



**Grant Agreement 270939**

# ***ENUMERATE***

## **Overall Core Survey 1 Schedule**

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## 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 respectively, following the ENUMERATE amendment of the project deliverables.

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

### 1.1 Preparatory phase: Case studies and 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 define and refine the ENUMERATE Conceptual Framework.

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

Core Survey 1 will be implemented in the months January to March 2012. The delivery date for the report will be April 2012. The schedule for earlier activities is based on these deadlines.

## 2 Case studies and testing

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. Other consortium members may approach the survey from a government perspective (e.g. by selecting 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 rollout in 2012. As such, this phase serves as a full try-out of the ENUMERATE framework.

The results of the case studies and testing phase 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 and the report on the first Core Survey.

### 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 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 Group and review the way the questions were formulated.

#### ***Reviewing by the ENUMERATE Advisory Group***

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

## 2.2 Planning case studies and testing 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 requires the composition of a set of ca 10 institutions to participate in the test. The organization of the testing phase is a blueprint for the organization of the Core Survey 1. All parties involved in the organisation of the test will also be actively involved in the organisation of the Core Survey in 2012. Lessons learned from the test survey will immediately feed into preparations for the Core Survey. For the schedule: see below.

### ***Test questionnaire distribution format***

For distribution of 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 a few questions on a meta-level will be added to the online questionnaire (e.g. what questions were difficult to answer). DIGIBIS selects the software for the test. The intention is to use the software LimeSurvey for both the test and Core Survey 1. If the results of the Test Survey prove the inadequacy of LimeSurvey, different software will be selected for the Core Survey. The online questionnaire will be mounted on a DIGIBIS server, and it will be made accessible through the ENUMERATE website. The questionnaire for the test survey will be in English and Spanish only. The Core Questionnaire will be available in other European languages.

### ***Composition of case study groups***

In order to provide for case studies that will help prepare final core survey in an efficient way, 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 responsibility of the consortium members acting as national coordinators. Through the guidance materials special care will be given to the “representativeness” of the selections made. The test survey will not be communicated publicly, participation is by invitation only.

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, excluding public libraries reduces the number to about 50.000 institutions in total.

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%; Audio-visual Institutes 2%; Libraries 50%; Museums 40% (see *NUMERIC Study Report*, p.36)

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

Type of institution	Number of institutions
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	–
<b>Total</b>	<b>10</b>

### ***Providing Guidance materials***

Two sorts of guidance materials will be prepared for the test phase:

- 1) materials aimed at guiding the national coordinators in composing appropriate test groups, and
- 2) 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 (see Annex – 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***

The questionnaire used in the testing phase will only be available in English and Spanish. The latter is created by DIGIBIS, to test the multilingual functionality of the survey software.

### ***Urging non-responders to respond***

The Test Survey will go online in mid November. The test will run until the end of the first week of December. During the weeks the questionnaire is available for testing, the consortium, as 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 test 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, which will summarise the main decision points. The report will be discussed at the December 2011 meetings of the ENUMERATE Consortium, the ENUMERATE Advisory Group and by e-mail with the National Coordinators. 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 (presumably *LimeSurvey*) to develop the online questionnaire, which will run on servers managed by Digibis, although the survey will be made available through the ENUMERATE website ([www.enumerate.eu](http://www.enumerate.eu)). The data collected in the test phase, will be managed by Digibis. They will be published publicly together with the results of the Core Survey from 2012. There will not be a preliminary dataset published on the ENUMERATE website, due to the relatively small scale of test. However the collection and collation of the data from the test phase will be a valuable first step in the development of the ENUMERATE Data Platform. This Data Platform will be modelled further in close cooperation with the commercial contractor, who will implement the actual Core Survey in 2012. The experiences from the testing 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 20<sup>th</sup> January 2012 (see below). The digital production of the questionnaire, including translations, is a responsibility of DIGIBIS, in close cooperation with the third party that is contracted to rollout the survey. See below.



## 2.4 Summary: Schedule of the testing phase

Below are indicated the actions necessary in the testing phase:

Activity	Start date	Due date	Actor(s)
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
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	07/12/2011	DEN, DIGIBIS
Discussing the results of the test phase	05/12/2011	23/12/2012	DEN, ENUMERATE, National Coordinators
<b>&gt;&gt; Core Survey implementation &gt;&gt;</b>			

### **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. For a description of the sampling methodology, see D2.4 (Core Survey Methodology). The schedule defined below is designed in order to be able to support the reporting of the MSEG to the European Commission in 2012 on the progress of the implementation of the EU Recommendations on digitisation and digital preservation of cultural heritage. 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 and analysis of the data afterwards will be executed by a third party contractor.

#### **3.1 Preparations for Core Survey 1**

The test phase described in par. 2 was meant as a blueprint for the rollout of the core survey. The biggest changes in the rollout of the actual Core Survey will be the upscaling of the sampling to arrive at a large representative group of participants outside the Consortium (including non EU-countries), the translation of the core questionnaire into all (or most) European languages and the addition of a third party contractor to perform the roll out of the questionnaire and collect the data afterwards for analysis and reporting.

##### ***Core Survey 1 methodology***

A separate deliverable on the Core Survey Methodology, D2.4, addresses the final composition of the Core Survey questionnaire, and the final sampling methodology. The most substantial task for the national coordinators will be to draw up a list of institutions and contact details, following instructions in the sampling methodology. Communication on the selection procedure will start immediately after the December meetings of the Advisory Group and the ENUMERATE Core Group. For further details, see D2.4.

