

SUSAN ELIZABETH CHUN

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BIOGRAPHICAL SKETCH

Susan Chun is a researcher and consultant to cultural heritage organizations. Her work focuses on publishing; information management and collections aggregation; cultural data analysis and visualization; intellectual property policy and open content initiatives; advanced search strategies; and multilingual content development and management. She has led a number of pioneering multi-institutional research and development projects in the museum and library community including Project Audience, an interdisciplinary collaboration of arts and culture organizations founded by the Andrew W. Mellon Foundation, and *Steve: The Museum Social Tagging Project*. She researches, writes, teaches, and lectures regularly on museum publishing, IP policy, open content initiatives, information management, cataloguing, digitization, search and access, and social software.

Susan's background in publishing includes work as an editor and publications manager at the Philadelphia Museum of Art, Alfred A. Knopf, and the Asia Society, as well as fifteen years' employment at the Metropolitan Museum of Art, where she managed the museum's scholarly publishing program, handled its co-edition and international publishing contracts, and negotiated a worldwide distribution deal with Yale University Press. As the Met's first Senior Editor for New Media, she served as editorial advisor for the 2000 launch of www.metmuseum.org, helped to plan its award-winning *Timeline of Art History*, and managed the development of the museum's earliest electronic publications. Later, as General Manager for Collections Information Planning in the Office of the Director, she was responsible for developing museum strategy on intellectual property, asset management and archiving, digital imaging and licensing, cataloguing, and standards, and planned and managed Met Images, the museum's first-ever digital asset management project.

She serves as Chair of the international advisory committee for Conservation Reel, as a convening member of the Content Strategy Committee of the Digital Public Library of America, as a member of the National Education Advisory Council for Art 21, and as a member of the museum advisory council for ARTstor. She is a former faculty member in the graduate museum studies programs at the University of Lugano (Switzerland) and Johns Hopkins University, and serves as publisher for the museum professional organization Museums and the Web.

EMPLOYMENT

The Metropolitan Museum of Art, New York, New York, 1989–94, 1998–2007

General Manager for Collections Information Planning, Office of the Director

Senior Editor and Marketing Manager, Editorial Department

As General Manager for Collections Information Planning (2002–07), responsible for shaping and documenting museum policy and developing long-term strategies for intellectual property policy, publishing, asset management and archiving, digital imaging and licensing, cataloguing, and standards. Proposed, planned, and implemented new and ongoing content-related projects, digital strategy, and intellectual property policy, focusing on integrating and synthesizing content created and archived throughout the museum. Led project-planning activities, including needs assessment, requirements and specification authoring, development and oversight of schedules and budgets, and selection and supervision of vendors and project teams. Supported the museum's executive staff with research; meeting briefings and white papers; and grant writing and reporting.

As Editorial Department Marketing Manager (1998–2002), managed all distribution, co-edition, and foreign edition negotiations and relationships for an annual list of approximately 30 publications, with \$2 million in sales. As Senior Editor (1998–2002), oversaw scholarly publications, including the MMA Journal. Developed a print series for the publication of symposium papers and created formats for the museum's first electronic exhibition and collection catalogues. Served as senior editorial advisor to the museum's Education Department, for the 1999 re-launch of www.metmuseum.org, and for the development of the museum's *Timeline of Art History*.

Notable Projects at The Metropolitan Museum of Art

Met Images. Initiated, proposed, and planned the museum's three-year, \$5 million project to implement an institution-wide digital asset management system including creation of project requirements and selection of vendors, development of online licensing tools, improving existing workflows to support image capture and cataloguing, and building relationships with third-party image licensors. Served as project leader for a cross-departmental team of more than 30 staff responsible for tool implementation and training, business practices, legal and financial management, imaging, and cataloguing.

Scholars' License. Developed a plan to offer high-resolution images of the museum's collections free of charge for scholarly publishing (reducing administrative costs and serving art historians and educators seeking to use or publish academic content). Established license terms and conditions, negotiated with distributors of images, including ARTstor, which launched the initiative in 2006 as "Images for Academic Publishing."

