

Prioritizing national digitization projects

Survey results

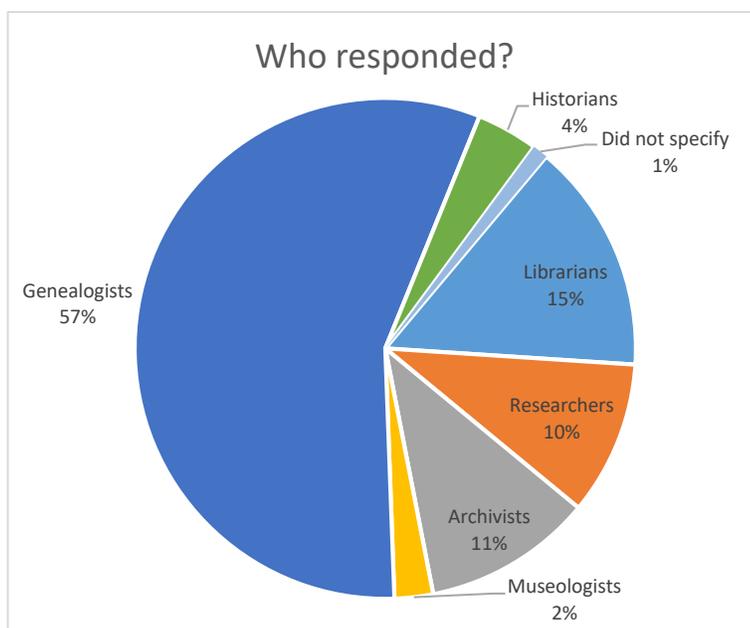
Background

In March 2018, The National Heritage Digitization Strategy (NHDS) Steering Committee launched a survey to help determine the priorities of the NHDS.

The survey was posted to the [NHDS website](#) and distributed to the Canadian cultural heritage sector through the NHDS mailing list. The survey was open to responses for just over three weeks. The [raw results](#) are also available for further analysis.

