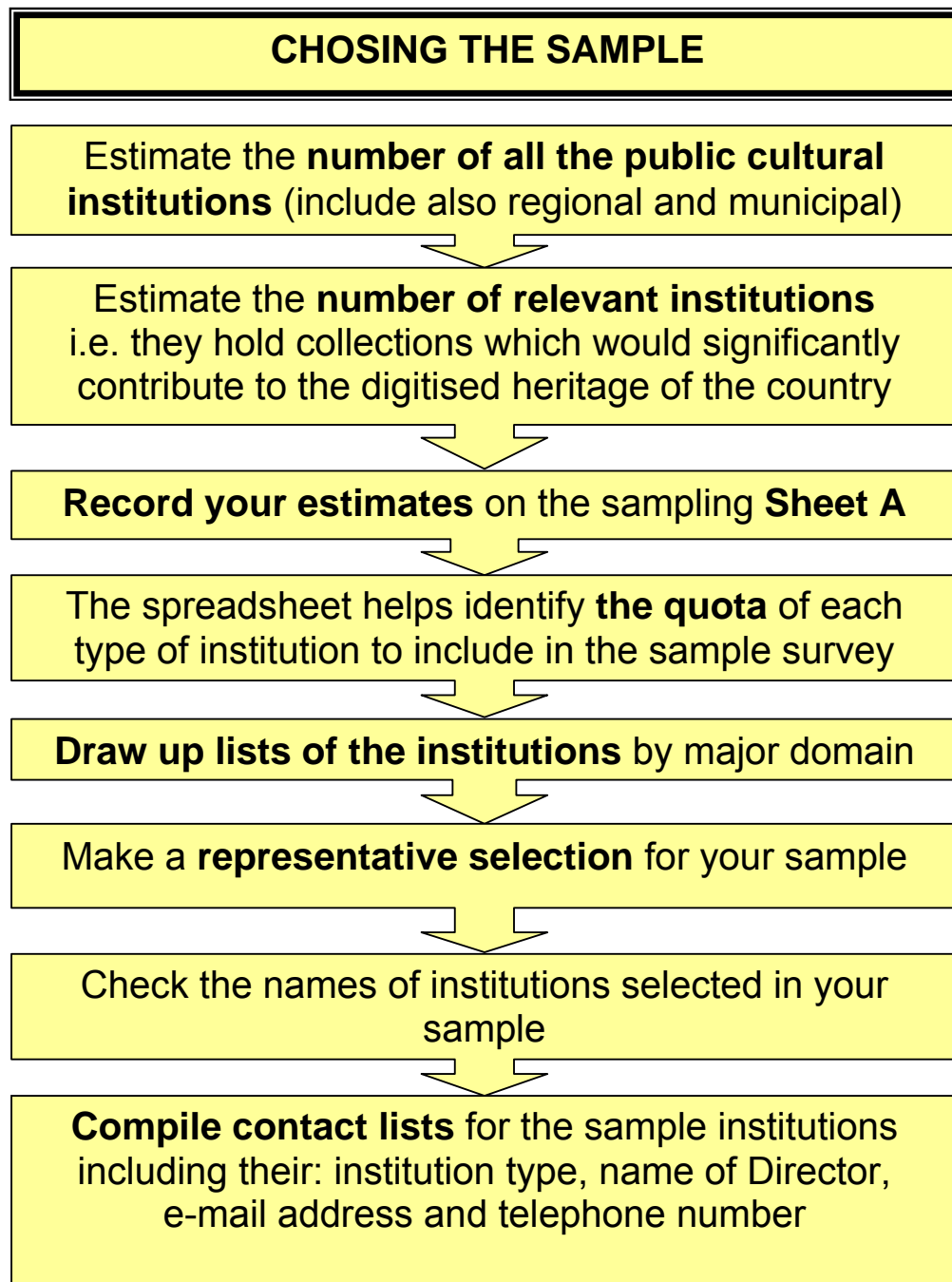


GUIDE TO IMPLEMENTING THE NUMERIC FRAMEWORK

1. The following guide provides instructions and advice for implementing the survey to collect statistics from a sample of representative institutions in your country. Following the workshop in Luxembourg on 2 April, 2008, it was agreed that all experts attending would:
 - Act as National Coordinators;
 - Identify appropriate respondents as the structured sample of institutions for the Numeric survey;
 - Urge the identified institutions to respond.
2. The Numeric sample survey uses a standard questionnaire, the final version of which will be distributed in early May to National coordinators (those persons attending the workshop on 2 April). It will also be posted to the Numeric web-site for institutions to complete. The appropriate institutions include Archives, Film / Audio-Visual and Broadcasting Institutes, Libraries and Museums, including agencies responsible for monuments.
3. Each National Coordinator or the appropriate Cultural Ministry / Central Statistical Office has the option to administer the survey directly in their own country, if they wish; and in this event, the resulting data can be passed to the Numeric study team to analyse, if this is preferred. A separate and additional questionnaire has been designed for National Coordinators to send directly to institutions responsible for the upkeep of monuments – also available on the web-site.
4. If it is believed that it will encourage the response, the National Coordinators are asked to arrange for a translation of the questionnaire to be made, so that the web-site version can be more conveniently understood by the target institutions selected to complete the survey in their own country.
5. The National Coordinators are asked to assist the Numeric study team to identify a representative quota of relevant institutions in their country to complete the sample survey. A sampling spreadsheet is supplied with this note to help identify an appropriate quota (number in the sample). Estimates have been made of the number of institutions by domain in each country, but these need amending based on more specific information available to the National Coordinator. The spreadsheet (Sheet **A**) is designed to

estimate the preferred quota. (i.e. How many Archives, Film / Audio-visual and Broadcasting institutes, Libraries and Museums.)

