Europeana Network Association Management Board

MB Meeting 27 September 2019, 09:30 -12:30 CET
German National Library, Frankfurt

MINUTES

Attendees Marco de Niet (MdN, Chair), Georgia Angelaki (GA) (remotely), Sara Di Giorgio (SdG), Stephan Bartholmei (SB), Fred Truyen (FT), Erwin Verbruggen (EV), Zuzana Malicherova (ZM)

Actions
➔ **Action 2019-recurring: ZM - to share the minutes of the previous and this MB meeting with the MC and on Pro, and update the list of actions on Basecamp (done).**
➔ **Action 2019-38: ZM - to create a template for a community work plan with a list of standard questions and circulate it among the MB.**
➔ **Action 2019-39: ZM - to inform the community managers about having a similar Pro page structure.**
➔ **Action 2019-40: SB - to look for ideas to propose an alternative to the current Zoho CRM system.**
➔ **Action 2019-41: MB - to brainstorm on all the benefits that ENA and communities can offer to their members in a common document.**
➔ **Action 2019-42: MB - to compile a formal response to the managers' feedback on communities.**
➔ **Action 2019-43: EV - to do final revisions to the CoC document and send the final version to ZM, ZM to format it and publish it on Pro.**
➔ **Action 2019-44: MdN, GA & ZM - to do final revisions to the MC meeting agenda.**
➔ **Action 2019-45: MB & ZM - to deliver the formal ENA documents two weeks by 11 November.**

1. Strengthening the communities: presentation & communication tools

- *Activity plans/progress updates from the communities to the MB and the MC*

The aim of this session was to discuss how the Board can help communities develop themselves. The Board started with a tour de table of what experience the members have had so far with the communities they are directly or indirectly involved in.

SdG said the collaboration between her and Alba has been working well. The role of a manager is very important as they take care of practical things but it is equally important for the managers and chairs to work closely to manage activities in a timely manner.
The Education community chaired by FT has been building strong relations with the Network and is having good results (MOOCS development, setting up a mailing list). The SG now aims to identify active members on the mailing list and then enforce their participation. National-level activities are part of a longer term community strategy, but they need to be accommodated in different legal systems across the EU. Involving national aggregators in these activities could be

useful. The Communicators and the Impact community SGs have also been well organized and having a good working symbiosis. The Copyright community is currently being relaunched and is in its regrouping phase.

Tech community SG members have been going through a busy period and need to find a better way to manage the workload and find an effective working mode. It could help to have another person from the EF staff on the group in a less senior position to help steer the workload.

For the past few months, the communities have had the Europeana 2019 event as a clear target driving them forward but once that is over, the communities need to keep the momentum and keep themselves active. The Board would like to support them in this effort by setting the direction forward and be involved in reviewing and approving the work plans and strategic community goals in the beginning of the year. In general, the current work plans don't yet have the format they should have. The Board agreed that these plans should be biennial in order to relieve the SGs of the administrative burden and give them space to add/adjust activities as needed (the format doesn't need to be strictly the same). The work plans should be publicly available on Pro. The community chairs should also have a two-year term.

The Board members discussed the relation between themselves and the communities and they agreed that for them it does not make a difference if they are part of any community SG or not because they don't feel biased and don't wish to impose rules or supervise the SGs. The rules for the number of SG members should be kept flexible, and it is up to the community chair and manager to act if there is a conflict or if there are inactive members. The Board can provide advice and support if necessary, and will underpin the work of the SG's with regulations where necessary.

Community managers should join every second MB call and provide a written update at least one week before the call. They should report against the progress of the work plan and using a standard template.

→ **Action 2019-38**: ZM - to create a template for a community work plan with a list of standard questions and circulate it among the MB.

   ● *Presentation of and communication by the communities (incl. Pro pages)*

Currently all the communities have been experimenting with mailing lists and working towards a more structured system in an effort to find their active core members groups. At least for the time being, there should be a low barrier for the members to enter a community. The Board decided that there should be a more standardized structure of pages. On the communities landing page there should be a small teaser on each community. The best examples of how a community page should be structured is the Impact and Communicators page (the SG should be more on top (to show the people in the network) and news shouldn't be above the navigation bar. Also, there should be an 'ambition for two years' part reflecting the main work plan goals). Having a map is a nice gimmick but it should have more functionalities if the community wants to make it useful.

