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THE QUESTIONNAIRE

CHARACTERISTICS OF THE DIGITAL IMAGE COLLECTION

1. Do your digital image files or assets include _____?

    A. Digital images of your collection
    B. Historical documentation for your institution
    C. Annaul reports, minutes, or promotional materials
    D. Documentation and ephemera of events at your institution
    E. Photographic records, promotional materials, and/or reports
    F. Digital images to be used for institutional purposes such as promotion

2. Are any of your assets _____?

    A. Licensed from imaging services such as ARTstor
    B. Scanned in-house
    C. Scanned by vendors
    D. Digitally created
    E. Purchased from vendors

3. If any of your assets are acquired through means not listed above, please specify.

4. On a scale of 1-5 (with "1" being the most used and "5" being the least used), how would you rank _____as a method for acquiring your assets?

    A. The licensing of images from services such as ARTstor
    B. In-house scanning
    C. Vendor scanning
    D. Digital creation
    E. Vendor purchases

5. Do you use any of the following digitization standards?

    A. National Archives and Records (NARA)
    B. Joint Information Systems Committee (JISC)
    C. Fedral Agencies Digitization Guidelines Initiative
    D. UPDIG-DISG Digital Image Submission Guidelines
    E. Homegrown

6. If you use any other digitization standard not mentioned above, please specify.

7. Does your collection include audio?

8. Does your collection include video?

9. Does your collection include documents?

MANAGEMENT SYSTEMS

10. How would you describe the purpose of your image management system?

11. Do you have a system in place to cull unwanted or substandard images from your collection? If so, how does this system function?

12. Are you familiar with or do you use _____?

    A. Extensis Portfolio
    B. CONTENTdm
    C. MDID
    D. Luna Imaging Insight
    E. Archimedia
    F. Artesia
    G. MediaBin
    H. Canto Cumulus
    I. Millennium Innovative Interfaces
    J. MINISIS MINT
    K. CuadraSTAR

13. If you use any software program not mentioned above, please specify.

14. If you have ever used any of the above programs, how would you rate its usefulness?

    A. Very easy
    B. Suffices
    C. Difficult but worth it
    D. Extremely difficult

15. What is the name of the image management software that you currently use, if any?

16. For your authority files, do you use _____?

    A. ULAN
    B. ATT
    C. TGN
    D. TGM
    E. LOC
    F. In-house developed files

DATA STRUCTURE AND METADATA

17. Do you use _____?

A. Dublin Core
B. MARC
C. VRA Core
D. DACS

18. If you use standardized data structure that is not mentioned above, please specify.

19. Why do you use the standardized data structure you have chosen?

20. Do you use standardized content descriptions?

21. If you do use standardized content descriptions, what do you use?

A. CCO (Cataloging Cultural Objects)
B. DACS (Describing Archives Content Standards)
C. MARC

22. Why do you use the standardized content descriptions you use?

23. Do you have a person who specializes in metadata?

24. Do you have a person who specializes in rights issues?

25. How much (in USD) did your organization or department spend to acquire rights to images in the past year?

26. Do you use crowd sourcing to gather data about your images?

27. Do you use _____ for crowd sourcing?

A. Flickr
B. Google Forms
C. Local websites
D. Community meetings
E. Newspaper columns

28. If you use a method for crowd sourcing not mentioned above, please specify.

29. Do you use a spreadsheet to gather metadata?

30. Do you use just one software program to manage your image files or a series of programs? Please describe what programs you are using and how in terms of creation, discovery, retrieval, and preserving.

DISCOVERY AND ACCESS

31. Is access to the collection generally paid or free?

32. To what extent do you provide unpaid access?

    A. Do not provide or only provide samples
    B. Limited to specifict classes/groups
    C. Limited to specific departments
    D. To entire institution
    E. To collaborative group
    F. To world

33. If you provide unpaid access to another degree not mentioned above, please specify.

34. Do you provide access to the collection through _____?

    A. Your website
    B. Facebook
    C. Instagram
    D. Pinterest
    E. Collaborative websites
    F. Flickr
    G. YouTube
    H. Google+
    I. Twitter

35. If you provide access to the collection through an outlet not mentioned above, please specify.

RETRIEVAL

36. Do you allow users to retrieve image files?

37. If you do allow users to retrieve image files, can this be done via _____?

    A. DAM software such as Portfolio or CONTENTdm
    B. Shopping carts
    C. A website function

38. If you allow users to retrieve image files via a method not mentioned above, please specify.

39. Do you have permission protocols in place to govern who can download an image file?

40. If you do have permission protocols in place to govern who can download an image file, what program provides these protocols?

