

## Members Council Half-Year Activity Plan - DRAFT

This document features the main activities that will drive the Members Council from July until December 2015

1. Membership Campaign and Elections follow-up
2. Task Forces and Working Groups
3. Outward communication and tools
4. Expanding the reach of the Network Association

### 1. Membership campaign and Elections follow-up

*Membership campaign champion: Joke van der Leeuw-Roord*

*Elections campaign champion: Rolf Källman*

*AGM campaign champion: Johan Oomen, Lizzy Jongma*

As of June 2015, nearly 1,850 people were members of the original Europeana Network. Because those members need to take action to become part of the new Association, we projected a loss of 40% due to various variables (e.g. members no longer interested, members who have moved or changed jobs, faulty email addresses). In practical terms, we expect to have +/- 1,200 engaged individuals in the Europeana Network Association by December, 2015. Those who registered before September 30 are eligible for Members Council candidacy and are invited to participate in the 2015 Members Council elections.

Those who have not confirmed their membership to the Europeana Network Association by 30 September 2015 are still welcome to join but will not be able to take part in any decision-making (i.e. the elections) this year.

The Membership campaign initiated in June 2015 was further complemented in August 2015 to more specifically target the following communities:

- Europeana Research
- Europeana Labs
- EuropeanaTech
- The European Library
- Europeana Data Providers

Those community campaigns enforce the existing messages (more democracy, more participation and practical opportunities to influence the decision making in Europeana) and capitalise on the benefits of communication segmentation

Every member of the Network Association will be invited to exercise his/her right to nominate their representatives. Members Council candidacy will be open from 09 September 2015 (TBC) and close on 7 October 2015, provided he/she has registered to the Association before September 30.

The Members Council elections will be launched at the [Annual General Meeting \(3-4 November\)](#) with a communications campaign featuring [Network election special bulletins](#) and social media campaigns (LinkedIn, [Twitter](#)), all under the #EuropeanaElects hashtag. Every Network Association member will have the opportunity to review the Members Council candidates profile on Europeana Pro; they will be invited to vote for up to 3 representatives. The election outcomes will be made public on 17-18 November 2015 (TBC) and will extend the Members Council to a group of 31 representatives.

