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ENUMERATE

Overall Core Survey #1 Schedule

Draft version

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Contents

1	INTRODUCTION	3
1.1	<i>Preparatory phase: Case Studies / testing (October-December 2011)</i>	3
1.2	<i>Execution phase: Core Survey #1 (January-March 2012)</i>	3
2	CASE STUDIES	4
2.1	<i>Preparations for Case Study activities</i>	4
2.2	<i>Planning Case Study activities</i>	4
2.3	<i>Processing and evaluating Case Study results</i>	6
2.4	<i>Summary: Schedule (blueprint) of the Case Study phase</i>	7
3	CORE SURVEY #1 SCHEDULE	7
3.1	<i>Preparations for Core Survey #1 rollout</i>	7
3.2	<i>Processing and evaluating Core Survey #1 results</i>	9
3.3	<i>Schedule (blueprint) for Core Survey #1</i>	9
	ANNEX – ANNEX THING	10

1 Introduction

The work of ENUMERATE is centred on three surveys, which will be rolled out during the three years of the project. In the first year, the focus is on a core survey, as recommended by the Numeric Study Report, on which ENUMERATE builds its activities. In the second year of the project a thematic survey will take place, dedicated to the four main topics that ENUMERATE addresses: size of digital heritage collections; costs of digitisation of cultural heritage; use of digital heritage and digital preservation. While the core survey is of a quantitative nature, the thematic survey will take qualitative assessments on board. In the third year, the core survey will be repeated, in order to create a reliable baseline of intelligence about digitisation of cultural heritage in Europe.

This deliverable describes the overall Core Survey #1 schedule, i.e. the programme of the survey rollout. It provides the blueprint to ensure that this rollout is completed effectively. Before the first core survey can be implemented ENUMERATE will do substantial testing, primarily to improve the contents of the core questionnaire, but testing will also be done to see if the online data platform – to be developed in Work package 3 – functions properly. And since the consortium members will take the role of the national coordinators in their countries, through the testing phase we can check if the network of national coordinators is an effective mechanism to compose a representative sample of cultural heritage institutions across the EU.

The schedules of the Thematic Survey and the Core Survey #2 will be published in September 2012 and March 2013 resp., following the ENUMERATE Amendment of the project deliverables. .

In what follows we will separately describe the schedules for Case Studies in the testing phase and the actual Core Survey #1.

1.1 Preparatory phase: Case Studies / testing (October-December 2011)

Before the first core survey can be implemented, the ENUMERATE methodology will be tested against some Case Studies across the full Cultural Heritage domain in Europe. In the Description of Work, the Consortium Member TEL, The European Library service (managed by CENL) had already indicated to provide a case for ENUMERATE, as they are approximately at the same time implementing statistical surveys on the digital collections of the contributing partners to support their work on Key Performance Indicators. Other cases will be identified below, taking the experiences from the Numeric framework into account. These 'reporting scenarios' will be used to further define the ENUMERATE Conceptual Framework.

1.2 Execution phase: Core Survey #1 (January-March 2012)

As described in the Description of Work the Core Survey will be implemented in the months January to March 2012. The delivery date for the report will be 30th April, 2012. The schedule for earlier activities is based on these deadlines.

2 Case Studies

Checking the appropriateness and effectiveness of the core questionnaire is the main purpose of the testing phase. To this end, the parties involved are drawn directly from the ENUMERATE thematic network: the four ENUMERATE work package leaders and the six remaining consortium members (acting as national coordinators). They will be responsible for selecting and inviting institutions to participate in the testing phase. In that respect, we can speak of 'case studies'. The parties involved will, from their own positions and perspectives, address various aspects of the ENUMERATE survey. For example, TEL and its members will review the draft core questionnaire from the perspective of national libraries. Consortium members may approach the survey from a government perspective (e.g. by selection specific institutions of national importance) or from a perspective of involvement in digitisation (e.g. by selection both institutions that are innovative and institutions that are not really active yet with digitisation). These different perspectives help to anticipate the possible (positive or negative) responses from European Cultural Heritage institutions once they have received the survey after its roll-out in 2012. As such, this phase serves as a full try-out of the ENUMERATE framework.

The results of the case studies will be:

1. Recommendations for the final version of the core questionnaire, to be determined by the ENUMERATE consortium
2. Recommendations for programming requirements, to be taken up by the commercial contractor who will implement the full-scale survey.
3. A set of data, to be processed in the initial version of the ENUMERATE Data Platform.

