

Welcome to this survey!

This survey is part of the data collection process for the master's thesis titled " *Measuring Digital Skills in the Museum Sector* ". The Groninger Museum is the case study of this thesis. Should you need any assistance, please send an email to masigletou@gmail.com .

* Required

Part A. Demographic Questions

1. Age *

☐ 18 to 30

☐ 31 to 45

☐ 46+

2. What is your professional background? Please indicate your experience within the cultural organization and/or digital sector. *

3. Years of professional experience within the cultural organization and/or digital sector *

- ☐ Entry-level to junior professionals: 0 to 6 years
- ☐ Mid-career professionals: 7 to 14 years
- ☐ Senior professionals: +15 years

4. Type of employment within organization *

- ☐ Internship – externship
- ☐ Consultant - contractor (including part-time position)
- ☐ Staff member (employment of definite or indefinite duration, on full-time basis)
- ☐ Other

5. Level of education relevant to the position in the organization *

- ☐ Secondary education
- ☐ First degree
- ☐ Master Degree
- ☐ PhD
- ☐ Other qualifications relevant to the position (trainings, certificates, courses etc.)

Part B. Closed Questions

6. **Does your museum employ a person or a group of people or an external company to provide an explicit (written) strategy for the development and implementation of digital tools, that is endorsed by the management of your organization? ***

- ☐ Yes, there is an external company, assigned with related tasks.
- ☐ Yes, there is a staff member or team of people, who are engaged in developing a strategy for employing digital tools within the museum.
- ☐ No.
- ☐ I do not know.

7. **In your organization, is there a staff member or a group of people who can help you find information about the Museum's digital collections and digital projects? ***

- ☐ Yes, there is an external provider, assigned with related tasks.
- ☐ Yes, there is an internal contact person, assigned with related tasks among various other tasks.
- ☐ Yes, there is a person or several people, supporting the organization specialising in information and knowledge management.
- ☐ No.
- ☐ I don't know.

8. In your organization, is there a person or team of people responsible for business planning?

Museum Business Planning is the process of setting a museum's future objectives and strategies for achieving those objectives. The Museum Business Planning process results in a Museum Business Plan that is a document to guide the operations of the museum, including financial, human resources, board of director development, fund raising, marketing and museum mission, vision and values.

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- ☐ Yes, there is an external company working on the related topics.
- ☐ Yes, there is a staff who is working on these objectives, but the role mostly focuses on other responsibilities.
- ☐ Yes, there is a person or group of people working on all the components of the Museum Business Plan, who are responsible for setting the museum's objectives and strategies for achieving those objectives.
- ☐ No.
- ☐ I do not know.

9. Do you take advantage of educational seminars, training modules or any type of digital literacy development? *

- ☐ Yes, at least once a year all critical staff members participate in digital training if they make such a request.
- ☐ Yes, the organization provides digital training licenses for all the staff members subject to training requests.
- ☐ Yes, the organization has a staff member who is responsible for the Education and Development of all staff members, dealing with all training requests, and planning future education needs.
- ☐ No.
- ☐ I am not aware of any of these modules.

10. **Does your museum use any of the following digital tools to support the visitors inside the museum? ***

- ☐ Wi-Fi
- ☐ Electronic guide (headphones)
- ☐ Electronic information columns
- ☐ Interactive functions (eg computers)
- ☐ QR-codes (eg information about objects)
- ☐ An app to support a 'guided tour'
- ☐ Virtual reality
- ☐ 3-D technology
- ☐ Tracking system to follow the route of visitors in the museum
- ☐ Other
- ☐ We don't have any digital functions in our museum.

11. If you have checked at least one box in the question no. 10 above, please indicate if there is a person or group of people to support the visitors inside the museum.

If your answer is "yes", please select the level of the overall competence of the professional(s) when dealing with the field in question: *

- ☐ No.
- ☐ Low competence.
- ☐ Limited competence.
- ☐ Medium competence.
- ☐ Good competence.
- ☐ Excellent competence.
- ☐ I do not know.

12. Does your organization employ an internal software developer or an information technology professional? *

- ☐ Yes, there is an external information technology (IT) specialist (or a company) assigned to us on a fixed-hour basis per year.
- ☐ Yes, there is an internal information technology (IT) specialist.
- ☐ Yes, there is a Technical Department that is also responsible for other facilities and services.
- ☐ No.
- ☐ I do not know.

13. **If you face a problem with a digital tool at work, is there somebody in your organization that can help you solve this problem? ***

- ☐ Yes, there is dedicated user support and service management only for internal problems.
- ☐ Yes, there is dedicated user support and service management both for internal problems and external users.
- ☐ No, there isn't.
- ☐ I do not know.

14. **Is there a team or group of people in your organization who have responsibilities over digital exhibitions and digital projects? If the answer to this question is "yes", please select the level of the overall competence of the employee(s) when dealing with the field in question:**

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- ☐ Low competence.
- ☐ Limited competence.
- ☐ Medium competence.
- ☐ Good competence.
- ☐ Excellent competence.
- ☐ No.
- ☐ I do not know.

