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The Museum Documentation Centre and its Users

Summary

The 50th anniversary of Museum Documentation Centre, the central institution of Croatian museum network, is a good opportunity to resume its policy and to resume its mission.

The paper will give a short glance over the history of MDC. The problem whom MDC is for, and what were our objectives in the past will be analised presenting the main projects.

How we fulfill the needs of Croatian museum curators and what are the results of mutual dynamic experience especially concerning the problem of museum documentation and promotion of Croatian museums abroad will be evaluated. The special stress will be given on the future projects that will use information technology in broadening our users to rise the level of work in our museums by introducing norms and standards.

Introduction

It's a happy coincidence that in the same year that Zagreb is hosting the conference of ICOM-CIDOC, the committee for museum documentation, Croatia's Museum Documentation Centre is celebrating its 50th anniversary.

Anniversaries present an ideal moment for looking back over and summing up the past. And so, we have the task of looking back over the role of MDC in the context of the theme of this year's conference - museum documentation and users.

What were the reasons for setting up MDC?

In the 1950s, the first post-war wave of museums and collections were founded on the territories of Croatia, then part of Yugoslavia. This was part of the cultural policy drawn up by the new government, which was to allow the broadest section of society the opportunity to become both creators and consumers of culture. The community of museum experts at that time was extremely well organised, and one of its most engaged members, Dr Antun Bauer, noticed the need for the systematic collection of data about the





founding, development and activities of museums in order to create a central point for a museum network. This would have a complete overview of the situation of museums, and be in a position to directly and competently intervene and correct situations on the ground. It would also be a central point for the exchange of ideas, experience and opinions among museum experts.

And so a centre with the name "Museum Documentation Centre" was founded. The initiator of the idea and the person who brought the project to life was the same Dr Antun Bauer. He dedicated his life to museums, was the founder and initiator of many museums and collections, acted as a donor and was, above all, the staunch advocate of every museum institution.* 1

The backbone of the Centre was a specialist museum library and a museum archive. Those two resources had the role of and provided the means of developing the other activities of the Centre: the creation of a place for learning and professional development, and the "popularisation" of museums.

It is important to note that Bauer's conception from the very beginning clearly outlined a defined manner of archiving and documentation, both informative and communicative. Thanks to this, the Centre was able to avoid the fate of so many establishments, institutions etc. which developed solely in one direction and which, with this "mono" policy, lost their way and, more importantly, their users. In the same vein, the development and creation of an "image" for our institution will rest upon its ability to transform and adapt, taking into account the demands of its users and founders, as persistence in following the basic requirements of the work of the Centre with the following simple goal: improving standards in the museum profession.

Today we can affirm that MDC, in the fifty years of its existence and on the initiative of one enthusiast, has become a dynamic institution which has developed a multitude of services and projects which assist in the creation of a high quality organisation of museums' working practices. In essence, this is still the same road map that the founder sketched way back in 1955, and which we travel today with the help of modern information and communications technology, and with new knowledge and new skills.

MDC is an INDOK centre – information, documentation and communications – and we are trying to develop – or, rather, innovate - each of those three segments equally. We are working on the quality of forms for the collection of data, and on the continuous development of systems and criteria for the dissemination and communication of that information using new and ever more technologically complex channels of communication. I would like to emphasis that MDC, for all the challenges that are set before us and which come from the museums themselves, from the broader cultural community and from new developments in thinking in the museum sector, is itself creating the shape of the answers. We are attempting always to be an effective source information which is as precise and as complete as possible, to develop our services, to lead initiatives and to solve current problems. (The guidelines for





our work and the theoretical basis for its conception have been created on the basis of the work of the Institute of Culture, the Institute for Information Studies and the Department of Museology).

Who are MDC's users? What products does MDC have for its users?

There are two important groups of users who turn to MDC for assistance: museum staff and specialists from so-called "heritage institutions", and the broader public.

The main group of users is, of course, museum staff. In accordance with our legislation, these include curators (senior curators and museum advisors), documentation specialists, librarians, teachers within the museum system, IT professionals, museum restorers and preparers and museum technicians. *2. Altogether, there were according to Register of MDC, 841 museum staff as at 2004. *3

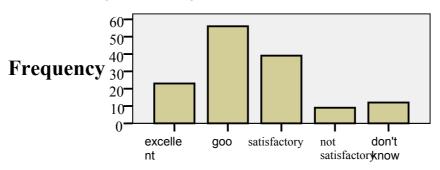
Are our primary users satisfied with MDC's work, and if so, how satisfied are they? A survey carried out in January 2005* 4 showed that at that moment MDC's work was on the whole viewed as excellent. 56 out of 139 respondents (40.3%) evaluated our work as "good", 39 out of 139 (28.2%) said "satisfactory", and only 9 out of 139 (6.5%) were not satisfied. Of the curators among these respondents, 35 out of 89 (25.2%) rated our work as "good", 25 out of 89 (18%) "satisfactory" and 6 out of 89 (4.3%) were not satisfied. Of almost all other professionals, none gave the response "not satisfied", indicating a very good working partnership.