→ **Action 2019-39**: ZM - to inform the community managers about having a similar Pro page structure.
→ **Action 2019-40**: SB - to look for ideas to propose an alternative to the current Zoho CRM system.

- *Session on benefits of ENA and communities based on findings of the ENA market research and feedback from the community managers*

The EF Marketing team did a field research to assess how Europeana and the Network compared with six other organisations with regards to the membership, network size, and key benefits. The Board briefly discussed how ENA could get inspired by these findings and agreed that at this moment it is not applicable to come up with a paid ENA membership. It is also too soon to make the membership of communities exclusive to ENA members only. Europeana and the ENA could reach out to specific audiences with offers for trainings and seminars but first it needs to be classified what benefits the ENA and communities can offer.

The membership campaign should run every two years, and also cover the community membership. The next one will be in 2020.

For the time being, the ENA sign-up form is the only way to centrally keep track of the community membership registration. We can distinguish between passive members and members that wish to be really dedicated and active, and who should then formally register through the ENA sign-up form. In order to reach this kind of audience, the communities can have specific descriptions on their pages, e.g.: *"Do you want to contribute and be an active community member? Register for the community through the ENA form. If you only wish to receive information without formally signing up, join our social channels or subscribe to our newsletter".* Every community is free to specifically advertise the type of members they want to get on their pages, but the ENA sign-up page needs to remain more neutral.

→ **Action 2019-41**: MB - to brainstorm on all the benefits that ENA and communities can offer to their members in a common document.
→ **Action 2019-42**: MB - to compile a formal response to the managers' feedback on communities.

- *Budget update*

FT provided an update on the current ENA budget and costs that are provisioned with regards to the expected Europeana 2019 event spending and the remaining budget per community. The Board agreed that the money left over from the communities can be used for additional costs related to the Lisbon conference, particularly to pay costs of attending SG members.

The Board agreed that next year there should be a more formalized process for a community budget approval that FT would be responsible for. There needs to be a template that communities can use to request money and a formal repository of these requests. The communities can have their budget reserved until 1 July and then re-distribution of available funds may be possible if needed. They should also come up with a proper plan for spending if they want to use their budget. FT and GvdL created a community budget overview that community managers and chairs can keep track of.

The Impact community SG has agreed to adopt the new TF for a 'new professionals' programme, which will need around 1500 Euros starting at the end of this year. They need to put forward their spending plan including travel costs in order to have a formal MB approval.

2. [ENA code of conduct](#)

The Board approved the CoC as a whole, and the short version to be published and circulated around. Once it is official, it needs to be included in the ENA membership welcome email and on Pro pages. The document will be presented to the MC as a final version and launched at the meeting in Lisbon, with a possibility to be revised in the future if needed.

The Board decided to appoint ZM as the ENA confidentiality person to be approached in case of harassment or any other issue, including problems within the Board or the Council. The Board members also agreed on how to proceed in case of harassment: the victim should first point the harassing person to the CoC. If that doesn't help, the victim should approach the community chair if the incident happens within a community setting, or MdN if the case occurs outside the community framework. Otherwise the victim can always approach ZM. If ZM notices any issue, she should also approach the person causing it first. If there is a recurring issue with a specific person, we will build a case if necessary.

→ **Action 2019-43**: EV - to do final revisions to the CoC document and send the final version to ZM, ZM to format it and publish it on Pro.

3. MC meeting agenda

The meeting will first focus on the new Strategy and discussion on how the MC will contribute to its implementation. This can feed into practical recommendations for the EF. After that, the focus will be on digital transformation and the fact that the MC should be in the forefront of the digital transformation of the CHIs. In subgroups arranged according to the current communities, Councillors will first discuss the obstacles and problems they encounter when digitising their collections or building digital services. After that they will look at solutions to take away these obstacles and also address how the ENA can help members to build skills..

→ **Action 2019-44**: MdN, GA & ZM - to do final revisions to the MC meeting agenda.

4. 2019 General Assembly preparation

The Board has agreed on next steps regarding the preparation of the 2019 GA session and distributed their chairing roles for the session. The 2019 Annual report and 2020 Activity plan need to be ready in early November. The Plan should cover general activities that we foresee for next year, without a detailed description of the community plans.

→ **Action 2019-45**: MB & ZM - to deliver the formal ENA documents two weeks by 11 November.