



Europeana Network Association Management Board

MB Meeting 14/12/2016, 11:00-12:30 CET
(remote meeting)

MINUTES Agenda

Attendees Max Kaiser (MK *Chair*), Merete Sanderhoff (MS *Vice-Chair*), Rolf Källman (RK), Joke van der Leeuw-Roord (JLR), Paul Keller (PK *Treasurer*), Johan Oomen (JO), Jill Cousins (JC), Aubéry Escande (AE), Harry Verwayen (HV), Shadi Ardalán (SA)

Apologies -

To do (also on basecamp):

- **ACTION 1: Europeana Office** - to include the meeting minutes blog in the agenda of next MB meeting with the aim to clarify responsibilities.
- **ACTION 2: SA** - to produce the clean version for 02/11 MB meeting minutes for MC and Pro.
- **ACTION 3: Europeana Office** - to produce and share a list of candidates and the election / post election process.
- **ACTION 4: Europeana Office** - to set up a doodle poll for the MC kick off meeting ideally late January, or in the first half of February.
- **ACTION 5: Europeana Office** - to include CEF mid-term evaluation and ENA's approach to it in the agenda of the MB's January call.
- **ACTION 6: All** - to look at the brief on Response to Evaluation Roadmap and share further comments if any.
- **ACTION 7: SA** - to set up a doodle poll for the Vision & Mission Group to have a meeting early Jan. with the aim to have a final draft version for MC meeting in February.
- **ACTION 8: Europeana Office** - to include "improvement of Councillors' engagement" and "splitting Councillors meetings in groups per subject" in the agenda of next MB meeting.
- **ACTION 9: RK** - to share links to online sources of information on ways to lower spam risk levels.
- **ACTION 10: MB** - Improvement of the outreach to the entire Network will be high on the agenda of new MB who will discuss this with the MC too.

→ **ACTION 11: PK** - to present budget 2017 at a future MB meeting when further information on DSI III monies is available and when it's clear how much of DSI II underspend we can take forward to budget 2017.

1. Review of pending actions (recurrent)

- Review of pending actions
- Review of minutes MB call 02/11

JLR suggested to make the minutes of Management Board and Members Council meetings more attractive and accessible for the public for example by writing a blog post after each meeting. The Board welcomed the suggestion as a means to entice Network members' engagement. However the current verbatim format is necessary for transparency. The post-meeting blog could go on Pro followed by twitter and facebook posts. Given Europeana office resource strain, one of the Management Board members can write the blog in collaboration with the Network coordinator.

→ **Action 1:** Europeana Office - to include the meeting minutes blog in the agenda of next MB meeting with the aim to clarify responsibilities.

Actions of last Board meeting are all complete. Action 8 in relation to budget 2017 will be deferred to 2017 after DSI III monies and DSI II underspend is known.

The Board approved minutes of MB meeting of 02/11.

→ **Action 2 :** SA - to produce the clean version of 02/11 MB meeting minutes for MC and Pro.

2. Major development updates: info and status

- *MB candidates and elections*

Seven candidates have come forward including Uldis Zarins and George Homs as well as the current Management Board except RK. Candidacies can still be filed until 6 pm 15 December. The elections will be held between 10 and 17 January. The results of the MB elections will be made public on 20 January through a blog endorsed by the sitting MB Chair MK. Should a vote tie occur, would the MB decide which candidate fits better in the composition of the Management Board? Each Councillor has 6 votes.

→ **Action 3:** Europeana Office - to produce and share with the MB a list of candidates and the election / post election process.

- *New Members Council kick off in January*

A doodle poll will be set up in January taking into consideration the availability of current MB members and new candidates as well as Europeana Office with the aim to hold the first MC meeting late January or in the first half of February, possibly before the EF Governing Board meeting scheduled for 27 February in The Hague.

→ **Action 4:** Europeana Office - to set up a doodle poll for the MC kick off meeting ideally late January, or in the first half of February.