	Frequency	Percent	Value Percen	Cumulative Percent
Value Excellent	23	16.5	16.5	16.5
Good	56	40.3	40.3	56.8
Satisfactory	39	28.1	28.1	84.9
Not satisfactory	9	6.5	6.5	91.4
Don't know	12	8.6	8.6	100.0
Total	139	100.0	100.0	

How do you currently rate the work of MDC?



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The communication which MDC has set up with museum staff has a variety of forms and content, and varies in quality and dynamics. First and foremost, users have the following options:

1. Use of the Library and its services.

Our specialised library *5 is the only one in Europe with such a profile, and within Croatia is the library with the greatest annual increase in the number of books. In order to inform Croatian museum experts about new publications, and in order to motivate them to use the library, an annotated bibliography has been published and distributed free of charge to museums since 1994. Since 2000, the bibliography has been both accessible and searchable on our website at http://www.mdc.hr/prinove/ *6. According to an analysis of the profile of users of the library, the greatest number are future curators who are preparing for professional examinations.

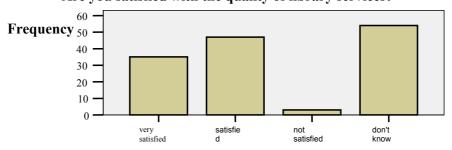
2. Usage of the information and documentation resources of the centre: the Archive, Picture Library, Poster Library, Register of Museums, and Registers of Museums, Collections and Treasuries in the Ownership of Religious Communities *7



Are you satisfied with the quality of library services?

					Cumulative
		Frequency	Percent	Value Percent	Percent
Value	Very satisfied	35	25.2	25.2	25.2
	Satisfied	47	33.8	33.8	59.0
	Not satisfied	3	2.2	2.2	61.2
	Don't know	54	38.8	38.8	100.0
	Total	139	100.0	100.0	

Are you satisfied with the quality of library services?



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From the questionnaires received, it was shown that the library, our oldest resource, had the least users, and in fact that many users had no idea that the library exists. 54 users out of 139 (38.8%) didn't know; 47 out of 139 (33.8%) were satisfied; 35 out of 139 (25.2%) were very satisfied. An interesting piece of information was that most librarians from other museums knew about and used our library, while 29 out of 89 curators who responded didn't know that it existed.

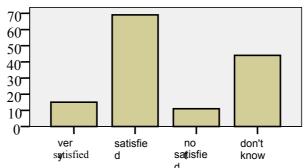
The Register of Museums is a collection of regularly updated information on museums, and as such is our most frequently used database. 69 out of 139 respondents (49.6%) were satisfied with the quality of the information, 15 out of 139 (10.8%) were very satisfied, while 31.7% didn't know that the Register existed.



Are you satisfied with the quality of data in the Register?

		Frequency	Percent	Value Percent	Cumulative Percent
Value	Very satisfied	15	10.8	10.8	10.8
	Satisfied	69	49.6	49.6	60.4
	Not satisfied	11	7.9	7.9	68.3
	Don't know	44	31.7	31.7	100.0
	Total	139	100.0	100.0	

Are you satisfied with the quality of data in the Register?



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3. MDC's publishing activities*8 are our longest-standing form of cooperation with museum staff, and over the last fifty years a highly diverse publishing programme has evolved, ranging from specialist scientific magazines to bulletins and manuals. The magazines "Muzeologija", published since 1953, and "Informatica Museologica"*9 since 1970, have been fulfilling the requirement of museum staff in every field to have a central point for the creation, definition and development of working practices, and satisfies the fundamental need of specialists for a variety of types of information (from theoretical to practical); is corrective in nature and a measure for comparison with others. "Muzeologija" is the result of the specialist scientific research of experts in the field of museology, and "Informatica Museologica" promotes the sharing of experience, views and visions of experts in Croatian museums, publishes relevant articles about theory and practice in museums around the world, and acts as a space for the creation and comparison of new ideas. We succeeded in continuing to publish even during war conditions, and when certain currents in thinking deemed such magazines unnecessary. In a new concept for our website, the magazines will be available with an English summary for every article.

