



Guide to Managing the ENUMERATE Core Survey 4

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1. Guide to Managing the ENUMERATE Core Survey 4

In April-June 2017, the ENUMERATE Team will implement Core Survey 4, to determine the status of digitisation in EU member states. As a piece of research it is a follow-up to ENUMERATE's Core Surveys 1 (2011), 2 (2013), 3 (2015) and the earlier NUMERIC survey conducted in 2008. For this operation to be successful we depend very much on the cooperation of you as a National Coordinator. This document offers guidelines for optimal results of the ENUMERATE Core Survey 4 implementation in your country. You'll find a summarised list of activities, a more detailed description in the subsequent paragraphs and materials you can use to disseminate the survey. The latest version of this guide will also be available at the ENUMERATE website <http://pro.europeana.eu/enumerate/surveys/methodology-guidance>.

ENUMERATE is part of Europeana since 2014. The overall ambition is unchanged: to collect statistical data about the size, growth and availability of digital heritage collections, the cost and use of such collections, and the associated digital preservation activities. The survey is aimed at **all** cultural heritage institutions in Europe, not only those that are providing data to Europeana.

2. About the ENUMERATE Core Survey

2.1 Objectives of the ENUMERATE Core Survey

Core Survey 4 will be the fifth pan-European survey on the status of digital heritage collections in the EU. The ambition is to expand the statistical series built up so far with up-to-date data that is useful both for individual heritage institutions, national and European governments, and umbrella organisations. These are the objectives:

- to gather general statistical information and build a baseline of data on the state of digitisation in museums, archives and libraries in the EU.
- to understand the progress that has been made in the EU since the former ENUMERATE Core Surveys and the NUMERIC survey.
- to achieve a situation where informed decisions about national and EU policies are possible.
- to help memory institutions in measuring their progress in the field of digitising heritage materials and in making decisions of a practical nature.

2.2 What is different from previous editions of the Core Survey

Most of the survey and the setup is the same as core survey 3. We have included some new questions about:

- coverage of the digital strategy
- the use of website statistics
- the licenses that are used for publishing content

After feedback from your side, we've decided to include the question with a more detailed list of costs again. It was in Core Survey 2 but not in Core Survey 3.

As for the system, we've decided to use SurveyMonkey. There will be a landing page where participants can select the preferred language.

2.3 The ENUMERATE Team

The ENUMERATE survey is coordinated by DEN (wietske.vandenheuvel@den.nl and gerhard.jan.nauta@den.nl). You can approach them for any questions or comments about the survey.

2.4 Your role as a National Coordinator

Broadly speaking, these are the activities for the National Coordinators:

- Make an estimation about the number of cultural heritage institutions in your country
- Choose one of the scenarios for taking part in the Core Survey , for more information, see section 2.5. Core Survey procedure
- If needed, provide a translation of (parts of) the survey (depending on whether previous translations do exist)
- Identify institutions and collect contact details, depending on the chosen scenario (more information in 2.5)
- Persuade the identified institutions to respond; be available for questions; etc.
- Monitor the survey process (if necessary: check national data, comment on outcomes)

2.5 Defining the cultural heritage domain in the context of ENUMERATE

As indicated above, the population of the ENUMERATE surveys consists of the European memory institutions (museums, libraries, archives/records offices, audio-visual and film institutes, institutes with curatorial care for monuments and sites, and some other/hybrid types of organisations). The requirement for institutions to participate is to have curatorial care for (part of) the collections of the institution included in its mission. Institutions that do not hold heritage collections or have collections of heritage materials (like for example of books, films, music, etc.) to be lend by or sold to today's users without the explicit task of safeguarding the collections for future generations, will not be included in the survey. This essentially leaves out both school libraries and public libraries without cultural heritage collections.

2.6 The Core Survey Procedure

The Core Surveys are intended to collect high-level statistics on digitisation of cultural heritage in all EU member states. Core Survey 4 will be an *open* survey, due to budget reasons. However, the three-scenario-approach, where national coordinators choose between different levels of involvement, will be continued.

- In order to have maximum comparability of survey results over the years and to minimise expenses, the online questionnaire developed for Core Survey 2 will be reused. In this phase only minor adaptations of one or two survey questions will be made.
- Core Survey 3 was translated into 14 European languages. Additional translations for Core Survey 4 are welcome and we will do our best to convert these into online questionnaires. If this is not feasible due to time and budget restraints, respondents can use the online English questionnaire, with a separate translation sheet.
- There will not be a central database from which institutions are invited to participate. Although we call upon all European countries to strive for the maximum response, individual countries participating in the survey can choose between three survey scenarios. (See below.)
- There will be one general web link to start the survey. After following that link there is a page where participants can select a specific language. The national coordinators will receive regular updates of the response in their countries. These can be used to adapt strategies to raise response.