    A. DAM
    B. CMS
    C. Shopping cart software
    D. Web security
    E. Other

41. If you use a program not mentioned above to provide permission protocols, please specify.

42. Who is permitted to retrieve image files?

    A. Everyone
    B. Registered users only
    C. Staff
    D. Registered users and staff
    E. No one/other

43. Do you provide _____ for retrieval?

    A. High resolution images
    B. Slide shows
    C. Both images and data
    D. Screen shots

44. If you provide another format for retrieval not mentioned above, please specify.

REVENUES

45. Do you sell your images?

46. How much (in USD) did your organization spend in the past year to advertise its image collection? Include spending on email campaigns, online advertising, print ads, television and radio ads, and all other forms of paid advertising.

47. What was your organization's budget (in USD) in 2012 for image procurement and acquisitions?

48. What was your organization's budget (in USD) in 2013 for image procurement and acquisitions?

49. If your organization has a staff of photographers, illustrators, or other image creators, or uses their freelance services, how much (in USD) did you organization spend in the past year for this form of image creation?

PRESERVATION

50. Do you have a digital preservation policy?

51. Please describe your preservation policy.

52. In implementing your preservation policy, are you employing a strategy of _____?

    A. Bit preservation alone
    B. Replication
    C. Normalization
    D. Migration
    E. Emulation

SURVEY PARTICIPANTS

American Bookbinders Museum
American Craft Council
ASM International
Binghamton University
Boise State University Library
British Cartoon Archive
C3 Entertainment, Inc.
Canadian Museum of Civilization
Cleveland Clinic
Colby College
Colgate University
East Kent Hospitals NHS Trust
Elmbridge Museum
Ferris StateUniversity
Fort Lauderdale Historical Society
FreshDirect
Georgia State University
Glenstone
Godalming Museum
Hartwick College
Healthgrades
Hower House
Iowa State University Library
Luther College
Marquette University Raynor Memorial Libraries
McCaren Designs Inc.
Museum Victoria
NeighborWorks America
New College of Florida
New York 3 Rs Association
NYC Department of Environmental Protection
Other Minds
Pasadena City College, Shatford Library
Reed College
Rice University, Fondren Library
Rocky Mountain College
Royal College of Art
Sage Collection at Indiana University
San Bernardino County Historical Archives
San Diego State University
Sir John Soeane's Museum
Sonoma State University
Sony Mobile

Swagelok
The Library Company of Philadelphia
Toledo Museum of Art
Townsweb Archiving Ltd.
Tulsa City-County Library
University of Arizona, Center for Creative Photography
University of Chicago, Visual Resources Center
University of Colorado Boulder
University of North Carolina at Charlotte
University of Northern Colorado
University of Nottingham
University of Oklahoma
University of Prince Edward Island
University of Rochester, Sibley Music Library
University of St. Andrews, Special Collections
University of the District of Columbia
University of Washington Libraries, Special Collections
Western Carolina University
Western Folklife Center
Zondervan

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 63

By Type of Organization

College/university	33
Private company	8
Museum/government agency	12
Non-profit/trade association	10

By Total Worldwide Employees*

Less than 15	11
15 to 49	10
50 to 499	13
500 to 1,999	12
2,000 or more	12

**5 participants did not answer this question*

By Annual Revenues from the Sale, Rental, and/or Licensing of Images*

Less than $1,000	5
$1,000 to $9,999	9
$10,000 or more	8
Does not accrue revenue	40

**1 participant did not answer this question*

By Number of Digital Asset Files*

Less than 5,000	14
5,000 to 19,999	10
20,000 to 49,999	13
50,000 to 124,999	12
125,000 or more	11

**3 participants did not answer this question*

By Subject Matter of the Collection

Artistic	19
Historical/human interest	23
Geographic/place/natural world	10
Business/medical/scientific/education	11

Type of organization, broken out by total number of worldwide employees in the organization.

Total Worldwide Employees	College/ university	Private company	Museum/ government agency	Non-profit/trade association
Less than 15	45.45%	9.09%	27.27%	18.18%
15 to 49	20.00%	20.00%	30.00%	30.00%
50 to 499	53.85%	7.69%	15.38%	23.08%
500 to 1,999	83.33%	8.33%	8.33%	0.00%
2,000 or more	41.67%	25.00%	16.67%	16.67%

Type of organization, broken out by annual revenues from the sale, rental, and/or licensing of images.

Annual Revenue	College/ university	Private company	Museum/ government agency	Non-profit/trade association
Less than $1,000	60.00%	0.00%	20.00%	20.00%
$1,000 to $9,999	55.56%	0.00%	33.33%	11.11%
$10,000 or more	12.50%	25.00%	37.50%	25.00%
Does not accrue revenue	57.50%	15.00%	12.50%	15.00%

Type of organization, broken out by number of digital asset files in the collection.

