



EUROPEANA COMMUNICATORS COMMUNITY WORK PLAN

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1. STEERING GROUP

Chair

- Peter Soemers

Co-chairs

- Susan Hazan
- Killian Downing

Manager

- Ad Pollé (supported by Georgia Evans)

Community members

- Marianna Marcucci
- Vaya Papadopoulou
- Cristina Roiu
- Marzia Polese

2. ASPIRATION FOR 2020

Foster a welcoming and connected community of engaged communicators, who recognise, share and promote the value of (digital) cultural heritage.

3. PRIORITY AREAS FOR 2021

1. Listen to and gain a greater understanding of the priorities, motivation and needs of our community.
2. Welcome and foster connections with new members of our community, and in doing so, support wider onboarding processes across the Europeana Network Association.
3. Work to be representative of our multinational and multilingual community through encouraging multilingualism in our activities.
4. Investigate possibilities for reinforcing the value of open digital cultural heritage by demonstrating the inspirational ways it can be used and shared (for example, through storytelling).

4. TASK FORCES/ACTIVITIES

Listen to and gain a greater understanding of the priorities, motivation and needs of our community

In 2020, we have been delighted to see our community grow, and feel it is now more important than ever to gain a better understanding of our members through reaching out and listening to them. Knowing more about them will help us to more effectively respond to their needs in our activities and function as a supportive and collaborative community. It may help us in our work to attract new members to the community. Activities which could contribute to this priority area could include:

- Conducting an online community survey

- Evaluating how we can best use the community's existing communications channels and make recommendations as to how these can align with other communities across the ENA
- Piloting a networking event, (or series of events) for our existing members

Welcome and foster connections with new members of our community, and in doing so, support wider onboarding processes across the ENA.

As we work to gain a better understanding of our community, we would like to learn more about people's experience on joining the community. This knowledge can be used to evaluate how we welcome people into the Communicators

Community and explore ways to improve this. Piloting such a process within our community could support wider onboarding efforts across the ENA, including an upcoming Task Force on the topic. Activities which could contribute to this priority area could include:

- Creating resources to welcome new community members
 - Exploring options for orientation and informal networking events for community (and ENA) members
 - Continuing to activate our community and foster connections on social media, and potentially at Europeana 2021
- Supporting the efforts of the ENA's New Professionals Task Force by looking at ways to make our community welcoming and intelligible to new professionals in the cultural heritage sector. This could include creating editorial and videos which communicate the different ways that ENA members began their careers in cultural heritage.
 - Investigate how we can support, be involved in, and reflect on our own role in relation to work on inclusivity and diversity initiatives across the Europeana Network Association.

Work to be representative of our multinational and multilingual community through promoting multilingualism in our activities.

Members of our community are multinational and multilingual. We want to reflect this in our activities by working to support multilingual activity across the Europeana Initiative. Activities which could contribute to this priority area could include:

- Supporting and working with other ENA communities on translation sprints to make key Europeana documentation available in other languages
- Aiming for our activities to be available to engage with in multiple languages

- Supporting the efforts of the ENA's New Professionals Task Force by looking at ways to make our community welcoming and intelligible to new professionals in the cultural heritage sector. This could include creating editorial and videos which communicate the different ways that ENA members began their careers in cultural heritage.
- Investigate how we can support, be involved in, and reflect on our own role in relation to work on inclusivity and diversity initiatives across the Europeana Network Association.

Investigate possibilities for reinforcing the value of open digital cultural heritage by demonstrating the inspirational ways it can be used and shared (for example, through storytelling).

The Steering Group feels strongly about the importance of making digitised cultural heritage openly available for reuse, and the relevance of this to communicators across Europe. The community can add value to this discussion by proactively communicating and demonstrating the creative and inspirational ways that digital cultural heritage can be reused when it is openly licensed, through activities which could include:

- Reaching out to the Copyright Community and relevant Foundation colleagues to explore how we can support their work related to open access.
- Reaching out to the Europeana Aggregators Forum and relevant Foundation colleagues to explore how we can support their work related to data quality.
- Evaluating the #DigitalAperitivo activity at Europeana 2020, to see how similar events could be used to communicate and show the value of openly licenced content.
- Creating editorial which demonstrates the value of openly licensed content.

Storytelling Task Force

As a Community, we aim to support, showcase and communicate the work of the current Task Force [‘Europeana as a powerful platform for storytelling’](#) which is due to finish in March 2021. The Community will review the recommendations from the Storytelling Task Force when they are available, to see where they can add value and undertake activities to address them.

5. COMMUNICATIONS/OUTREACH

- Monthly newsletter to members
- ListServ to engage members and encourage discussion/interactivity
- Pro page with updated newsletter and top actions
- LinkedIn community

6. ADMINISTRATION

- Monthly virtual meetings for SG based on the work plan
- Reporting to MB/MC every three months using a template

7. BUDGET

- 75 euros for ListServe

Possible additional spending may be required - to be applied for as appropriate, subject to approval:

- Creation of a welcome video for new community members (around €500 TBC)
- Money for prizes for translation sprints (to be given in the form of charitable donations) (around €500 TBC)
- Budget for Steering Group travel (if possible!)



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