

Getting Started with Advocacy for Digital Preservation

#dpadvocacy

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DigitalPreservationCoalition

Program

- 10:00 **Session One Starts:** Welcome and Introductions
- 10:10 **Presentation:** Getting Started with Advocacy for Digital Preservation in your Organization
- 10:40 **Discussion:** Identifying Value and Opportunities and Aligning with Your Strategic Plan
- 11:00 **Presentation:** Presenting your case
- 11:20 **Exercise Explained:** Developing Key Messages and Writing an Elevator Pitch
- 11:30 **Session One Ends**
- 13:00 - 14:00 **Optional Drop-In Session:** Instructors available to answer questions on exercise
- 14:30 **Session Two Starts:** Feedback on Exercise, incl. Presentation of Elevator Pitches
- 15:15 **Presentation:** Next Steps - Building a Building Business Case and Useful Resources
- 15:40 **Discussion:** Final Questions and Wrap-Up
- 16:00 **Session Two Ends**





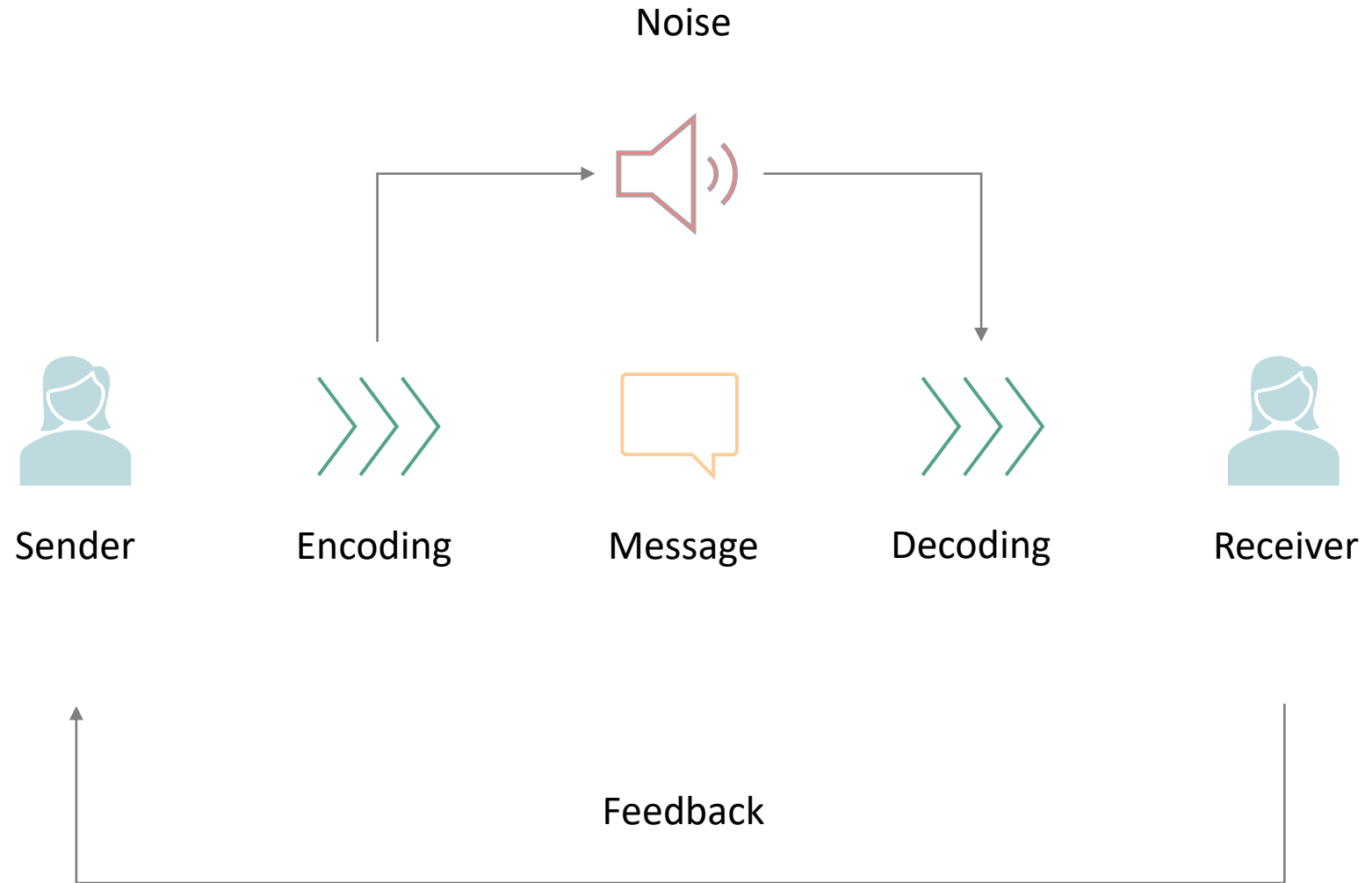
Objective

To be better equipped to talk about digital preservation to our colleagues and those people in our organisation who can provide the support we need to do it.