- *Strategy update - post MC, AGM and MSEG meeting*

JC and two out of three of the Strategy Refinement Member States Group met on 8 December to decide on formulation of the way forward. The conclusion was that we could make the following statement:

"In the wake of a formal consultation with and widespread support of the Europeana Network Association during the 8-9 November 2016 Europeana Annual General Meeting, the refined strategy was formally signed off by the Europeana Governing Board to be presented to the Member States Expert Group. The final document takes into consideration the comments made by the Member States through a series of consultation. No objection was raised by the MSEG at their meeting of 23 November 2016."

At the MSEG meeting of 23 November, The Member States did not object against the proposed refinement. Jan Muller and JC agreed the following next steps will be proposed: 1) a communications specialist (who also wrote Europeana brand positioning) to be employed to communicate the refined strategy against the existing one; 2) a communication piece will be created with the aim to make sure CHIs and policy makers understand how the strategy 2020 is being refined; 3) the proposed communication piece will be circulated to the Governing Board early January for agreement; 4) if approved, the communication on refinements to strategy will be published to Europeana Network Association, Aggregators, CHIs, MSEG and CAC through the Maltese Presidency, and to the wider public by end of January. JC has posted this proposal on the Governing Board's basecamp for agreement or comments.

- *Copyright mandate update*

MC approved the copyright mandate. 27 votes approved the mandate and 2 abstained, which is a solid majority. We are thinking to publish the mandate and set up a stakeholder workshop in Brussels in January. Two publishers endorsed the most important sections. BnF is rejecting the entire mandate on the basis that the Ministries of Culture should be doing this not Europeana.

- [CEF mid-term evaluation](#)

Mid-term evaluation of the CEF is currently being carried out by the European Commission. ENA has been invited to comment with a deadline of end February. CHIs and MS should see it. It is a very broad evaluation and is quite tangential to Europeana. JC is submitting comments on behalf of Europeana Foundation end of February. She can suggest areas she finds useful for ENA to respond to, for example in the stakeholders targeted questions.

→ **ACTION 5:** Europeana Office - to include CEF mid-term evaluation and ENA's approach to it in the agenda of the MB's January call.

3. Evaluation of Europeana by independent experts

The Evaluation Taskforce reconvened on 5 December and discussed [EC - Europeana evaluation roadmap](#) (not published to date) based on ENA's input for Europeana evaluation of September 2016. After the publication of the evaluation roadmap on EC's portal, ENA will have 4 weeks (at this point at least until mid January) to respond. JC is writing the Europeana Foundation response. MdN is writing that of ENA's. MB's comments are captured in the last section of the brief. These comments are being taken into account for the final response. MdN and EE will complete their tasks by early January. The Taskforce's proposed response will be shared with the Members Council for information. It is important ENA and EF do not conflict each other.

→ **ACTION 6:** All - to look at the brief on Response to Evaluation Roadmap and share further comments if any.

An expert panel of 3 or 4 carry out the evaluation. The panel will produce a document to submit to the Council of European Union and the Parliament. The contractor to run the consultations will probably be [PricewaterhouseCoopers](#).

4. Europeana vision & Europeana Network Association mission: progress

Input from MC meeting and next steps

There hasn't been considerable progress since the MC meeting. The Vision & Mission Working Group composed of UZ, JLR, MdN, MS, BK, MK and JC should reconvene in January and refresh and reboot the current ideas and decide what to call the vision and mission, based on feedback from the MC meeting. Since the MC meeting, a lot of new ideas have been posted on basecamp. MC and the Group have been through several rounds of ideas to create the vision and mission and every time a new round of input were raised. The new Members Council could also come up with yet another fresh round of ideas and make an infinite loop. It is now at the point where we have the ideas, and a decision needs to be made about them. The WG may meet in the Hague in the week of DSI review. If this is not possible, a teleconference call will be organised. The meeting is

aimed at understanding the role of EF and ENA better. Ideally a decision in time for the Governing Board meeting on 27 February is to be made. The WG will reconvene in January and progress from there. In parallel, the strategy discussion will also be taken forward and will feed into the vision and mission. The MC should agree to a final version of vision and mission statements at the next MC meeting in January / February.

