

# Advocacy: Next Steps



Digital**Preservation**Coalition

# What Else Might We Do?

- Benching Marking
  - Gap Analysis
  - Maturity Modelling
  - Risk Analysis
- Talk to IT
- Develop a DP Policy
- Build a Business Case



Let's do some  
benchmarking!



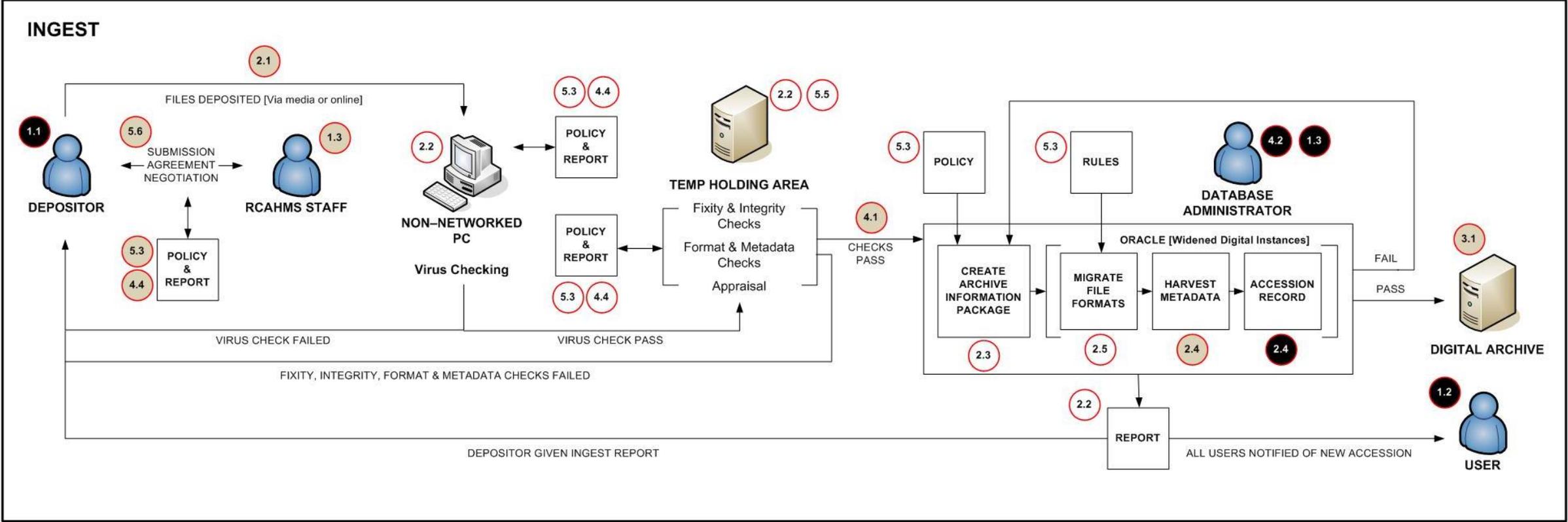
[www.digitalbevaring.dk](http://www.digitalbevaring.dk)

# Gap Analysis

- Identifying gaps between where we are and where we want to be
- Helps identify areas for work
  - Facilitates planning and prioritisation
- Need to establish clear objectives
- Workflow/process modelling a useful approach