An ongoing process

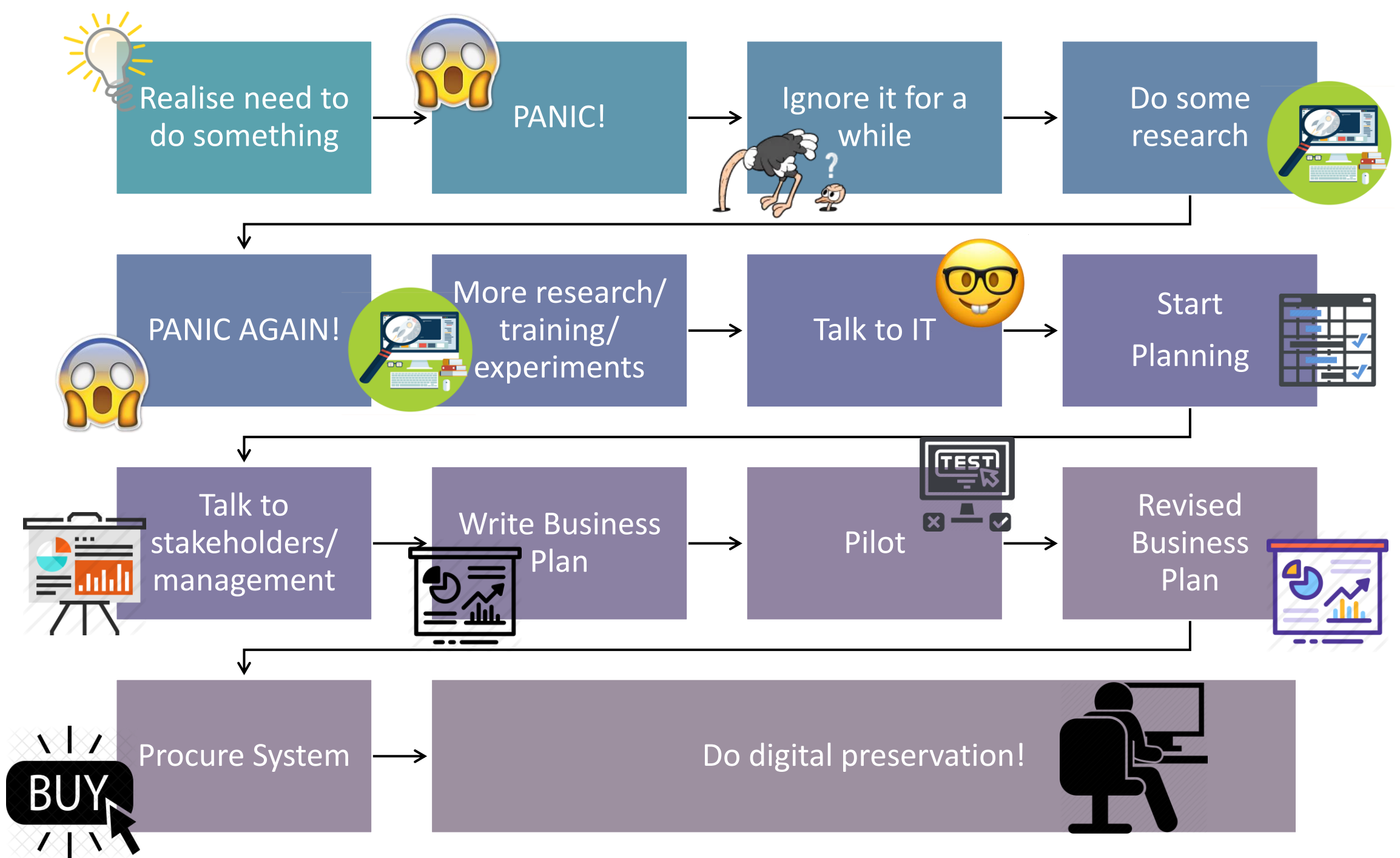


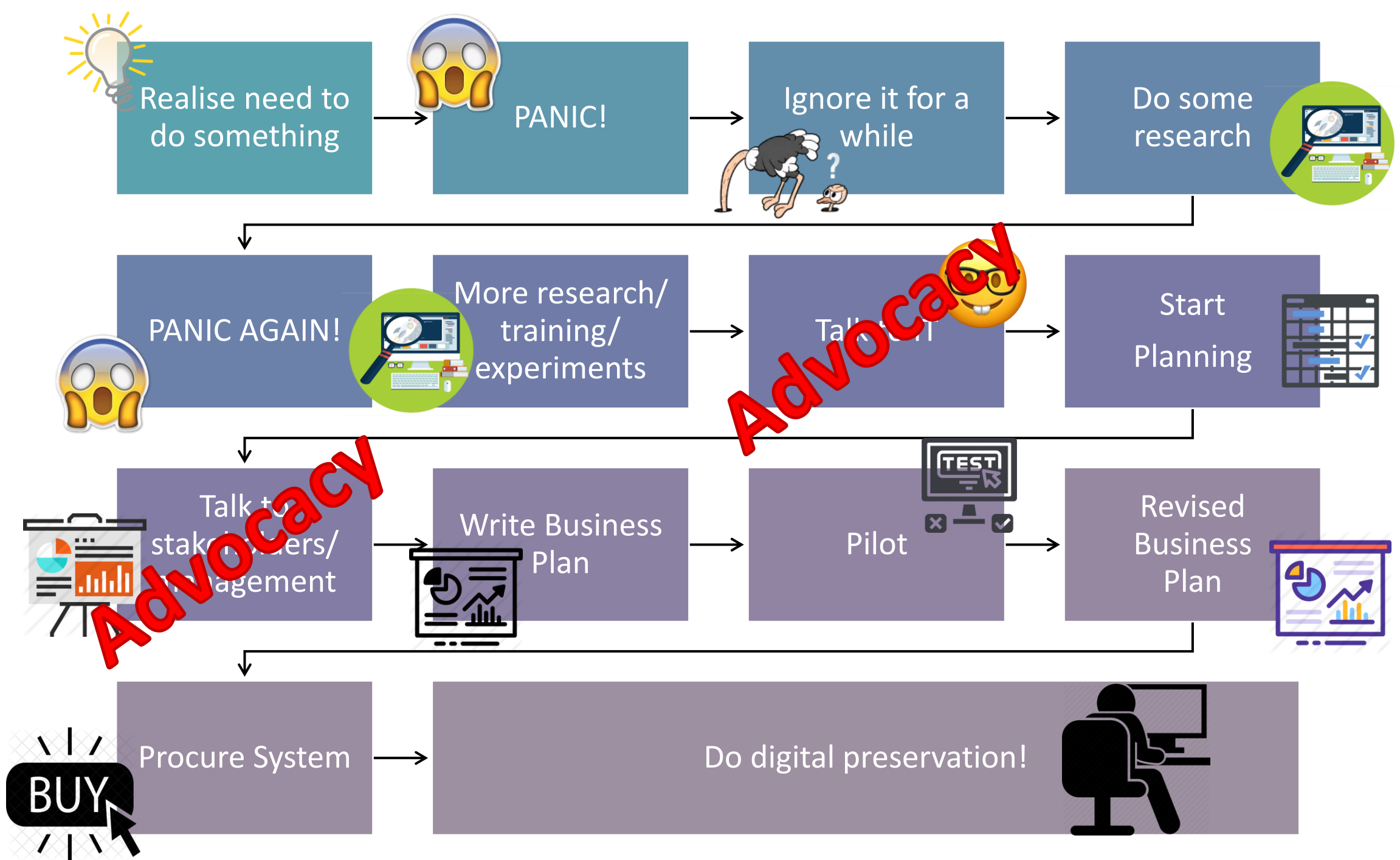
How we communicate



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



Get
Approval



Revised
Business
Plan



Procure System

Do digital preservation!