→ **ACTION 7:** SA - to set up doodle poll for the Group to have a meeting early Jan. with the aim to have a version for MC meeting in Feb.

5. Evaluation of MC meeting, 7 Nov, Riga

- ENA's stance towards procurement & protection
- Open mike topics
- Lessons learnt

The Management Board agrees the meeting was fruitful with an almost-all-engaged atmosphere and good input was garnered in relation to strategy and vision and mission among others. Lessons learnt tables were very interesting. Some Councillors are still not comfortable to be adequately involved in the discussions. The MB will repeat the open discussion practice in future MC meetings and will design the session in a way to further encourage the Councillors to take part. More time should be given in advance to file for open mike sessions. The fact that almost everyone was engaged in this last MC meeting, proves that it takes time for the new Councillors to integrate and it's not only about the format of the meetings. One way to get the Councillors actively involved further could be through joint activities in between the meetings similar to Jef Malliet's proposal: the link between the Aggregator Forum and the Working Groups. For example a construct for in-between-meetings could be engaging in issues of the Network, so that they take ownership to address and resolve these issues. It will be useful to get Jef Malliet and Stefan Bartholmei involved in this relation when shaping the agenda for the next MC meeting. With the increase in the number of Councillors, MB should consider and decide about splitting into groups to work on different subjects.

→ **ACTION 8:** Europeana Office - to include "improvement of Councillors' engagement" and "splitting Councillors meetings in groups per subject" in the agenda of next MB meeting.

6. Elections & voting

Elections, spam issue and voter turnout and next steps

The MB finds the elections turnout rather disappointing. MB and Europeana Office should look into it and address the issue, find new ways to engage the Network, keep the momentum of interest and involvement and work on communication, improve the

mailout and reduce risk of spam. Among the possible circumstances leading to low turnout are: the membership campaign did not take place in 2016; perhaps too much communication from the office ([close to 10 call to actions in 3 months](#)) rather than the ENA itself may have impacted the participation itself; Low turnout is indicative of general lack of interest in the Network. Currently membership is open end with no expiry. Europeana Office takes preventive measures through Mailchimp and monitors the long list of members' emails monthly and removes the recurrent bounces from the list. The mechanism should require members to re-register their intent to remain a member. On the other hand registration process is time consuming but perhaps it's time we re-established recurrent membership renewal. However, these are procedural and they don't raise interest.

- **ACTION 9:** RK - to share links to online sources of information on ways to lower spam risk levels.
- **ACTION 10:** MB - Improvement of the outreach to the entire Network will be high up on the agenda of new MB who will discuss this with the MC too.

7. Taskforces and working groups

The Audiovisual Task Force is meeting and liaises with Europeana Office. Their next physical meeting takes place on 13 January and their last recommendation report will come in February.

MK, the Chair should approve [IIIF](#) and [Benchmarking](#) evaluation overviews. The Board finds the evaluation process format is complex and difficult to fill out which might have led to low response rate. Too much detail results in lack of focus and interest. On the other hand if it becomes too shallow, it will have no value. The right balance should prevail. If Councillors and Network Members profile themselves, they are asked to do what relates to their expertise rather than all doing everything. Another more reasonable solution would be when the taskforces are established, 3 or 4 persons are assigned to evaluate the taskforce.

ACTION 11: AE - to propose an amendment to taskforces evaluation process for discussion at the February MB meeting (before the MC meeting).

8. Recurrent agenda items

- *Approval of the new Members on the Members list*

On a long list of new members, there are applicants to be looked out more in detail and the rest are approved.

- *Budget update*

The provisional budget was approved at the AGM, according to which we will operate until further information on DSI III monies is available and we know how much of DSI II underspend we can take forward to budget 2017.

9. AOB

- *Date of next MB call*

ACTION 12: SA - to set up a doodle poll to reschedule the MB meeting for 10 January at 11:00.

The composition of the next call will be the current Management Board including RK. The new Network coordinator Zuzana starts on 5 January. She will be based in The Hague.

End