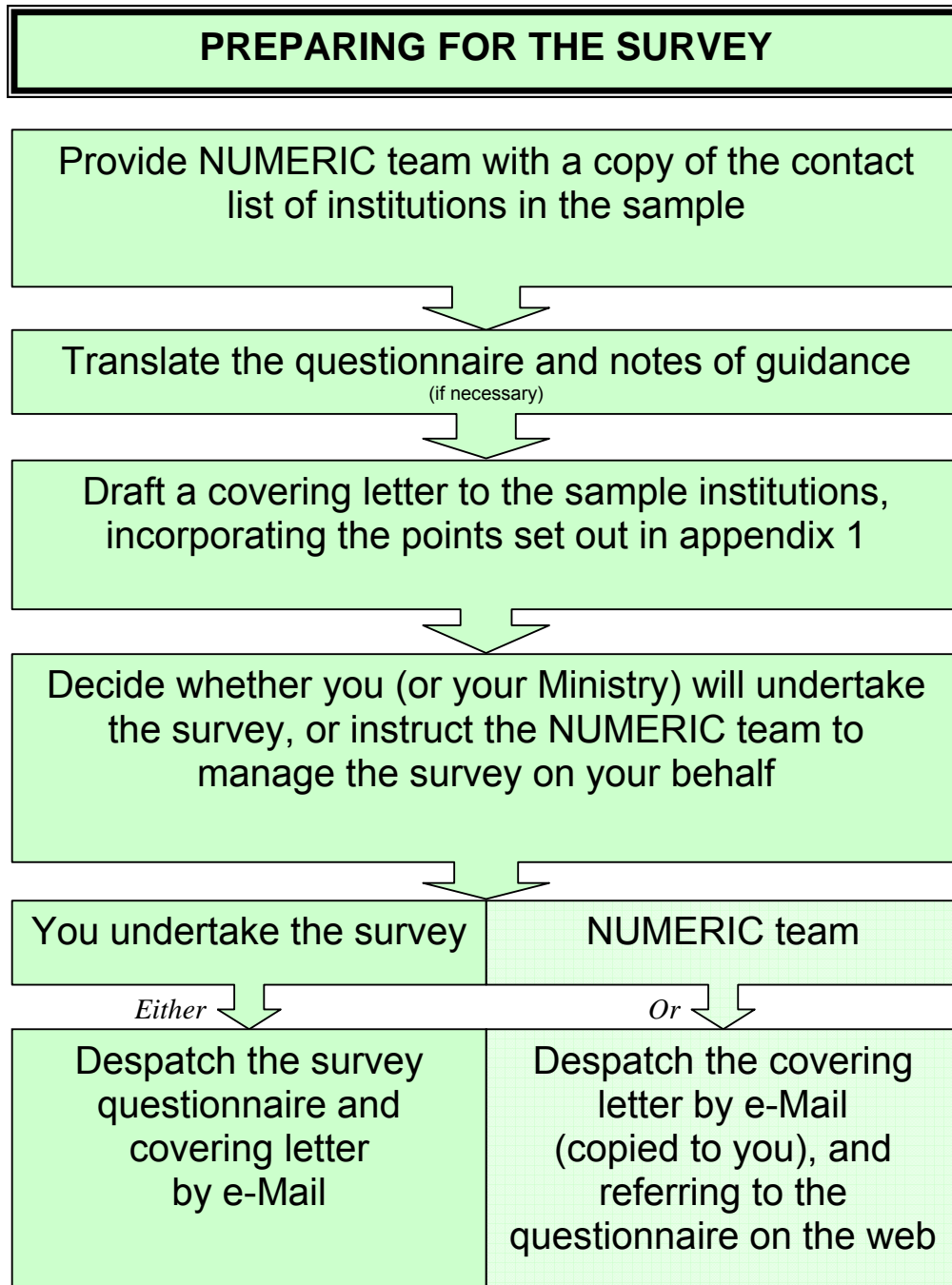


6. Relevant institutions are considered to be those where digitisation of collections will significantly enhance access to the nation's cultural heritage. These are the main archives, film and broadcasting institutes, libraries and museums. It is a matter of judgement, based on local knowledge, which amongst the country's institutions fall into this category.

Institutions administered by regional governments and municipalities may hold significant collections of value to the nation's heritage. However, there are clearly some that are irrelevant (school libraries) and insignificant (neighbourhood or small public libraries) for this survey. In larger countries the *proportion* of institutions that are relevant is likely to be less than those in smaller countries. Records Offices / Archives, the main museums and libraries of cities, and all film and broadcasting institutes are likely to be relevant. Not all Higher Education establishments may be relevant, since the "heritage" materials are more likely to concentrate in the longer established universities. Monuments are by definition important heritage assets, but often are administered by other institutions reporting to the Cultural Ministry. Such commissions or departments are relevant, but should be surveyed separately – since the nature of their digitisation work requires a different approach.

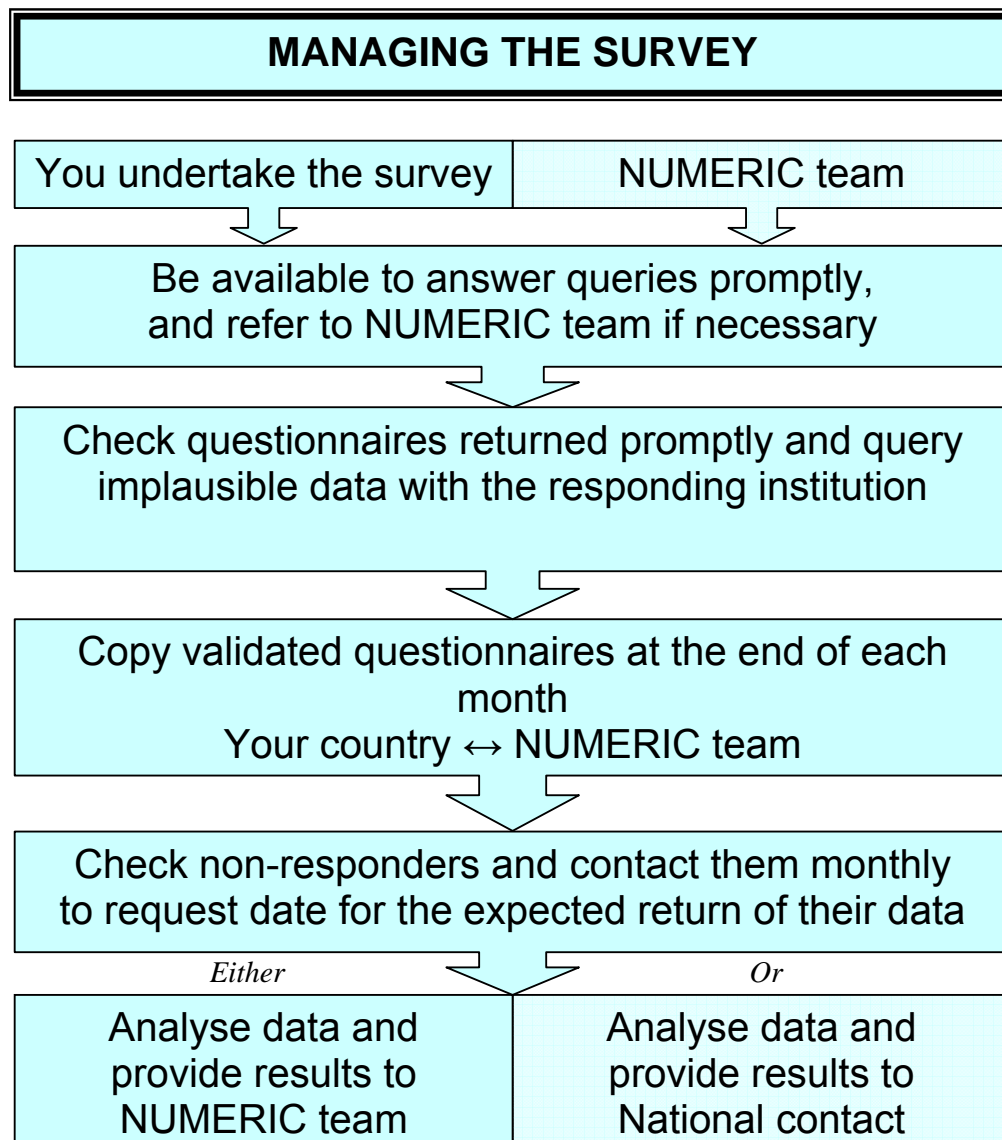
7. The National Coordinator is requested to write to the selected institutions to introduce the survey or to ensure that such a letter is sent by the lead Cultural Ministry / Central Statistical Office / Numeric Team. A draft of such a letter is attached to provide the appropriate information about accessing the questionnaire from the Numeric web-site, or National Coordinators reference site (Ministry or their appointed contractor), and this template can be adapted, suitably translated and amended to reflect national protocols.
8. Cultural Ministries / Central Statistical Offices wishing to administer the survey themselves, can either do so using the electronic questionnaire provided, or preferably interface with the Numeric web-site. The opportunity to add further questions to the canvass should be restricted to limit the survey burden and maintain the objectivity of the current tested design. In any event additional questions should be inserted in the questionnaire carefully to maintain the integrity of the standard questions and to facilitate the transfer of the resulting core data to the Numeric team for analysis.
9. The intention is to complete the sample selection during May, 2008 and to have contacted the institutions to request their participation in the survey by the end of June. The Numeric study team will commence chasing non-responders 4 weeks following the initial contact letter. Where the survey is being managed directly by the National Coordinator or by the National Ministry / Central Statistical