2.1 Preparations for Case Study activities

Core questionnaire design (first draft)

Prior to the Luxembourg MSEG workshop in June 2011 a first version of the core questionnaire was made, based upon the example Short 'Core' Questionnaire from the NUMERIC Study Report (p.88), and discussions in the SIG-STATS group and ENUMERATE Consortium during the months March-May of 2011.

Reviewing the core questionnaire by the MSEG group and the ENUMERATE consortium

At the Luxembourg meeting (27/6/2011) the first reviewing round started. During the meeting small group discussions provided different perspectives on the size and composition of the core survey questionnaire and the sampling methodology. The version resulting from this was presented to the MSEG Working Group on heritage statistics and to ENUMERATE consortium members for final remarks. ENUMERATE invited experts in statistics/surveying to join the Advisory Board and formally review the way the questions were formulated.

Reviewing by the ENUMERATE Advisory Board

A final check of the Core Questionnaire that will be used during the testing phase will be done by the ENUMERATE Advisory Board. The Advisory Board will meet in December 2011 to discuss the (intermediate) results of the testing phase and final version of the questionnaire, to be used in 2012.

2.2 Planning Case Study activities

Testing schema and procedure

The aim is to do a test amongst about 100 institutions. This should be finished by mid December 2011. Testing will be done in selected institutions of the nine countries represented in the Consortium .

The European Library (TEL) will offer an additional test case as they are doing statistical research among their member institutions. Per consortium member this amounts to taking care of ca 10 test cases. The organization of the testing phase will anticipate where possible the schema and procedure of Core Survey #1. For the schedule: see below.

Test questionnaire distribution format

For distributing the test version of the questionnaire an online form will be produced by consortium member DIGIBIS in close cooperation with DEN and Collections Trust. In order to improve feedback during the testing phase some questions on a meta-level will be added to the online questionnaire. DIGIBIS selects the software for the test. This need not necessarily be the same as the software used in Core Survey #1. The online questionnaire will be mounted on a DIGIBIS server, and it will be made accessible through the ENUMERATE website. The questionnaire will be in English. If deemed necessary, for some countries - to be determined by the consortium members acting as national coordinators - translations of the questionnaire may be prepared.

Composition of Case Study groups

In order to provide for case studies resembling the final core survey, testing will be done in all the nine countries that are represented in the ENUMERATE Consortium (Austria, Belgium, France, Germany, Hungary, Netherlands, Spain, Slovenia and the United Kingdom). Nine countries across Europe are considered to be a representative selection of EU member states .

The selection of institutions participating in the test bed will be a job for the consortium members acting as national coordinators. Through the guidance materials special care will be given to the “representativeness” of the selections made. This is to try-out a situation where the national coordinator cannot be heavily involved in conducting the survey. Here the approach will be modelled after the approach chosen in the NUMERIC project ([Sheet A etc...](#)).

Following the advice of the SIG-STATS, the population in the ENUMERATE surveys will be restricted to the European *memory institutions*. This not only leaves out school libraries, which were not taken into consideration by Numeric either, it also leaves out the large group commonly denominated as “Public Libraries”. Where the population of EU cultural heritage organisations according to NUMERIC comprised approximately 110.000 institutions, dropping off public libraries reduces the number to about 50.000 institutions in all.

The selection of test groups per country should broadly reflect the actual heritage domain in the ENUMERATE consortium group countries. An implication of this is that there may be differences in the composition of the test groups per country, but this is done intentionally in order to get as many different use cases as possible during the testing phase. Over all the proportion of types of institutions will approach to:

Archives: 8%; A-V Institutes 2%; Libraries 50%; Museums 40% (Cf NUMERIC Study Report, p.36)

As an indication, per ENUMERATE consortium member the test group composition could be like:

Type of institution	
Archive/records office	2
Audio-visual or film institute	1
Broadcasting institute	-
Museum of art, archaeology, history	1
Museum of science, technology, ethnology	1
Other type of museum	1
National library	-
Higher education library	2
Public library	-

Special or other type of library	2
Other type of organisation	-
<i>Total test bed institutions</i>	10

Providing Guidance materials

Two sorts of guidance materials will be prepared for the test phase: materials aimed at guiding the national coordinators in composing appropriate test groups, and materials guiding respondents when filling in the questionnaire. To get the most out of the Case Studies a few questions concerning the effectiveness of the online questionnaire will be added. Respondents will be invited to indicate the most/least troublesome items on the questionnaire. A free text field will offer the opportunity to assess the general impression of and amount of time needed for answering the questionnaire. The preparation of guidance materials and questions on a meta-level is a task for DEN.