Experience has shown that to identify possible respondents (*memory institutions*) is an easy job in certain countries and a hard one in others. Although the aim is getting a good response in *all* European countries the ENUMERATE team discerns three different scenarios:

1. **GOLD** - Contact details for the whole population of (all types of) memory institutions are available and all institutions are invited to participate by the national coordinator.
2. **SILVER** - At best contact details for only some types of institutions (e.g. archives) are available. For the other types representative samples will be constructed. The ENUMERATE team will offer guidance to the national coordinators in constructing lists of contact details.
3. **BRONZE** - A fully open call to participate is made on various different platforms. (In this scenario the National Coordinator is still essential in announcing the survey and collecting the contact details of institutes that sign up.)

Of course the benefits of opting for Gold are potentially more advantageous than opting for one of the other scenarios: it will be easier to draw statistically valid conclusions at the level of the broad

heritage domains: archives, AV institutes, film institutes, libraries, museums, institutes for monument care.

In countries where the Bronze scenario is chosen, data collected may help in establishing an overall picture of digital heritage collections in the EU, but it will be improbable that one can do reliable statements about the national state of affairs.

2.7. Translations

The Core Survey is available in the following languages:

- Bulgarian
- Czech
- Dutch
- English
- German
- Greek
- Hungarian
- Icelandic
- Latvian
- Lithuanian
- Polish
- Portuguese
- Slovenian
- Spanish

You as a National Coordinators can indicate whether there is a need for a translation and a translation package is subsequently used to smoothen the translation process. The ENUMERATE team will take care of preparing the online versions of the questionnaire in all available languages.

3. Determining the size and composition of the heritage domain in your country

Reliable statistics about digital heritage collections can only be produced if we know the size and structure of the universe, i.e. the full population of the field under study. Therefore we need to have an estimate of the number and types of memory institutions (museums, libraries, archives, etc.) for each of the European countries and we kindly invite you to help us in making that estimate. This is a follow-up of inventories we did in earlier Core Surveys.

To record estimates we have developed a new “Sheet A-2017” (filename: ENUMERATE_SHEET_A-2017_COUNTRY). You will receive this sheet through mail and it will be available online on the ENUMERATE website, <http://www.enumerate.eu>.

Please make as good an estimate as you can of the size and composition of the cultural heritage domain in your country, based on the evidence that is available to you. Since the heritage domain is organised slightly different in the various EU countries, we have devised two classification levels (A,B) from which you can choose the most appropriate (useful) one for your country. It would be very useful if you could compare your estimate with those of another expert in your country before submitting.

A.

1. Archives/Record Offices
2. Audio-Visual, Broadcasting or Film Institutions
3. Libraries
4. Museums
5. Institutions for Monument Care

B.

1. National Archives
2. Other Archives / Records Offices
3. Audio-Visual / Broadcasting Institutions
4. Film Institutions
5. National Libraries
6. Higher Education Libraries
7. Special or Other Types of Libraries
8. Museums of Art
9. Museums of Archaeology / History
10. Museums of Natural History / Sciences
11. Museums of Science / Technology
12. Museums of Ethnography / Anthropology
13. Institutions for Monument Care

After completing this form, please save a copy of it and replace the word ‘country’ with the name of your country (for instance, ENUMERATE_SHEET_A-2017_NETHERLANDS.xls) and send it to wietske.vandenheuvel@den.nl before April 30 2017.

4. Target sizes for the EU member states

In the Core Surveys we strive for a response of close to 1,500 institutions. The size of the heritage domain in individual countries should have some effect on target samples per EU member state. Based on previous estimates and various other data (e.g. from EuroSTAT) target samples were determined and used in previous Core Surveys. The results of recent estimations of the cultural heritage domain will be used to update the table below.

Country	ENUMERATE target sample	Archives / Record Offices	A-V / Film Institutes	Libraries	Museums	Others
Austria	24	4	1	7	6	7
Belgium	38	7	1	10	10	10
Bulgaria	26	5	1	7	7	7
Cyprus	15	3	1	4	4	4
Czech Republic	53	10	1	14	14	14
Denmark	35	6	1	9	9	9
Estonia	15	3	1	4	4	4
Finland	33	6	1	9	9	9
France	127	23	3	34	34	34
Germany	150	27	3	40	40	41
Greece	35	6	1	9	9	9
Hungary	44	8	1	12	12	12
Ireland	15	3	1	4	4	4
Italy	150	27	3	40	40	41
Latvia	15	3	1	4	4	4
Lithuania	22	4	1	6	6	6
Luxembourg	15	3	1	4	4	4
Malta	15	3	1	4	4	4
Netherlands	67	12	1	18	18	18
Poland	125	23	2	33	33	34
Portugal	27	5	1	7	7	7
Romania	46	8	1	12	12	12
Slovakia	25	5	1	7	7	7
Slovenia	15	3	1	4	4	4
Spain	103	19	2	27	27	28
Sweden	38	7	1	10	10	10
UK	150	27	3	40	40	41
	1421	257	35	380	375	385

In the second column are the target totals for the EU member states. The minimum target value is 15. The maximum target value is 150. The columns on the left are indicative of the distribution of these target values over the separate heritage domains. Small deviations in the numbers are due to the rounding of numbers and the set minimum value of 1 for each individual cell in the table.