Social Tagging (Steve.Museum). Planned a project to investigate methods for acquiring keyword or subject terminology for images of works in the collection in order to support improved access by the staff and public. Sponsored the 2005 "Cataloguing by Crowd" meeting of museum professionals that resulted in the formation of the Steve.Museum collaboration to build open source social tagging tools and analyze the collected terms. Co-authored three successful IMLS National Leadership Grant proposals funding the collaborative research project.

Conservation Documentation. Planned and supervised a Mellon Foundation-funded project to conduct a detailed inventory of the museum's conservation documentation and to recommend a course of action for managing and preserving it.

Educational and Training Initiatives. Worked with the College Art Association to develop a copyright workshop for museum professional staff that reviews current trends in copyright law as well as museum policies and procedures for preparing materials for publication. Developed a workshop and research project on "The Qualities of Enduring Publications" aimed at engendering discussion with professional staff about creating books of enduring quality.

Intellectual Property Policy. Formed and chaired the museum's first IP Policy Committee. Developed and documented policies for digital rights expression, licensing of museum content for scholarly and commercial uses, and attribution. Authored best practices and due diligence guidelines for authors and researchers.

Labels. Managed a project to automate authoring, editing, design, production, and archiving of wall labels for exhibitions and installations and to integrate authoring and archiving with the museum's collections management system.

Publication Distribution. Led a two-year review of the museum's book distribution and co-publishing activities, resulting in the selection of Yale University Press as the new worldwide distributor for the Met's scholarly and exhibition catalogues. Supervised contract negotiation and transition from existing distributor, as well as development of inventory management strategies, marketing activities, and financial reporting.

Asia Society, New York, New York, 1996–98

Publications Manager

Managed planning, development, editing, production, and distribution of all Asia Society books and journals, exhibition graphics, ephemera, and educational materials. Served as the Society's principal contact with authors, curators, and suppliers (including editors, photographers, designers, printers, and publishers). Developed and edited all art-related content for www.asiasociety.org.

Alfred A. Knopf, New York, New York, 1994–96

Senior Production Manager

Handled project and production management of Knopf's heavily-illustrated books. Developed a new publishing database to track specifications, calculate p&ls, manage schedules, and generate reports for Knopf Publishing Group's editorial, production, design, and accounting staff. Oversaw database testing, implementation, revision, and training.

Philadelphia Museum of Art, Philadelphia, Pennsylvania, 1986–88

Editorial and Production Assistant, Publications Department

SELECTED PROFESSIONAL ACTIVITIES & APPOINTMENTS

ARTstor: Museum Advisory Council (2013–present)

Museums and the Web: Publisher (2013–present)

Guidestar: User Advisory Panel (2012–present)

Digital Public Library of America: Convening Member, Content Strategy Committee (2011–present)

Balboa Park Online Collaborative: Director of Strategic Initiatives and Research (2011–12)

Conservation Reel: Chair, Advisory Board (2010–present)

Project Audience: Program Director and Principal Investigator, Los Angeles Cultural Benchmarking Project (2010–present)

Art 21 (Art in the 21st Century) National Education Advisory Council: Education and Public Programs Committee member (2009–present)

Johns Hopkins University, Baltimore: Lecturer, Master of Arts, Museum Studies program. Course: Cataloguing Museum Collections: History, Trends, and Issues (2006–07)

Università della Svizzera Italiana, Lugano, Switzerland: Instructor, Master of Science, Technology-assisted Cultural Heritage program. Course: Cataloguing Cultural Heritage Collections (2005–10)

Exploring Tools for Meaningful Concept Displays (Drexel University): advisory board member (2010–11)

Horizon Report Museum Edition: Advisory Board (2010–11)

Museum Computer Network: Program Committee (2010)

Founder and Project Lead, Steve: The Museum Social Tagging Project (Steve.Museum); Co-Principal Investigator, “Steve in Action” grant (New Media Consortium, 2008–11); Research Consultant and Museums Working Group Chair, “T3: Text, Tags, Trust” (University of Maryland, 2008–11); Project Director/Research Consultant, “Researching Social Tagging and Folksonomy in Art Museums” grant (The Metropolitan Museum of Art/Indianapolis Museum of Art, 2006–08)

AAM Media & Technology Committee MUSE Awards: juror (2009–10)

U.S. Institute of Museum and Library Services National Leadership Grant program: panelist (2007–09)

