

EUROPEANA NETWORK ASSOCIATION

EUROPEANA IMPACT COMMUNITY WORK PLAN

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1. 2020 GOAL OF THE COMMUNITY

To host a visible increase in discussions between practitioners around the topic of impact assessment by the end of 2020.

2. GOVERNANCE

Chair: Maaike Verberk,

Vice-chair: Dafydd Tudur

Community Manager: Julia Fallon,

EF Steering Group (including the above):

Jenny Kidd, Maja Drabczyk, Olivier Schulbaum

Practitioners:

Maja Drabczyk, Dafydd Tudur, Merete

Sanderhoff, Tobias, Marco de Niet

3. TASK FORCES

- 2019 - [New Professionals Programme](#) (in progress)
- 2020 - [Impact lite course](#) (funding granted, starts in May 2020)

4. Cluster 1: Supporting the Playbook Development

The ongoing support of the development of the Impact Framework, currently in the form of the Impact Playbook.

1.1 Activity:

Validate Playbook Phases

Actions:

Publish work of Impact 2.0 taskforce and case studies and benchmark data on Pro

Why:

To complete the Framework.

Who:

Europeana Foundation & community members (inc informal TF)

When:

P2 due March

KPI:

- Phase 2 validated and reflects community input
- Phase 3 validated and reflects community input

Progress:

- Impact Community SG provided feedback to the Alpha Version of Phase 2. (DONE)
- Due to be released to community in February. (DONE).
- Phase II on Pro in March
- Expectations for date for these will be added by end April.

1.2 Activity:

Encourage Translation of impact resources

Actions:

Translations of Playbook and other impact resources (eg slidedeck) into other languages as required. To be added to central repository.

Why:

Translations are being created by practitioners in order to communicate the Playbook to audiences in their own countries/regions. Storing and making them available centrally maximises their value.

Who:

Practitioners / Ambassadors

When:

Ongoing

KPI:

2 new translations

Progress:

- The Playbook is currently available also in Polish (also via pro)
- Playbook tools/resources available in Welsh/English - to be added to the toolkit on pro.
- Call to action to community to share translations.

5. CLUSTER 2: ADVOCACY

Communicating to audiences beyond the Europeana Impact Community the importance and value of impact assessment, and the Framework as a methodology.

Indicators of success: Exposure and publicity, new Community members.

2.1 Activity:

Communication plan (Further actions will arise from Communication Plan)

Actions:

- Identify target audiences/stakeholders (eg policymakers, GLAM professionals), key messages and most effective channels
- Create communication plan for the Community

Why:

- To ensure that advocacy is as efficient and effective as possible.
- To ensure the Community is well connected and informed

Who:

- Impact Steering Group
- Consult Communicators Community

When:

July 2020

KPI:

Communication plan in place

Progress:

- Communication channels have been discussed at the SG meeting in September. A decision was made to use Impact Community page on pro, newsletter and physical events as main channels of communication.
- A tailored survey was released in November with an aim to further investigate the needs of current and future community members, including preferable communication channels. What are people's expectations of being in a 'community'?

2.2 Activity:

List of presentations/events where impact framework is presented

Actions:

Create a list of events where the Framework is presented (including Crash Courses, see 3.2), recording the type of presentation and the audience.

Why:

Steering group and community members become more aware of opportunities to talk about impact.

Who:

Impact Steering Group, Practitioners, Europeana Foundation

When:

Ongoing (Add to information already on Trello board?)

KPI:

Events/ presentations database

Progress:

Available on the [Impact Community: Workshops & Presentations](#) Page on Pro

2.3 Activity:

Europeana Annual Conference 2020

Actions:

Keynote and case studies/ impact workshop to be included in Annual Conference Programme

Why:

Promote value of impact assessment and framework to non-ENA members and ENA members who are not yet Impact community members.

Who:

Steering Group Chair (on Conference Programme Committee)

When:

Determined by Programme Committee timeframe

KPI:

Impact- dedicated track in the Conference programme

2.4 Activity:

Impact Ambassadors

Actions:

Select a group of Impact Practitioners and Theorists who

Why:

- Promote value of impact assessment and framework to non-ENA members and ENA members who are not yet Impact community members.
- Network and advocate, also through activities listed in 2.2.

Who:

Impact Steering Group, Practitioners, Europeana Foundation

When:

Ongoing

KPI:

Have min. 5 Ambassadors

Progress:

The whole Steering Group actively acting as Ambassadors (also running workshops and training future trainers).

5. CLUSTER 3: NURTURING PRACTITIONERS

Supporting Europeana Impact Community members to become practitioners within their own organisations, domains and/or countries/regions, transferring knowledge, skills, tools and resources relating to impact assessment, and the Europeana Impact Framework in particular.

3.1 Activity:

Promote case studies

Actions:

Publish case studies on Europeana Pro (See 1.1). Share on social media.

Why:

- Community (and other ENA) members become aware of other members who are putting the Framework to use.
- Inspiration for them to try and do the same, contact the practitioners, etc.

Who:

Impact Steering Group

When:

Schedule TBC

KPI:

5 case studies published on Pro and shared via social media channels

Progress:

- Jenny Kidd's case study to be published
- Bratislava ICOM workshop recap in writing

3.2 Activity:

Task Force to develop and deliver; Impact Crash Course = Impact Lite

Actions:

Create specification for, and develop, the crash course, possibly in the Train the Trainers format

Why:

A pre-prepared Crash Course that can be delivered within a limited time (eg 2 hours) will be useful to aspiring practitioners, both as a source of information and a tool to communicate the framework to others (see 2.2).

Who:

Impact Steering Group with oversight from Europeana Foundation

When:

- Crash course to be completed by October 2020
- Pilots to be completed mid 2020.

KPI:

2 pilots run using crash course template

Progress:

Submitted, waiting on MB/MC approval

3.3 Activity:

Europeana Annual Conference 2020

Actions:

Impact workshops/crash courses to be included in Annual Conference Programme

Why:

Directed mostly (but not exclusively) at Impact Community members to give them first experience of using the Framework tools, meet and consult the practitioners

Who:

- Chair to arrange place on programme for impact workshop
- Playbook practitioners to deliver workshop

When:

- Determined by Programme Committee timeframe
- Annual Conference in 2020

KPI:

Impact- dedicated track in the Conference programme/A strong impact component in the Europeana Communities programme, including a dedicated workshop

3.4 Activity:

Impact Repository on Pro

Actions:

- Gather information regarding impact practices beyond the Framework

Information to be collected via an online survey and shared with the Impact Community and other interested parties

Why:

[See comment]

Who:

Steering group members?

When:

Ongoing

KPI:


New Impact page on pro with rich information

Budget 2020:

€ 5.000 to be allocated to the Impact Lite Task Force Proposal



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