**2015**

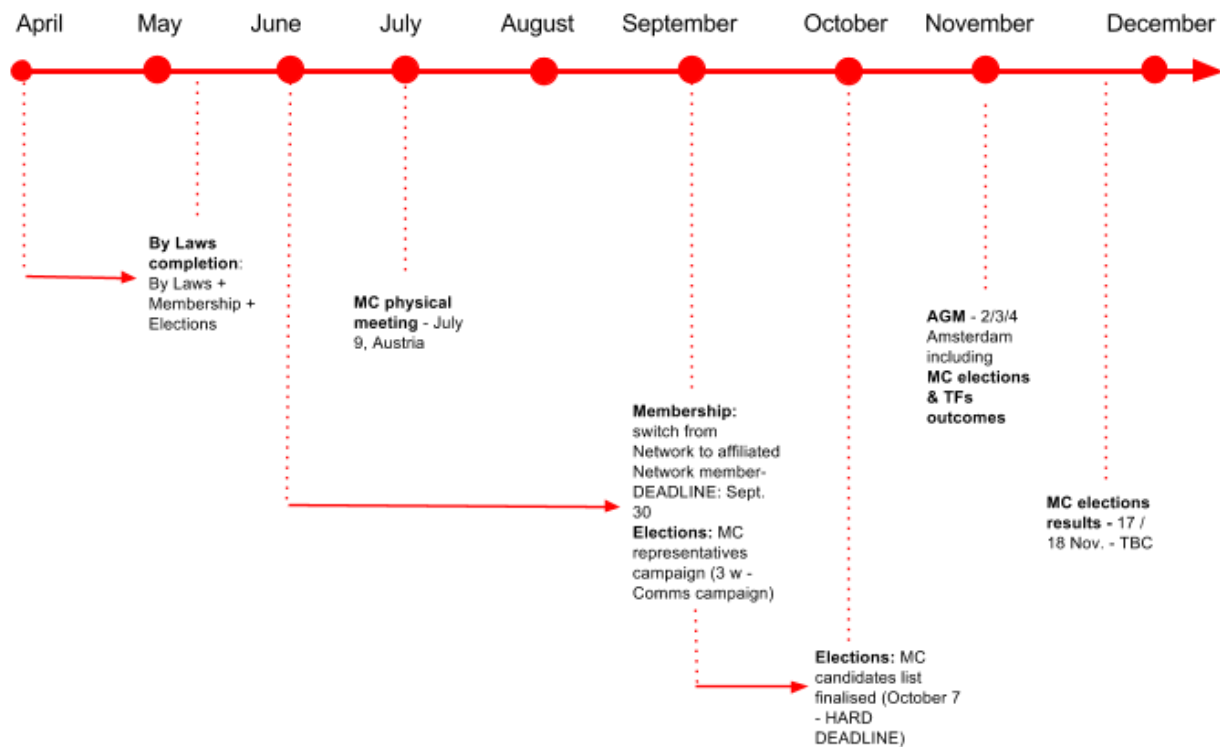


Figure 1. Network Association communications milestones for 2015.

By 2018, the majority of the changes to the governance structure will be complete. The goal is to continue to elect Councillors until the Members Council reaches its maximum of 50. Councillors elected in 2014 will have served their first term of two years in 2016 and can either stand for reelection or stand down.

The Members Council appointed a *Communications Working Group* that owns and drives the Network Association communication requirements (Membership, Elections, AGM); Joke van der Leeuw-Roord, Kerstin Herlt, Rolf Källman, Francesca Di Donato, and Kerstin Herlt all look after the communications campaigns of the Network Association. A representative of this Working Group (Kerstin Herlt) also sits on the Europeana Communicators Group to ensure efficient coordination between the Association communication requirements and the wider Europeana targeted communities communication.

*Note: in addition, the Europeana Communicators Group, made up of communications experts from across Europe with an interest or involvement in Europeana, uses the multiplying power of its members' combined networks to create more opportunities to talk about Europeana and the possibilities it generates for Europe and for all of the organisations who play a part in it.*

## 2. Task Forces and Working Groups

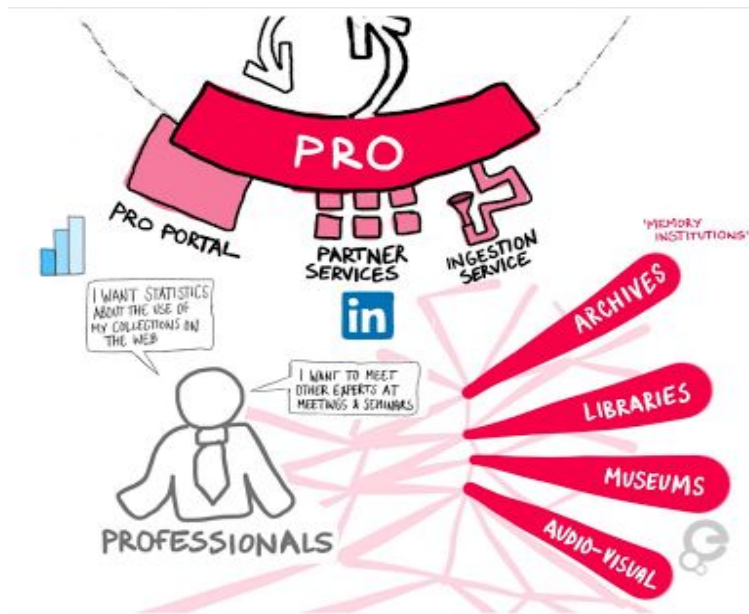


Figure 2. Contributing partners representing the cultural institutions who digitize and share collections

The Europeana Foundation's Network & Sustainability team supports the massive volunteer workforce of Europeana Network Association members in order that they feel fully involved and informed, and so they can actively contribute to Europeana's mission and values. This support is achieved by coordinating the flow of information between the Foundation and Association through monthly Management Board meetings and membership campaigns.