1) for IT experts and curators

The computerisation of Croatian museums is one of the aims of MDC. Without going into a detailed explanation of the history, function or projects of this field, it should be emphasised that MDC has been publishing the "The Museum IT Bulletin" since 1990, with the aim of creating a stronger IT-literate community within museums, actively supporting the acceptance of IT experts as a new and essential cadre within museums.

2) for curators, conservators, and museum technicians

The problems of conservation and restoration of museum objects and their preventative care are common ground for conservators and curators in museums. We have been publishing material aimed at this group since the 1970s, including the translated manual "Conservation and Restoration", the Instructions for the Protection of Museum Objects published in 1991, and the Manual for the Preventative Care of Pictures. These have been trying, as far as possible, to provide essential information about the care of objects in museums in order to prevent deterioration due to a lack of appropriate measures.

3) for museum staff, administrative bodies and ministries

Assessments of the work of all Croatian museums are published in the annual publications "The Croatian Museum Report" and "The Zagreb Museum Report"*10 The specialist regulations for reporting were defined by MDC and refer to all aspects of museums' work. The collection of all these elements and expert specifications are, in essence, the standards and norms of museums' activities, and their detailing and updating is carried out in accordance with changes in working practices. We attempted to ensure that this data would be relevant, credible and accurate so that these publications would be not only a



Documentation & Users



collection of useful information and a working manual for museum staff, but also a precise analysis of the current position and quality of working practices.

As conclusion, a very high percentage of users were satisfied with MDC's publications: 66 out of 139 (47.5%) were very satisfied; 62 out of 139 (44.6%) were satisfied, and 6 (4.3%) didn't know about the publications. The most positive evaluations were given by curators and museum advisors. 47 out of 89 (33%) of curators were very satisfied, while 36 out of 89 (25.9%) were satisfied. Of 14 museum advisors, 6 (43%) were very satisfied, and 8 (57%) were satisfied.



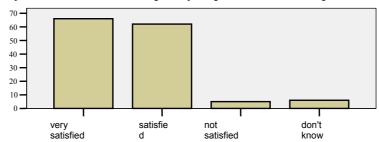


Are you satisfied with the quality of publications and posters?

		Frequency	Percent	Value Percen	Cumulative Percent
Value	Very satisfied	66	47.5	47.5	47.5
	Satisfied	62	44.6	44.6	92.1
	Not satisfied	5	3.6	3.6	95.7
	Don't know	6	4.3	4.3	100.0
	Total	139	100.0	100.0	

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Frequency



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Seminars, courses and lectures

MDC has developed the following programme of seminars, courses and lectures for the training of museum specialists:

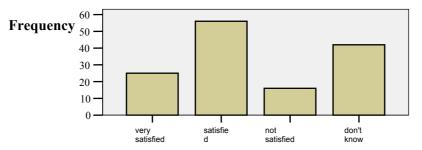
- Courses for target groups (museum restorers, technicians, curators): Preventative Care, The Care of Pictures.
- Curators' workshops demonstrations of best practice from museums; familiarisation with the work of the Centre and opportunities to use its resources and services.
- Lectures by foreign experts.
- Lectures, presentations, "Open Wednesday" discussions related to current topics which are also of interest to a general audience.

Questions relating to the quality of courses showed that 56 out of 139 respondents (40.3%) were satisfied, 25 (18%) were very satisfied, 16 (11.5%) were not satisfied, and 42 out of 139 respondents (30.2%) had not been informed about the existence of such courses.

Are you satisfied with the quality of courses?

	Frequency	Percent	Value Percen	Cumulative Percent
Value Very satisfied	25	18.0	18.0	18.0
Satisfied	56	40.3	40.3	58.3
Not satisfied	16	11.5	11.5	69.8
Don't know	42	30.2	30.2	100.0
Total	139	100.0	100.0	

Are you satisfied with the quality of courses?



Are you satisfied with the quality of courses?

A large number of users didn't know about the "Open Wednesday" lectures – 77 out of 139 respondents (55.4%). 44 (28.8%) were satisfied, 16 out of 139 (11.5%) were very satisfied, and only 6 out of 139 (4.3%) were not satisfied.