Results – Key findings General observations

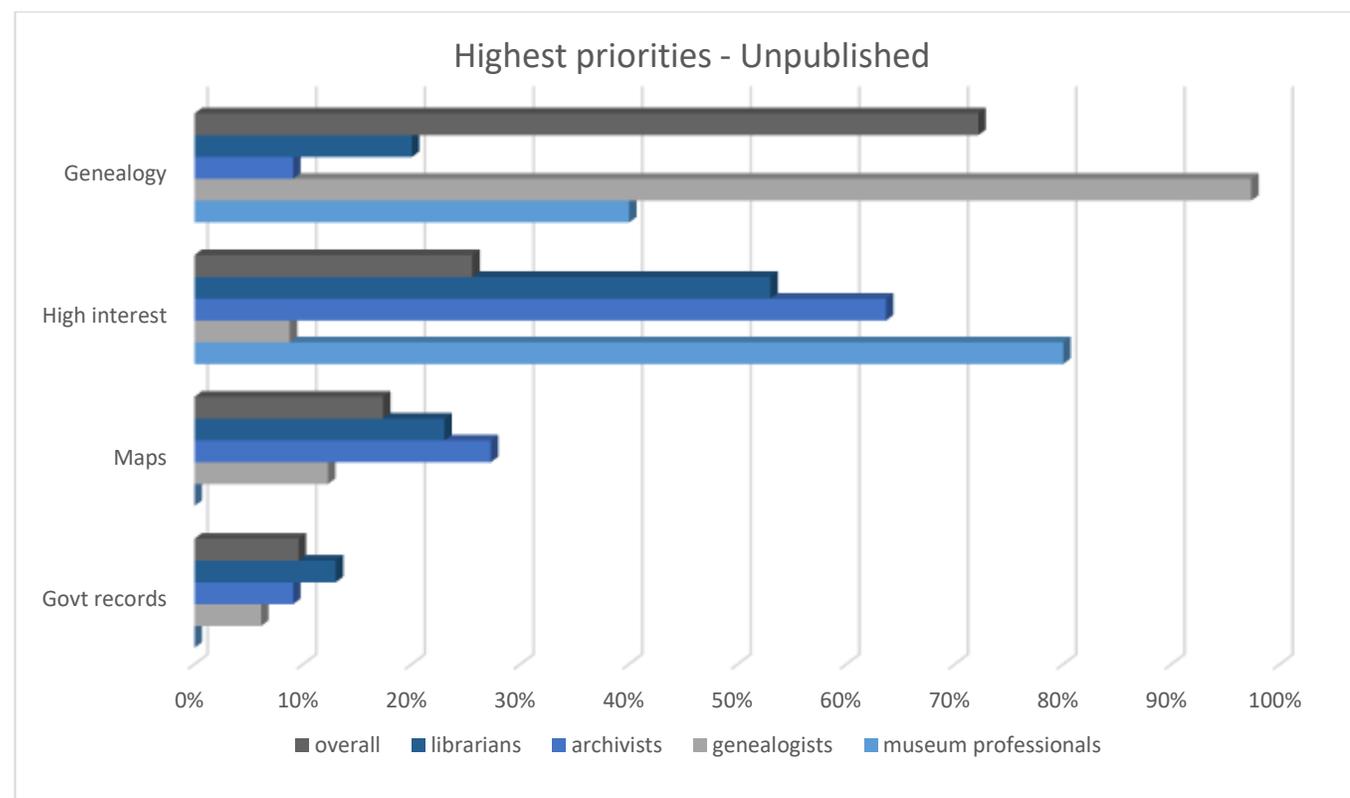
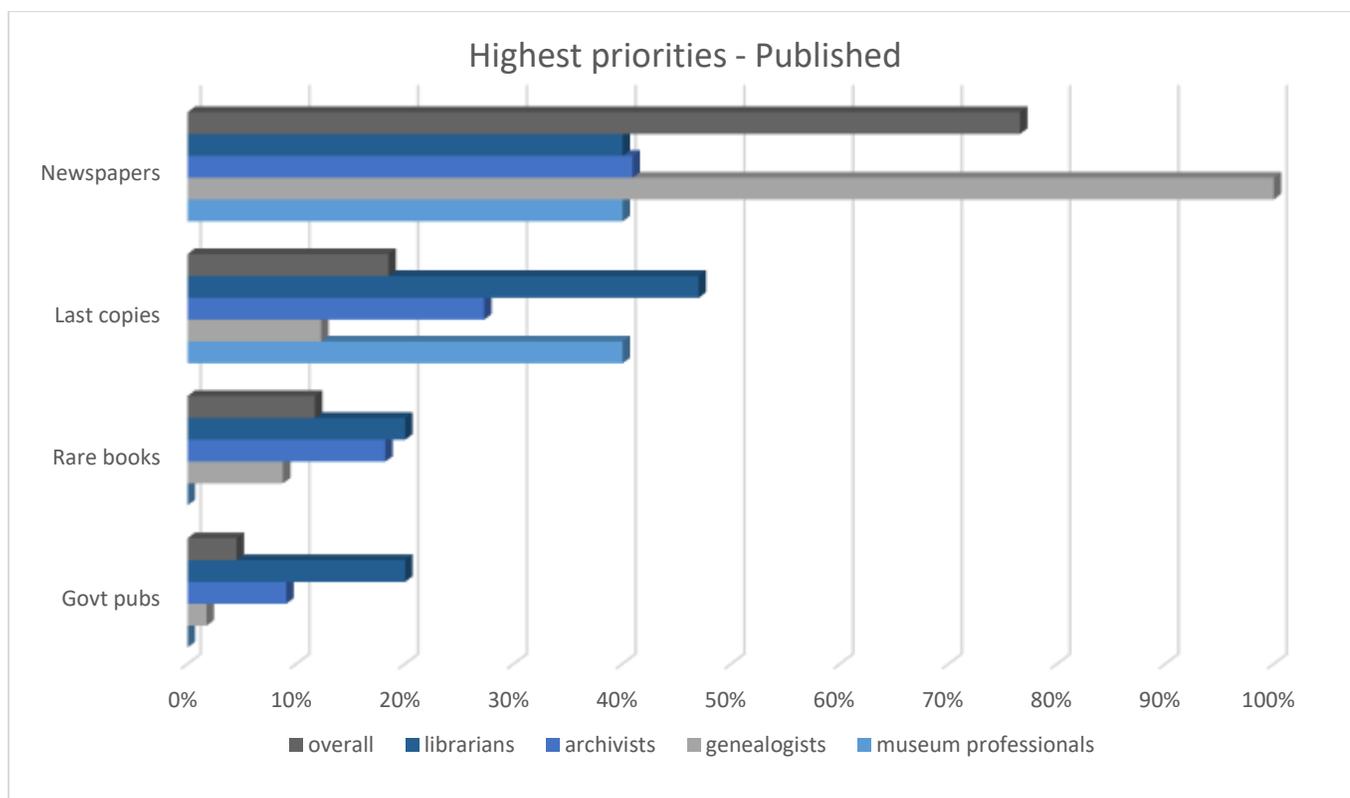
- The survey generated a very high response rate. It was sent to 264 recipients, and received 222 responses – a response rate of 84%. This was likely helped by people sharing the survey through their blogs, and social media (notably: posts on [anglo-celtic connections](#), [librarianship.ca](#), ARCAN-L and [OurDigitalWorld](#); and tweets from OurDigitalWorld).
- Genealogists were the most common demographic to respond to the survey, making up almost half of all respondents (114 responses or 51%). Despite the high representation of genealogists, responses by profession show that priorities were fairly consistent.