##### ***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 that are invited to participate in the survey – is necessary and feasible. Assessing this need and feasibility is a task for the national coordinators. The actual translations can only be created after the final version of the core questionnaire has been determined. Digibis will provide a format that allows for easy processing of the translation in the survey software, LimeSurvey. DEN will perform a formal check to see if the translated questionnaires match with the English original.

##### ***Selecting a third party contractor***

Based on the specifications in the Core Survey Methodology, Collections Trust, in close cooperation with DIGIBIS, will set up a call for tender to find a party that will assist with the implementation of 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. [Note April 2012: the selected party is Panteia from the Netherlands; [www.panteia.nl](http://www.panteia.nl)].

##### ***Reviewing and updating guidance materials***

For the testing phase draft versions of the guidance materials have been prepared, aimed at offering support to the national coordinators (in the testing phase these are the ENUMERATE consortium

members). and respondents to the survey. In anticipation of the actual Core Survey these materials will be reviewed, improved and augmented where necessary. Input for these modifications are the results from and comments on the Test Survey. The preparation of the final guidance materials is a task for DEN.

### ***Creation of the online questionnaire***

The test phase ends with the production and publication of the final version of Core Questionnaire 1. Preparation of this version will start immediately after the December meeting of the Consortium. The final version of the questionnaire in English and Spanish will be available by 23rd December 2011. There will be a soft launch of the questionnaire in these languages in January 2012, so English and Spanish speaking countries can already start inviting institutions to participate. By 23 January 2012 all other translated versions of the questionnaire will be finished and ready for implementation in LimeSurvey. The ENUMERATE Core Survey 1 will be officially announced on 1 February 2012. 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.

### ***Survey implementation***

The survey will run from 2 January 2012 (in English and Spanish) and from 1 February to March 15<sup>th</sup> 2012 for all available languages. If needed, there is a small time frame of two weeks available, to extend the period to contribute to the survey (16 March - 31 March 2012). The feasibility of this will be discussed with the third party contractor, in close cooperation with DIGIBIS.

### ***Urging non-responders to respond***

From January until March 2012 the questionnaire will be online. DIGIBIS will provide weekly updates on the responses received to all national coordinators. With these updates, the national coordinators can monitor the progress of the contribution from their countries. It is their responsibility to chase the institutions that were invited to contribute to the survey. The National Coordinators can communicate with each other through an e-mail based discussion list. Questions or suggestions for urging non-responders can be shared through this discussion list. The consortium contacts, as national coordinators, are participating on this mailing list as well and they will all be available for answering any questions concerning the survey. Communication tasks in this phase should be transferrable among partners if the situation requires so. To be able to do so, 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. A first target audience for the results of the Core Survey will be the Member State Experts Group. In 2012, this MSEG will report to the European Commission on the progress of the implementation of the Recommendations on digitisation and digital preservation of cultural heritage. The outcomes of the ENUMERATE survey should provide a quantitative base to these reports. .

### ***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 statistical data (ISO/TS 17369:2005 Statistical data and metadata exchange (SDMX) and SUSHI).

The third party contractor is Panteia ([www.panteia.nl](http://www.panteia.nl)), who will use SPSS for the data analysis. They will safeguard the quality of the analysis and take care of the anonymity of the respondents, e.g. by

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separating the data that can identify the respondents from the answers to the questionnaire. The analysis will include the data from the ENUMERATE Test Survey. The contractor will provide feedback on the outcomes of Core Survey 1 to feed into the ENUMERATE Thematic Survey in 2012 and the Core Survey 2 in 2013.

#### ***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.

#### ***Design and Development of the ENUMERATE Data Platform***

The launch of the ENUMERATE Data Platform will be in September 2012 (see Deliverable D3.3).

### 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	Actors
<b>&gt;&gt; Core Survey implementation &gt;&gt;</b>			
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	06/12/2011	23/12/2011	DEN, Consortium
Deciding the need to translate questionnaire	06/12/2011	23/12/2011	Nat. coordinators
New version of the core questionnaire	06/12/2011	23/12/2011	DEN
Translating the questionnaire	24/12/2012	23/01/2012	Consortium, Nat. coordinators
Soft launch of the Core questionnaire in English and Spanish	02/01/2012	31/01/2012	DIGIBIS
Selecting institutions to be invited to participate	02/01/2012	30/01/2012	Consortium, Nat. coordinators
Producing the online core questionnaire in other languages	02/01/2012	31/01/2012	DIGIBIS, Contractor
Publishing/announcing the questionnaire (online) in all available languages	–	01/02/2012	DIGIBIS, Contractor, National Coordinators
Responding to the survey	01/02/2012	15/03/2012	Respondents
Urging non-responders to respond	08/03/2012	15/03/2012	DIGIBIS, Nat. coordinators
Possible extension of time to respond	15/03/2012–	31-03-2012	Respondents
Collecting and checking returned questionnaires	31/03/2012	07/04/2012	DIGIBIS, Contractor
Analysing and reporting on results of Core Survey 1	07/04/2012	30/04/2012	DIGIBIS, Contractor
Preparations for launching the Data Platform	07/04/2012	31/08/2012	DIGIBIS, Contractor
Feedback from contractor on the outcomes of Core Survey 1 to feed into Thematic Survey and Core Survey 2	01/05/2012	31/08/2012	Contractor, DIGIBIS, DEN

## **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 Section 2.4 above >>

If you have any questions, please contact Gerhard Jan Nauta ([Gerhard.Jan.Nauta@den.nl](mailto:Gerhard.Jan.Nauta@den.nl)) and Marco de Niet ([Marco.deNiet@den.nl](mailto: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 represent ENUMERATE at the ESSnet-Culture conference in Luxembourg.)

Hope to hear from you!