

Advocacy for Digital Preservation



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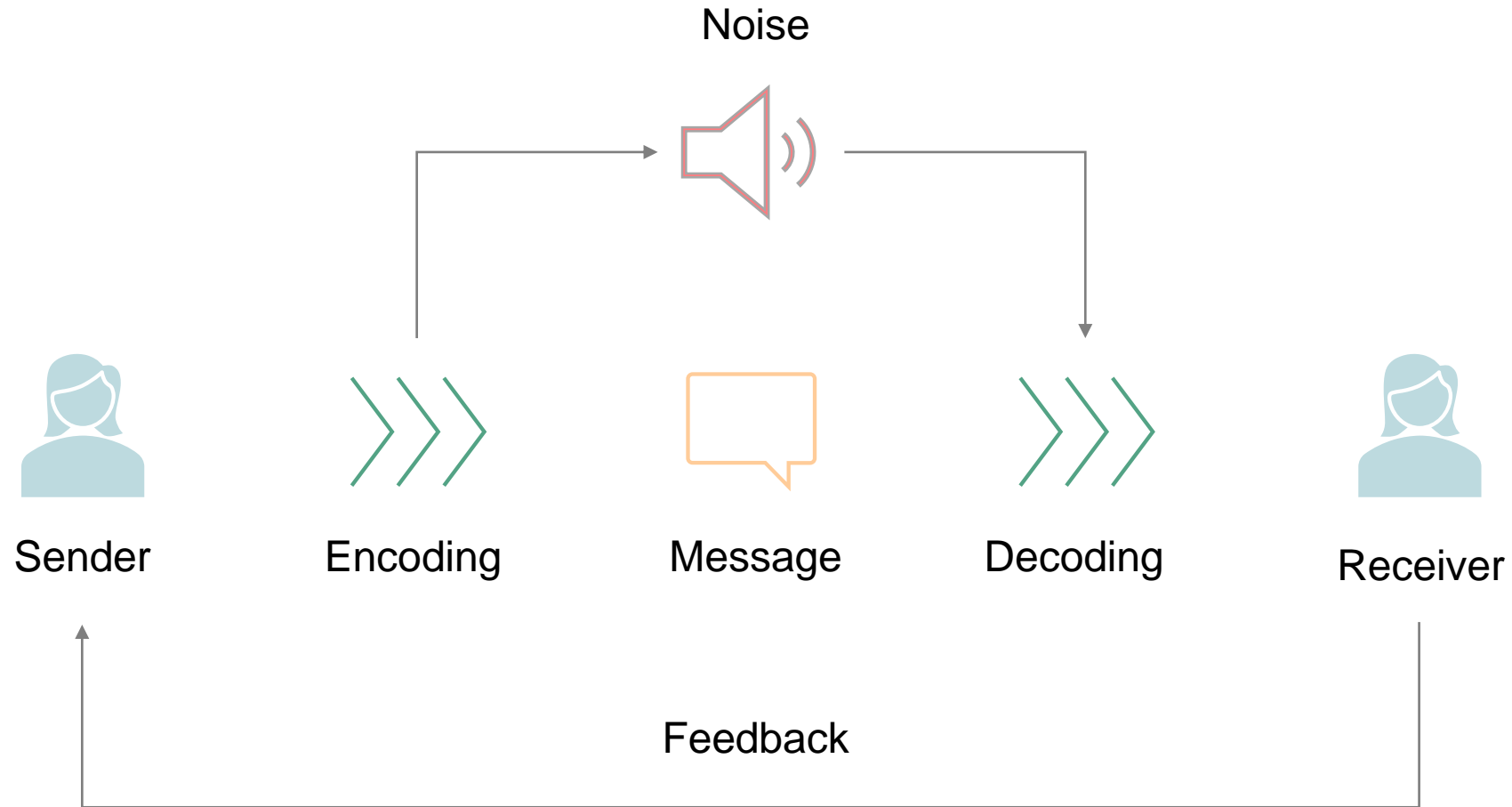
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An ongoing process



How we communicate



A large audience is seated in a conference hall, facing a stage. The audience is diverse in age and attire, with many people wearing lanyards. The hall has a high ceiling with exposed beams and stage lights. Two callout bubbles are overlaid on the image. The bubble on the left is a thought bubble containing the text 'Know your audience'. The bubble on the right is a speech bubble containing the text 'Talk in their language'.

Know your audience

Talk in their language

Who?

Who?

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

Language

Aligned interests

Resources, technology, security

Cost, return on investment, core business

Strategic objectives

Policy landscape, strategic objectives

Impact, Sustainability

?



Talking to IT can be a challenge!

- Can be a key ally
- Differences in terminology
- Different ways of working
- Normally concerned with the now
- We need them to think about past, present, future

Read:

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

Digital Preservation Topical Note 1



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

- What does your organisation do and WHY do they do it?
 - Cultural Memory
 - Enabling research
 - Reputation
 - Authenticity
 - Accountability
 - Costs



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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 للحفاظ 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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Acknowledgements

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

Motivators

Authenticity



Digital preservation can....

