

**Book & Paper Group Publications Committee
Minutes of Midwinter/Spring Meeting
March 22, 2013 in Washington, DC**

Members present: Olivia Primanis, Laura Bedford, Kate Maynor, Katherine Kelly, Walter Henry, Bruce Bumbarger, Lynn Kidder, Priscilla Anderson and Rachel Freeman via Google Hangout.

Members absent: Amy Baker, Renee Wolcott, Lauren Streusand Zummo, Evan Knight

BPG ANNUAL Online

The *BPG Annual* is online through 2011 as a result of the work of Amy Baker and Walter Henry. A few of the later volumes await additional preparation by Walter Henry, which involves HTML scripting. Currently, the AIC office is working on unifying scripts used on the Internet by all the specialty groups.

Walter expressed concern about the large size of some of the PDF files of the *Annual* articles because of the amount of time it can take to download. In the past, Walter had reformatted contents of the *Annual* articles for the Internet. Currently, to reduce work time and cost, the same PDFs used to print the *Annual* become the online version. The committee will monitor whether file size presents a problem and if there is a solution, such as saving the PDFs as small and high-resolution files for different uses.

Archiving of BPG publication files was also discussed. Currently, all Specialty Groups send their publication files to the AIC office. The PubComm committee will research if the AIC has guidelines about what should be retained, in what file size and format, such as original InDesign files, PDFs, image files, etc.

WIKI Update

The PCC and BCC Wiki group members discussed what they had worked on, possible strategies for encouraging BPG members to contribute to the Wikis and developing an outline for long-term goals. Rachel Freeman will be Head Coordinator for both BCC and PCC – thank you.

PCC didn't have an active January, but they started an annotated bibliography page.

The PCC and BCC Wikis need more content. There is hope that upcoming wiki months and the AIC edit-a-thon will bring in more writers. Methods of encouraging input to the BCC and PCC Wikis were discussed including bringing on an Emerging Conservation Professional Network (ECPN) liaison person to contact recent graduates who might be interested in contributing content. At the AIC meeting in Milwaukee there will be a wiki edit-a-thon lunch where members can bring their laptops and enter content. BPG members could suggest topics of interest before the meeting or participants could add content to discussion group topics that were offered during the meeting.

The committee discussed the work of Scott Homolka, Stephanie Lussier and Nancy Ash that reviewed the print PCC to find gaps in content. A list of these gaps could serve as a basis for PCC-Wiki topics.

The committee will develop a variety of templates for the Wiki as options for the display of information. As an experiment, it was decided to create a sample page on housings. BPG members will be asked to contribute images and WIKI team members will upload the content. (All contributors should be reminded that images must be accompanied by permission from the institution in order to use the images. This information will be included in the image captions on the Wikis.)

The PCC Wiki is to be called *Paper Conservation Catalog Wiki*; the original print edition will be referred to as *Paper Conservation Catalog* (print edition 1984–1994).

Katherine Kelly created a link from the *Welcome to the Paper Conservation Catalog* page of the PCC Wiki http://www.conservation-wiki.com/wiki/Paper_Conservation_Catalog_-_Paper_Conservation_Catalog_.28print_edition_1984-1994.29 to the online PDFs of the original Paper Conservation Catalog to facilitate citations of this version of the PCC. The link is “#6 Paper Conservation Catalog” (print edition 1984–1994) found in the Contents box at the top of the page. The URL for the print

catalog online is <http://cool.conservation-us.org/coolaic/sg/bpg/pcc/> Likewise, Walter Henry added information and a link to PCC Wiki at the top of this page.

Communications: BPG Listserv

Priscilla Anderson, BPG Chair, discussed that many members feel that the BPG Listserv is underutilized. To date it has only been used for formal communication from the executive board. Priscilla proposed opening the list for discussion of general topics of interest, but first will solicit input from the BPG membership about implementing such a change.