BUY



Advocacy

Know your
audience

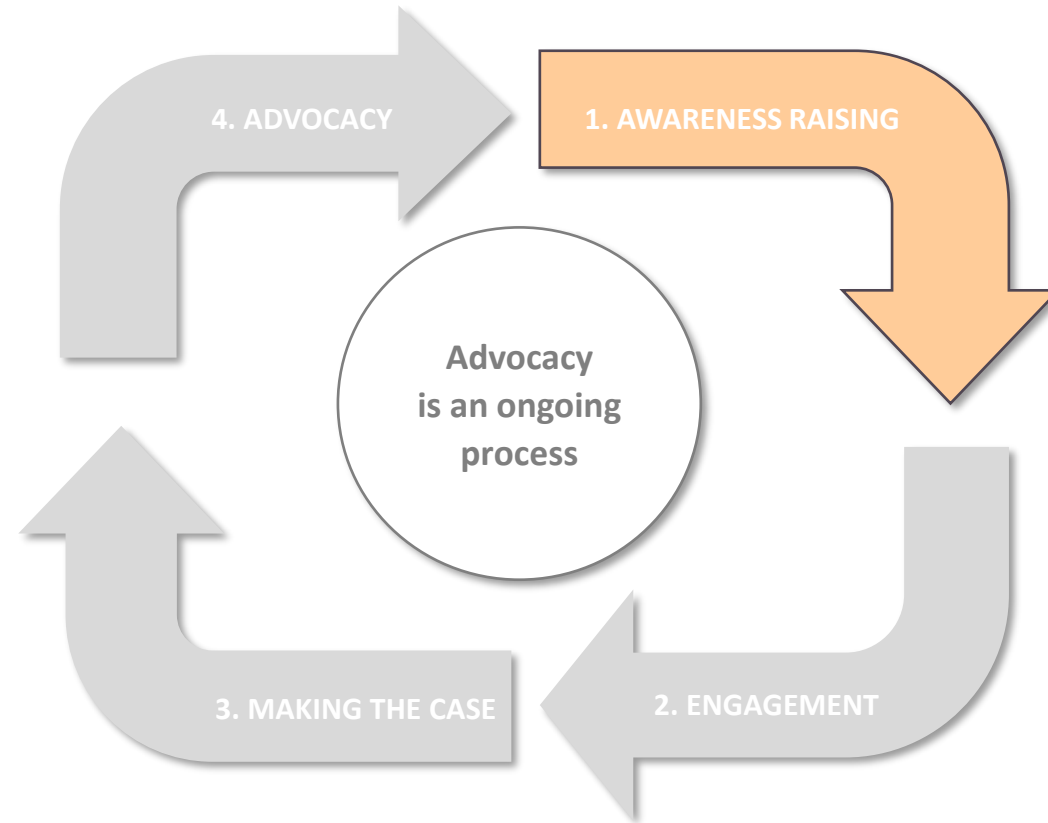


Awareness raising

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.