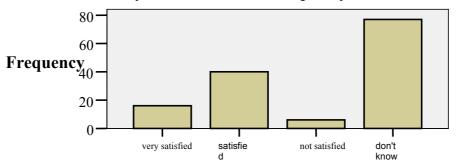


Notably, 27 out of 89 (19%) of curators were satisfied with the lectures, while 9 out of 89 (6.5%) were very satisfied. It is worth noting that 50 out of 89 (36%) of curators didn't know about the lectures.

Are you satisfied with the quality of lectures?

		Frequency	Percent	Value Percen	Cumulative Percent
Value	Very satisfied	16	11.5	11.5	11.5
	Satisfied	40	28.8	28.8	40.3
	Not satisfied	6	4.3	4.3	44.6
	Don't know	77	55.4	55.4	100.0
	Total	139	100.0	100.0	

Are you satisfied with the quality of lectures?



Are you satisfied with the quality of lectures?

How does MDC interact with the general public? How does MDC interact with the international public?

Aware of the fact that it is very difficult to bring the content of documentation to life for the general public, marketing programmes for museums have been set up which unite the Croatian museum network as a "shared" product. This topic has much greater weight.

First and foremost, the following popular publications appeared on MDC's media plan:

- Guides to the museums and galleries of Croatia, which in 1981 and 1992 were also available in English.
- A guide to the museums and galleries of the city of Zagreb (in English and German).
- The CD-ROM "Croatian Museums 1", as a prelude to the systematic popularisation of Croatia's heritage of museums.



Due to small print runs, the lack of a sales network and of marketing experts in MDC, these publications never realised their full potential.

MDC achieved a much greater effect with the annual exhibition of Croatian museums publications (ranging from catalogues, magazines, guides and scientific studies to CDs), which were presented in the professional publishing environment at INTERLIBER - the annual book exhibition in Zagreb. For 25 years, MDC has been successful in bringing together the publications of all museums. We have acted as a mediator between the knowledge which the museums possess and wish to communicate, and a wide audience of readers.

But without a doubt the most successful marketing project which uses all the advantages of modern information technology in the best possible way (in the sense of setting up global communications) is the MDC website. It has been in existence for eight years, and in that timeframe has been redesigned twice, as well as updated. Right now we are working on a new version built on a completely new concept. (The site's editor will have more to say on that subject). We are very proud of the fact that our site was featured in the UNESCO "World Cultural Report 2000" as one of the world's top 100 cultural websites.

The large IT project "Museums in Croatia"*11, http://www.mdc.hr /begun in 1996, formed the skeleton of the site. The aim of the project was that MDC, as the central institution of the network of Croatian museums, should assist in the promotion of individual museums by using new technologies. It began with the creation of a page for every museum expertly structured according to a logic which meant that it fulfilled the needs of the broadest spectrum of users – both the professional and the general public, as well as an international audience. At first, the site was in three languages (Croatian, German and English), but due to high costs the German language pages were later dropped. To date, about a third of the museum network has been covered, and the site includes approximately 15,000 pages, 6,000 photographs and ten virtual tours.

The other important content on our site is the result of continuous work on the collection and evaluation of data in connection with war damage, that is, the destruction of cultural heritage during the Homeland War (1991-1995-1997). Since 1991, MDC has, in its capacity as the reference point of the Croatian museum network, initiated the collection of data and creation of documentation concerning war damage to museum buildings and objects. This data has been used as the basis for the work of international commissions which have been confirming war damage, and as an information source for journalists, state institutions and the Ministry of Culture, as well as for individuals and more. After the end of the war, the data was analysed, systematised and audited, and was published at the end of 1997 in a book "War Damage in Museums and Galleries in Croatia" (in Croatian and English versions)*12.. An updated electronic version consisting of parts of the book – in the form of a database – was put on the MDC website at the end of 1999 on http://www.mdc.hr/stete/hr/. It is possible to search the online database



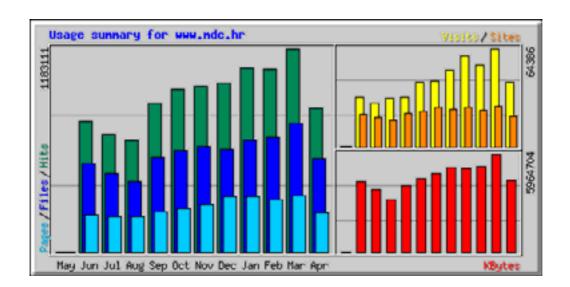


according to various categories of information: name of institution, location, category of damage and type of object. There is detailed information on 70 damaged and destroyed museums, galleries, collections and locations, of which 44 sustained damage to their collections.

