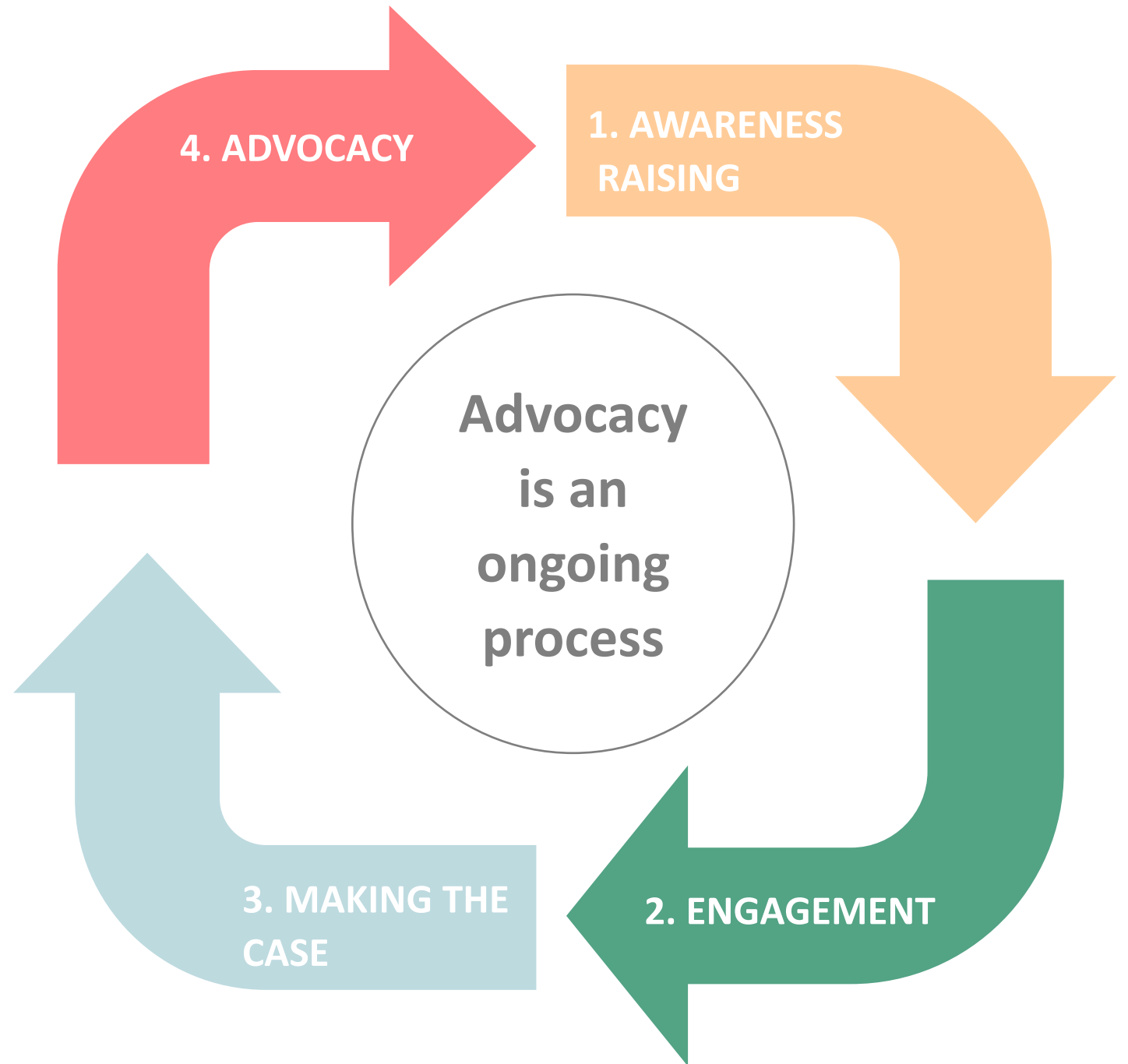


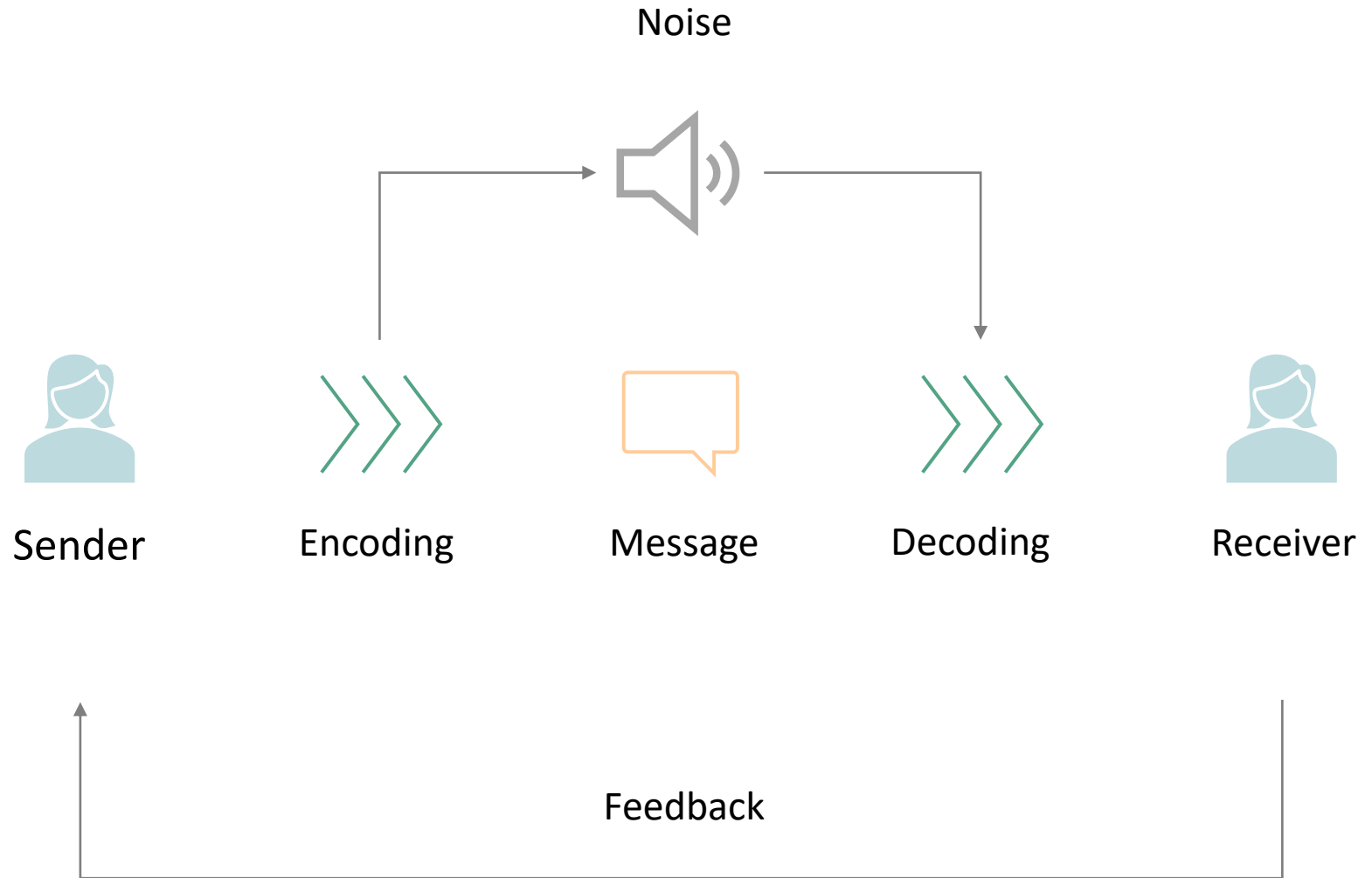
Getting Started with Advocacy



An ongoing process

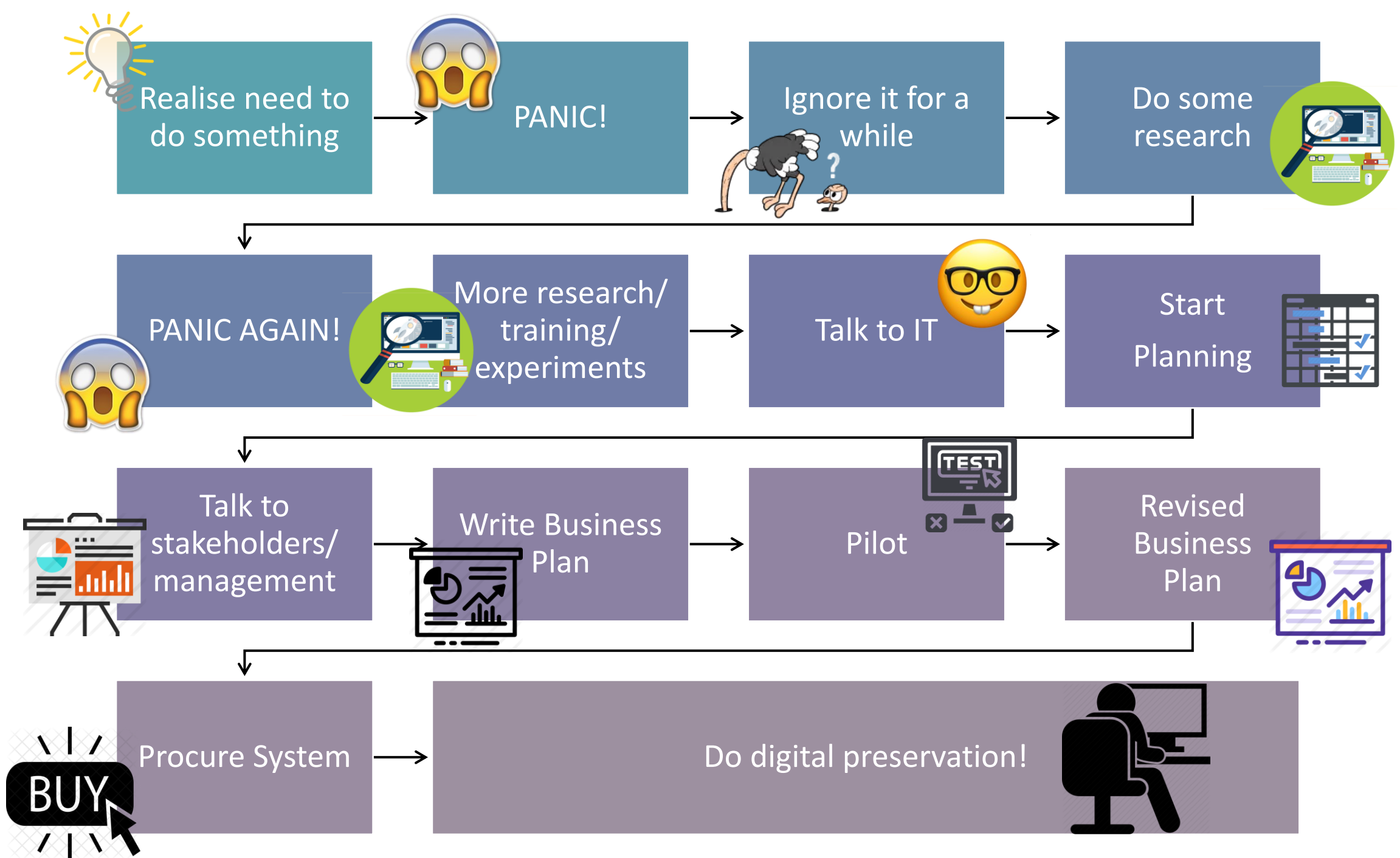