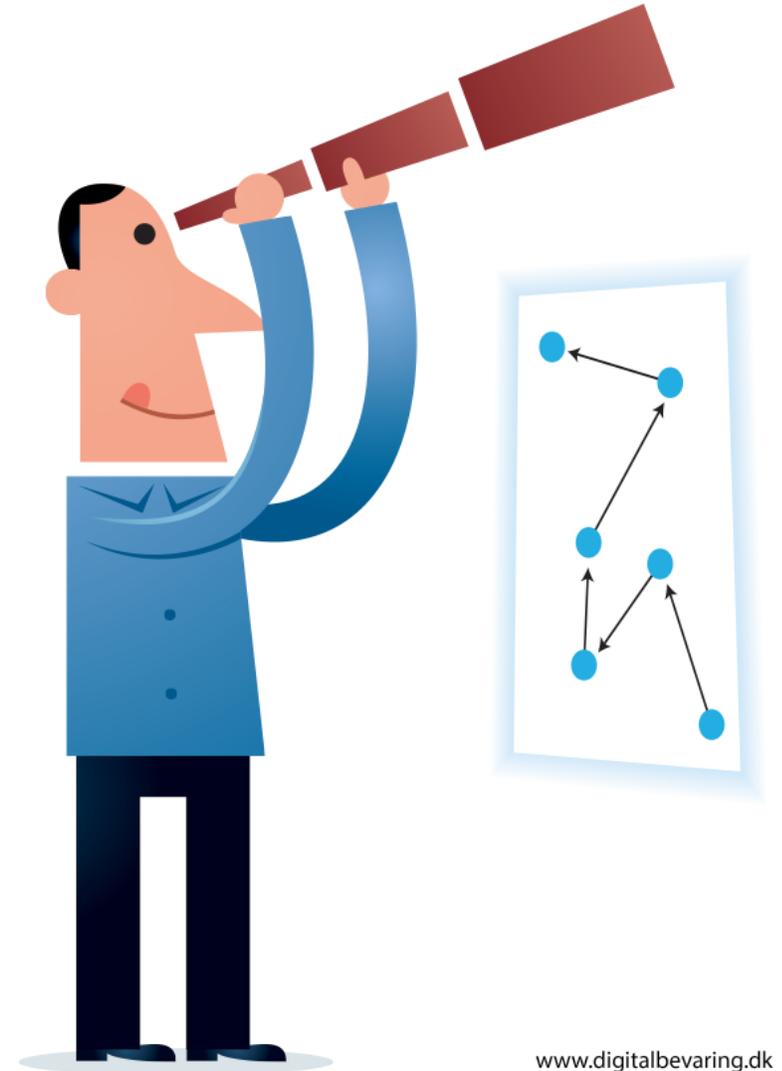
# Gap Analysis: An Example



# Maturity Modelling

Tools that help with:

- Assessing strengths and weaknesses
- Setting goals and timescales
- Planning improvement
  - Incremental development
- Not just about techniques/processes
  - Different models available



# DPC Rapid Assessment Model

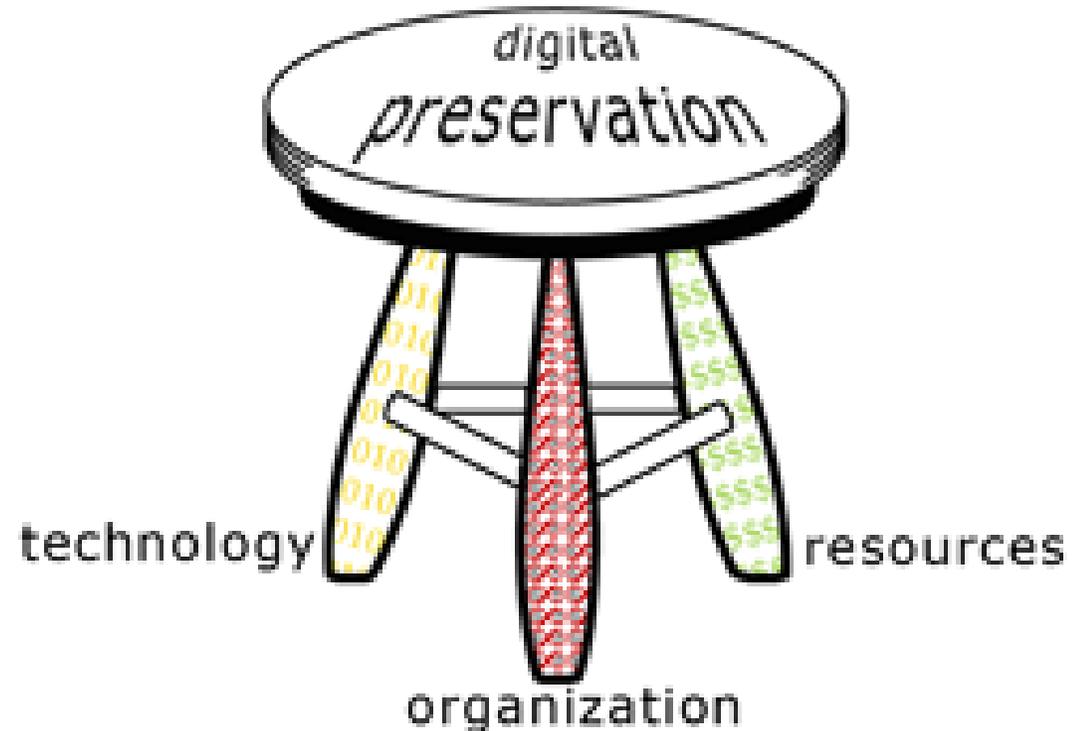
The model aims to be:

- Applicable for organizations of any size and in any sector
- Applicable for all content of long-term value
- Preservation strategy and solution agnostic
- Based on existing good practice
- Simple to understand and quick to apply (< 2 hours)
- Online tool for DPC Members



# Some Other Maturity Models

- Digital Preservation Management Model
  - 5 levels and 3-legged stool
- NDSA Levels of Preservation
  - 5 Areas, 4 levels
  - Functional/process focused
- DP Capability Maturity Model
  - Covers a broad range of issues
  - Closely linked to OAIS



# Risk Analysis

- DP is risk management at a fundamental level
- Can provide a common language to discuss DP issues with non-specialists
- Understanding key risks can identify priorities
- Useful to start at a high level and develop more detail over time

Some resources:

- DRAMBORA - [www.repositoryaudit.eu/about/](http://www.repositoryaudit.eu/about/)
- TIMBUS - [www.timbusproject.net/](http://www.timbusproject.net/)
- TNA digital continuity service - [www.nationalarchives.gov.uk/information-management/our-services/dc-risk-opportunities.htm](http://www.nationalarchives.gov.uk/information-management/our-services/dc-risk-opportunities.htm)
- SPOT - [www.dlib.org/dlib/september12/vermaaten/09vermaaten.html](http://www.dlib.org/dlib/september12/vermaaten/09vermaaten.html)