At the same time, an Expert Commission for the Evaluation of War Damage to Museum Collections was set up, alongside the Ministry of Culture, in the framework of the Central Commission for the Listing and Evaluation of War Damage on Museum Collections in Croatia. This was in accordance with the Law on Establishment of War Damage*13. With further financing from UNESCO, in 2001 even more precise and important data was published on damaged objects alongside photographic documentation. A total number of 8,225 damaged museum objects has been recorded, of which 5,038 have disappeared or been stolen, 2,274 destroyed and 843 damaged. This year, a presentation of data is being finalised which includes information on the return of objects to individual museums, as well as on damaged objects belonging to the Vukovar Museum (which had not been precisely determined before).

From an analysis of data on the number of visits to our site (available on www.mdc.hr/logs), the following can be concluded:

In the last twelve months, MDC's web pages were most frequently visited in March 2005, with 64,386 visitors; 327,056 pages visited, 1,183,111 clickthroughs and 5,964,704 downloaded kilobytes.



The most frequently visited pages on MDC's site were War Damage and the project Croatian Museums on the Internet, both for March 2005 and the other months of the year.





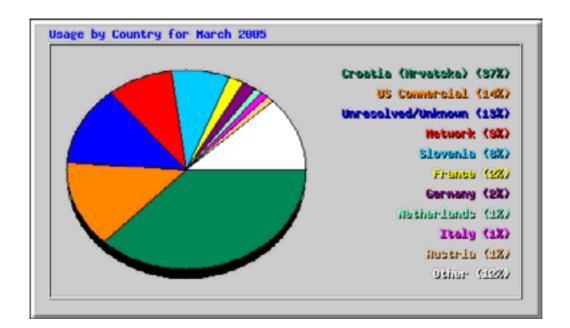
То	p 30 of	22485 To	otal URLs	;	
		_		_	
#	Hits		KBytes		URL
1	8839	0.75%	142922	2.40%	/stete/hr/po-zbirci-1.asp
2	3417	0.29%	1093	0.02%	/grafika-index/stete/bullet.gif
	2981	0.25%	3408	0.06%	/stete/hr/karta-rh.html
4	2680	0.23%	4727	0.08%	/stete/stilovi.css
5	2440	0.21%	1095	0.02%	/stete/SlikaMuz.html
	2401	0.20%	1159	0.02%	/stete/hr/glava.html
7	2388	0.20%	51843	0.87%	/grafika-index/Stete/muzeji-zbirke-slika.jpg
	2377	0.20%	940	0.02%	/stete/hr/fiksni.html
	2375	0.20%	47038	0.79%	/stete/hr/unesco-hr.html
	2358	0.20%	1558	0.03%	/stete/hr/fs-desni.html
	2315	0.20%	4311	0.07%	/stete/hr/grafika/periodika/mdc-glava.gif
	2193	0.19%	2264	0.04%	/stete/stilovi-lijevi.css
	2081	0.18%	866	0.01%	/grafika-index/Stete/ratne-naslov.gif
	2025	0.17%	893	0.01%	/grafika-index/Stete/ostecenja-off.gif
	2011	0.17%	844	0.01%	/grafika-index/Stete/muzeji-off.gif
	1999	0.17%	851	0.01%	/grafika-index/Stete/gradovi-off.gif
	1958	0.17%	590	0.01%	/msu/media/periodika/prozirni.gif
	1926	0.16%	820	0.01%	/grafika-index/Stete/zbirke-on.gif
	1888	0.16%	535	0.01%	/grafika-index/prozirni.gif
	1863	0.16%	535	0.01%	/muo/media/periodika/prozirni.gif
	1851	0.16%	514	0.01%	/etno/media/periodika/prozirni.gif
22	1810	0.15%	4191	0.07%	<u>/stete/hr/predmet-solo.asp</u>
	1761	0.15%	494	0.01%	/tehnicki/media/periodika/PROZIRNI.GIF
	1610	0.14%	4086	0.07%	/grafika-index/novo/logo.gif
	1609	0.14%	2071	0.03%	/mgz/periodika/stilovi.css
26	1596	0.13%	514	0.01%	/grafika-index/podloga.gif
27	1584	0.13%	8193	0.14%	/grafika-index/novo/naslov.gif
28	1561	0.13%	4965	0.08%	/grafika-index/novo/linkovi-novo.gif
29	1541	0.13%	527	0.01%	/grafika-index/novo/buttons-vijesti/seminari.gif
30	1531	0.13%	518	0.01%	/grafika-index/novo/buttons-vijesti/dogadj.gif

It can be seen from the statistics that our users are mainly from Croatia (37%), but that our pages are also accessed from other countries including the USA





(4.85%), Slovenia (8%), France (4.15%), Germany (2.62%), The Netherlands (1%), Austria (1.72%), Italy (1.65%) and others.





