

## **Heidi S. Raatz, MLIS**

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## **Objective**

To facilitate, enhance, and promote the visibility of cultural heritage and image-based collections; to strengthen collection accessibility and usability for diverse audiences; to enrich lives through the direct connection to, interactivity with, and sharing of cultural heritage resources; to advocate for shared cultural heritage by collaboratively engaging with creative communities, centering the principles of information ethics, and respectfully balancing the concerns of creators with collectors and collection users.

## **Summary**

Following over thirty years of experience in collections and rights data management at the Minneapolis Institute of Art (MIA), Heidi S. Raatz established and works on a consulting basis through her business Collections Management Solutions LLC. Throughout her years at MIA, she held a successive series of positions reflective of her professional growth and adaptability to profound changes in cultural heritage documentation, formats, and practices.

Heidi participates as a member of numerous professional organizations including the Visual Resources Association (VRA), Art Libraries Society of North America (ARLIS/NA), Museum Computer Network (MCN), Open GLAM, the Association of Registrars and Collections Specialists (ARCS) and others. She is active in the cultural heritage sector with recent webinar presentations for VRA and Open GLAM focused on issues of rights data management and ethical practice in collecting, cataloging, and expressing artist identity data for discovery and access.

## **Education**

Dominican University—College of St. Catherine  
Master's Degree, Library and Information Science (MLIS), 2002

Boston University  
MA degree candidate, Art History, 1983—1984

University of Minnesota  
BA Art History, Minor in Humanities, 1983

## **Skills**

Thirty-five years' experience managing collections resources and information in an encyclopedic museum environment; expertise with intellectual property, copyright, data ethics and rights issues; excellent written and oral communication skills; demonstrated administrative, organizational, and planning abilities; ability to work positively and collaboratively in flexible team environments; proficiency with database applications, collections management systems (CMS) and digital asset management systems (DAMS); demonstrated knowledge of information

technologies, vocabularies, classification and cataloging tools; skilled with standard office, photo editing, and communications software, as well as web-based and social media applications; reading knowledge of several foreign languages with proficiency in Dutch and French.

## Professional Experience

### **July 2020—Present: Owner and Collections Information Specialist, Collections Management Solutions LLC**

#### **2018—2020: Collections Information Specialist and Rights and Permissions Officer, Minneapolis Institute of Art (MIA)**

- Worked to produce, guide, and support the information infrastructure critically required to support the mission and strategic initiatives of the museum.
- Centered ethical practice and emphasized accessibility through work focused on the creation and implementation of collection data standards, enhancement of content for discovery, access and use, and the development of collection data policies, standards, and guidelines.
- Defined and implemented strategies, procedures, and guidelines for the effective management of rights data in the museum's TMS (The Museum System) Collections Management System (CMS).
- Charged with overseeing all policies, procedures, and activities involving intellectual property rights for the museum's permanent collection.
- Responsibilities also included processing all reproduction and licensing requests for MIA-generated image-based digital content, and for promoting best practice by MIA staff regarding rights, rights management, and image use through training, documentation, and consultation.

*In 2018 I managed the museum's project to fully implement the [RightsStatements.org](https://rightsstatements.org) data standard for shared cultural heritage, introducing an internationally recognized standard that emphasizes user-centered controlled vocabulary for describing the copyright status of online cultural heritage. The project succeeded in providing consistency and clarity around how cultural heritage works can be used and reused, and effectively addressed the museum's mission and strategic goals by enhancing accessibility to online digital content. Additionally, adoption of the facilitated the museum's seamless contributions to digital content aggregators including Wikimedia and the Digital Public Library of America (DPLA) and clarified the museum's rights when sharing content via the semantic web.*

#### **2002—2018: Visual Resources Librarian and Permissions Officer (2009—2018), Minneapolis Institute of Art (MIA)**

- Responsible for building and sustaining the analog and digital image collections of the museum.
- Responsible for museum rights and reproductions including image request fulfillment, image permissions documentation, workflows, guidelines and procedures, standards, and best practices.