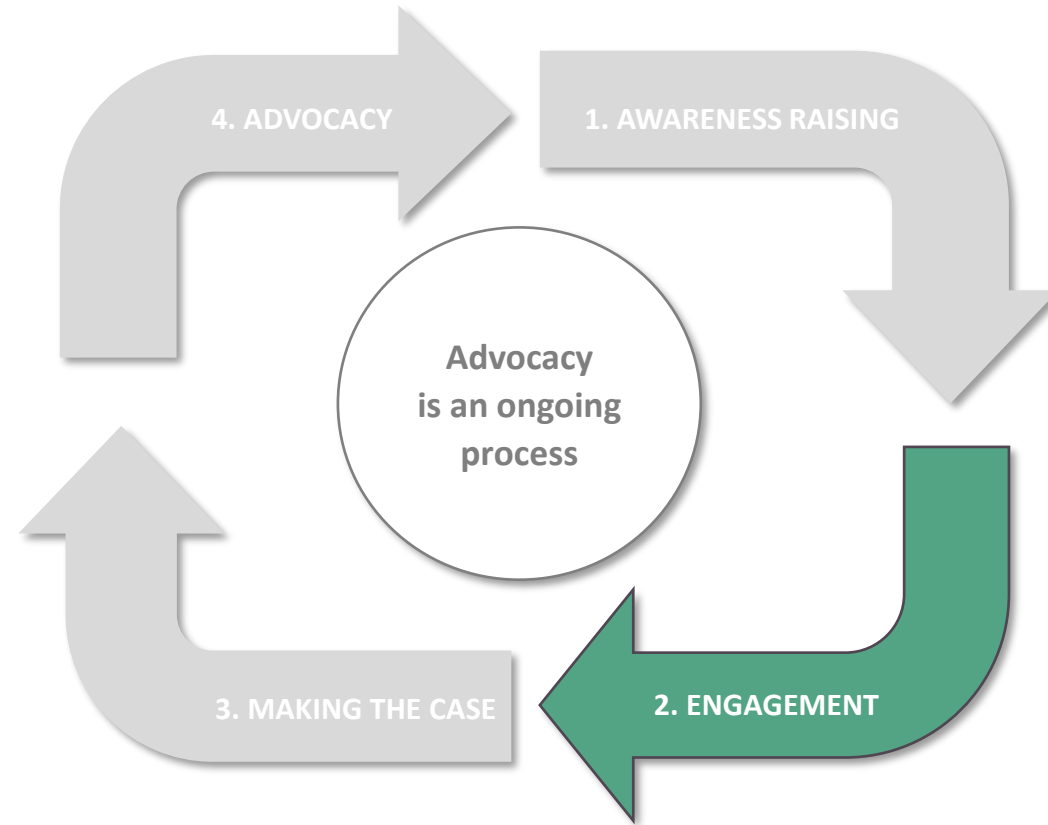


Engagement

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.

