

Paper 8: Association Activity Plan 2017

Europeana Network Association General Assembly meeting 2016

Action proposed

The General Assembly of the Europeana Network Association approves the Association Activity Plan 2017.

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1. Association structure and main areas of activity

Europeana Network Association is a democratic and transparent body that represents the interests of all individuals who work with or contribute to Europeana, and support the [Europeana Commons principles](#). Activities foreseen for 2017 cover a range of subjects:

Membership

The current membership number of the Association stands at 1,526 [individual members](#) (20 October 2016). Based on the numbers over 2016, the expected growth in membership will be an average of 25 new members joining every month. New Association members are approved by the Management Board at the start of each month.

General Assembly meetings and Europeana Plenary

Association members come together once a year, for the Europeana Network Association's General Assembly meeting. The 2017 General Assembly meeting is likely to coincide with Europeana Plenary 2017.



Members Council

The Members Council are the elected representatives of Europeana Network Association. The 2017 Members Council will consist of 36 Councillors, 28 of whom were elected in the 2016 elections; in 2018 it will grow further 43 Councillors. These Councillors physically meet two to three times each year, with regular communication over email and Basecamp. All minutes and blog of Members Council meetings are listed on the Association Updates page on Europeana Pro.

Management Board

The Management Board is responsible for the management of the Association. It has (virtual) monthly meetings, as well as daily communication over email and Basecamp. The proceedings of these meetings can be found on the Association Updates page on Europeana Pro.

Task Forces

Task Forces allow Association members to investigate specific subjects or areas of common interest to the digital heritage field and Europeana's strategy, resulting in the delivery of a set of recommendations to contribute to the Europeana annual Business Plans. There is currently one active Task Force: Audiovisual Media in Europeana. Six to eight new Task Forces are foreseen for 2016/2017.

Working Groups

Working Groups function as standing committees, addressing ongoing activities and issues of continuing relevance within the Europeana network. Each Councillor is encouraged to actively participate in at least one WG. Five WGs which were active in 2016 will continue in 2017: #AllezCulture, AGM, Copyright Policy, Data Quality and Europeana Pro. One or two new WGs are foreseen, based on Councillors' suggestions - very likely dedicated to aggregators and libraries.

2. Campaigns and communications

Campaigns

The Members Council - and, to a lesser extent, Association members - will help support a renewed #AllezCulture campaign, a set of broader topical campaigns, and general Europeana campaigns. Read more about previous campaigns in the Association Annual Report 2015-2016.

Communications

The Association uses various tools for communication towards and among its members: the website Europeana Pro including Europeana Pro Blogs, the monthly Network Update, and the Europeana LinkedIn Group. 2017 will see efforts to expand the reach of the Association and its communications and campaigns by increasing outward communication from the Members Council to their own and affiliated networks (the 'Network of Networks' strategy). This will be accomplished by first mapping the potential reach of Councillors to particular communities, professional networks and pan-European or global organisation like IFLA or FIAF. The next step is to encourage Councillors to relay information to those networks, either through adding to the networks' existing communications (e.g. newsletters, social media channels) or by speaking at conferences and events. These efforts will be supported by Europeana Foundation and the various existing



communities within the Association (specifically EuropeanTech, European Research and European Labs), using materials provided by European.

3. Overview of activities per quarter

3.1. Q1: January to March 2017

Management Board elections

In January, elections for a new Management Board will be organised among the Councillors. The new Management Board will appoint a Chair, Vice-Chair and Treasurer from amongst its midst. The composition of the new Board will be communicated to the Association via a European Pro blog post, to be relayed in the European LinkedIn group and the @EuropeanEU Twitter account.

Members Council introduction

All new Councillors will be introduced to the Association in a '[Meet the Members Council](#)' [European Pro blog post](#), to be relayed in the European LinkedIn group and the @EuropeanEU Twitter account.

Members Council first physical meeting

Q1 will see the first physical meeting of the renewed Members Council. The agenda will include projecting the activities of the coming years, discussing the vision and mission of the Association, nominating a 2017 Voting Committee and giving an update on the relaunch of European Pro, in collaboration with the European Pro Working Group. Minutes will be published on European Pro, and a European Pro blog (relayed on LinkedIn and Twitter) will be used to communicate the results more widely.

Call for new Task Forces & submission of recommendations.

A call for Task Force proposals will be circulated to all Association Members. After [evaluation](#) and approval from the Members Council, the new Task Force will be advertised on European Pro and in the monthly Network Update. In Q1, the Task Force Audio-visual media in European will submit its final recommendations.

Updating the European Vision and Association Mission

Everything the Network Association does sits within and reflects the global [European strategy](#) and goals. European Foundation and the Network Association share a joint vision. In the first part of 2017, this shared vision, as well as the mission statement of the Association, will be updated to reflect new developments. A proposal will be formulated by a dedicated Members Council Working Group, and will be put before the Members Council for approval. The updated Association mission statement will be ratified in the 2017 meeting of the General Assembly.