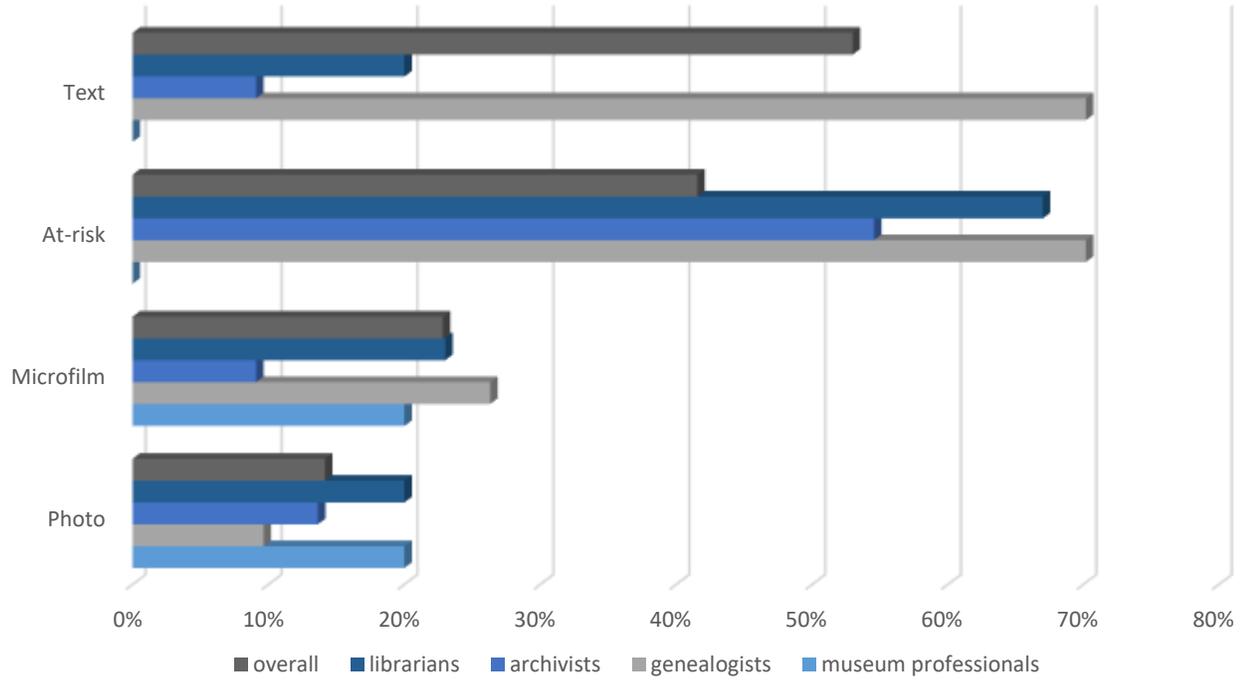
- Newspapers were by far the most highly prioritized material. Although most often cited by genealogists, newspapers appeared to be a priority regardless of profession.
- Many respondents said they appreciated being asked their opinion and over half (57%) offered their email address to be contacted later, if needed.
- Respondents gave many reasons for why they would prioritize the material, most often citing broad interest, unique value and preservation issues.

Highest Priorities

(Based on % of "highest priority" responses by number of responders)



Highest priorities - Formats



Appendix: Survey Text
Help prioritize national digitization projects

As you may already know, the National Heritage Digitization Strategy (NHDS) is looking to coordinate the way Canadian memory institutions' digitize, provide access and preserve their collections.

The NHDS Steering Committee has released a draft content strategy (<https://cnhds.files.wordpress.com/2018/03/nhds-content-strategy-draft.pdf>) to help inform potential funding projects, a discovery platform and organizational decision-making. We need your help in determining the priorities of the NHDS.

Please respond to the following survey by April 6, 2018.

Thank you,

The NHDS Steering Committee

1. What PUBLISHED MATERIAL most urgently needs digitization in your community? Please rank the following options from 1 (highest priority) to 8 (lowest priority).

- Published monographs
- Scientific publications and scholarly journals
- Canadian theses
- Newspapers
- Newsletters
- Government publications
- Rare books
- Last copy
- Other _____

2. What ARCHIVAL MATERIAL most urgently needs digitization in your community? Please rank the following options from 1 (highest priority) to 6 (lowest priority).

- High-interest archival fonds and finding aids
- Government records
- Historical maps
- Posters
- Archival material of genealogical interest
- Documentary art
- Other _____

3. What FORMATS most urgently need digitization in your community? Please rank the following options from 1 being the highest priority to 6 being the lowest.

- Microfilm and microfiche
- Film and video
- Audio recordings
- Photographic material
- Textual documents
- At-risk material
- Other _____

4. Why would you prioritize this material and these formats?

5. Please note any further comments you would like to share:

6. Please tell us about yourself. Are you primarily:

- A researcher
- A librarian
- An archivist
- A genealogist
- A historian
- A museum professional/curator
- Other _____

Please provide your email address so we can follow up with you if necessary (optional)

Thank you for your input.
The NHDS Steering Committee