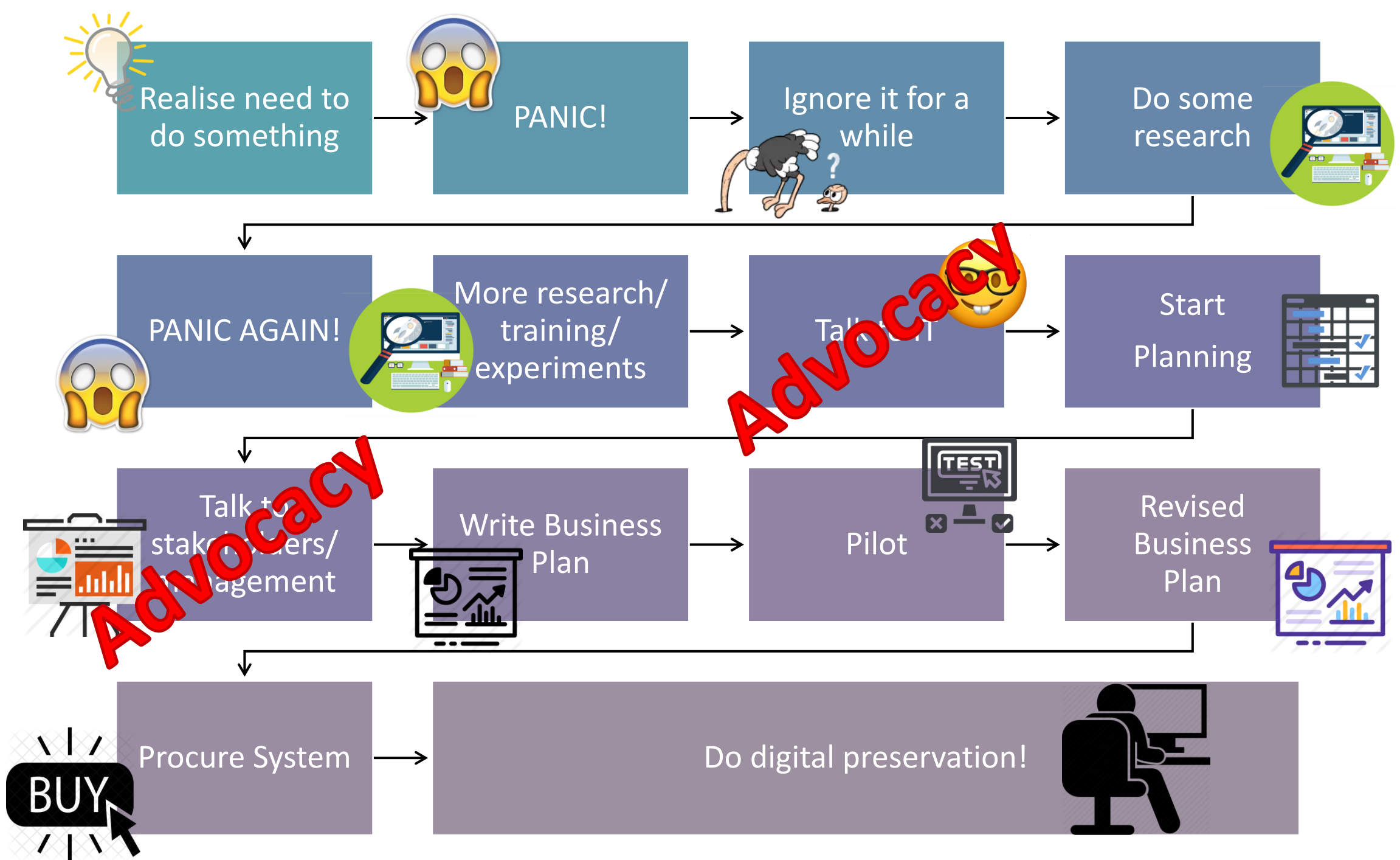
How we communicate



When?









Realise need to do something



PANIC!



Ignore it for a while

Do some research



PANIC AGAIN!



More research/
training/
experiments

Talk to IT



Start
Planning



Talk to
stakeholders/
management

Write Business
Plan



Prot

Revised
Business
Plan



BUY

Procure System

Do digital preservation!