*Upon completion of my MLIS degree in 2002, I effectively revised and secured reclassification of my position to Visual Resources Librarian. While continuing to coordinate the operations of the museum's fine art slide collection, I facilitating the museum's transition from analog to digital formats, incorporating new practices to address the radical changes in the visual resources profession driven by the digital revolution. As a member of the museum's Digital Assets Management Systems (DAMS) team, I worked to identify and implement a system for managing the museum's growing collection of digital assets, assessing image needs and workflows, assisting in the design of information architecture, and developing the initial metadata standards and guidelines for the DAMS. Following implementation of the DAMS, I coordinated and oversaw the process of identifying, evaluating, and migrating (scanning) primary source material from the*

*museum's slide collection into digital formats; ensuring the original analog documents (35mm slides) were described, organized, and stored for long-term preservation and archiving.*

*In 2009 my role expanded to include responsibilities for rights data and process management as the museum's Permissions Officer. Under my leadership, the museum discontinued the practice of fee-based image permissions for scholarly, educational, and non-profit publishing, establishing and cultivating generous relationships with a worldwide community of researchers and scholars that is foundational to the Open Access practices of today. In 2012 I established ongoing business relationships with image licensing partners to significantly expand the commercial marketing potential of MIA image content and provide a consistent earned revenue stream based on commercial image licensing royalties.*

### **1985—2002: Slide Librarian, Minneapolis Institute of Arts (MIA)**

- Provided collection management and oversight for a fine art slide collection of ca. 500,000 slides, documenting the museum's objects, exhibitions, programs and activities, and supplementary materials for comparison and contextualization.
- Acted as a resource for art historical pedagogy and research for both museum staff and local scholars.
- Responsible for collection development and acquisitions, cataloging, storage and retrieval, reference services, collections care and maintenance, and training and work direction for student assistants.

## **Professional Leadership**

### Visual Resources Association (VRA)

Vice President for Conference Program, 2009—2011

Conferences planned and programmed:

28<sup>th</sup> Annual VRA Conference, Atlanta, GA, 2010

VRA + ARLIS/NA 2<sup>nd</sup> Joint Conference, Minneapolis, MN, 2011

Conference pre-planning:

30<sup>th</sup> Annual VRA Conference, Albuquerque, NM, 2012

Data Standards Committee, 2009—2019; Embedded Metadata Working Group (EMwg) 2012—2014; Co-chair 2015—2017

Nominating Committee, 2012—2015

Education Committee, 2011—2012

Development Committee, Co-chair 2005—2008

Constitution and Bylaws Review Task Force, 2004

Travel Awards Committee, member 1998—2009; Chair 2002—2006

## **Recent Professional Activity**

Wiki Education Immersive Wikidata Training Course, completed 12 October 2020,

<https://www.credential.net/12341079-9823-484f-b99a-3aa2fc3287c8>

VRA Webinar, 12 June 2020, "Incorporating Diversity in our Workplace: All are Welcome, but How Do We Get There?" <https://www.slideshare.net/VisResAssoc/incorporating-diversity-in-our-workplace-all-are-welcome-but-how-do-we-get-there>

VRA Webinar, 2 June 2020, "Managing Rights Data, Multiple Approaches, Multiple Institutions," <https://www.slideshare.net/VisResAssoc/managing-rights-data-multiple-approaches-multiple-institutions>

Open GLAM Webinar, 28 May 2020, "Introduction to Structured Rights Information: Rights Statements," <https://medium.com/open-glam/introduction-to-structured-rights-information-a-conversation-about-rights-statements-6645d31a889>

Upper Midwest Digital Collections Conference (UMDCC), 8-9 November 2018, St. Catherine University, St. Paul, Co-presenter, "NDSR Art @ Mia: A Case Study in Time-Based Media Art Preservation," <https://umdcc18.sched.com/event/FoAK/ndsr-art-mia-a-case-study-in-time-based-media-art-preservation>

VRA Embedded Metadata Workshops:

2015 VRA 33 Denver, "Using the VRA Info Panel in Adobe Bridge,"

<https://vra33.sched.com/event/1sbskyz/workshop-2-using-the-vra-info-panel-in-adobe-bridge>

2014 VRA 32 Milwaukee, "Working with Embedded Metadata,"

<https://vra32.sched.com/event/18pQdqW/workshop-3-working-with-embedded-metadata>

2013 VRA 31 Providence, "Working with Embedded Metadata,"

<https://web.archive.org/web/20130803193215/http://vra2013annualconference.sched.org:80/#.Uf1ayR3fORs>

## **Memberships & Affiliations**

Visual Resources Association (VRA)

Art Libraries Society of North America (ARLIS/NA), Twin Cities Chapter

Association of Registrars and Collections Specialists (ARCS)

Museum Computer Network (MCN)

Minnesota Association of Museums (MAM)

Minnesota Digital Libraries (MDL)

## **References**

Available upon request