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THE QUESTIONNAIRE

Introduction

1. Please give us the following contact information:

    A. Personal Name & Title:
    B. Organization:
    C. Country:
    D. Email Address:
    E. Phone Number

2. Your organization is:

    A. College or University Library
    B. Museum
    C. Public Library
    D. Special Library
    E. Other (please specify)

3. Your library or museum has how many total employees in all divisions?

4. Please be very specific about the entity for which you will give data. Once you make your choice you should give consistent data about this entity throughout the survey. You are giving information for?

    A. Aggregated data for most or all digitization efforts of the special collections of your library or museum
    B. Data for various digitization projects of one special collection division of your library or museum (i.e., Rare Books Division, or Special Collections Division, or Medieval Art Division.)
    C. Data for a specific project (i.e., the McGill Napoleon Collection)

5. Briefly describe the project or set of projects for which you are giving data. If there are too many to describe fully, then briefly describe the largest or most important?

6. Rank the following types of digitization efforts for the degree to which they form a part of your digitization efforts?

    A. Digitization of Photographs
        i. Have Had no Experience with This
        ii. Have had some Modest Experience but Peripheral to our Efforts

iii. This is an important factor or medium for us
iv. This is the most critical factor or medium for us

B. Digitization of Microfilm or fiche
   i. Have Had no Experience with This
   ii. Have had some Modest Experience but Peripheral to our Efforts
   iii. This is an important factor or medium for us
   iv. This is the most critical factor or medium for us

C. Digitization of Text
   i. Have Had no Experience with This
   ii. Have had some Modest Experience but Peripheral to our Efforts
   iii. This is an important factor or medium for us
   iv. This is the most critical factor or medium for us

D. Digitization of Music or other Voice Recordings
   i. Have Had no Experience with This
   ii. Have had some Modest Experience but Peripheral to our Efforts
   iii. This is an important factor or medium for us
   iv. This is the most critical factor or medium for us

E. Digitization of Film or Video
   i. Have Had no Experience with This
   ii. Have had some Modest Experience but Peripheral to our Efforts
   iii. This is an important factor or medium for us
   iv. This is the most critical factor or medium for us

F. Preservation or Enhancement of Existing Digital Formats
   i. Have Had no Experience with This
   ii. Have had some Modest Experience but Peripheral to our Efforts
   iii. This is an important factor or medium for us
   iv. This is the most critical factor or medium for us

Budget

7. What is your annual budget for the digitization project or projects for which you will be giving data?

8. What percentage of the budget for digitization comes from the following sources:

    A. The library or museum budget
    B. Supplement from the parent institution
    C. Grants & Fundraising
    D. Endowment
    E. Other (specify)

9. How would you describe the outlook for raising money for digitization projects from sources outside of the main library, museum or other main institutional budget?

    A. Not favorable
    B. Not too bad
    C. Pretty Good
    D. Excellent

10. Which phrase best describes the probable course over the next two years of your institutional spending for digitization?

    A. It will probably decrease substantially.
    B. It will probably decrease somewhat.
    C. It will probably remain the same.
    D. It will probably increase somewhat.
    E. It will probably increase substantially.

11. For libraries, what percentage of the spending on digitization at your institution would you estimate comes from any of the following library departments?

    A. Special Collections
    B. Archives
    C. Information Technology

Staffing

12. Approximately how many individuals are currently spending at least part of their workday on the digitization projects for which you are giving data? Include full and part-timers.

13. Approximately how many man hours annually would you say that your staff and associated workers on your projects devote to digitization efforts? (one full time employee working a normal work day generally puts in about 1,800 hours per year)

14. Over the next two years do you expect that:

    A. Staff labor spent on digitization will drop significantly.
    B. Staff labor spent on digitization will drop.
    C. Staff labor spent on digitization will stay about the same.
    D. Staff labor spent on digitization will increase.
    E. Staff labor spent on digitization will increase significantly.

Impact of Online Exhibits

15. Approximately how many unique physical exhibits does your Division stage each year?

16. Approximately what percentage of the physical exhibits staged are accompanied by a substantial online exhibit that you would say either reproduce a significant portion of the physical exhibit or add to the exhibit in a significant way? (this answer should be a percent)

Use of CrowdSourcing

17. Has your organization used any form of crowdsourcing to catalog, physically digitize, describe and label, or otherwise foster the digitization of your collections?

    A. Yes
    B. No
    C. No but we plan to use crowdsourcing soon

18. If you have done some form of crowdsourcing what did you do?

Use of Apps and Mobile Computing Technology

19. Has your institution developed any apps to increase the accessibility of its digitized collections?

    A. Yes
    B. No

20. If you have developed apps to increase the accessibility or otherwise enhance your end users experience with your collections please describe the apps and how you developed them?

Selecting what to Digitize

21. What is the backlog of artwork, books, or other elements that you plan to digitize over the next three years? To ask this question another way, just how many objects or works of art do you plan to digitize cumulatively over the next three years?

22. Some museums have millions of artifacts, objects and works of art in their inventory; some libraries have millions of books, magazines, journals and other forms of intellectual property. What process does your institution go through in order to prioritize the collection elements it wants to digitize?

Copyright Issues

23. Advise your peers, if you can, of what you have learned about efficient permissions and copyright clearance in collection digitization?

Outsourcing

24. Has your organization outsourced digitization, in whole or in part, to a third party, another college or museum, private consultant or company?