Advocacy

Know your
audience

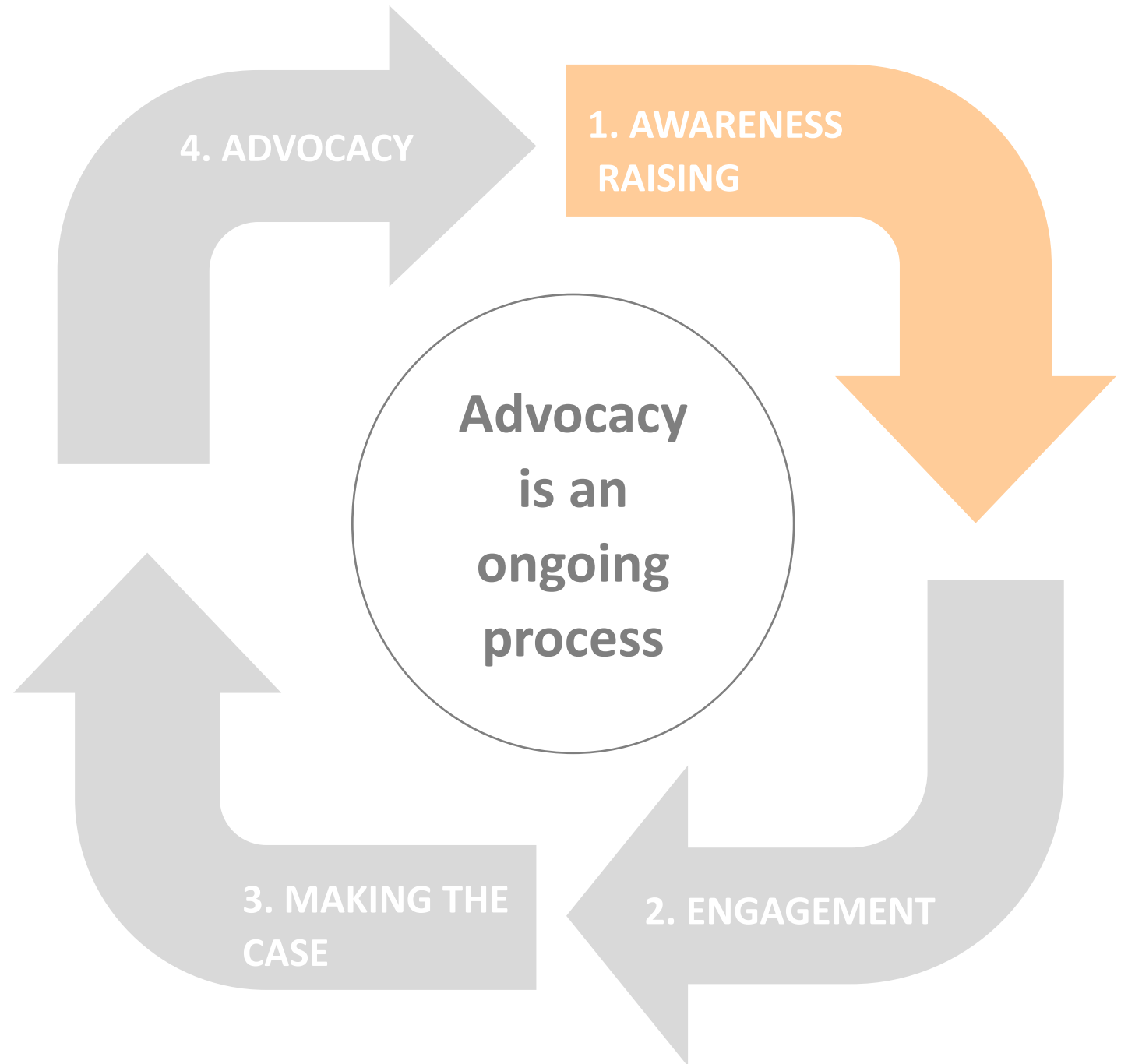


Awareness raising

Audience: Broad

Do: Educate, be helpful.

Don't: Give too many specific details about digital preservation, try to persuade your audience to commit to supporting your cause straight away.

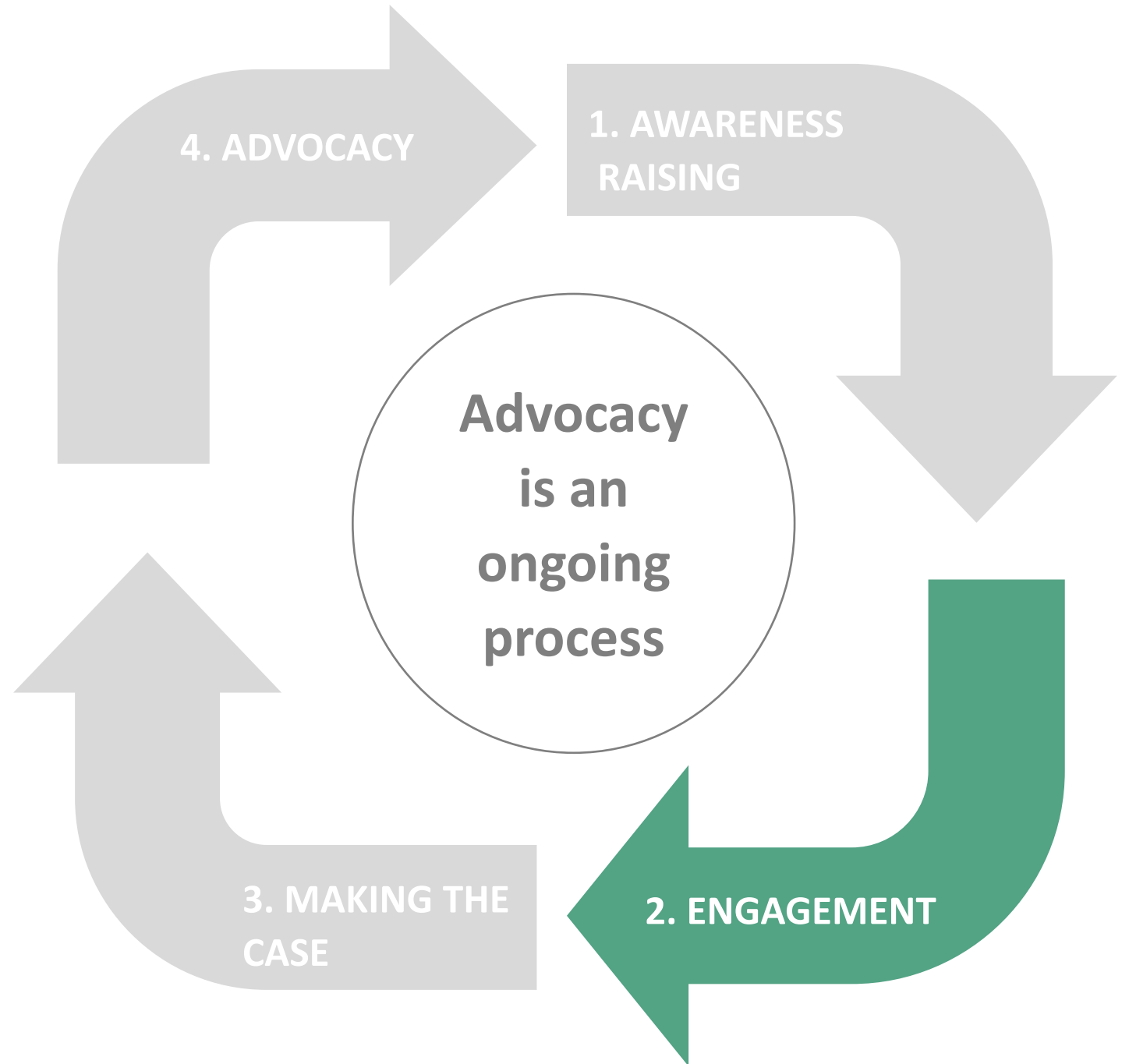


Engagement

Audience: More targeted, Key personnel

Do: Provide educational information tailored to this audience, deliver messages specific to their own interests or priorities, be helpful.