Office similar survey management procedures should be adopted. The National Coordinator will be informed of non-responders, and requested to assist in encouraging their response.



10. Survey responses 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 study team need help, particularly for translation / interpretation purposes.

11. It will be necessary to make a request of the responding institutions to allow us to share their data with the relevant professional bodies and national Ministries / Statistical Offices, so as to minimise the potential receipt of repeat requests to participate in other similar surveys. (The example letter at appendix 1 includes a statement to this effect.) The Numeric study team will be able to provide summaries of the results when the survey is concluded.



- Appendices:
- 1 Template of an introductory letter, suitable for tailoring to national requirements.
 - 2 Example of the pro-forma tool (Sheet A) which is used to record the number of institutions, by type, and the number thought to be relevant to the study – this tool calculates the required sample.
 - 3 Example sample selection procedures.

The Example letter:

<Date>

Items shown in <brackets> indicate options to insert appropriate wording to suit the approach you decide to adopt in your country.

Appendix 1

Dear <Name of Institutional Director>,

It is a matter of mutual importance to cultural institutions such as your own, to monitor the progress being made towards the digitisation of heritage assets. Information about this can help to inform national policies designed to preserve assets as well as those seeking to widen the opportunities for better access to our cultural heritage.

I am writing to you to ask for your help in responding to the enclosed questionnaire. I fully appreciate the constraints on your time, but would like to emphasise that we also recognise the importance of establishing better measures of the investment required to progress the digitisation of materials making up our heritage. This survey is being sent to a representative selection of institutions throughout the European Union and will also generate useful information in our country. The results for your own institution will not be published individually, but will help us in establishing an overall estimate in the country as a whole. We shall, however, be sharing the data with the main professional associations and the European Commission as part of their study to establish a statistical measure of the progress of digitisation efforts – this is known as the “Numeric study” and we are cooperating with the European Commission’s research contractors (IPF) in the undertaking of this survey.