Digitalbevaring.dk

# Talking to IT



# It Can Be a Challenge!

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



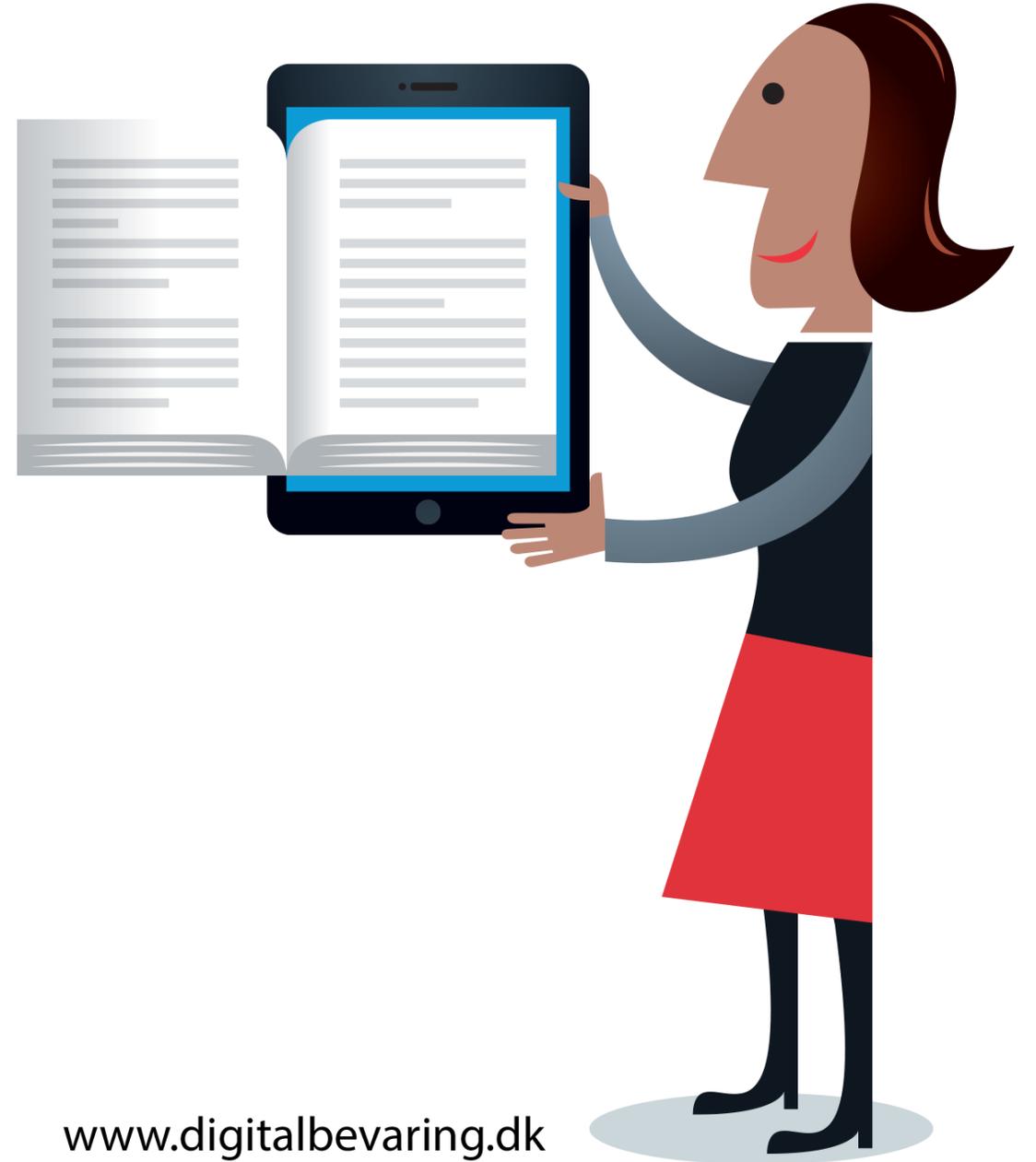
# Steps to Engage with IT

- Understand their policies, programs, and some terminology
- Frame DP 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>



# Developing a DP Policy



[www.digitalbevaring.dk](http://www.digitalbevaring.dk)

# What is a DP Policy?

*A digital preservation policy is the **mandate** for an archive to support the preservation of digital records through a structured and managed digital preservation strategy*

**The National Archives**

*A digital preservation policy facilitates the effective management of the digital records ensuring the organisation is able to carry out its **mandated** functions*