Don't: Go over the top, send information that isn't applicable.



Make the case

Audience: Key personnel, champions

Do: Talk about the benefits, demonstrate how it can support their own areas of interest or concern, offer solutions, (if you can) use current affairs or business opportunities to create a sense of urgency.

Don't: Bombard your audience with lots of calls and emails!

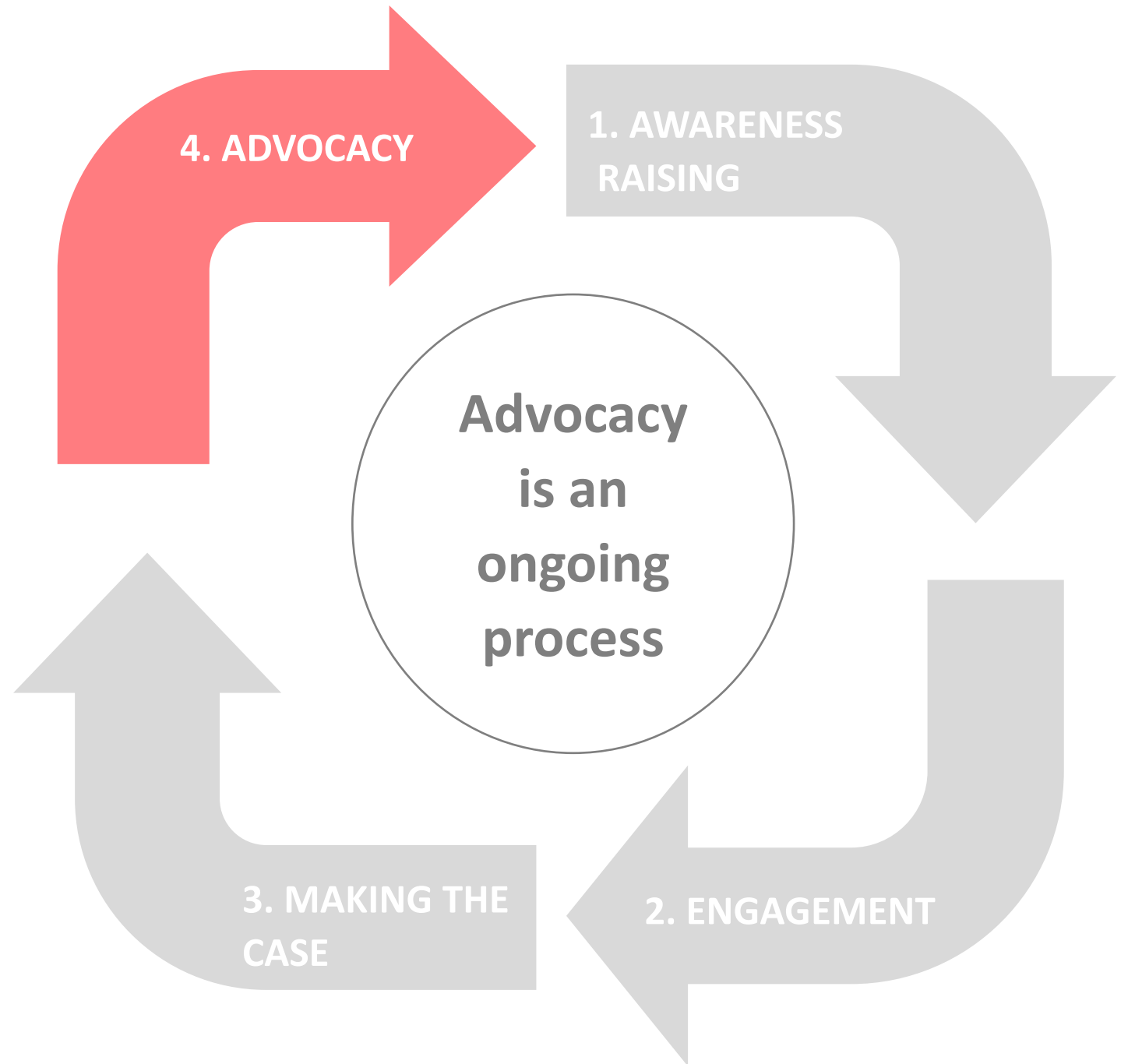


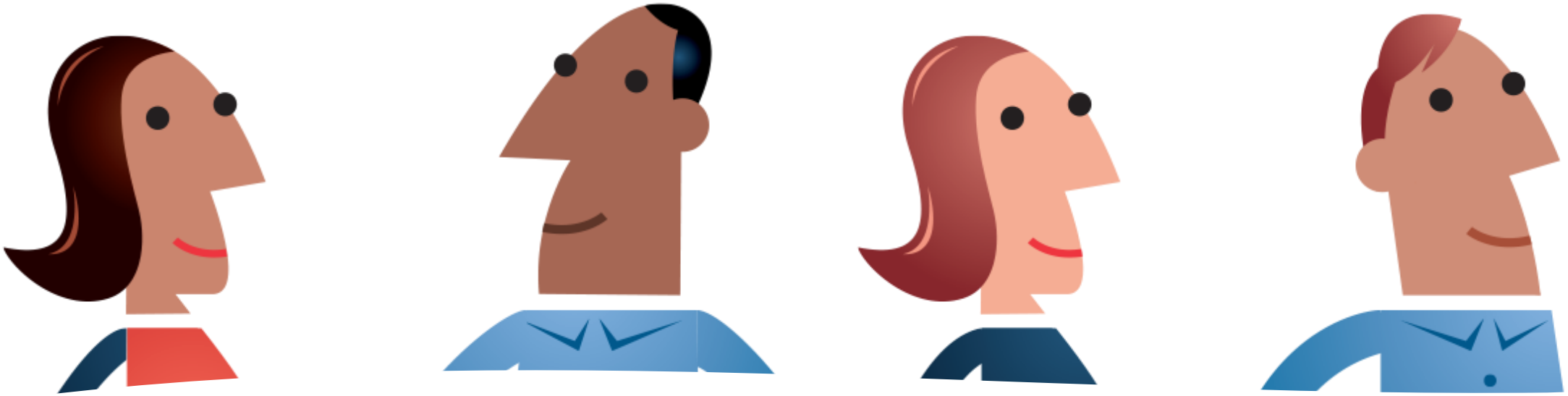
Advocacy

Audience: Your champions!

Do: Give helpful information, keep demonstrating how digital preservation can support the organisation, collect feedback.

Don't: Stop interacting with your audiences or showing how digital preservation adds value to your organisation.





Who?

- **Colleagues within your department**
- **IT department**
- **Finance department / budget holders**
- **Senior Executives**
- **Policy makers**
- **Funders**
- **External stakeholders**

Aligned interests

Resources, technology, security

Cost, return on investment, core business

Strategic objectives

Policy landscape, strategic objectives

Impact, Sustainability

...

Talking to IT



It can be a challenge!

- Can be a key ally, but how do we get them to engage?
- Differences in terminology
- Different ways of working
 - Normally concerned with the now
 - We need them to think about past, present, future
- Some issues with territory guarding!



Steps to engage with IT

- Understand policies, programs, terminology
- Frame digital preservation as a novel problem
- Find a key ally
- Start a working group
- Develop a shared vocabulary
- Be prepared to ask and answer questions

Prater, Scott, “How to Talk to IT About Digital Preservation” -
<https://minds.wisconsin.edu/handle/1793/78844>



Topical Notes

- Aimed at non-specialist audience
- Explain key digital preservation issues:
 - Introduction to Digital Preservation
 - Storage
 - Metadata
 - Authenticity
 - File Naming and Formats
 - Various types of content including emails, images, and websites

What is Digital Preservation?

