Virginia Museum of Fine Arts

Minutes of the Technology Task Force Meeting

Thursday, 4 August 2016, 3:30pm

Founder’s Conference Room

There were present:

Satya Rangarajan, Chair

Michael J. Schewel

William A. Royall, Jr.

By invitation:

Alex Nyerges, Director

Maggi Beckstoffer

Stephen Bonadies

Lee Anne Chesterfield

Joe DiMiceli

Laura Keller

Claudia Keenan

Hossein Sadid

Michael Taylor

Kimberly Wilson

1. CALL TO ORDER

Chair Satya Rangarajan called the meeting to order.

**Motion:** proposed by Mr. Schewel and seconded by Mr. Royall that the minutes of the March 22, 2016 meeting of the Technology Task Force be approved as distributed. Motion approved.

1. IT STRATEGIC PLAN

Chief Financial Officer Hossein Sadid provided an update on four key initiatives established by the Technology Task Force:

1. DataMart

The DataMart, a system for integrated reporting on donor data, ticketing, exhibition attendance, and fundraising, was successfully implemented, with the museum generating customized report. The data is significantly more accessible and reports are no longer generated manually using Excel.

1. Collections Management

The museum migrated to a new collection management system, The Museum System (TMS), and a new digital asset management system, Piction. The two systems are integrated with the functionality to push object records and images to the website.

1. Web and Mobile strategy

The website was revamped, but the mobile app project has changed managers several times. The curatorial and education staff have increased access to updating material on the website.

1. Digital Content

The museum has integrated technology into the Kehinde Wiley exhibition and continues to develop content by filming lectures, performances, and artist interviews. Dr. Taylor provided a preview of the Fabergé app. The group discussed integrating the Fabergé app with the museum app for continued use.

Mr. Sadid explained that the museum is working to invite several Chief Information Officers from other museums who excel in technology. The group would provide insight into the current technology initiatives and the overall technology operation at the museum. Mr. Bonadies updated the committee on the book reader technology developed by RTS for the museum. This program allows people to flip pages of rare books through the VMFA website. He reported Google Gigapixel has photographed 234 objects from VMFA’s collection using extremely high resolution photography.

There was a discussion of using technology for more targeting marketing of exhibitions, collections, and memberships.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting adjourned at 5:08pm.

Recorded by: Laura Keller

Assistant to the Secretary of the Foundation