For the test phase, questionnaire guidance will be limited to introductory remarks (covering letter) and the clarification of terms and concepts in an added glossary. If feasible the comprehensive table where institutions can indicate the size of their collections and the degree to which they are (being) digitised, will be made expandable.

Translating the questionnaire

If needed consortium members could arrange for a translation of the questionnaire so that it can be more conveniently understood by the target institutions selected. Due to time restrictions and the tentative nature of the core questionnaire in the Case Study phase the actual number of translations will probably be restricted.

Urging non-responders to respond

During the two to three weeks the questionnaire is available for testing, the consortium contacts (national coordinators) will be available to answer possible questions about the online form posed by the test group institutions and if necessary urge non-responders to take action. This is a shared responsibility of the full ENUMERATE consortium. On behalf of the consortium, DIGIBIS will compile a list of all the institutions that will be invited to participate in the testing phase. If needed, communication tasks can be easily transferred among partners if the situation requires that.

2.3 Processing and evaluating Case Study results

Collecting and analysing returned questionnaires

DIGIBIS will collect and collate the data as submitted by all the institutions that participate in the testing phase. After having collected and analysed the completed questionnaires a short report will be prepared by DIGIBIS, Collections Trust and DEN, summarising main decision points. The report will be discussed at the December 2011 meetings of the ENUMERATE Consortium, the ENUMERATE Advisory Board and by e-mail with the Member States Expert Group. The outcome of this phase is a set of recommendations for setting up the ENUMERATE Data Platform and the final Core Questionnaire, to be used in a live setting in 2012.

Setting up the ENUMERATE Data Platform

During the test phase DIGIBIS will use open source survey software (*viz. LimeSurvey*) to develop the online questionnaire. The trial version of the Core Survey will be available through the ENUMERATE website. This may be considered a first step in the development of the ENUMERATE Data Platform. Depending on the results of the tender for a commercial contractor, who will implement the actual Core Survey in February 2012, the initial solution may have to be adapted. The experiences from the Case Study phase will be essential for the development of the final application. The development of the DataPlatform will be described in detail elsewhere.

Production of the final version of Core Questionnaire #1

The test phase ends with the production of the final version of Core Questionnaire #1. Preparation of this version will start immediately after the December meeting of the Consortium. The deadline is 20th January 2012 (see below). The digital production of the questionnaire (incl. translations) is a responsibility of DIGIBIS, in close cooperation with the third party that is hired to rollout the survey. See below.

2.4 Summary: Schedule (blueprint) of the Case Study phase

Below are indicated the actions necessary in the testing phase:

Activity	Start date	Due date	Actor
Core questionnaire design (first draft)	01/06/2011	22/06/2011	DEN
Reviewing the core questionnaire	01/07/2011	30/09/2011	MSEG, Consortium, Others
Describing the testing schema (design)	01/09/2011	30/09/2011	DEN, DIGIBIS
Preparing a new version of the core questionnaire	01/09/2011	07/10/2011	DEN
Deciding on test questionnaire distribution format	01/10/2011	15/10/2011	DEN, DIGIBIS
Deciding on test group(s)	01/10/2011	15/10/2011	DEN, DIGIBIS
Preparing rudimentary guidance materials	01/10/2011	31/10/2011	DEN
[optional: Translating the questionnaire	01/11/2011	08/11/2011	Consortium]
Selecting participating institutions	25/10/2011	14/11/2011	Consortium
Producing online test questionnaire/data platform	01/10/2011	15/11/2011	DIGIBIS
Publishing/announcing the questionnaire [online]	-	15/11/2011	DIGIBIS, Consortium
Urging non-responders to respond	25/11/2011	02/12/2011	DIGIBIS, Consortium
Expiration of time to respond	-	02/12/2011	Respondents
Collecting and analysing returned questionnaires	02/12/2011	15/12/2011	DEN, DIGIBIS
Discussing the results of the test phase	05/12/2011	15/01/2012	DEN, ENUMERATE, MSEG
Preparing final version of the core questionnaire	15/01/2012	20/01/2012	DEN
Setting up the ENUMERATE Data Platform	01/01/2012	31/01/2012	DIGIBIS