Digital Preservation is the series of managed activities necessary to ensure continued access to digital materials for as long as necessary. Digital records are at risk from technology-related issues such as hardware and software *obsolescence* and *bit rot*, but IT solutions, such as reliable digital storage and back-up, are only a part of the bigger picture. Digital Preservation addresses a wide range of organisational and resourcing issues too. These include risk assessment, sustainability planning, skills development and change management. As well as maintaining the original digital files, it is also important to capture information about the file's context and any relevant documentation as these will allow future users to open and understand the files.



Key Term: Obsolescence

Technology moves rapidly, new versions of software and hardware are regularly released with no guarantees that it will be compatible with older systems and files. File formats, software packages and storage media can all become obsolete quickly and this is one of the key issues addressed by digital preservation.

Key Term: Bit Rot

Bit rot is the gradual decay of storage media where the individual bits (1s and 0s) of digital files 'flip' leading to a corrupted or inaccessible file.

Why do we do Digital Preservation?

We preserve digital records to retain important information about the work carried out by our organisation. This can be motivated by issues such as:

- Legislative and regulatory compliance
- Efficiency and financial gains from information reuse
- Good governance
- Documenting events of historical significance
- Retaining corporate memory



This Digital Preservation Topical Note was produced with the kind support of the National Archives of Ireland

<https://www.dpconline.org/digipres/discover-good-practice/tech-watch-reports>

Make a connection

- Think personal
 - Professional or role related
 - Personal interests
 - Tell a story



Storytelling: Head, Heart and Hand

Heart:

- Find a hook that interests them in the collection e.g. written works, community activities, or technical challenge

Head:

- Explain gaps in current DP capabilities
- Describe risks: e.g. reputational
- Highlight potential benefits: e.g. attracting new users, opportunity for funding

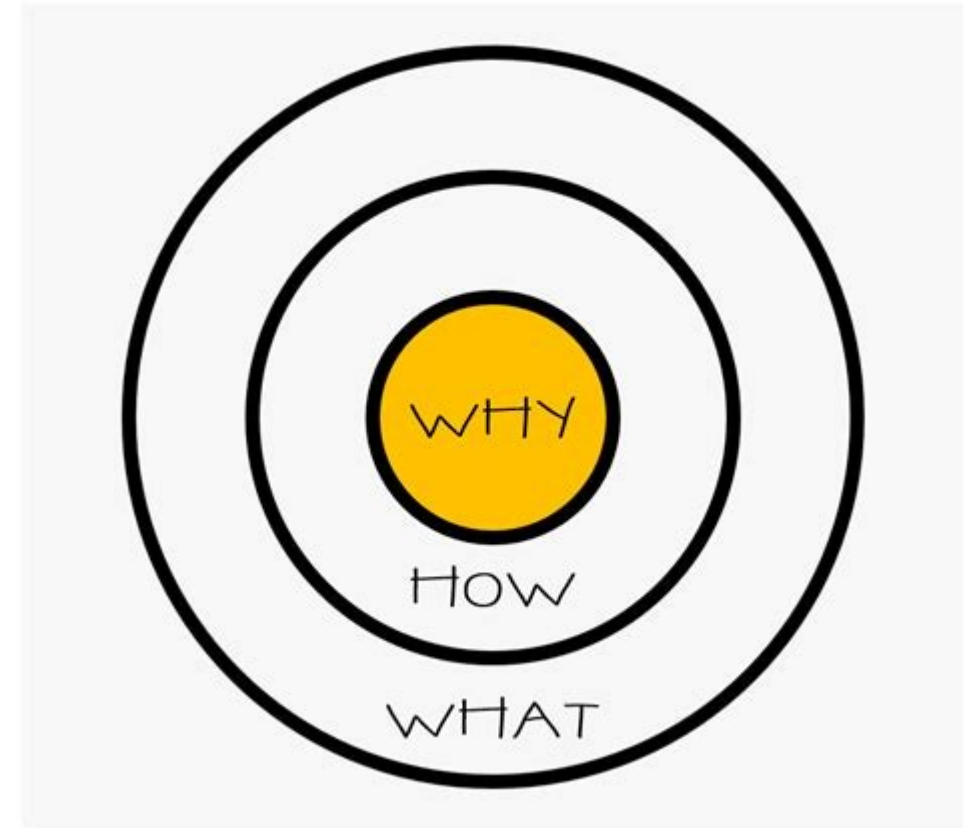
Hand:

- Be clear on what you want them to do: e.g. support a business case, help with planning, provide technical advice



Storytelling: The Golden Circle

- **What** – Can expect audience to know what the org does
- **How** – Many will know how it is done
- **Why** – Most don't think about why it's done
 - More inspiring
 - Drives behaviour, appeals to decision-making part of brain
 - “People don't buy what you do, they buy why you do it”
- Message: Why → How → What



Identify organisational concerns

- Think on an organisational scale:
 - Environmental sustainability
 - Crisis of truth
 - War
 - Economics... etc



The Executive Guide on Digital Preservation

A combination of generic and specific messages and motivators designed to...embed the value of digital preservation at the core of every organization.

What is digital preservation?
Discover Good Practice
Implement Digital Preservation
Rapid Assessment Model
Preservation Policy Toolkit
Executive Guide
Introduction
Organization Type
Organizational Motivators
What are the Risks?
What are the Opportunities?
What does Digital Preservation need?
Facts and Figures
Templates
Le Guide pour la préservation numérique (FR)
Guía ejecutiva para la preservación digital (ES)
الدليل التنفيذي للحفظ الرقمي (AR)

Home > Digital Preservation > Implement Digital Preservation > Executive Guide

Executive Guide on Digital Preservation

The Executive Guide on Digital Preservation provides practitioners with a combination of generic and specific messages and motivators designed to communicate with senior executives, legislators and budget holders, as well as decision and policy makers with a view to embedding the value of digital preservation at the core of every organization.



Illustration by Jørgen Stamp digitalbevaring.dk CC BY 2.5 Denmark

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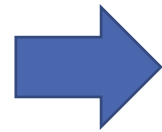
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Acknowledgements

<https://www.dpconline.org/digipres/implement-digipres/dpeg-home>

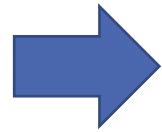
Motivators

Authenticity



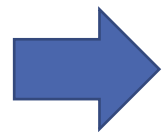
demonstrate a commitment to transparency and accountability by sustaining an accurate digital record

Security



enable tracking of unauthorized changes, copies and access leading to greater trust and assurance

Costs /
Environmental
Sustainability



provide cost efficiencies through planned disposal and deletion which results in reduced storage requirements

Digital preservation can...