Digital Asset Files	College/ university	Private company	Museum/ government agency	Non-profit/trade association
Less than 5,000	21.43%	14.29%	21.43%	42.86%
5,000 to 19,999	50.00%	30.00%	20.00%	0.00%
20,000 to 49,999	69.23%	7.69%	15.38%	7.69%
50,000 to 124,999	66.67%	8.33%	25.00%	0.00%
125,000 or more	54.55%	0.00%	18.18%	27.27%

Type of organization, broken out by general subject matter of the collection.

Subject Matter	College/ university	Private company	Museum/ government agency	Non-profit/trade association
Artistic	57.89%	15.79%	15.79%	10.53%
Historical/human interest	56.52%	4.35%	26.09%	13.04%
Geographic/place/ natural world	30.00%	30.00%	20.00%	20.00%
Business/medical/ scientific/education	54.55%	9.09%	9.09%	27.27%

Total number of worldwide employees in the organization, broken out by type of organization

Type of Organization	Less than 15	15 to 49	50 to 499	500 to 1,999	2,000 or more
College/university	17.24%	6.90%	24.14%	34.48%	17.24%
Private company	12.50%	25.00%	12.50%	12.50%	37.50%
Museum/ government agency	27.27%	27.27%	18.18%	9.09%	18.18%
Non-profit/trade association	20.00%	30.00%	30.00%	0.00%	20.00%

Total number of worldwide employees in the organization, broken out by annual revenues from the sale, rental, and/or licensing of images.

Annual Revenue	Less than 15	15 to 49	50 to 499	500 to 1,999	2,000 or more
Less than $1,000	40.00%	0.00%	40.00%	0.00%	20.00%
$1,000 to $9,999	0.00%	28.57%	42.86%	28.57%	0.00%
$10,000 or more	25.00%	37.50%	25.00%	12.50%	0.00%
Does not accrue revenue	18.92%	13.51%	16.22%	21.62%	29.73%

Total number of worldwide employees in the organization, broken out by number of digital asset files in the collection.

Digital Asset Files	Less than 15	15 to 49	50 to 499	500 to 1,999	2,000 or more
Less than 5,000	33.33%	16.67%	25.00%	0.00%	25.00%
5,000 to 19,999	30.00%	10.00%	20.00%	10.00%	30.00%
20,000 to 49,999	15.38%	0.00%	38.46%	38.46%	7.69%
50,000 to 124,999	10.00%	40.00%	10.00%	10.00%	30.00%
125,000 or more	10.00%	20.00%	20.00%	40.00%	10.00%

Total number of worldwide employees in the organization, broken out by general subject matter of the collection.

Subject Matter	Less than 15	15 to 49	50 to 499	500 to 1,999	2,000 or more
Artistic	10.53%	31.58%	15.79%	31.58%	10.53%
Historical/human interest	40.00%	15.00%	20.00%	10.00%	15.00%
Geographic/place/ natural world	10.00%	10.00%	30.00%	30.00%	20.00%
Business/medical/ scientific/education	0.00%	0.00%	33.33%	11.11%	55.56%

Annual revenues from the sale, rental, and/or licensing of images, broken out by type of organization

Type of Organization	Less than $1,000	$1,000 to $9,999	$10,000 or more	Does not accrue
College/university	9.38%	15.63%	3.13%	71.88%
Private company	0.00%	0.00%	25.00%	75.00%
Museum/government agency	8.33%	25.00%	25.00%	41.67%
Non-profit/trade association	10.00%	10.00%	20.00%	60.00%

Annual revenues from the sale, rental, and/or licensing of images, broken out by total number of worldwide employees in the organization

Total Worldwide Employees	Less than $1,000	$1,000 to $9,999	$10,000 or more	Does not accrue
Less than 15	18.18%	0.00%	18.18%	63.64%
15 to 49	0.00%	20.00%	30.00%	50.00%
50 to 499	15.38%	23.08%	15.38%	46.15%
500 to 1,999	0.00%	18.18%	9.09%	72.73%
2,000 or more	8.33%	0.00%	0.00%	91.67%

Annual revenues from the sale, rental, and/or licensing of images, broken out by number of digital asset files in the collection.

Digital Asset Files	Less than $1,000	$1,000 to $9,999	$10,000 or more	Does not accrue
Less than 5,000	7.14%	14.29%	7.14%	71.43%
5,000 to 19,999	20.00%	10.00%	20.00%	50.00%
20,000 to 49,999	15.38%	7.69%	0.00%	76.92%
50,000 to 124,999	0.00%	16.67%	16.67%	66.67%
125,000 or more	0.00%	27.27%	27.27%	45.45%

Annual revenues from the sale, rental, and/or licensing of images, broken out by general subject matter of the collection.

