meeting over Memorial Day weekend and/or over 4 days with the inclusion of weekend days makes it easier for those who cannot afford to miss work. Many agree that the program is very full and having the meeting spread out over more days might eliminate some of the conflict of concurrent sessions. Seyler noted that Montreal could be used as a kind of test-case, where the first day could function as a pre-session to see what the reaction is among members.

For meetings in 2018 and beyond, Seyler is exploring the possibility of returning to cities like Philadelphia and Los Angeles. She is exploring cities throughout the country:

**East Coast:** Atlanta, GA (would offer the most choice for hotels that would work for AIC); Orlando, FL; Buffalo, NY (a drawback is the limited number of flights can make it expensive for travel); Pittsburgh, PA (meeting space and hotel still uncertain)

**Mid-West:** St. Louis, MO; Kansas City, MO; Memphis, TN; Little Rock, AR; Detroit, MI

**South-West:** Austin, TX; Fort Worth, TX (meeting space would likely be too small for AIC); Dallas, TX (likely too big for AIC); Houston, TX; Phoenix, AZ

**West:** San Diego, CA (probably too expensive for AIC meeting); San Jose, CA; Oakland, CA; Portland, OR (currently AIC does not fit well in either likely hotel, but they may build a new convention center hotel)

Additional suggestions from the group included:

- Washington, DC – too expensive and the convention center would only book a group AIC's size 1 year to 18 months in advance
- Baltimore, MD – too expensive
- Seattle, WA – last time they were approached, the room rates were high (over \$200) and they did not offer the needed meeting space
- New Orleans, LA – not enough meeting space offered for our sleeping room block

A general vote by IAG attendees showed that there is interest in exploring a 4-day meeting. This format might provide an opportunity to contact hotels in some cities again, as spreading out meeting-room use an additional day may be more appealing for the hotel (especially if members will consider a Thursday - Sunday meeting).

### **Membership Benefits and Responsibilities**

Seyler noted that AIC will probably end 2014 with slight decline of 1% in membership, which is due in part to the change in AIC's database from Citisoft to Avectra. Membership levels are often cyclical, however so this slight decline is not out of the ordinary. Seyler encouraged specialty group attendees to see AIC and AIC staff as a resource for working on ways to increase specialty group membership. She thanked all specialty group program chairs for their work on the Annual Meeting and noted that a post-meeting call with chairs will be extended to include program committee members to learn what worked well and what didn't. Seyler will work with Specialty Group officers on renewals and promotion and suggested a targeted email campaign, identifying those who should be members.

Membership Coordinator Ryan Winfield spoke to the group about the new social aspect of the website, known as MemberFuse. MemberFuse is part of the website tied to the member database, but it takes some time to get used to the platform. It provides benefits AIC has never had before, such as member-to-member communication forums. A part of the problem is that AIC needs a critical mass of users to get MemberFuse off the ground so that the community is vibrant. A simple step toward this is to upload a photo. AIC will offer a series of webinars on how to use the platform, and updates will be made to the AIC website so that MemberFuse is easier to find. A member community button will be added to the home page. An online tutorial will be created. If there is trouble accessing/using the site, assistance can also be provided by AIC staff.

### **Financial Reports**

Jennifer Hain Teper, AIC and FAIC Board Treasurer, presented the financial report, showing AIC and FAIC revenue and expense multi-year budget-to-actual comparisons. The 2015 AIC and FAIC budgets have been approved. There has been a general upward trend for net assets over the past couple of years, and it is anticipated that the trend will continue in 2014. Specialty Groups need to continue to monitor their reserves to ensure that they are using their revenues effectively to benefit their membership. Treasurers from specialty groups in need of training or guidance might consider creating a MemberFuse group to share information and documents.

Teper noted the continued FAIC deficits and encouraged attendees to communicate to their respective specialty groups and committees the importance of donating to FAIC. Suggestions to increase the level of donations were discussed and included encouraging social media posting of a picture with "I donated" and introducing a campaign specifying what can be accomplished with what level of funding.

AIC and FAIC have financial controls in place at all levels. The Audit Committee and Financial Advisory Committee are active and provide financial oversight. Specialty Group treasurers can have additional training and information. A call will take place following the annual meeting to discuss options.

### **Communications**

AIC Communications Director Bonnie Naugle gave the Communications report on behalf of Board Director for Communications Carolyn Riccardelli, who could not attend the meeting. Naugle reported that AIC is in the process of having all past Postprints scanned so that they will be available electronically and will not take up physical space. She asked Specialty Group chairs to contact her to let her know if their Postprints should be made available in the AIC store and, if so, at what price point. Naugle also asked for input on the format of AIC News and what might be done to increase readership.

### **Connecting to Collections Care, STASH-C, Blog, and Wikis**

Naugle read a report from E-Editor Rachael Arenstein, who was unable to attend the meeting. Arenstein is available to help specialty groups, networks, and committees develop and make content available on AIC's various e-platforms. The newest initiative related to FAIC assuming stewardship of Connecting to Collections Care (C2C Care), the online community established by Heritage Preservation and serving almost 6,000 registered users by providing training and expertise to the broader preservation community. CCN is playing a significant role in ensuring the site serves its users well. A new CCN advisory group, chaired by Arenstein, will schedule volunteer monitors for the C2C Care discussion board and provide expertise in determining webinar topics and potential instructors. The advisory group will work in collaboration with the

C2C Care project coordinator, Institutional Advancement Director Eric Pourchot, and Membership and Meetings Director Ruth Seyler.