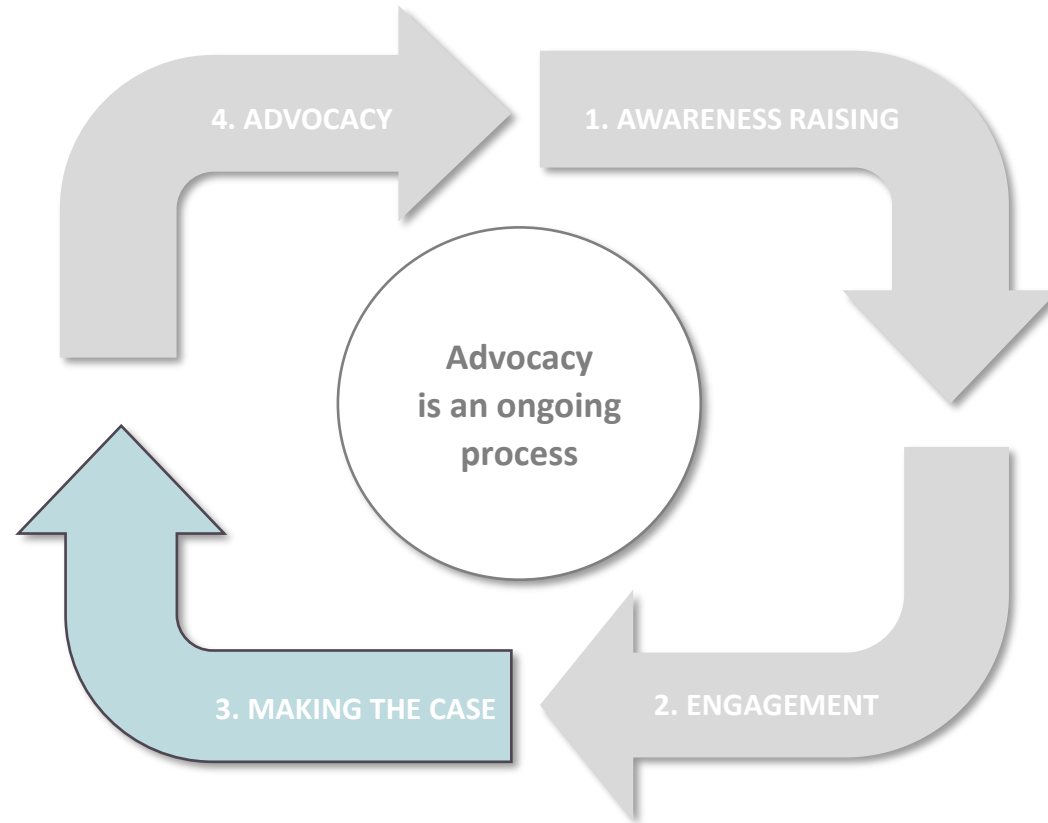


Make the case

Audience: Key personnel

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!