The Network & Sustainability team also supports the Association's Working Groups and [Task Forces](#), for example by organising and resourcing meetings or advising on how the Task Force's recommendations and other outcomes can be distributed.

The running [Task Forces in 2015](#) are the following:

- Communicators
- Brokerage and business opportunities
- Europeana for Education
- Local networks
- Public libraries
- Education
- Floss inventory

As set out earlier, the team will aim at developing and enlarging the Network through Communication groups, campaigns and tools, and in close co-operation with the Members Council, make sure that the Network and Foundation are a cohesive and inclusive whole - something that is key to our long-term sustainability.

### **3. Outward communication and tools**

To achieve its strategic goals, Europeana needs the Network Association to be an active and vocal organisation. We believe that the best way to achieve this is to use it as a network of networks, and to intensify the impact of the membership campaign mentioned above.

#### *Topical campaigns*

A series of broader topical awareness campaigns will run in 2015, with the involvement of all 25 Councillors. It is hoped that these campaigns will make the Councillors feel they belong to a movement that embodies their own institution's objectives as well as Europeana's.

These awareness campaigns complement and support the initiatives of the Corporate Communications and advocacy activity [deliverable *D8.1 - Strategic communication plan*]

- [Digital Single Market](#) Culture as a whole is missing from the 16 initiatives of the Digital Single Market initiative, released on 6 May. The Members Council will campaign for its inclusion as it could potentially directly influence Europeana as a platform resourcing cultural heritage institutions for the long-term. The Members Council will positively complement the [existing move by member states](#) to push for culture inclusion in the DSM.
- [Copyright Reform](#) The Juncker Commission has made copyright reform one of its main priorities. But while the [Digital Single Market](#) is an idea supported by the vast majority of member states, the means by which to bring it about are less consensual, especially with

regards to copyright law, which was last revised in 2001. The Members Council will campaign to influence copyright law development to favour openness of access.

- [Europeana 280](#) This is an exciting project for Europeana in 2015/2016 that will support the launch of the new Europeana Art History channel at the end of this year. Europeana will work with European Ministries of Culture and the European Commission to collect and display 10 outstanding pieces of art from, and chosen by, each member state. These works will be included in the new Art History channel. The Members Council will support Europeana in establishing connection with Ministries of Culture to ensure that communications work well and are efficient.

### Communication tools

A set of tools support communication of both the Network and topical campaigns to the wider Network and other stakeholders.