The <attached> questionnaire is also available to download from the <National Coordinator’s web-site and / or www.Numeric.ws>. Once completed, please will you arrange to send the questionnaire to: <the National Coordinator’s e-mail address and / or Numeric@ipf.co.uk>. Please do not hesitate to contact any of the persons listed below if you have any queries concerning the questions being asked or any other matter relating to this survey.

It is appreciated that some of the questions we are asking may require some research on your behalf, and accordingly we hope that you will be able to return your completed questionnaire by <30 September, 2008>, if not sooner.

In anticipation of your kind attention and support, may I thank you in advance,

Yours truly,
<xxxxxxx>

More information about this study can be found at: www.numeric.ws

Please address any enquiries relating to this survey to:
<e-mail address, telephone number and name of National Contact>
numeric@ipf.co.uk +44 208 667 8521 Aidan Callaghan

Appendix 2

Example: "Foundation Spreadsheet" (Sheet A) for helping to fix the quota for the sample.

PROFILE FOR: United Kingdom		PRO-FORMA CHECK OF RELEVANT INSTITUTIONS										Art, archaeology and history	Science and technology, including ethnology		
Sample Quota (100): 100		ONLY COMPLETE THE YELLOW CELLS										Memorandum: Types of museum			
Domain Quota: 3		Archives / Rec Offices	A-V / Film Inst's	National Libraries	High Educ Libraries	Public Libraries	Special Libraries	State-owned Museums	Loc-, Reg- Museums	Other Public Museums	Others Relevant	All Institutions	Art Museums	Science Museums	Other Museums
DOMAINS		[a]	[b]	[c]				[d]							

Section 1 - Number of institutions (Service Points) in United Kingdom:

FOUNDATION estimate >	61	1	6	875	4,620	5,002	338	1,159	279	-	12,341	707	720	349
YOUR NUMBER FOR ALL >														

Section 2 - Number of RELEVANT Institutions (Those where digitisation of collections will significantly enhance access to the country's cultural heritage)

FOUNDATION estimate >	61	1	6	875	231	250	338	1,159	279	-	3,200	707	720	349
YOUR RELEVANT NUMBER >														

Section 3 - Sample Quota of RELEVANT Institutions (THESE ARE CALCULATED AUTOMATICALLY BELOW)

FOUNDATION quota >	3	1	3	27	7	8	11	36	9	-	105	22	23	11
YOUR QUOTA >														

Section 4 - Selected Sample Institutions: Complete details for all institutions numbered below

	Name of Institution:	Domain:	Name of Institutional contact:	Email Address:
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Either, enter the number of museums by type, under the column headings shown immediately above;

Or, show the number of museums under the main headings to the left (☛), by administrative ownership.

If you are unable to distinguish the number of institutions in each domain, by type, please show the total for the domain under the main domain heading, as follows:

[a] = Archives / Records Offices
 [b] = Broadcasting / Film Institutes
 [c] = Libraries
 [d] = Museums

Example sample selection procedures:**Appendix 3****EXAMPLE 1**

A directory of central government and municipal archives is located. In this example, all 100 archives are listed by regional / county / departmental responsibility. After investigation, you consider all to be relevant. *Sheet A* suggests that a quota of 15 such institutions should be included in your sample.

After selecting the main state archive, simply because of its importance, there are 14 more to include.

Either, list all archives alphabetically and then count down this list, selecting every 7th named institution.

(100 – 1 State Archive) = 99 remaining institutions 14 required
= an interval in the list of 7 institutions, per selection.

Or, there are, for example, 28 regions in your country. Select 14 of these regions, ensuring a good geographic spread, and include the first alphabetic listed archive from each.

EXAMPLE 2

There does not appear to be a conveniently available list of all museums available. However, a list does exist of most of the museums that are likely to be “relevant” because they make annual returns of visitor numbers to the Ministry. This lists 60 institutions, but there is no breakdown of the type of such museums: Art, Science, etc.. *Sheet A* suggests that a quota of 15 is required in your sample of museums.

Sort the list into order of annual visitor numbers, and then select every 4th institution listed.

60 relevant institutions 15 required
= an interval in the list of 4 institutions, per selection.

EXAMPLE 3

No central list of public libraries exists, but you believe that the main library in each city, where the population is greater than 250,000, is relevant. *Sheet A* suggests that half of these should be included in the sample. These are selected by examining a map to ensure a good geographic spread across the country. (*The population size of cities is a matter of your own judgement, and this is only an example, rather than a standard.*)