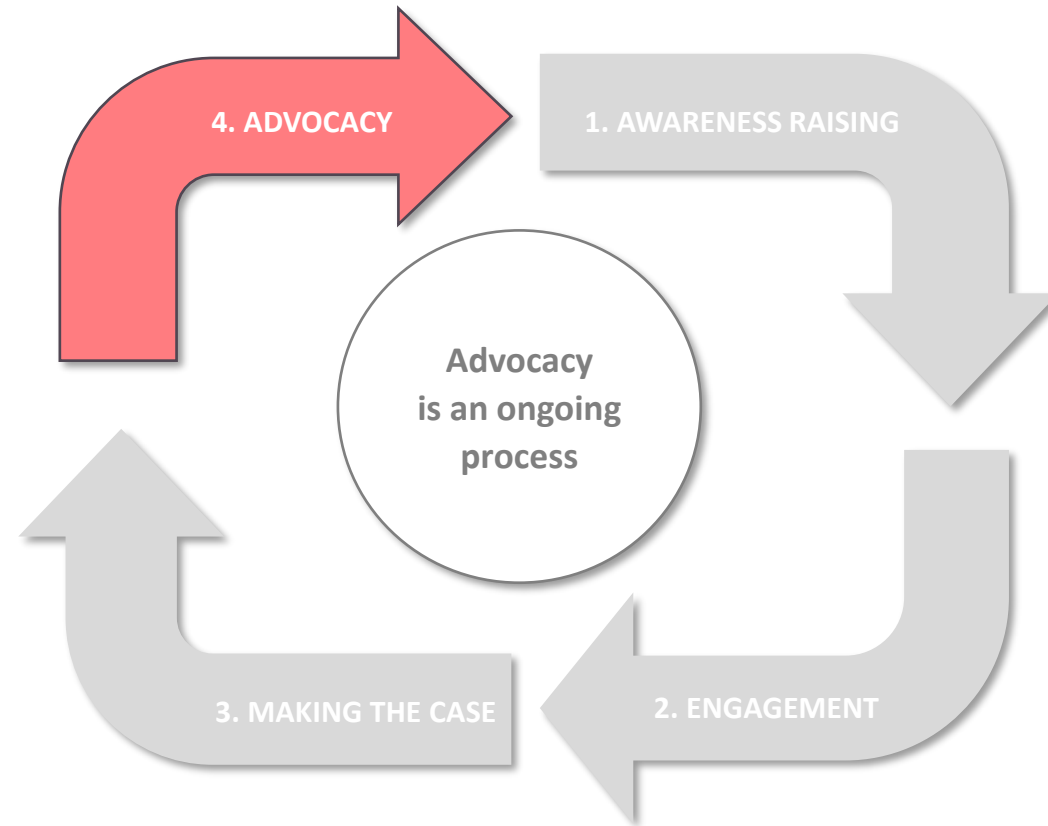


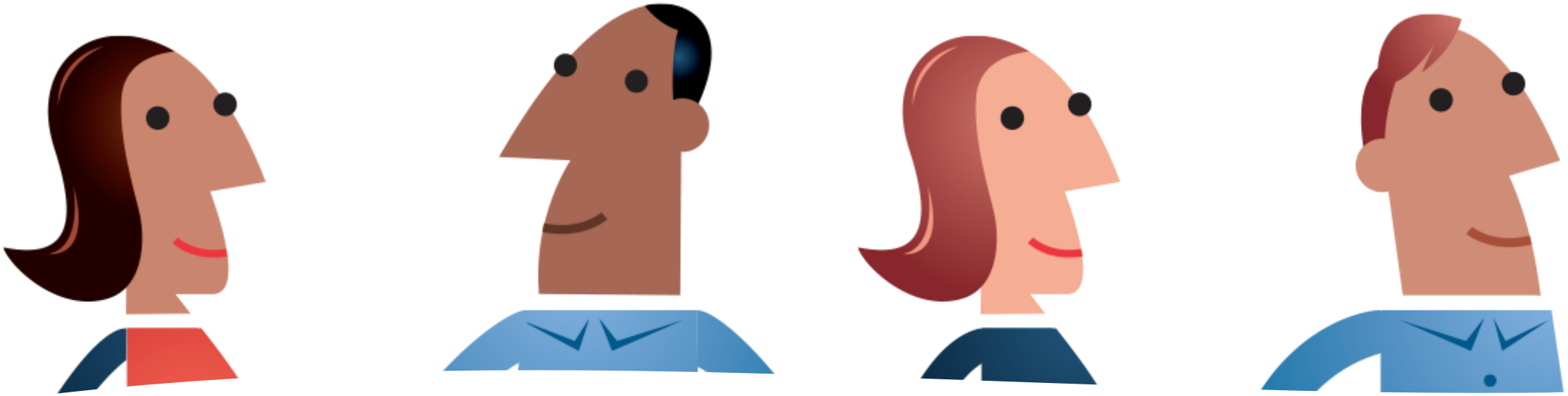
Advocacy

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

...

Set goals, identify concerns

- Think personal
 - Professional / role related
 - Personal interests
- Think big
 - Organisational commitments
 - Organisational mission
 - Organisational motivators



The Executive Guide on Digital Preservation

[Home](#) > [Our Work](#) > Executive Guide on Digital Preservation

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

What is your Organisation type?

Choose from generic statements and tailor them to your own organisation, or select statements specific to a range of organisation types.

What are your Organisation's Motivators?

Motivators are topics or issues that are particularly relevant or important to your organization.

What is Digital Preservation?

"Digital Preservation is a series of managed activities necessary to ensure continued access to digital materials for as long as necessary."

What are the Risks of not preserving digital materials?

"Failing to preserve digital materials renders them unusable"

What Opportunities do preserved digital materials create?

"Preserving digital materials creates opportunities that align with the key motivators in your organization"

What does Digital Preservation need?

"Digital Preservation needs an enabling policy and regulatory environment including organisations and technical infrastructure which is appropriately resourced."

Facts and Figures

Add evidence which supports the case for Digital Preservation to your templates

Templates

Download editable PowerPoint and Word templates and customise them with statements from the Executive Guide.

<https://www.dpconline.org/our-work/dpeg-home>

Benefits vs Features



Accountability

demonstrate greater transparency through documented audit trails

demonstrate, to the public purse, a commitment to maintaining the sustainability of the cultural record

instil trust in cultural and creative data by demonstrating a complete cultural record

Cultural/ Corporate Memory

make available a dynamic, powerful information asset which represents an accurate social and cultural record

inform and educate the public by enabling access to diverse digital data and records

inspire the trust and understanding of future users, by providing a complete digital record

Reputation

inspire brand evolution through an understanding of corporate history enabled by access to a complete set of reliable records

earn the trust of the public through sustained access to documentary heritage which guarantees the integrity of digital holdings

enable robust and trusted iterations and audit trails, to remain in line with the latest standards and best practices, safeguarding organizational reputation.

Message content

N - need

Empathise with your audience and show them that you understand their own needs

O - opportunity

Introduce the opportunities that digital preservation can bring about, how it can meet the need in question, tailored to them!

S - solution

Identify what would be required in order for the solution to be realised (your proposal)

E - evidence

Use facts and figures, graphs and charts to show how



Build your army 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!



Make a plan

- Research
- Goal setting
- Talking to colleagues
- Identifying champions/ key personnel
- Create an elevator pitch(es)
- Draft a business plan
- Draft a policy
- Be prepared to pilot, gather evidence



Discussion

Identifying Value and Opportunities and
Aligning with Your Strategic Plan