15. **Does your Organization employ a person or team of persons working on storytelling techniques for online exhibitions and conducting research in the target audience? If the answer to this question is "yes", please select the level of the overall competence of the employee(s) when dealing with the field in question:**

*

- ☐ No.
- ☐ Low competence.
- ☐ Limited competence.
- ☐ Medium competence.
- ☐ Good competence.
- ☐ Excellent competence.
- ☐ I do not know.

16. **Does your Organization employ a person or team of people to digitize the collection of the Museum and/or to manage the digital collection? ***

- ☐ Yes, there is an external professional (or company) assigned to us on a fixed-hour basis per year.
- ☐ Yes, there is an internal professional working on this project alongside other tasks.
- ☐ Yes, there is a dedicated staff working on the digitization and management of the digital collection.
- ☐ No.
- ☐ I do not know.

17. **Does your museum use a collection management software or an electronic database? If yes, who is in charge of the software? ***

- ☐ Yes, there is an external professional (or company) assigned to this project.
- ☐ Yes, there is an internal professional or a group of people working on this project.
- ☐ No, the museum does not have any software.
- ☐ I do not know.

18. What are the functions of the website of your museum? (You can choose more than one options below) *

- ☐ General information (e.g. opening times, entrance fees, address or route description)
- ☐ Specific information (e.g. shop and restaurant, guided tours or assistance for people with special needs)
- ☐ Online services (e.g. buying tickets, online shop or online library)
- ☐ Information on special events and exhibitions
- ☐ Information and registration of lectures and educational programmes
- ☐ Direct communication with (potential) visitors (e.g. newsletter, emails or reviews)
- ☐ Interactive communication with (potential) visitors (e.g. forums, blogs or chat rooms)
- ☐ Gateway to social media or apps
- ☐ Presentation of the digital heritage collection (e.g. images, videos, collection database or API)
- ☐ Information on scientific research (e.g. publications or research projects)
- ☐ Virtual exhibitions and virtual tours
- ☐ Recruitment of staff and volunteers
- ☐ Other

19. **Which social media does your museum use? ***

☐ Facebook

☐ Twitter

☐ Instagram

☐ YouTube

☐ TikTok

☐ Vimeo

☐ LinkedIn

☐ Flickr

☐ Other

20. **Who is responsible for the maintenance and updating of the above social media? ***

☐ There are volunteers and/or interns dealing with the Museum's social media accounts.

☐ There is a freelancer dealing with social media.

☐ There is an external company dealing with social media.

☐ There is internal staff dedicated to dealing with social media.

☐ We do not use any of the above social media platforms.

☐ I do not know.

21. **Does your Organization employ a person or team of persons specialized in engagement with the public audience? If so, please select the level of the overall competence of the employee(s) when dealing with the field in question: ***

- ☐ Low competence.
- ☐ Limited competence.
- ☐ Medium competence.
- ☐ Good competence.
- ☐ Excellent competence.
- ☐ No.
- ☐ I do not know.

22. **Does your Organization collect personal data for any of the following purposes? ***

- ☐ Newsletter emails
- ☐ Fundraising appeals
- ☐ Management of volunteer database and friends of the museum
- ☐ Events guestlists
- ☐ Gift aid
- ☐ Magazine subscription
- ☐ Social media followers
- ☐ Researchers and academics
- ☐ Artists
- ☐ Other

23. **If you checked at least one box above, does your organization have in place protocols to ensure data protection and online privacy for external users when using digital tools and methods? If the answer is "yes", please select as many options as may be applicable to your organization that you are aware of:**

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- ☐ Staff members have received adequate training on data protection when using digital tools and methods.
- ☐ Staff members have an internal policy that they can consult in case they have doubts or questions about data protection.
- ☐ The organization has a formal Privacy Policy that sets out the justification and basis for the processing of personal data (including a Cookies policy on the website).
- ☐ The organization's privacy policy is accessible to everyone who wants to be informed of their rights.
- ☐ The organization takes measures to encrypt or anonymise personal data that it processes and deletes them when no longer needed.
- ☐ The organization has a designated Data Protection Officer responsible for ensuring compliance with data protection regulations.
- ☐ The organization has a policy that allows data subjects to request information about their data, correct or update inaccurate data, or ask to delete data and stop processing them.
- ☐ No.
- ☐ I do not know

24. **Does your Organization employ a person or team of persons advising on questions of copyright and intellectual property when using digital tools and methods? ***

- ☐ Yes, the organization resorts to an external consultant whenever advice is needed.
- ☐ Yes, the organization has a person specialized in copyright and protection of intellectual property.
- ☐ Yes, in addition to the above, the organization has a Copyright and Intellectual Property policy as well as a disclaimer on its website for these issues.
- ☐ No.
- ☐ I do not know.

25. **Do you think that the Museum has adequate cyber-security protection? ***

- ☐ Yes, the Museum has a person or team of people dealing with the cyber security of the Museum.
- ☐ No, the Museum has experienced data loss due to cyber attacks in the past.
- ☐ I do not know.

26. **Based on your experience in museum settings, how important do you think the following skills and competencies of museum professionals are for a museum's digital transformation? ***

	Not important at all	Slightly important	Moderately important	Very important	Most important
Digital Strategy and Information Management (IKM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media and Online Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Security and Online Privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part C. Optional Open-ended Questions

27. **In your opinion, what are the three key challenges within the digital domain that professionals in the museum sector are currently facing?**

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