The possibility of conducting a formal survey of the BPG membership using Survey Monkey was discussed. Questions asked would include:

- what could compel you contribute to the Wiki?
- would you be interested in BPG being more active in Twitter, Facebook.

Electronic Publications

Walter Henry discussed CoOL, which contains the DistList, JAIC, Topics of Photos and SG documents – roughly a quarter million documents. The AIC capacity for backup was discussed.

Website – BPG – AIC

Bruce Bumbarger summarized plans for updating the AIC website. The AIC is working with AVECtra to create a database and a website with better functionality. This work will change the functionality of the site, not the look.

- AIC members will have access to Specialty Group sections within the database.
- It will be easy to conduct business on the updated website.
- There will be an online store with instant download of publications and online membership renewal.
- There are still questions about whether the BPG will maintain a separate web page for information such as meeting minutes, publications and other information, which is currently stored on CoOL.
- Access to the BPG *Annual* was discussed. With a more functional AIC website, access to the most recent online version of an *Annual* could be made available, free, to members, whereas, non-members could be charged for access.

The PubComm is looking forward to a site that is more actionable rather than having all changes going through a gatekeeper. It is hoped that the updated site can be more topical and that it will be able to accommodate more than meeting minutes and rosters of officers. Some ideas included a tickler about recent news, hot topics on the Wiki, the latest exchange happening on x list or blog; incorporating Facebook and Twitter feeds; links to other relevant listservs for more cross fertilization. The website could also be used for timely information in the event of an emergency. It was noted that several BPG members have already volunteered to work on this type of communication.

Since this PubComm meeting was held at the AIC office, Ryan Winfield and Ruth Seyler were able to join the committee to clarify the proposed effect of some of the planned website updates.

- Access to parts of the website can be restricted to members.
- Documents could be available free to the membership, while for sale to the public.
- The site will be able to accommodate a more dynamic user experience including links to Twitter, Facebook and a blog.
- Information from the BPG website could be migrated to the updated AIC Specialty Group site.
- The new AIC- BPG site will have three levels of navigation. There can be nested pages within the site so that all information is not on the front page. One of the pages could pull in a feed from a blog with anything referenced as book and paper and could also have Facebook share buttons.

Priscilla Anderson hopes to start planning for the BPG site under the new AIC web design before its launch.

BPG ANNUAL Printing

Renee Wolcott was not available for comment during this portion of the meeting due to work deadlines and was emailed questions that arose.

The extra *Annuals* are being stored and cared for by a fulfillment company. The AIC office is the contact to this company. All of Shannon Zachary's extra *Annuals* were sent to the AIC office. Jim Hinz and Renee Wolcott have had only 10–15 copies more than the number of members printed, which they will send to AIC office.

Currently we have an imperfect inventory list of the BPG *Annuals*. The AIC office will have the fulfillment recheck the number of *Annuals* to get an accurate count of each year.

Several volumes of the *Annual* appear to be sold out. When it is clear which *Annuals* are out of print, Primanis will test the procedure for purchasing a print copy of an *Annual* via the on demand printer, Sheridan, who is recommended by the AIC office. Any out of print volumes will have to be scanned because previous scans are no longer available. Providing print copies of out of print earlier *Annuals* will also serve as a test run in case the expense of printing the *Annual* should become prohibitive.

Renee Wolcott forwarded a question about always starting articles on the right-hand page: could we have each article start on the next new page? Shannon Zachary stated that beginning an article on the right-hand page was a legacy issue. Since many people objected to blank pages in PDFs, a vote of PubComm members was taken and it was decided to abandon this layout.

Priscilla Anderson inquired about cost of the BPG *Annual* print version. The invoice for the 2011 *Annual* is \$7,000 for printing/shipping plus the design fee of \$2,000. (This cost is actually \$2000.00 lower than last year, 2010.)