Resident Scholar, Museum Programs, New Media Consortium (2007-2008)

International Cultural Heritage Informatics Meeting (ICHIM): International Program Committee (2001, 2007)

Museums and the Web: Program Committee (2000–02, 2013); Best of the Web competition juror (2001–02)

Publications Committee, College Art Association (2004–07)

Founding Member, Art Museum Image Consortium (AMICO); Board of Directors (2002–05); AMICO-ARTstor Transition Committee (Chairman); Editorial Committee (Chairman, 1999–2002)

FUNDED PROJECTS

Susan Chun and Project Audience (2012). “Project Audience Southern California Pilot Project.” Andrew W. Mellon Foundation. (\$570,000)

Susan Chun, Rich Cherry, and the Balboa Park Online Collaborative (2011-12). “Conservation Reel: A Video Resource for Conservation and Collections Care Professionals.” Samuel H. Kress Foundation. (\$145,020)

Susan Chun, Rich Cherry, and the Balboa Park Online Collaborative (2010-12). “Presenting Balboa Park.” U.S. Institute of Museum and Library Services National Leadership Grant. (\$679,980)

Susan Chun, Robert Stein, the New Media Consortium, and the Indianapolis Museum of Art (2008-11). "Steve in Action: Social Tagging Tools and Methods Applied." U.S. Institute of Museum and Library Services National Leadership Grant. (\$955,000)

Judith Klavans, Jen Golbeck, Dagobert Soergel, Susan Chun, Robert Stein, and the University of Maryland (2008-11). "T3: Text, Tags, Trust." U.S. Institute of Museum and Library Services National Leadership Grant. (\$999,950)

Jennifer Trant, Susan Chun, and the Metropolitan Museum of Art (2006-08). "Researching Social Tagging and Folksonomy in the Art Museum." U.S. Institute of Museum and Library Services National Leadership Grant. (\$503,550)

The Metropolitan Museum of Art (2006). "Conservation Documentation at the MMA: A Survey." Andrew W. Mellon Foundation (\$75,000)

The Metropolitan Museum of Art (2001). Proposal for a publications endowment (principal author). Andrew W. Mellon Foundation (\$2,000,000)

SELECTED PUBLICATIONS

With Kate Haley Goldman and Yvonne Lee. "Culture Makes A City: Measuring Cultural Production Using Event Data" published online at <http://projectaudience.org/wp-content/uploads/2013/11/LA-Cultural-Benchmarking-Report-110513.pdf> (2013).

With Jonathan Munar. "In Other Words: Crowdsourcing Translation for a Video-Driven Web" in R. Cherry and N. Proctor (eds.), *Museums and the Web: Proceedings*. Silver Spring: Museums and the Web (2013).

With Judith Klavans and Robert Stein. "Applications of Computational Linguistics for Museums" in J. Trant and D. Bearman (eds.), *Museums and the Web: Proceedings*. Toronto: Archives and Museum Informatics (2011).

With Jennifer Trant and David Bearman. "The Eye of the Beholder: *steve.museum* and the social tagging of museum collections" in J. Trant and D. Bearman (eds.), *International Cultural Heritage Informatics Meeting: Proceedings*. Toronto: Archives and Museum Informatics (2007).

With Michael Jenkins and Robert Stein. "Open Source, Open Philosophy: New Models for Museums" in H. Din and P. Hecht (eds.), *The Digital Museum: A Think Guide*. Washington, DC: American Association of Museums (2007).

With Michael Jenkins. "Why Digital Asset Management: A Case Study" in *RLG DigiNews* Special Edition: December 2006.

With David Bearman and Jennifer Trant. "Social Terminology Enhancement through Vernacular Engagement: Exploring Collaborative Annotation to Encourage Interaction with Museum Collections." *D-Lib Magazine*: vol. 11, no. 9.