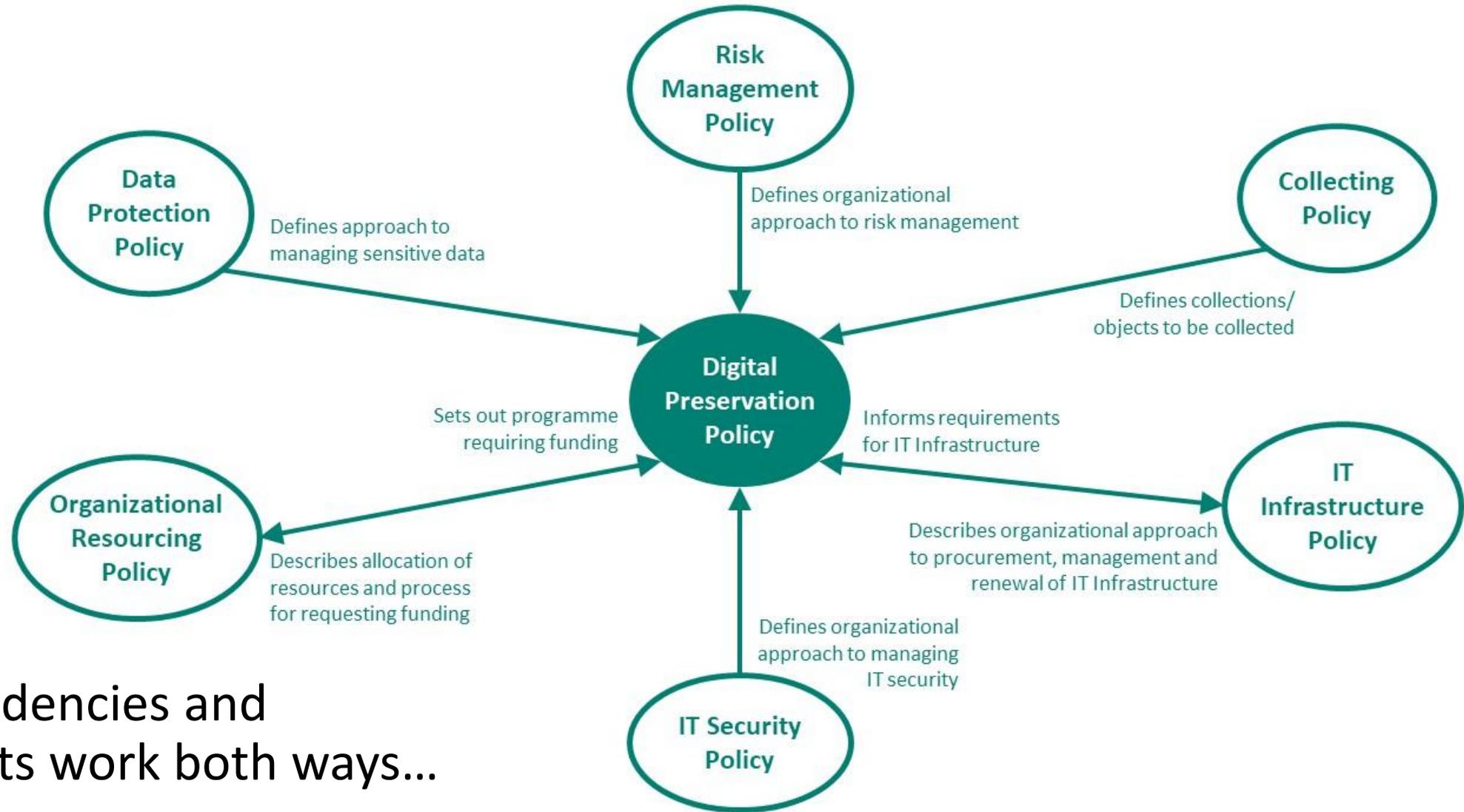
**InterPARES Project**

# Benefits of a DP Policy

- Helps to raise awareness of digital preservation
- Gains buy-in from senior management
- Solidifies commitment of the institution/organisation
- Helps support a business case for DP solutions
- Supports decision making
- Guide staff in their activities related to DP
  - Consistent, efficient and effective



# Part of a Policy Landscape



Dependencies and benefits work both ways...