Priscilla Anderson discussed *Annual* expenses and their relation to the BPG budget. Priscilla detailed budget issues associated with annual meeting costs, sponsorship, and BPG *Annual* printing expenses. The BPG operating costs are greater than current income and are being funded by dwindling reserves in the account. To address this budget problem, possible sources of income and possible reduction of expenses were discussed. As a source of income for BPG, the possibility of charging non members for access to online *Annuals* was discussed. This idea has been deliberated since the *Annual* became available online on CoOl. (It was thought that this might compensate for revenue lost since the general public no longer needs to buy the print *Annual*.) With the new website, there would be a possibility of "opting out" of receiving a print copy of the *Annual*. The printer will have to be consulted on the number of copies needed for a price break as to whether ordering fewer *Annuals* would result in an overall saving on publication costs.

The PubComm realizes that any changes to the current print subscription, which comes automatically with BPG membership, is a very complex question. Before any changes could be contemplated, the BPG membership would be asked to provide input and approval.

A possible online survey using Survey Monkey was discussed. Some of the questions would include:

- Would you want to opt out of receiving a printed *Annual* as a green option?
- What forms of media would you be willing to use to get your BPG information – Twitter, Distlist, wiki, blog roll, listserv, Facebook? (to inform what we put on our website) Need a comments box for this.

As a point of interest Renee gathered this information about the current printer of the *Annual* regarding printing options. The options include continuing to order print copies for each member of the BPG or having members order via Print on Delivery. Currently the *Annuals* are printed using offset lithography. Digital copies would be printed using digital printing. See a description here:

http://www.pinscreative.com/articles/digital_vs_offset.htm

When using digital printing, there is a minimum order of 25 copies and a maximum of 749 copies. Price-wise after 500 digital copies, it is cheaper per unit to run offset in most cases. The quality of offset lithography printing is slightly better for images but most people can't tell the difference between digital and offset printing.

It does appear that there is a little savings the more copies we print offset: Printing 1200 copies, rather

than 1000 drops the cost down by 36c per book. Considering a previous cost estimate (#299590 – apparently from 2012) at 1200 copies and a cost of \$3969.26, the cost is \$3.31 per book. For estimate #302693 (4/2013) at 1000 copies and a cost of \$3668.22, the cost is \$3.67 per book. So for our current printer, at least, offset will continue to be more cost-effective than digital printing unless we drop below 500 copies. It is more cost-effective the more books you print.

Priscilla Anderson asked whether a lot of people who give presentations not submit articles, and if so, how can we influence more people to submit material to *BPG Annual* from AIC presentations?

Rene Wolcott's thoughts: It is a struggle to get copy by the July 1 deadline, and several authors each year opt for publication in the following year's *Annual*. I am not sure what the solution to this is, except to give potential authors a longer lead-time for their presentations/articles (i.e., announce the theme for the meeting and collect abstracts further in advance).

Social Media

Priscilla Anderson discussed the future use of Twitter/Facebook/a blog by the BPG and where organization of these communication resources would fit into the administrative structure of BPG. A "communication" committee could be established as a new entity reporting directly to the BPG chair or it could be a subgroup of the Publication Committee. This would keep all social media under one roof, give it a home and create another slot for an ECPN person. A communication committee could be another subgroup like the BCC Wiki team. A liaison would represent the committee at the larger PubComm meetings that include the Chair of BPG. Priscilla will move forward to organize a Social Media Committee with Bruce Bumbarger to spearhead.

Walter Henry spoke with Eryl Wentworth who suggested that Wordpress would be a good publishing platform for future prototype development. The AIC is trying to get a matching grant from NEH to endow permanent positions for CoOL to change its technical infrastructure to Wordpress allowing more automation of updates and additions to the website.