Please note that the figures above are minimum target values of actual respondents. They do not refer to the number of invited institutions. We hope these values will be realised without much effort upon the release of the survey, but if survey response turns out to be low, efforts will be necessary to boost response rates. The National Coordinators are in the best position to do so.

5. Compiling lists of institutions in each EU member state

Overall we strive for a selection of institutions in the ENUMERATE Core Survey which broadly reflects the cultural heritage domain in the various EU member states. To ascertain that the maximum number of potential respondents is reached we ask you as a National Coordinator to draw up lists of institutions for the main heritage domains in their country, these being:

- Archives/record offices;
- Audio-visual, broadcasting or film institutes;
- Libraries;
- Museums;
- Other types of institution. (See above.)

It is important that these lists cover as much of the heritage domain as possible, both in terms of geographical distribution and size. Proportional numbers of large, medium-sized and small institutions should be included. Furthermore, among the selected institutions both digitising and non-digitising institutions should be represented. This survey is not about the digitising institutions alone! For the Gold scenario, please invite all institutions to participate. You can make a representative selection for the Silver scenario and invite them personally.

Within the institutions on the lists, individuals should be traced to whom an e-mail invitation and details about the online questionnaire can be sent. Ideally this should be someone capable of and prepared to answer the questions of the survey. Since the size and organisational structure of memory institutions may vary considerably it will be difficult to establish definite guidelines at this point. To counter this circumstance the ENUMERATE Team has phrased the e-mail invitation - see the Appendix - in such a way that the risk of miss addressing is minimized.

If you don't have access to personalised address lists, we advise you to address the management (director, CEO etc.) of the cultural heritage institutions.

Here are some examples of compiling lists in other than the Gold scenario:

EXAMPLE 1

A directory of central government and municipal archives is located. In this example, all 100 archives in the directory are listed by regional / county / departmental responsibility. After investigation, you estimate that half of the list could be approached to take part in the survey. The procedure could be to sort all archives alphabetically and then count down this list, selecting every 2nd institution. Or, there are, for example, 28 regions in your country. You incrementally select regions - constantly ensuring a good geographic spread - and include all listed archives from each region until a total of 50 has been reached.

EXAMPLE 2

There does not appear to be a conveniently available list of all museums nationwide. However, a list does exist of museums that participated in an earlier survey on collection mobility. This lists 60 institutions and there is no breakdown of the type of such museums. You decide to address all institutions on the list.

EXAMPLE 3

No central list of higher education libraries exists, but you experience that it is fairly easy to trace libraries in the universities and graduate schools of your country. Since the number of these institutions would amount to 150, you decide that covering 1/3 would be feasible. 50 institutions are selected by examining a map to ensure a good geographic spread across the country.

6. Announcing the Core Survey, responding to questions, boosting response rate

6.1 Announcing the Core Survey

The ENUMERATE Team intends to **launch Core Survey 4 on May 1, 2017**. The survey will run until June 16. (If necessary, we may decide to extend the closing date of the survey one or two weeks.) The national coordinators will be responsible for sending invitations to the institutions (in case of Gold or Silver) and/or disseminating an open call for participation (Bronze). Examples of an invitation and a press release for an open call are included in the Appendix and can be translated if necessary.

6.2 Responding to questions and other communications during the survey period

During the survey period the National Coordinators are expected to be available to answer queries about the questionnaire via e-mail and to refer to the ENUMERATE Team if necessary. Survey responses may need to be scrutinised and queries raised with the responding institution accordingly. E-mails raising such queries will be copied to the National Coordinator if the ENUMERATE Team needs help, particularly for translation / interpretation purposes.

6.3 Boosting response rate

When the survey is running, the ENUMERATE Team intends to periodically send to each National Coordinator the data received to that date from their countries' institutions, so that they can inspect which institutions have already responded and send reminders to those that have not. Since the survey is anonymous, it is not able to detect which answers belong to which institution.

7. Reaching institutions through alternative channels

If, for some reason, you are not able to use a substantial list with contact details of cultural heritage institutions, you might consider to use alternative channels, like communication channels used by museum, archive or library councils. Other options are the use of mailing lists of professional organisations, newsletters, and of course social media (i.e. LinkedIn, Twitter, Facebook).