Subject Matter	Less than $1,000	$1,000 to $9,999	$10,000 or more	Does not accrue
Artistic	5.26%	15.79%	10.53%	68.42%
Historical/human interest	13.04%	21.74%	17.39%	47.83%
Geographic/place/ natural world	0.00%	0.00%	11.11%	88.89%
Business/medical/ scientific/education	9.09%	9.09%	9.09%	72.73%

Number of digital asset files in the collection, broken out by type of organization

Type of Organization	Less than 5,000	5,000 to 19,999	20,000 to 49,999	50,000 to 124,999	125,000 or more
College/university	9.68%	16.13%	29.03%	25.81%	19.35%
Private company	28.57%	42.86%	14.29%	14.29%	0.00%
Museum/ government agency	25.00%	16.67%	16.67%	25.00%	16.67%
Non-profit/trade association	60.00%	0.00%	10.00%	0.00%	30.00%

Number of digital asset files in the collection, broken out by total number of worldwide employees in the organization

Total Worldwide Employees	Less than 5,000	5,000 to 19,999	20,000 to 49,999	50,000 to 124,999	125,000 or more
Less than 15	36.36%	27.27%	18.18%	9.09%	9.09%
15 to 49	22.22%	11.11%	0.00%	44.44%	22.22%
50 to 499	23.08%	15.38%	38.46%	7.69%	15.38%
500 to 1,999	0.00%	9.09%	45.45%	9.09%	36.36%
2,000 or more	27.27%	27.27%	9.09%	27.27%	9.09%

Number of digital asset files in the collection, broken out by annual revenues from the sale, rental, and/or licensing of images.

Annual Revenue	Less than 5,000	5,000 to 19,999	20,000 to 49,999	50,000 to 124,999	125,000 or more
Less than $1,000	20.00%	40.00%	40.00%	0.00%	0.00%
$1,000 to $9,999	22.22%	11.11%	11.11%	22.22%	33.33%
$10,000 or more	12.50%	25.00%	0.00%	25.00%	37.50%
Does not accrue revenue	26.32%	13.16%	26.32%	21.05%	13.16%

Number of digital asset files in the collection, broken out by general subject matter of the collection.

Subject Matter	Less than 5,000	5,000 to 19,999	20,000 to 49,999	50,000 to 124,999	125,000 or more
Artistic	16.67%	16.67%	38.89%	16.67%	11.11%
Historical/human interest	26.09%	21.74%	13.04%	13.04%	26.09%
Geographic/place/ natural world	33.33%	11.11%	33.33%	11.11%	11.11%
Business/medical/ scientific/education	20.00%	10.00%	0.00%	50.00%	20.00%

General subject matter of the collection, broken out by type of organization

Type of Organization	Artistic	Historical/ human interest	Geographic/ place/natural world	Business/medica/ scientific/ education
College/university	33.33%	39.39%	9.09%	18.18%
Private company	37.50%	12.50%	37.50%	12.50%
Museum/government agency	25.00%	50.00%	16.67%	8.33%
Non-profit/trade association	20.00%	30.00%	20.00%	30.00%

General subject matter of the collection, broken out by total number of worldwide employees in the organization

Total Worldwide Employees	Artistic	Historical/ human interest	Geographic/ place/natural world	Business/medica/ scientific/ education
Less than 15	18.18%	72.73%	9.09%	0.00%
15 to 49	60.00%	30.00%	10.00%	0.00%
50 to 499	23.08%	30.77%	23.08%	23.08%
500 to 1,999	50.00%	16.67%	25.00%	8.33%
2,000 or more	16.67%	25.00%	16.67%	41.67%

General subject matter of the collection, broken out by annual revenues from the sale, rental, and/or licensing of images.

Annual Revenue	Artistic	Historical/ human interest	Geographic/ place/natural world	Business/medica/ scientific/ education
Less than $1,000	20.00%	60.00%	0.00%	20.00%
$1,000 to $9,999	33.33%	55.56%	0.00%	11.11%
$10,000 or more	25.00%	50.00%	12.50%	12.50%
Does not accrue revenue	32.50%	27.50%	20.00%	20.00%

General subject matter of the collection, broken out by number of digital asset files in the collection.

Digital Asset Files	Artistic	Historical/ human interest	Geographic/ place/natural world	Business/medica/ scientific/ education
Less than 5,000	21.43%	42.86%	21.43%	14.29%
5,000 to 19,999	30.00%	50.00%	10.00%	10.00%
20,000 to 49,999	53.85%	23.08%	23.08%	0.00%
50,000 to 124,999	25.00%	25.00%	8.33%	41.67%
125,000 or more	18.18%	54.55%	9.09%	18.18%