Dedication of Individual Volumes

The method of choosing a person to dedicate *Annuals* was discussed. In the past, dedications were considered as they were proposed to the *Annual* Compiler/Editor. The PubComm or occasionally the BPG membership would vote on the suggestion at an annual meeting. In general, the people chosen were recently deceased, a lifetime contributor to the field and so on. A suggestion was made to make this a more formal, yearly process and to solicit names from the membership via the BPG listserv. Then, either the BPG PubComm or the BPG membership, via the listserv or at a meeting, would vote on a recipient.

Volunteers

Priscilla Anderson would like every volunteer to the BPG-PubComm to be thanked – perhaps via rolling slides between meeting slots at the AIC annual meeting. People rotating off committees should also be included. Laura Bedford will ask Rachel Arenstein about people who've done Wiki training. Priscilla Anderson suggests that they add names from the Education and Programs Committees for their volunteers to be thanked on the AIC slide list. Laura Bedford will share her volunteer list with Sarah Reidell, Program Chair.

Laura Bedford will put a volunteer list on BaseCamp (project management software used by AIC to store specialty group records and working documents) and update it annually. Laura Bedford will ask Kathy Ludwig, former PubComm Volunteer Coordinator, for any historic volunteer lists she might have. If any PubComm members know someone who works hard on something, make sure they're in the thank you slide for AIC – i.e., Amy Baker, Renee Wolcott (ask her who else did *Annual* work), PCC wiki crew.

Laura Bedford will look for volunteer(s) to look for potential endowment resources to support the *Annual* and monographs by members of the BPG.

PubComm Archive

Laura Bedford completed a review of all of all archived PubComm meeting minutes found on the PubComm listserv and presented the committee with a binder of paper print-outs including policy documents, job descriptions and mission statements. There do not seem to be any meeting minutes for 2006, 2008, 2009 and 2010.

Laura Bedford will send a directory of BPG PubComm files that she found for the BPG PubComm handbook to Priscilla Anderson, who will archive them on BaseCamp.

BPG Budget

Priscilla Anderson provided an update on the overall BPG budget. This year, the BPG is \$3000 in the red. The additional money needed to pay for our expenses was provided by a \$17,000 reserve that was generated years ago from sales of the print PCC. For legal reasons the AIC was advised that such surpluses be spent down. If expenses remain the same, the surplus will be gone after the 2014 Annual Meeting. BPG's biggest yearly costs are from the annual meeting reception party and audio-visual equipment. The AV costs are high because, as the largest specialty group, BPG shares the same auditorium room(s) that the AIC uses for the general meeting. We can't cancel the reception, so how can we keep costs down? One suggestion is to offer only one drink with each ticket to the reception and then open a cash bar. Students would still get a reduced price for the reception. Or, perhaps we could look for granting options to help fund the BPG *Annual* production, which would free up funds for the annual meeting costs. Any grant research would have to coordinate with Eric Pourchot thru the AIC office.

Feedback on Virtual PubComm Meeting

The BPG PubComm is the only committee within the Specialty Groups that has funding for a midwinter meeting. To save money, the committee will try distance meeting using web conferencing software such as Google Hangout.

It would be good to have two-hour meetings in blocks as necessary with all the participants on computers so they could look at websites during conversations. Each participant needs to have a Google email address to be able to use Google + Hangout.

If the AIC annual meeting will be the major face-to-face PubComm meeting instead of a mid-winter meeting, a longer and more prominent time slot will have to be scheduled where other BPG officers could attend to bring in wider viewpoints.

The next nine months can serve as a test for virtual meetings.

Based on what we learned during this meeting regarding the redesign of the AIC website since AIC staff was on location, we should ask AIC office staff to be available during committee meeting hours. Priscilla Anderson suggested a two-person team for all BPG committees – one BPG member and one AIC staffer – so that information can be quickly verified and shared by committee members and AIC staff.

Mission Statement

Priscilla Anderson, Shannon Zachary and Olivia Primanis will work to revise the outdated BPG PubComm mission statement.

Travel Reimbursements

Procedures for getting travel reimbursement for attending the meeting were reviewed.