Start of preparations for the 2017 European Plenary

The Network, Events and Sustainability team at European Foundation will start preparing the programme of the 2017 European Plenary and will keep the Members Council informed of progress.



New theme for #AllezCulture campaign

[#AllezCulture](#) is an ongoing campaign to galvanise support for Europeana and digital heritage in general. The campaign will be renewed early 2017 under a new theme, spearheaded by the #AllezCulture Working Group and the Members Council, with support from the Marketing and Communications teams at Europeana Foundation. The campaign will be promoted through Europeana Pro blogs (if possible with translations into other European languages) and relay on Twitter and LinkedIn.

Support for Maltese presidency parallel event

Under each Presidency of the Council of the European Union, Europeana Foundation organises a parallel event to bring together policymakers and professionals from sectors relating to the digital heritage field. An event in Malta will be organised early 2017, and the Members Council will be asked to support and promote the event and its outcomes.

3.2. Q2: April to June 2017

Members Council second physical meeting

Q2 will see a second physical meeting of the Members Council, most likely in June. One of the main aims of that meeting is to follow up on the implementation of the 2017 Europeana Business Plan, and to contribute to the development of the 2018 Europeana Business Plan. Minutes will be published on Europeana Pro, and a Europeana Pro blog (relayed on LinkedIn and Twitter) will be used to communicate the results more widely.

Delivery of Task Forces recommendations

All running Task Forces will be required to submit the first versions of their recommendations to the Members Council by June. These first versions will be peer reviewed by Councillors, after which the final recommendations will have to be submitted before the end of June 2017. The Task Force chairs will promote their outcomes through Europeana Pro blogs and related promotion on LinkedIn, Twitter and the Network update. They will be aided by the Network, Events & Sustainability team and the Corporate Communications team at Europeana Foundation.

Start of preparations for the 2017 voting/elections

The Voting Committee will start preparing the 2017 voting and elections process: setting up a timeline, preparing a communications grid, etc. A Europeana Pro blog (+ relay on LinkedIn and Twitter) will feature the first announcement of the upcoming voting and elections, championed by the chair of the Voting Committee.

3.3. Q3: July to September 2017

Launch of the 2017 voting/elections

The voting and elections period 2017 will be launched by the Voting Committee. The main milestones are: call for candidates (August/September), announcement of candidates (October), voting period (November) and announcement of voting results (November). All milestones will be accompanied by communication via Europeana Pro, Europeana Pro blogs, activity on LinkedIn,



Twitter and the Network Update, as well as several dedicated campaigns via email and Mailchimp. The communications grid will be drawn up in collaboration with the Network, Events & Sustainability team and the Corporate Communications team at Europeana Foundation. The Chair of the Voting Committee will function as champion for all communications.

Preparation for the 2017 Meeting of the General Assembly

The Management Board and Voting Committee, in collaboration with the Network, Events & Sustainability team at Europeana Foundation, will prepare the 2017 meeting of the General Assembly. This includes setting the agenda, preparing all the documentation (the 2016-2017 Annual Report, 2016 Financial report, 2017 Financial Update, 2018 Budget, 2018 Activity Plan), convening the General Assembly and managing all communications surrounding it. The meeting will be promoted via Europeana Pro (which will also host all documentation), as well as dedicated email and Mailchimp campaigns, with relay in the Network Update, on LinkedIn and Twitter.

Support for Estonian presidency parallel event

Under each Presidency of the Council of the European Union, Europeana Foundation organises a parallel event to bring together policymakers and professionals from sectors relating to the digital heritage field. An event in Estonia will be organised in the autumn of 2017, and the Members Council will be asked to support and promote the event and its outcomes.

Call for new Task Forces

A call for Task Force proposals will be circulated to all Association Members. After evaluation and approval from the Members Council, the new Task Force will be advertised on Europeana Pro and in the monthly Network Update.

3.4. Q4: October to December 2017

Members Council third physical meeting

The last Members Council physical meeting of 2017 will take place in conjunction with the Europeana Plenary. Topics will be an evaluation of the past year (incl. an evaluation of the functioning of the Members Council with the increased number of Councillors) and a look towards the next, as well as updates on the voting and elections process. Minutes will be published on Europeana Pro, and a Europeana Pro blog (relayed on LinkedIn and Twitter) will be used to communicate the results more widely.

Supporting the 2017 Europeana Plenary

The Members Council will help support and promote the 2017 edition of the Europeana Plenary, by promoting the event to the Association and within their own networks.

Results announcement and wrap-up of the 2017 voting/elections

After the announcement of the results, the wrap-up of the voting and elections period 2017 will take place in November 2017-January 2018, and finish with the election of the new Management Board (if necessary). The Voting Committee will report to the Members Council and be discharged at the first physical meeting in 2018.