>> Core Survey implementation >>

3 Core Survey #1 Schedule

The Core Survey #1 will be rolled out between January and March 2012, with a report in April 2012. The survey questionnaire will be distributed among the widest possible group of cultural institutions. The schedule defined below is designed in order to be able to support the reporting of the MSEG to the European Commission in the spring of 2012. The National Coordinators play a key role in getting the Core Survey implemented across Europe. The ambition of ENUMERATE is to surpass the amount of responses to Numeric (ca. 800 respondents). The survey will be coordinated by the ENUMERATE consortium (in particular work package 3 leader DIGIBIS), but the implementation itself will be executed by a third party contractor.

3.1 Preparations for Core Survey #1 rollout

The involvement of a third party contractor is the main replenishment in the actual Core Survey #1 rollout and the Case Studies discussed earlier. Another added activity is the translation of the core questionnaire.

Core Survey #1 methodology

Two main chapters in the Core Survey Methodology report address the questionnaire to be used, and the sampling method chosen. The methodology has been tested in practice in the Case Studies and the final report (first draft due 30th November 2011) will be reviewed in December by the ENUMERATE Advisory Board. The methodology report is one of the components of the bid indicated below.

Selecting a third party contractor

Based on the specifications in the Core Survey Methodology Work Package 4 leader Collections Trust, in close cooperation with DIGIBIS, is going to produce a call for tender for implementing the

survey. The third party will be selected openly and competitively on the basis of quotation, with selection criteria including relevant skills and experience, ability to carry out the work and commitment to the aims of ENUMERATE.

Reviewing and updating guidance materials

During the Case Study phase guidance materials have been prepared, aimed at offering support to the national coordinators (in the testing phase: the ENUMERATE consortium members) when making their selections of cultural heritage institutions, and guidance materials intended for respondents to the survey. In anticipation of the actual Core Survey these materials should be reviewed, improved if necessary, and amplified. The preparation of guidance materials is a task for DEN.

Selecting participating institutions (Sampling)

The most substantial task for the national coordinators will be to draw up a list of institutions, following instructions in the sampling methodology (Deliverable 2.5). Communication on the selection procedure will have to start timely, which in practice could mean immediately after the December meetings of the Advisory Board and ENUMERATE Consortium. The actual time span for selecting participating institutions is the month January 2012.

Translation of the questionnaire and guidance materials

For each EU member state it must be decided whether a translation of the questionnaire - aiming at a more convenient understanding by the institutions in the sample - is necessary and feasible. Assessing this need and feasibility is a task for the national coordinators, using input from the Advisory Board. The issue will be on the agenda for the December 5th meeting. The actual translation can only be scheduled after the final version of the core questionnaire has been determined. As a last check DEN will compare at a basic level translated versions with the (English) original. Due to time restrictions the actual number of translations could be restricted.

Creation of the online questionnaire

The test phase ends with the production of the final version of Core Questionnaire #1. Preparation of this version will start immediately after the December meeting of the Consortium. The deadline is 20th January 2012 (see below). The digital production of the questionnaire (incl. translations) is a responsibility of DIGIBIS, in close cooperation with the third party that is hired to rollout the survey.

[This information will be taken from the bid by the contractor who will roll out the questionnaire.]

Survey implementation

The actual survey will run from February 1st to March 15th 2012. Coordination is a task for the third party contractor, in close cooperation with DIGIBIS. Three tasks are main here: preparing the database of invited institutions, answering questions and monitoring and securing response.

Urging non-responders to respond

During the weeks in February and March 2012 the questionnaire is online, the consortium contacts (national coordinators) will be available for answering any questions concerning the survey and, if necessary, will urge non-responders to take action. The third party doing the survey, backed up by the ENUMERATE consortium (DIGIBIS in particular), will be available to streamline data collection. Communication tasks in this phase should be transferrable among partners if the situation requires so. To be able to realise this, it is necessary that all parties involved are aware of the agreements and procedures.

During the survey implementation period additional (promotional) activities may be necessary should the response rate be disappointing.

3.2 Processing and evaluating Core Survey #1 results

At long last all efforts are aimed at getting highly informative data. The first target audience for the results of the Core Survey is the Member State Experts Group. The Core Survey #1 Report will be an intermediate product, to be used by the MSEG to report on the situation qua cultural heritage digitisation in the Spring of 2012. ho will be SEG.