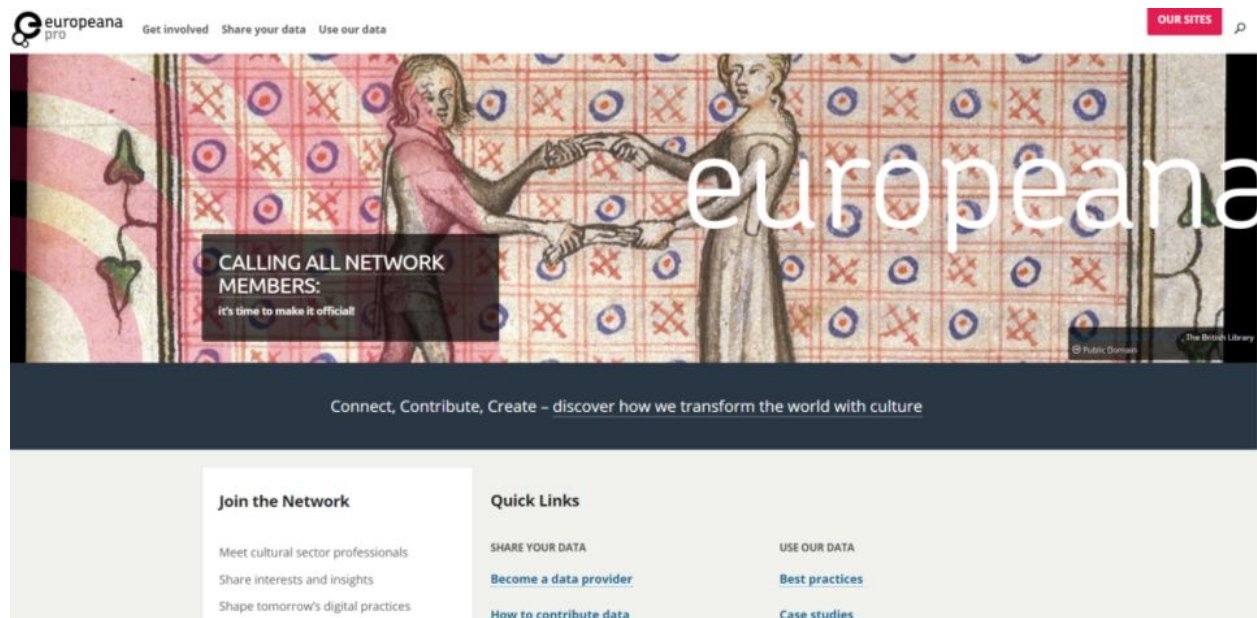


Figure 3. Europeana Pro's homepage.

- Europeana Pro (<http://pro.europeana.eu>) Re-launched in February 2015, this is the platform for all information and knowledge exchange for Europeana's network of cultural heritage professionals, technologists and projects. It is the official source for technical information, legal information, metadata standards and case studies, as well as project outcomes. Europeana Pro plays a key role in our dissemination objectives. However, it remains a source of information rather than an interactive tool. An Editorial team makes

sure the tone of voice and content give visitors the best experience and appropriate messages.

- Europeana Pro Blogs - available from [Europeana Pro](#) - feature specific highlights of Europeana Network Association activities, Task Force recommendations, Working Group deliverables and other Members Council initiatives. They cover the whole range of activities across the Europeana organisations. Blogs are relayed through the support of the Network Newsletter and Europeana LinkedIn Group, as well as Twitter. Europeana Pro blogs are used strategically to reflect our core messages and priorities and provide opportunity for collaboration and input with Network members.
- The [Network Newsletter](#) - available from [Europeana Pro](#) and sent monthly to all Network Association members by email - features updates from across the entire Europeana ecosystem. It is endorsed by the Members Council with each Councillor taking their turn as Editor-in-Chief.
- The [Europeana LinkedIn Group](#) provides an easy way for Network Association members and others to interact with each other and with the Europeana Foundation. It is open to anyone interested in Europeana; approval is granted upon request.
- [#AllezCulture](#) is an ongoing campaign to galvanise support for Europeana and digital heritage in general with a good following on Facebook and Twitter. News about cultural heritage and examples of good practice are shared using the hashtag #AllezCulture. Using this hashtag will ally the Network's campaigns with related stories in the digital cultural heritage world, thus raising support, gaining credibility and fostering a spirit of mutuality.

The Members Council will also harness their own and their organisation's communications channels (such as social media profiles, newsletters and mailing lists) to extend the reach of campaign messages.

#### **4. Expanding the reach of the Network Association**

The elected Members Council is perfectly positioned to help the Network Association's members participate meaningfully in its activities, and also to help the Network reach out to new members, who in turn open up new opportunities for Europeana and its collections.

The Network of Networks' success very much relies on our ability to raise interest among prominent pan-European or global cultural organisations (e.g. [IFLA](#), [LIBER](#) or [CENL](#) for libraries, [FIAF](#) for film archives or [IFTA](#) for television professionals). We will achieve this by working with our Members Council and various existing communities (specifically the

EuropeanaTech, Europeana Research and Europeana Labs communities within the Europeana Network Association).

Next, working with the Europeana Communicators Group, we will map the networks that our Councillors are part of or to which they have access. This process will allow us to further segment our communications channels and better support our various community requirements.