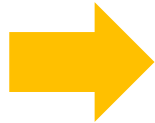
enable tracking of unauthorized changes, copies and access leading to greater trust and assurance in terms of provenance

Cultural Memory



demonstrate the fulfilment of a legal obligation to display and therefore preserve collection objects in perpetuity

Costs



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

Enabling Research



create greater scope for innovation and reuse by using cultural and creative data at scale

Benefits vs Features



Message content

Begin with 3 basic building blocks:

1. A clear goal

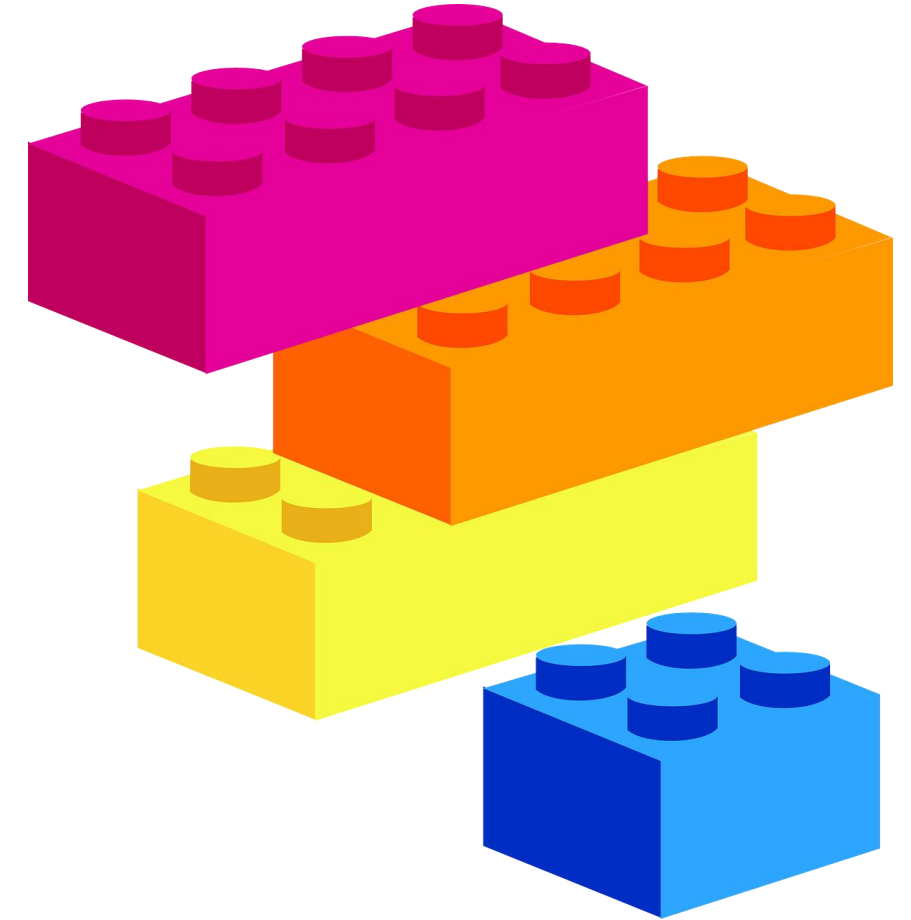
- What do you want? (be as specific as possible)

2. A connection

- Why should the listener should care?

3. A call to action

- Something the listener can do to help



Build your network of advocates

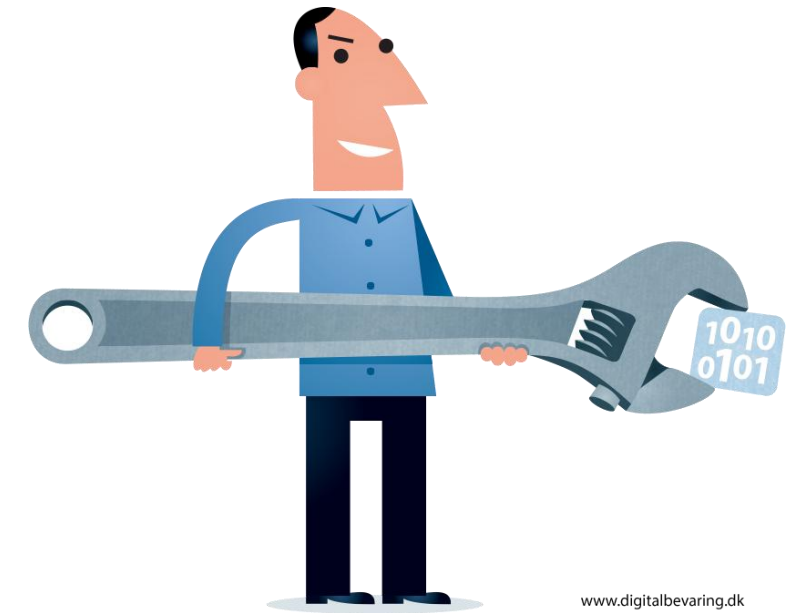
- Use what you know
- Find out more
- Be ready to talk about the TAILORED benefits (risks and opportunities)!
- Follow up, demonstrate, provide evidence
- Share!



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Some more DPC 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!

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