Collecting and analysing returned questionnaires

The responses received to the Core Survey will be checked on validity, harmonised and processed according to international statistical standards (e.g. Metadata Schema of statistic data (ISO/TS 17369:2005 Statistical data and metadata exchange (SDMX) and SUSHI). The third party contractor is

Core Survey #1 Report

The Core Survey #1 Report will be published as the first in a series of ENUMERATE publications, Statistical Monitoring of Digitization of Cultural Heritage in Europe. The report presents the results of the Core Survey alongside the related results in the Numeric Final Report, in order to show developments since the Numeric project. The report will be published on the website of ENUMERATE and disseminated through all digital channels that ENUMERATE can employ. Additionally, the data gathered will be published on the ENUMERATE data platform. For this purpose, tools for the assessment and reporting of statistical data from open source software will be tested and evaluated.

Design and Development of the ENUMERATE Data Platform

The launch of the ENUMERATE Data Platform is foreseen after the summer of 2012.

3.3 Schedule (blueprint) for Core Survey #1

The schedule for the core survey is an adapted version of the test schedule:

Activity	Start date	Due date	Actor
>> Core Survey implementation >>			
Determining Core Survey #1 methodology	01/08/2011	30/11/2011	DEN
Selecting a third party contractor	30/11/2011	31/12/2011	Collections Trust, DIGIBIS
Reviewing and updating guidance materials	02/12/2011	31/12/2011	DEN, Consortium
Deciding the need to translate questionnaire	15/12/2011	31/12/2011	Nat. coordinators
New version of the core questionnaire	15/01/2012	20/01/2012	DEN
Translating the questionnaire	20/01/2012	27/01/2012	Consortium, Nat. coordinators
Selecting participating institutions	01/01/2012	30/01/2012	Consortium, Nat. coordinators
Producing the online core questionnaire	20/01/2012	31/01/2012	DIGIBIS, Contractor
Publishing/announcing the questionnaire [online]	-	01/02/2012	DIGIBIS, Contractor
Doing the survey	01/02/2012	15/03/2012	Respondents
Urging non-responders to respond	08/03/2012	15/03/2012	DIGIBIS, Nat. coordinators
Expiration of time to respond	-	15/03/2012	Respondents
Collecting and analysing returned questionnaires	15/03/2012	12/04/2012	DIGIBIS, Contractor
Report on results of Core Survey #1	12/04/2012	30/04/2012	DIGIBIS, Contractor
Design and Development of Data Platform	02/04/2012	31/08/2012	DIGIBIS, Contractor
Launch of Data Platform	-	03/09/2012	DIGIBIS

[Perhaps something should be said about anticipating delay!?!]

ANNEX – Cover letter (test phase)

Dear ENUMERATE Colleagues,

Now that a usable version of the core questionnaire is available - it will not be the ultimate to all of us, but I think it's a tenable set of questions -, the test phase has officially started. In the weeks to come (October-November) we intend to do a series of case studies and tests and we hope you will have your share in that. DIGIBIS has been asked to start preparing the online version of the core questionnaire. Once that is up and running we can finally start collecting data!

The basic idea is that we are going to do a test amongst about 100 institutions in the EU. This should be finished by mid December 2011. Testing will be done in selected institutions of the nine consortium countries. (The European Library (TEL) will presumably offer an additional test case as they are doing statistical research among their member institutions.)

Per consortium member the proposed approach amounts to taking care of about 10 test cases (responding institutions). The organization of the testing phase will anticipate where possible the schema and procedure of Core Survey #1. For the schedule: see below.

I now have two questions:

1. Would you please consider the time schedule drafted below and comment on it, especially focusing on the timing of activities, and on things we may have overlooked?
2. Do you think it is feasible to persuade some 10 to 15 institutions in your country to participate in this test?

Of course the necessary additional guidance will follow in due time.

Below are indicated the activities foreseen during the testing phase:

<< see the table in 2.2 above >>

If you have any questions, please contact Gerhard Jan Nauta (Gerhard.Jan.Nauta@den.nl) and Marco de Niet (Marco.deNiet@den.nl).

(Please note: In the week of 10-14 October Gerhard Jan will be out of office. In the week of 17-21 October Marco will (re-)present ENUMERATE at the ESSnet-Culture conference in Luxembourg.)

Hope to hear from you!