# What's in a DP Policy?

- Aims and objectives
- Context
- Scope
- Principles
- Resourcing
- Responsibilities
- Should be flexible and regularly reviewed (3-5 years)





# DPC Policy Toolkit

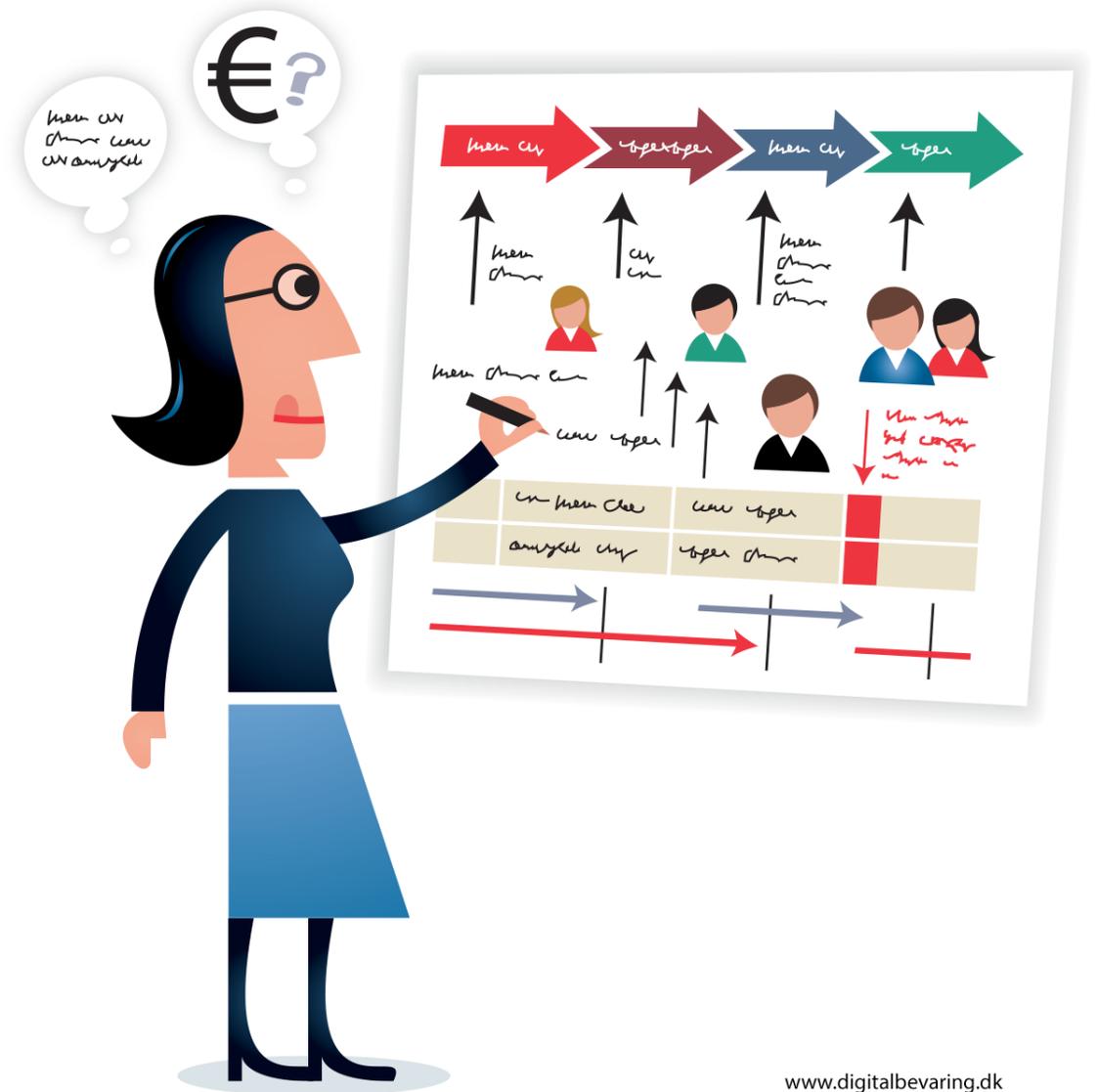
<https://dpconline.org/blog/ready-steady-sprint-or-how-to-write-a-policy-toolkit-in-3-days>