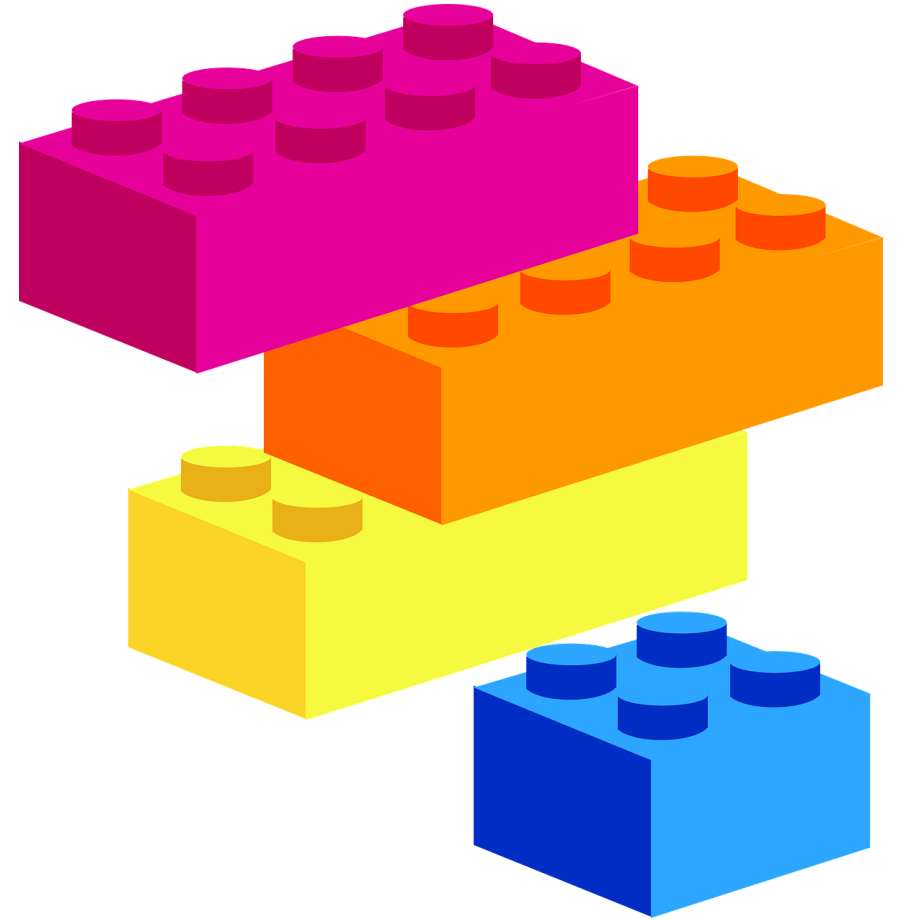
Benefits vs Features



Message content

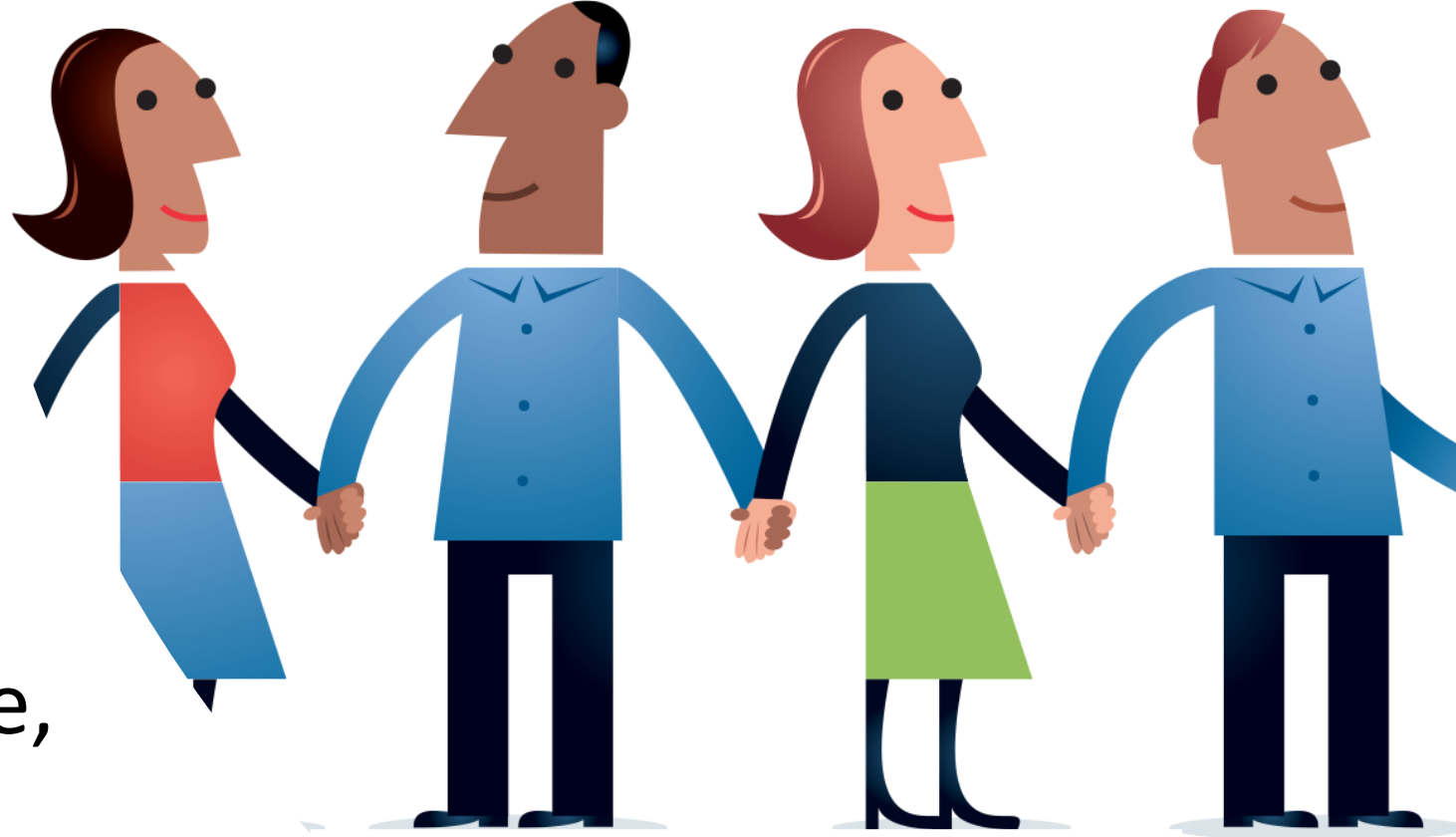
Begin with 3 basic building blocks:

1. A clear goal
 - What do you want? (be as specific as possible)
2. A story/ hook/ emotional/ organisational connection
 - Why should the listener should care?
3. A call to action
 - Something the listener can do to help



Build your network of advocates

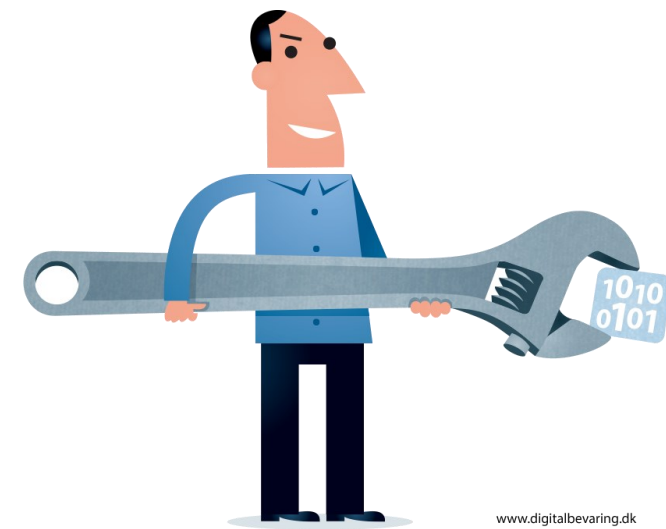
- Use what you know
- Find out more
- Be ready to talk about the TAILORED benefits (risks and opportunities)!
- Follow up, demonstrate, provide evidence
- Share the love!



Some tools for Advocacy

- DPC Rapid Assessment Model
- Competency Framework and Competency Audit Toolkit (DPC CAT)
- Digital Preservation Policy Toolkit
- Business Case Toolkit
- Executive Guide on Digital Preservation

<https://www.dpconline.org/digipres>



Thank you

Find us at:

www.dpconline.org

@dpc_chat

sarah.middleton@dpconline.org