SELECTED PRESENTATIONS AND PRIZES

iConference: presenter, "Cultural Event Information: Early Research Into Measuring Culture on the Ground" (Berlin, 2014)

Museums and the Web Conference: workshop co-chair, "Assessing Tools and Best Practices for Email Preservation and Access in Art Museums" (2014); organizer, "Mapping the Musetech Landscape" (2012); presenter: "Project Audience, An Introduction" (2012); presenter: "Digital Public Library of America, An Introduction" (2012); presenter, "Computational Linguistics in Museums" (2011); mini-workshop presenter, "Steve in Action: Social Tagging Tools and Methods Applied" (2009); convener of Professional Forum, "On the Horizon" (2008); mini-workshop presenter, "Museum Images Online: Meeting the Needs of Teachers" (2007); mini-workshop presenter, "Steve: An Ongoing Experiment in Social Tagging, Folksonomy, and Museums" (2006); convener of Professional Forum, "Cataloguing by a Crowd: A Proposal for a Community Cataloguing Tool for Capturing Subject Information" (2005)

Museums and the Web Asia: chair, opening plenary, "Web of Difference: The changing presentation of East and West by museums online" (2013); workshop leader, "How-To: Digital Publishing" (2013); presenter, "A Deep Dive into GalleryOne and ArtLens at the Cleveland Museum of Art" (2013)

WebWise Conference on Libraries and Museums in the Digital World: facilitator, incubator session (2013); opening conversation, with Howard Besser, "Imagining the Digital Future, A Conversation" (2010)

Museum Computer Network: presenter, "A Roundtable on Best Practices for Email Preservation" (2012); advocate for the defense, "Google on Trial" (2012); presenter, "Reconciling Museum Records Using Freebase" (2011); organizer and moderator, "The Great Debate" (2010, 2011); presenter, "Information Visualization and Museum Practice" (2010); presenter, "Conference Round Up" (2009); panel moderator, "The Horizon Report for Museums: A Roundtable Discussion" (2008); presenter, "Should You Care About Social Tagging? Findings and Recommendations from *Steve.Museum*" (2008); presenter, "Steve: A Tool for Exploring Folksonomy in the Museum" (2005)

Indianapolis Museum of Art Research Forum: presenter, "The Qualities of Enduring Publications" (2012)

Coalition for Networked Information Winter Meeting: briefing, "Art Images Online: Leveraging Social Tagging and Language for Browsing" (2011)

Digital Art History: Challenges, Tools, Practical Solutions, (Getty Research Institute-University of Malaga Joint Symposium): invited participant and presenter, "Museum Publishing: Forms and Values" (Malaga, Spain, 2011)

Swedish National Heritage Board's Art Online Seminar: invited presenter, "Over The Rainbow: The Past and Present of Collections Online" (Gävle, Sweden, 2011)

American Association of Museums: presenter, "Museums Go Multilingual" (2011); "Museum Technologies and Trends on the Horizon: A Critical Review" (2009); workshop presenter, "Folksonomy and the Art Museum: Introducing and Proving the Concepts Behind Steve" (2006)

DISH (Digital Strategies for Heritage) Conference: opening keynote, "Overheard at the Museum 2.0: Museums Learn to Listen" (Rotterdam, The Netherlands, 2009)

International Committee on Documentation of the International Council of Museums (CIDOC/ICOM) Conference: presenter, "Crowdsourcing Babel: Social tagging and multilingual access to collections" (Santiago, Chile, 2009); presenter, "Social tagging of the people, by the people, and for the people" (Gothenburg, Sweden, 2007)

OCLC Digital Forum East: presenter, "Not your typical tagger: Content description by content producers" (2009)

Balboa Park Symposium on Social Media: presenter, "Museums That Share" (2009)

American Library Association (ALA) Annual Conference: panelist, RUSA President's Program, "Beyond the Book: Trends and Research" (2009)

Digital Humanities: presentation, with Judith Klavans, Jen Golbeck, Dagobert Soergel, and Robert Stein, "Language and Image: Text, Tags, and Trust" (2009)

Art Libraries Society of North America Annual Conference: presenter, "Discovery This Side of the Virtual Wall" (2009)

College Art Association Annual Conference: presenter, "Exploring Social Tagging for Enhanced Access to Art Historical Materials (Intellectual Property Committee Session, 2009); session chair, "The Qualities of Enduring Publications" (2007); workshop co-instructor, "Rights and Permissions for Image Publication" (2007); Publications Committee Session panelist (2002)

Prix Ars Electronica, Honorable Mention Prize (Digital Communities) for Steve: The Museum Social Tagging Project (2008)