During the survey period the ENUMERATE Team will collect examples of reaching the national heritage domain through these alternative communication channels. Examples will be published on the ENUMERATE website at Europeana Professional:
<http://pro.europeana.eu/enumerate/surveys/methodology-guidance>

We would like to avoid a situation where different professionals from the same institution both fill in the survey with the risk of duplication of work. In both the example invitation letter and the open call, we advise you, as the National Coordinator, to always recommend that each institution should appoint one contact person.

8. Planning and overview of the activities of the National Coordinators

The activities and its timings described below are suggestions that may vary, depending on your choice for a certain scenario and the need for translations.

Activity	Start date	Due date	Actor
Survey Preparation			
Determining the size and composition of the heritage domain in each country	15/4/2017	30/4/2017	National Coordinators
Translating (parts of) the questionnaire	10/3/2017	21/4/2017	National Coordinators, <i>ENUMERATE</i> Team
Preparing the Invitations			
Drawing up lists of institutions per EU member state	15/4/2017	30/4/2017	National Coordinators
Managing the Survey			
Announcing the Core Survey, send invitations and refer to the online questionnaire	1/5/2017	31/5/2017	National Coordinators <i>ENUMERATE</i> Team
Reaching institutions through alternative channels	1/5/2017	16/6/2017	National Coordinators, <i>ENUMERATE</i> Team
Responding to queries from the institutions and other communications	1/5/2017	16/6/2017	National Coordinators, <i>ENUMERATE</i> Team
Boosting response rate / urging institutions to respond	20/5/2017	16/6/2017	National Coordinators, <i>ENUMERATE</i> Team
Expiration of time to respond	-	16/6/2017	(Respondents)
Analysis and Reporting			
Collecting and checking returned questionnaires	19/6/2017	30/6/2017	<i>ENUMERATE</i> Team
Reporting on results of Core Survey 4	1/7/2017	15/8/2017	<i>ENUMERATE</i> Team

9. Appendices

Example 1: Invitation

Dear colleague,

On behalf of the community of archives, libraries and museums we ask you to help us by participating in this survey, a follow-up of the successful *ENUMERATE* Core Surveys of 2012, 2013 and 2015.

The survey will gather data about:

- digitisation activity
- the cost of digital collections
- access to digital collections
- the preservation of digital heritage materials

The survey is organised by *ENUMERATE* as part of Europeana. It will be distributed among thousands of institutions across Europe, whether or not already contributing to Europeana. Together we can make the case for investments in our digital activities!

We hope that you will be able to complete the survey by June 15 2017, if not sooner.

[\[LINK TO THE QUESTIONNAIRE\]](#)

Please do not hesitate to contact us through the e-mail address listed below if you need more information about the questions or the survey in general.

Data collected will be kept strictly **anonymous** and the information that you share with us will not be published in a way that is traceable to your institution.

Since this *ENUMERATE* Core Survey is widely announced through various channels amongst the European memory institutions and in order to avoid possible duplication of work, we suggest that responding to the survey be communicated with the institutional director. The ideal respondent has generic knowledge about your institutions' digital collections. **If you are not the most suitable person to fill out the questionnaire, please help us and hand it over to this person.**

We thank you in advance for your kind attention and participation,

Best Regards, the *ENUMERATE* Team

Wietske van den Heuvel or Gerhard Jan Nauta through den@den.nl

More information on the *ENUMERATE* project and its network is available on the Europeana Pro platform <http://pro.europeana.eu/structure/enumerate>.

Reports containing key findings of the Core Surveys can be downloaded from <http://pro.europeana.eu/structure/enumerate>



ENUMERATE Core Survey 4

- call for participation -

The ENUMERATE Core Survey 4 is open for participation: [\[LINK TO THE QUESTIONNAIRE\]](#)

All European cultural heritage institutions are encouraged to contribute. The survey includes questions about your digitisation efforts, available collections online and offline, policy on digital collections, sustainability and costs. The survey is organised by ENUMERATE as part of Europeana. It will be distributed among thousands of institutions across Europe.

Together we can make the case for investments in our digital activities!

What is in it for you?

The more institutions participate, the more reliable will be our results. The survey will be available from May 1 to June 16 2017. Thousands of cultural heritage institutions participated in the first editions of the Core Survey. We need you to share your relevant key indicators (anonymously) and in return, we will share the (anonymised) results of the survey with all participating organisations.

Additional information

- More information on the ENUMERATE project and its network is available on: <http://pro.europeana.eu/enumerate/>
- Reports containing key findings of the first core surveys can be downloaded from: <http://pro.europeana.eu/enumerate/statistics/results>

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For more information, please contact Wietske van den Heuvel or Gerhard Jan Nauta through den@den.nl

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