То	Top 30 of 93 Total Countries							
#	Hits		Files		KBytes		Country	
1	438498	37.06%	340106	45.25%	2456850	41.19%	Croatia (Hrvatska)	
2	162939	13.77%	30621	4.07%	289375	4.85%	US Commercial	
3	148827	12.58%	115518	15.37%	979745	16.43%	Unresolved/Unknown	
4	109420	9.25%	83513	11.11%	666736	11.18%	Network	
5	94591	8.00%	3970	0.53%	33624	0.56%	Slovenia	
6	27314	2.31%	24864	3.31%	247514	4.15%	France	
7	24382	2.06%	18651	2.48%	156134	2.62%	Germany	
8	15101	1.28%	9980	1.33%	83586	1.40%	Netherlands	
9	14799	1.25%	11511	1.53%	98162	1.65%	Italy	
10	14652	1.24%	11647	1.55%	102745	1.72%	Austria	
11	11603	0.98%	8674	1.15%	69171	1.16%	Switzerland	
12	11480	0.97%	8609	1.15%	79825	1.34%	Hungary	
13	10539	0.89%	8831	1.18%	54447	0.91%	Canada	
14	8988	0.76%	2927	0.39%	17541	0.29%	Japan	
15	8922	0.75%	6868	0.91%	49864	0.84%	Belgium	
16	8332	0.70%	6418	0.85%	46184	0.77%	Poland	
17	7227	0.61%	6303	0.84%	44121	0.74%	Yugoslavia	
18	6776	0.57%	5947	0.79%	36346	0.61%	Bosnia and Herzegovina	
19	5887	0.50%	4439	0.59%	35398	0.59%	Australia	
20	5848	0.49%	4620	0.61%	32844	0.55%	US Educational	
21	5063	0.43%	4363	0.58%	44417	0.74%	United Kingdom	
22	4456	0.38%	3858	0.51%	102337	1.72%	Sweden	
23	3158	0.27%	2294	0.31%	17998	0.30%	Norway	
24	2801	0.24%	2280	0.30%	18237	0.31%	Czech Republic	
25	2680	0.23%	1536	0.20%	10014	0.17%	Non-Profit Organization	
26	2570	0.22%	2193	0.29%	18820	0.32%	Brazil	
27	1874	0.16%	1332	0.18%	10149	0.17%	Denmark	
28	1855	0.16%	732	0.10%	6141	0.10%	Israel	
29	1491	0.13%	1115	0.15%	9356	0.16%	Spain	
30	1460	0.12%	1252	0.17%	10454	0.18%	Romania	





Where are we today? What is our status? Are we satisfying our specialist users?

Notes:

- 1. *Muzeologija*, #31 (1994). This edition was dedicated in its entirety to the work of Dr Antun Bauer. Sixteen renowned museum experts, directors and professors attempted to encapsulate all aspects of his work. The edition included a bibliography of all Dr Bauer's unpublished texts, as well as a bibliography of articles which were printed in his serial publications.
- 2. The Law on Museums. Narodne Novine 142/98, article 37.
- 3. More on the management of the Register of Museums, Galleries and Collections in: Markita Franulić and Snježana Radovanlija Mileusnić: *The Collection and Management of Data for the Register of Museum and Gallery Institutions in Croatia* // Archives, Libraries, Museums: 4th seminar: almanac of publications / ed. M. Willer, T. Katić. Zagreb: The Croatian Society of Librarians, (2001), pp. 165-174,
- 4. Anita Kovačević: A Strategy for the Development of PR and Marketing in the Museum Documentation Centre. A study, MDC, Zagreb, 2005. This study was commissioned in order to create a new internal organisation for the institution, and to improve the external activities of MDC. It consists of an analysis of the current organisational structure and strategy of MDC, and of suggestions for a marketing strategy for the future. The results were obtained by analysing questionnaires sent to 160 targeted users within the Croatian museum network and interviews with all staff within MDC. The published data is based on these surveys.
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- 6. Snježana Radovanlija Mileusnić: *MDC's Online Library Bulletin*: http://www.mdc.hr/prinove. Bibliographical sources of information on museum activities. // *Informatica Museologica* #34, 1 / 2 (2003), pp. 115-117.
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