Through its Members Council, the Europeana Network Association will be able to connect various influential groups and fully capitalise on its membership reach. It is worth noting that the communications outreach will go far beyond the remit of the Europeana Network Association as illustrated in the below DRAFT figure.

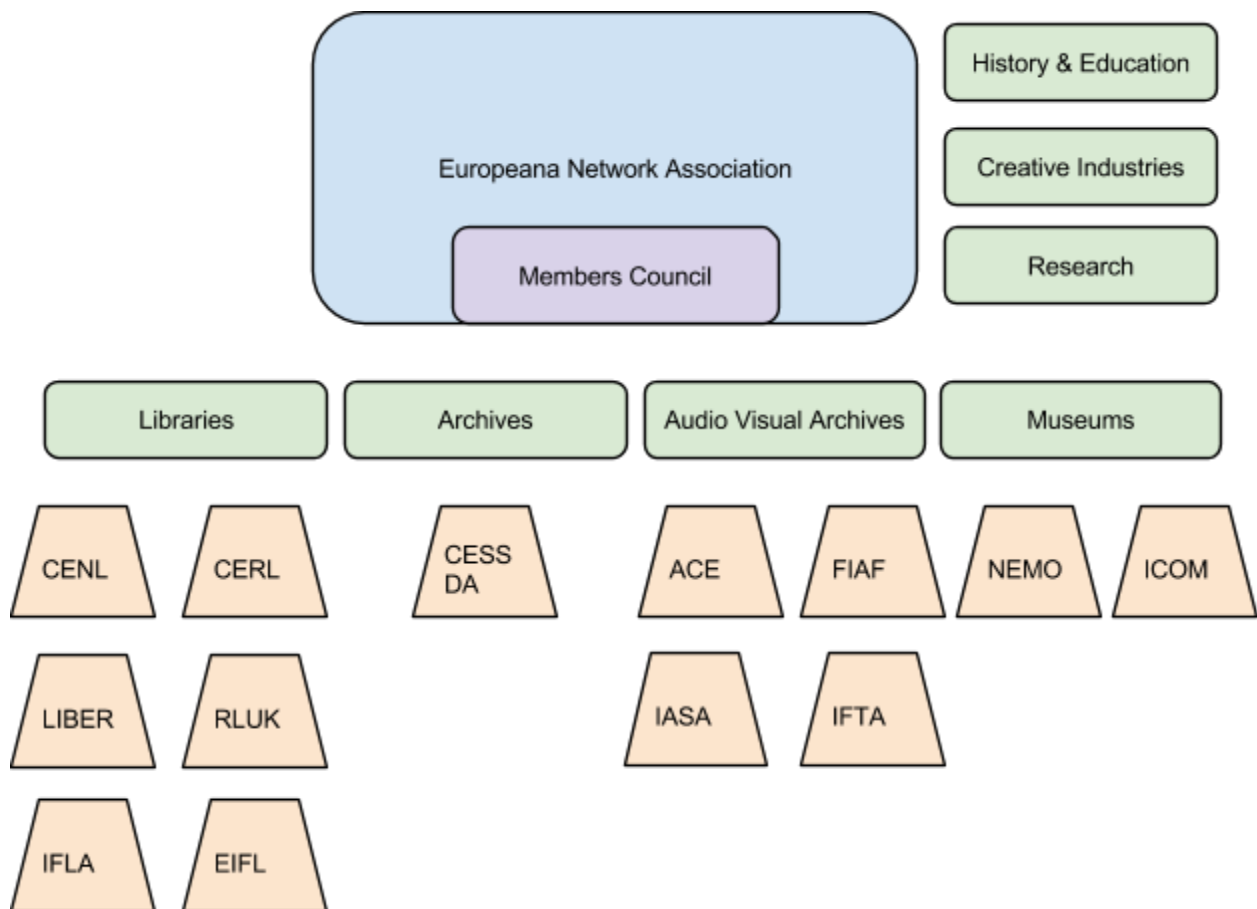


Figure 4. Europeana Network of Networks present and potential reach (Please populate the [following form](#) so that we can further complement the above graph)