Columbia University Digital Library Seminar Series: presenter, "Steve.Museum: Social Tagging of Art Museum Images" (2008)

U.S. Institute of Museum and Library Services, Connecting to Collections: The National Tour, Denver, Collecting in the Digital Age: presenter, "Taking Control of -Collections" (2008)

New Media Consortium Summer Conference: presenter, "Horizon.Museum: The Horizon Project Looks at Technology for Museums" (2008)

American Association of Museums Professional Education Webinar: The Digital Museum, Transforming the Future Now, Emerging Trends in Museum Technology session: presenter, "Open Content" (2008)

NFAIS (National Federation of Advanced Information Services) The Future of Bibliographic Information Forum, Philadelphia: speaker, "Steve: Social Tagging and Museum Collections" (2007)

New Media Consortium, Pachyderm Conference: keynote speaker, "What We Talk About When We Tag About Art" (2007)

Continuous Access to Cultural Heritage /Netherlands Organisation for Cultural Research Annual Meeting: presenter, "Cataloguing by Crowd? Folksonomies, Taxonomies, and the Social Tagging of Museum Collections" (2007)

Riksförbundet Sveriges Museer (Association of Swedish Museums) Annual Meeting, Stockholm: presenter, "The Visitor's Voice: Social Tagging and the Museum Collection" (2007)

Research Libraries Group and Society of American Archivists, Digitization Matters Symposium, Chicago: panelist (2007)

Innovative Ideas Forum, National Library of Australia: keynote speaker, "Hearing the Visitor's Voice" (2007)

METRO Copyright Symposium, The Only Certainty is Uncertainty: presenter, "Public Domain: To © or Not to ©" (2007)

National Digital Forum, New Zealand, Annual Meeting: presenter, "By the People: Folksonomy in American Art Museums" (2006)

What to Do with a Million Books; Chicago Colloquium on Digital Humanities and Computer Science: presenter, "Genre and Formal Structures in Typography: A Framework for Automatic Scholarly Markup of Books from Text Page Images" (2006)

New Media Consortium Online Conference on Digital Media: presenter: Expert Tagging: An Oxymoron?" (2006)

National Museum Publishing Conference: speaker, "Publishing Art In and From Asia" (2006); speaker, "Strategies for Creating Enduring Publications" (2004); panel organizer/speaker, "Museums and E-Publishing: How to Prepare for the Future" and "Selling Books Online" (2000)

National Institute for Technology in Liberal Education (NITLE) workshop on digital images: presenter, "Getting It Right: How Can Image Suppliers Determine and Meet the Needs of Colleges and Universities?" (2006)

Visual Resources Association Annual Conference: presenter, "Mission and Metamorphosis: Introducing the Metropolitan Museum's Scholars' License" (2006)

CEPIC (Coordination of European Picture Agencies) Annual Meeting: presenter, Cultural Heritage panel (Prague, 2005)

National Information Standards Organization, Initiative on Digital Rights Expression: presenter, invited workshop on rights expression for scholarly and educational information (2005)

NINCH Copyright Town Meeting, New York, Digital Publishing: A Practical Guide to Rights Challenges in the Electronic Environment for Artists, Museums, Authors, Publishers, and Readers: presenter, "The State of Play of Publishing Art History and Criticism Online" (2003)

International Association of Museum Publishers, Frankfurt Annual Meeting: panel moderator/organizer, "Publishing and Re-use: Strategies for Getting the Most from Your Content" (2001); presenter, "The Internet and the Art Book" (1999)

International Conference on Nazi-Era Spoliation, Magdeburg, Germany: presenter, "Provenance Research, Documentation, and Publication at The Metropolitan Museum of Art, New York" (November 2001)

PROFESSIONAL MEMBERSHIPS

American Association of Museums/International Council of Museums (AAM/ICOM)

Americans for the Arts

College Art Association

Museum Computer Network

CIDOC (International Committee for Documentation of the International Council of Museums)

Visual Resources Association

Past Member/Institutional Representative: Consortium for the Interchange of Museum Information (CIMI); National Initiative for a Networked Cultural Heritage (NINCH)

EDUCATION

Bryn Mawr College, A.B., English Literature

For more information about past and current projects, visit www.susanchun.com. A complete list of publications, presentations, prizes, professional activities, and references is available on request.