



ENUMERATE Self-Assessment Tool and Survey 2022

The ENUMERATE self-assessment tool and survey is an initiative intended to create a reliable baseline of statistical data about digitisation, digital preservation and online access to cultural heritage in Europe for policy-makers, Europeana and the European Commission. You can access the survey via the inDICES self assessment tool which will also help you to benchmark your organisation against other similar organisations, and provide helpful resources to you.

What you get?

After completing the survey, you will receive recommendations of tried and tested tools and resources that have been hand picked by experienced professionals from the Europeana network and tailored for your individual organisation based on your responses to the survey, for example how to create more impact for target audiences, how to develop a digital strategy, or how to support the digital transformation or capacity of your organisation.

Help us help you!

The data will also help the Europeana Initiative, the European Commission, and European policy-makers to gain important insights into the issues faced by the cultural sector in Europe and how organisations within the sector can best be supported. Take some time to fill out the survey and help us understand your needs better!

How to fill in the ENUMERATE survey?

- 1) Make an account or log in to the inDICES Open Observatory. Any cultural heritage professional can fill in the survey with information about their institution. We think it will be most useful for digital curators or managers and senior management.
- 2) Navigate to the self assessment tool selection and select the language you wish to use, or download a pdf of the questions in that language.

- 3) If you are doing a full assessment of your institution, check the questions in advance and gather the information from your colleagues, or sit down together with your colleagues and fill the survey.

The survey has 9 short sections about: networks and audience; audience reach and participation; physical and digital collections; digitisation and digital strategy; standards; finances and staffing; and Europeana.

Sections are automatically skipped if not relevant to your organisation.

1. Introduction

This section gathers basic information about the type of cultural heritage organisation you are.

1. What is the name of your Cultural Heritage Institution/Organisation?

2. In which country is your Cultural Heritage Institution/Organisation based?

Choose your country from the list.

3. What kind of cultural heritage institution/organisation are you?

Choose from 1. Archive, 2. Museum, 3. Gallery, 4. Library, 5. Other Cultural Heritage Site (e.g., archaeological site, historical building), 6.

Other Institution; **with further options upon selection.**

2. Networks and Audience

This section explores what networks your organisation is connected to and if you have priority audiences.

4. Is your organisation (or an individual within your organisation) a member of any of the following networks or working groups?

Choose from the list.

5. Which of the following sectors does your organisation target?

General public, Public sector (Ministries, government agencies, civil servants), Creative, Publishing/News, Education (schools), Education (college/university), Research, Tourism, Private Business, Media, Other..

6. Which of the following audiences is a priority for you? Please rank your top three responses.

Children, Youth, Families, Schools, Senior Citizens, Minorities, Refugees, General public, Local community, Disadvantaged communities, People with special educational needs, Tourists, Software developers, Business developers, Higher Education students, Citizen scientists / independent learners, Academics / Researchers, Other...

7. Is the audience for your digital presence different from the audience for your physical presence? If yes, please elaborate.

3. Finances and staffing

These questions ask about your organisation's budget and your organisation's capacity, especially regarding digital collections.

8. What is your organisation's total annual budget?

Choose from the options.

9. What percentage of that budget is allocated for work on digital collections (incl. digitisation)? Please estimate.

10. How many paid staff members do you have? What is this in Full Time Equivalents?

10A. How many of those paid staff members work on digital collections, e.g. on digitisation projects, digital preservation etc (Full Time Equivalents)?

10B. Of those paid staff members, how many have the following expertise?

Choose from: Social media; Artificial Intelligence; Machine Learning (engineering); Digitisation/photography; Digital curation; Legal Counselling (e.g. Intellectual property/Licensing); Data/Information

Science; Digital Preservation; Cataloguing/metadata, Programming/IT,
Other (please specify).

11. How many volunteer staff do you have (Full Time Equivalents)?

11A. How many of those volunteer staff members work on digital collections, e.g. on digitisation projects, digital preservation etc (Full Time Equivalents)?

11B. Of those volunteer staff members, how many have the following expertise?

Choose from: Social media; Artificial Intelligence; Machine Learning (engineering); Digitisation/photography; Digital curation; Legal Counselling (e.g. Intellectual property/Licensing); Data/Information Science; Digital Preservation; Cataloguing/metadata, Programming/IT, Other (please specify).

12. What are your organisation's sources of funding?

Choose from: National, Affiliate funding (e.g. from a University or large institution), European, Local/municipal, Donations / sponsorship, Merchandising, Sales, Licensing, Crowdfunding, Other: please specify

13. To what extent are the following issues with financing and staffing a concern for your organisation?

Rate the concern from lowest (left side, to highest, right side): Not enough staff, existing staff capacity, Need for staff training, Recruiting trained staff, Problems with organisational structure, Lack of strategic vision, Not enough funding in general, Not enough funding for digitisation and digital collections work, Funding in general is often project-based, Funding for digitisation and digital collections work is often project-based

14. Does your Institution have a collection/collections?

No, Yes - both physical and digital collections, Yes - digital collections only, Yes - physical collections only.

4. Physical collections

This section explores aspects of your physical collections, its extent, how much is catalogued and if the collection is subject to copyright.

15. Please estimate how many items/records are in your physical collections?

15A. Please estimate the percentage of your physical collections that have been digitally *catalogued* (i.e. excluding paper-only records)?

15B. Please estimate the percentage of those records that are publicly available (i.e. outside of the organisation itself/closed intranet)?

