Getting Started with Advocacy for Digital Preservation

#dpadvocacy

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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

Sender

Encoding

Message

Decoding

Receiver

Noise

Feedback
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

Pilot

Revised Business Plan

Procure System

Do digital preservation!
Realise need to do something → PANIC! → Ignore it for a while → Do some research

PANIC AGAIN! → More research/training/experiments → Talk to IT

Talk to stakeholders/management → Write Business Plan → Pilot → Revised Business Plan

Procure System → Do digital preservation!
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 → Pilot → Revised Business Plan

Procure System → Do digital preservation!
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

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 organisation”

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.
Benefits vs Features

Cost & Benefit

Cost & Quality
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
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
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.
<table>
<thead>
<tr>
<th>N - need</th>
<th>Empathise with your audience and show them that you understand their own needs</th>
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<tbody>
<tr>
<td>O - opportunity</td>
<td>Introduce the opportunities that digital preservation can bring about, how it can meet the need in question, tailored to them!</td>
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<tr>
<td>S - solution</td>
<td>Identify what would be required in order for the solution to be realised (your proposal)</td>
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<tr>
<td>E - evidence</td>
<td>Use facts and figures, graphs and charts to show how</td>
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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