    A. Yes
    B. No

25. If you have outsourced digitization within the past three years of any cultural object photographs, music, film, artwork, text, historic documents, textiles, architectural or engineering blueprints or documents, or other works of cultural significance how much in the aggregate have you spent over the past three years?

26. Over the past three years what percentage of your digitization work would you say that you outsourced to third parties?

27. What companies or other organizations have you found to be effective outsourcing partners for any kind of digitization work and that you would recommend to others?

Scanning, Photographing and Other Digitization Methods

28. How much have the special collections or other divisions for which you are providing data spent in the past three years on equipment to copy, duplicate, record, photograph, and scan or otherwise transform content of any kind into digital formats?

29. If you use scanning equipment, comment briefly on the following: what do you have? What do you plan to purchase? Why have you made the decisions you have?

30. If you use digital photographic equipment, comment briefly on the following: what do you have? What do you plan to purchase? Why have you made the decisions you have?

31. How is your organization using smartphones, tablet computers and other mobile devices in its digitization work?

Cataloging

32. About what percentage of the labor time required for your digitization projects would you say are accounted for by cataloging and metadata issues?

33. What has been your spending over the past three years on outside metadata services for your digitization projects?
    If these expenses have not been broken out separately by a supplier give an estimate of the amount of total digitization outsourcing spending accounted for my metadata creation.

34. How satisfied are you with the metadata creation for your digitization projects? Have you been able to implement the metadata successfully? What are your plans for the future?

Marketing

35. Over the past three years how much did the division (s) spend on marketing and publicizing the digitization of special collections? (Include spending on press releases, ads, internet marketing, and other forms of promotion).

36. Does the Division (s) license or rent use of any aspect of its digital collection to any party?

    A. Yes
    B. No

37. If the Division licenses, rents or sells any aspects of its digital collections, approximately how much revenue did it accrue from these activities over the past three years? (a ballpark guess is sufficient if you don't have definite figures)

38. Has the digitization of any of your collections led to higher sales of reproductions and items related to your collection through gift shops, catalogs or other venues?

A. Yes
B. No
C. Not really applicable to us since we don't sell such items.

39. Has your organization used YouTube, ITunes, Pinterest, Instagram, Flickr or other internet based archival and retrieving service for text, video, sound, photographs or other digital resources to market or otherwise make available your collection? If so how?

40. Has your organization been able to use Facebook or other social networking site to market your collection? If so how?

41. Does your organization use blogs to market your digitized assets? If so, which blogging service do you use? Do you develop specific blogs for specific digital collections? What is your blogging strategy?

Favored Resources

42. What are some of your favorite blogs, listservs, websites, publications, conferences and other resources that you use to keep abreast of developments in library special collections and museum digitization projects and strategies?

End User Metrics

43. How many online visitors to any extent (not unique viewers but overall viewers including multiple views by the same individual at different times as multiple views) have your digitized collections received through all online venues in the past year?
44. In addition to your organization's website are there other online sites through which your special collections have garnered additional views? If so what are they?
45. What measures have you or your organization taken to optimize accessibility to your digitized special collections from smartphones, tablet computers and other mobile computing devices?

End User Metrics

46. If there is something that you have learned along the way that has made your digitization projects better, more efficient, less costly, please pass it along here. It can relate to equipment, techniques, management, deployment of labor, marketing, cataloging, supervision, outsourcing or any aspect of digitization projects not previously mentioned.

SURVEY PARTICIPANTS

Ackland Art Museum, University of North Carolina at Chapel Hill
Asbury Theological Seminary
Atchison County Historical Society
AWHONN
Bayerische Staatsbibliothek
Berkeley Public Library
Bethel University in Minnesota
Bibliothèque de Rennes Métropole
Binghamton University Libraries
Blessing Health Professions Library
Center for Western Studies of Augustana College
Chicago History Museum
Colorado School of Mines Library
Computer History Museum
Delaware Museum of Natural History
Dennos Museum Center at Northwestern Michigan College
Desktop Network Services, Hamilton Library, University of Hawaii at Manoa
E.P. Taylor Research Library & Archives, Art Gallery of Ontario
First Presbyterian Church of Miami
Frank M. Allara Library, University of Pikeville
Glendale Library, Arts & Culture
Hartford Medical Society Historical Library
Hayward Gallery
Idaho Museum of Natural History/ISU
James E. Lewis Museum of Art
Kansas City Art Institute
Library Company of Philadelphia
Longy School of Music of Bard College
Louisiana State University Libraries
Margaret Herrick Library, Academy of Motion Picture Arts and Sciences
Mediatheca 'Fioretta Mazzei'
Meharry Medical College

Museum of Contemporary Art
Museum of Northern Arizona
National Geographic Institute
National Library of Scotland
Natural History Museum
New Orleans Museum of Art
New York Society Library
Pierceton and Washington Township Public Library
Rosemont College
Royal Botanic Gardens, Kew
SALVE Regina University
Seattle Public Library
Shanghai University of Finance & Economics Library
Shiloh Museum of Ozark History
South Dakota School of Mines & Technology
St. Cloud State University
State Library of Pennsylvania
Stockholm University Library
SUNY College at Buffalo
The Paley Center for Media
The Sixth Floor Museum at Dealey Plaza
TIFF Film Reference Library
Torrance Public Library
Tulsa City-County Library
UMass Dartmouth Library Archives and Special Collections
University College London
University Library Belgrade
University of Florida
University of Manchester
University of Nebraska Medical Center
University of Prince Edward Island
Wellesley College
Wesleyan University
Western University of Health Sciences