16. Please estimate the percentage of your physical collections that are in copyright?

16A. Please estimate for how many of these your organisation holds the copyright (i.e where the copyright is not held by a third party)?

5. Digitisation

These questions ask how much of your collection has been digitised and how.

17. Please estimate the percentage of your entire physical collections that have been digitised?

18. Do you digitise in-house or externally (outsourced)?

1. In-house, 2. Externally (outsourced), 3. Both

19. What kind of digitisation do you do? (select all that are relevant)

Mass digitisation (i.e. very large numbers of items), Digitisation based on paid customer orders, Digitisation for preservation (e.g., so users do not need to handle objects), Advanced imaging digitisation (e.g., multispectral imaging), 3D digitisation (e.g., using laser scanning), Audio file

digitisation, Video file digitisation, Photography digitisation, Digitisation of free-standing objects, Digitisation of archival materials, Digitisation of printed materials, Digitisation based around community outreach initiatives (e.g., community-led decision-making on digitisation priorities), Digitisation based on customer/user demand (e.g., students' reading lists), Other..

6. Digital Collections

This section explores aspects of your digital collections, its extent, where it can be found and if the collection is subject to copyright.

20. Please estimate the percentage of your digital/digitised collections that are publically available online?

21. Where can your digital collections be found?

On your own website, On an international/pan-European aggregation site, On a local aggregation site, On a national aggregation site, On a domain/subject specific aggregation site, On a project site, Open Data Repository (e.g. wikimedia), Other..

22. Please estimate the percentage of your collection that was born digital?

23. Please estimate what percentage of your digital collections have restrictions on reuse?

24. Please estimate what percentage of your public domain digital collections you have made available on open access terms?

25. Are your digital collections available on the Europeana website?

Options: Yes, No, Unsure

7. Satisfaction with Europeana and national and domain aggregators

This section is for organisations whose collections are also on Europeana.

26. What is the main aggregator you use to send your collections to Europeana?

Choose from the options.

27. How satisfied are you with your main aggregator in relation to:

General communication on Europeana-related aspects (e.g. how to find guidance etc), Support with metadata preparation for delivery to Europeana, Support after publication on Europeana, Liaising with Europeana Foundation, Training offered by Aggregator

Score from left to right: Completely dissatisfied, Dissatisfied, Neither satisfied nor dissatisfied, Satisfied, Completely satisfied.

28. What did we not ask about the aggregator/aggregation process, and what is your answer?

29. What are your main motivations for publishing on the Europeana website?

30. What could Europeana improve? What could make the Europeana Initiative more useful for you?

8. Standards

This section asks what standards your organisation implements or follows.

31. Which Intellectual Property Rights (IPR) standards do you use when sharing digital collections through your own website?

Choose from the list.

32. Which metadata standards/formats do you implement?

Choose from the list

33. Which other standards and frameworks do you implement (or adhere to)?

Choose from the list

34. Are any of your digital collections available for harvesting via the following methods?

API (in general), OAI PMH, IIIF, Other

35. Which Linked Open Data vocabularies do you use?

Choose from the list.

9. Digital Strategy

This section asks about your organisation's digital strategy.

36. Which of the following activities does your organisation have a strategy for? Also indicate if this area is 1) addressed in a public document, 2) if it covers all departments in the organisation and 3) if there is a plan to make a strategy for this area in future?

Online merchandising / marketing, Online user engagement / participation, In-person user engagement/participation, Digital preservation, Staff training / digital capacity building, Social media and communications, Digital audience education / development, General operations in the organisation, Ethical considerations, Licensing/copyright and other legal considerations, International collaborations/networking, Digital transformation in general, Digitisation of collections, Cataloguing of collections, Management of born-digital collections, Multilingual access, Artificial Intelligence, Other (please specify), None

10. Audience reach and participation

The following questions are about your organisation's online presence and engagement with an online audience.

37. Which, if any, of the following social media platforms is your institution on?

Choose from the list.

37A. How does your institution use these platforms?

Distribute content, Promote events, Short editorials, Educational outreach, Competitions, calls to action, Steer/host/participate in discussion forums, Audience empowerment and training, Reaching out to other professionals, Other..

38. What participatory activities has your institution been involved in?

Crowdsourcing campaign/s (e.g., transcriptions, metadata, etc.), Adding user-generated content to your digital collections, Citizen science (e.g. public involved in experiments/research), Crowdfunding, Hackathons, Wikimedia projects, Other..

39. In which sectors do you have collaborations?

Education (school), Higher Education, Research, Creative industries, Municipalities, NGOs, Grassroot communities, Activism, Tourism, local produce (e.g. food producers/markets), Tech and innovation, Other..

40. Do you monitor traffic concerning your digital collections? Please indicate frequency from: Never; Yes, occasionally; Yes, often.

On your institution's own website, On social media sites, On an aggregator's website.

41. Do you have performance indicators in the following areas?

Items catalogued; Items digitised; In-person visits to your institution; Engagement on social media platforms; Engagement on your institution's own website; Engagement on your aggregator's website; Visitor satisfaction (in-person); Visitor satisfaction (online); Publications; Successful funding grants; Sales (merchandise); Sales (tickets); Sales (other - please specify); Europeana Impact framework Assessment; Environmental sustainability; Stakeholder engagement; Partnership

development; Diversity, equity and inclusion; Metadata quality; Quality of digital reproductions; Other...

11. What else?

We are always working to improve our survey and self assessment tool - please tell us anything that will help!

42. Please write anything you would like to tell us.

43. Were there sections that you found hard to understand/answer in this survey or anything that could be improved for the next version?