FAIC has a relatively new storage solutions website called STASH-C, Storage Techniques for Art, Science and History Collections ([www.stashc.com](http://www.stashc.com)). The site allows people to share step-by-step instructions for constructing storage mounts. Since its launch at the 2014 Annual Meeting, ten new solutions have been added to the original entries drawn from the SPNHC volume on practical storage solutions.

The AIC wiki hosts professional content on a wide variety of topics. With wikis becoming an increasingly important collaborative tool, a full-day wiki hackathon and training workshop will be held at the 2015 Annual Meeting. Several Specialty Groups have had turnover in their wiki chairs. Arenstein will work with Specialty Group leadership to help find new volunteers for this role. The AIC blog averages 3,500 visits each month with about 70% of that being unique visitors. For 2015, Arenstein hopes to use the blog to promote sessions in advance of the meeting, as well as having members blog about individual papers.

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

Outgoing *JAIC* Editor-in-Chief, Michele Derrick, announced that the incoming editor-in-chief of *JAIC* is Julio del Hoyo-Meléndez, a conservation scientist and objects conservator with extensive experience in publishing. The transition is underway and everyone is encouraged to welcome Julio and consider publishing in *JAIC*. Her experience as editor-in-chief over 14 years proved to have been incredibly rewarding.

Derrick reported that she has approved a special issue with the theme of “Best of Postprints” featuring articles from the last two years whose subject matter would benefit more than one specialty or international audience from all Specialty Group Postprints. Derrick highlighted the importance of Wikis and noted that CAMEO is participating in the Wiki workshop in Miami. She noted a need for additional editors for CAMEO.

### ***AIC News***

*AIC News* Editor Lisa Goldberg thanked AIC Communications Director Bonnie Naugle for all of her hard work on the publication. In its new format as an electronic document, *AIC News* deadlines are somewhat more relaxed, and it can include more up-to-date information. Progress is being made on an online database of searchable PDFs of past *AIC News* issues. Naugle asked attendees to send her ideas on how to encourage members to read *AIC News*. Suggestions include sending it out on the listservs, sharing the information incrementally rather than in one dense document, and researching how other organizations (such as ArtDaily) send out their news.

There was some discussion of retired members and how AIC can continue to communicate with retirees to keep them involved. There is interest in the ECPN mentor program expanding to include communications between emerging conservators and retirees. It was suggested that ECPN members interview retirees for the Oral History Project.

### **Bylaws Revisions Review and Discussion**

Bylaws Committee Chair Cathy Hawks shared a bylaws revision presentation that had been given at the AIC business meeting in San Francisco (which will also be posted on the AIC website after the meeting). The audit committee, auditors, and general council have noted for some time that certain aspects of the bylaws needed to be updated to account for changes in DC law and current best practices. Over time, the bylaws were fixed in a piecemeal way, but this led to internal inconsistencies. The bylaw revisions currently being proposed were guided by expertise from

many different sectors, including legal counsel, auditors, AIC members familiar with the original bylaws, AIC members with non-profit knowledge, the Executive Director, texts on non-profit governance, and others.

A very clear chart (now available on MemberFuse) has comprehensive information showing original language along with proposed revisions. A quick poll will be sent out to members to asking if there are questions about the bylaw revisions to gauge member engagement. All Professional Associate and Fellow members are eligible to vote on the proposed revisions. It was suggested that additional information on governance also be posted.

### **AIC and its Foundation**

Eric Pourchot, FAIC Institutional Advancement Director, and Abigail Choudhury, FAIC Development & Education Coordinator, presented an interactive game to the group based on a popular board game, Apples to Apples. Topics included:

- *Conservation OnLine and the Conservation DistList* (which are operated by FAIC) and a highlight of a project currently underway to help us shape the future of CoOL and the DistList called “Charting the Digital Landscape of the Conservation Profession,” with funding from the Mellon, Getty, and Kress Foundations.
- *FAIC professional development* for conservators and allied professionals. FAIC presented 25 events this year, attended by 1003 people. Registration fees for AIC members are typically about half of what FAIC would have to charge without grant, endowment, and donation support.
- *FAIC scholarships and grants*. FAIC offers grants and scholarships in 17 different programs. Thus far in 2014, FAIC awarded over \$436,000 to 93 organizations and individuals. Unfortunately, there were 205 applications, so only half of those who applied were given funding. Many of the grants are funded by NEH, the Kress, Mellon, and Getty Foundations, Tru Vue, and also by donations from members. The George Stout scholarships program is one of the oldest awards FAIC offers, and this year all AIC Specialty Groups are contributing to this fund.

### **Open Discussion**

#### **AIC Networks**

AIC Board Director Sarah Stauderman opened a discussion of how networks function in the framework of AIC and asked what steps might be needed for the future vibrancy of these groups (Collections Care Network and Emerging Conservation Professionals Network) considering their limited budgets. Networks do not have dues income. The complexity and cost of tracking each separate reserve fund negates the possibility of creating reserve funds beyond those already in place. Stauderman encouraged those from networks to approach Specialty Groups for collaborative efforts and funding.

#### **Specialty Groups**

- **Archives**

There are questions surrounding how Specialty Group archives are managed. AIC has guidelines for submitting materials of all groups for the AIC archive. The archives can include unofficial documents and access can be granted to officers. There is currently a publication committee sub-committee exploring digital archives.

Attendees suggested the possibility of exploring a partnership with an established archive, such as the Smithsonian American Art Museum, to hold AIC’s archive.

- **Specialty Group-specific Scholarships**  
Delegates from certain Specialty Groups indicated a desire to have specialty group-specific scholarships available. The Photographic Materials Group already has a model for this in their “Professional Development Stipend.” All FAIC grants and scholarships have clear criteria and a review process, which is good practice for any scholarship or grant offered.