# What's in the Toolkit?

- Introduction
- What makes a good DP policy
- Step-by-step guide to building a policy
- Template for a DP Policy
- University of Bristol Policy
- Further Resources



# Now for a Business Plan!

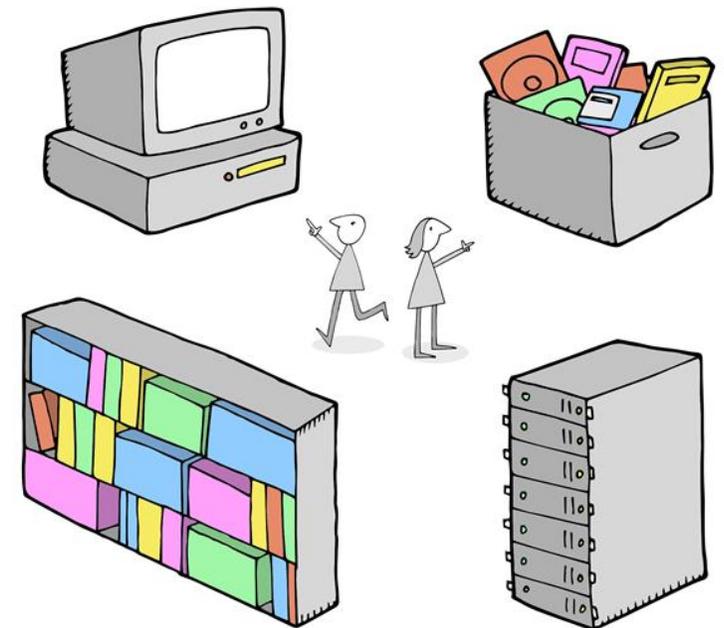


# What is a Business Case?

Key step in gaining (financial) support and resources for programme/project

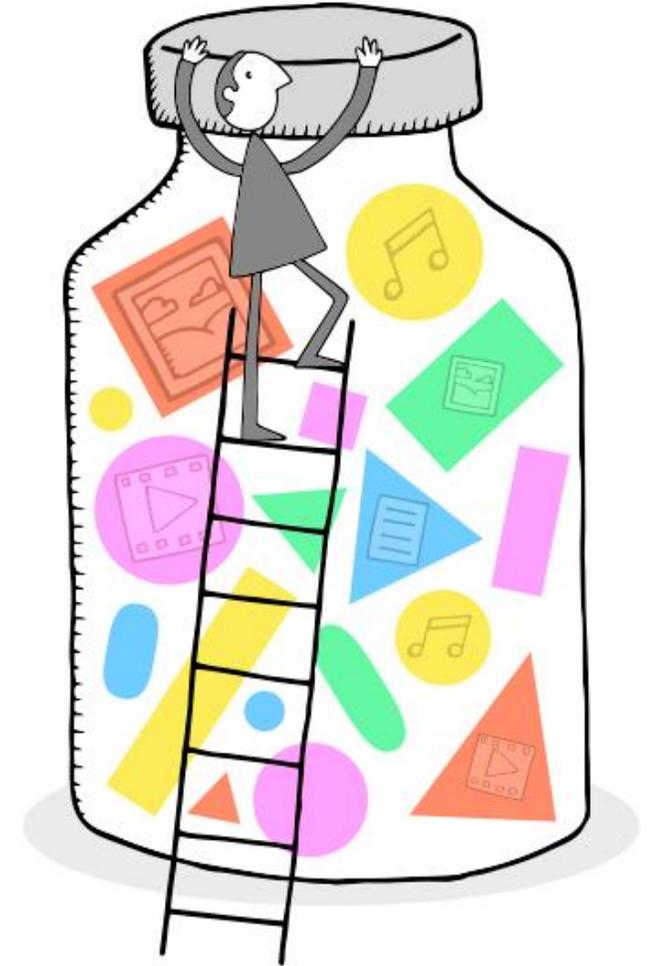
Generally includes sections on:

- Objectives
- Stakeholders
- Financial Analysis
- Benefits
- Risks

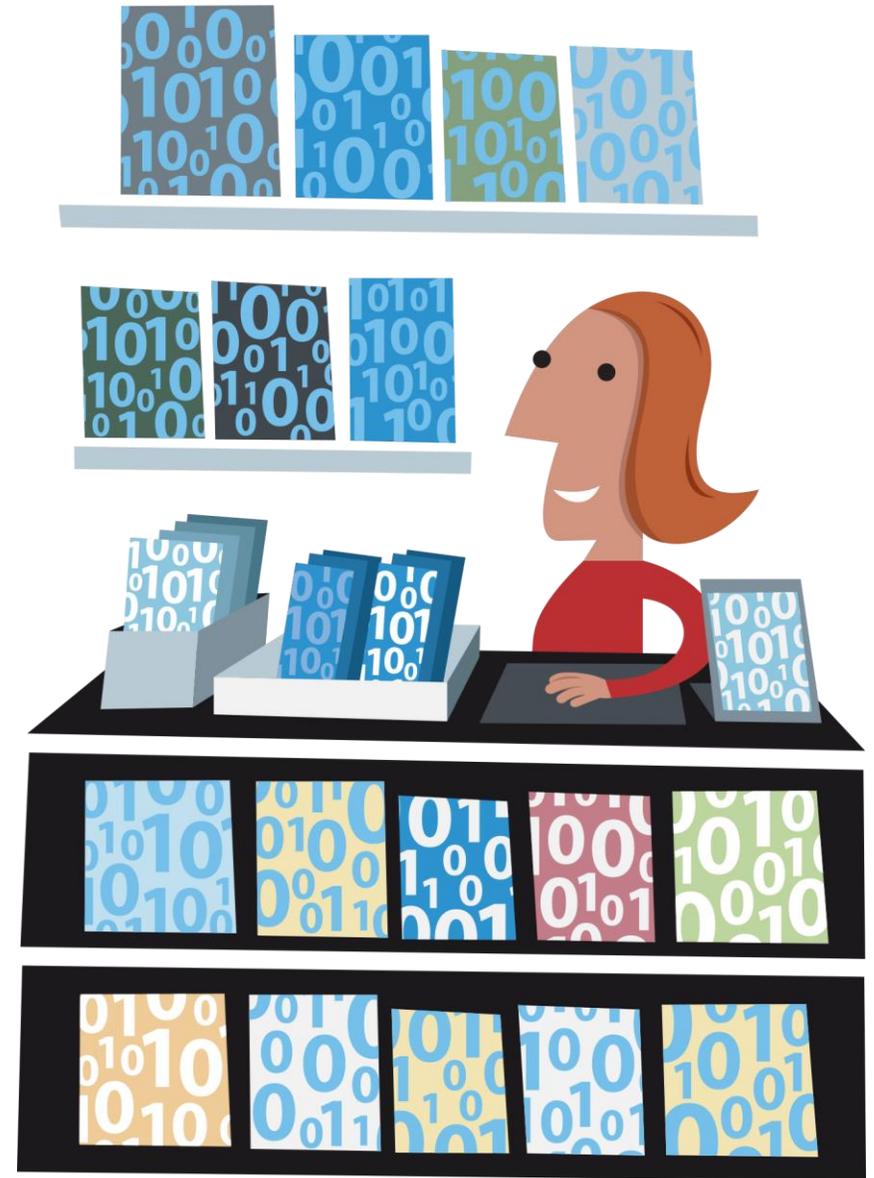


# Developing a Business Case

1. Assess where you are
2. Set your DP objectives
3. Decide what you want the business case to provide (a subset of the above that you need resources for)
4. Understand your audience and organisational context
5. Draft business case
6. Validate and refine your business case
7. Deliver your business case effectively
8. Share

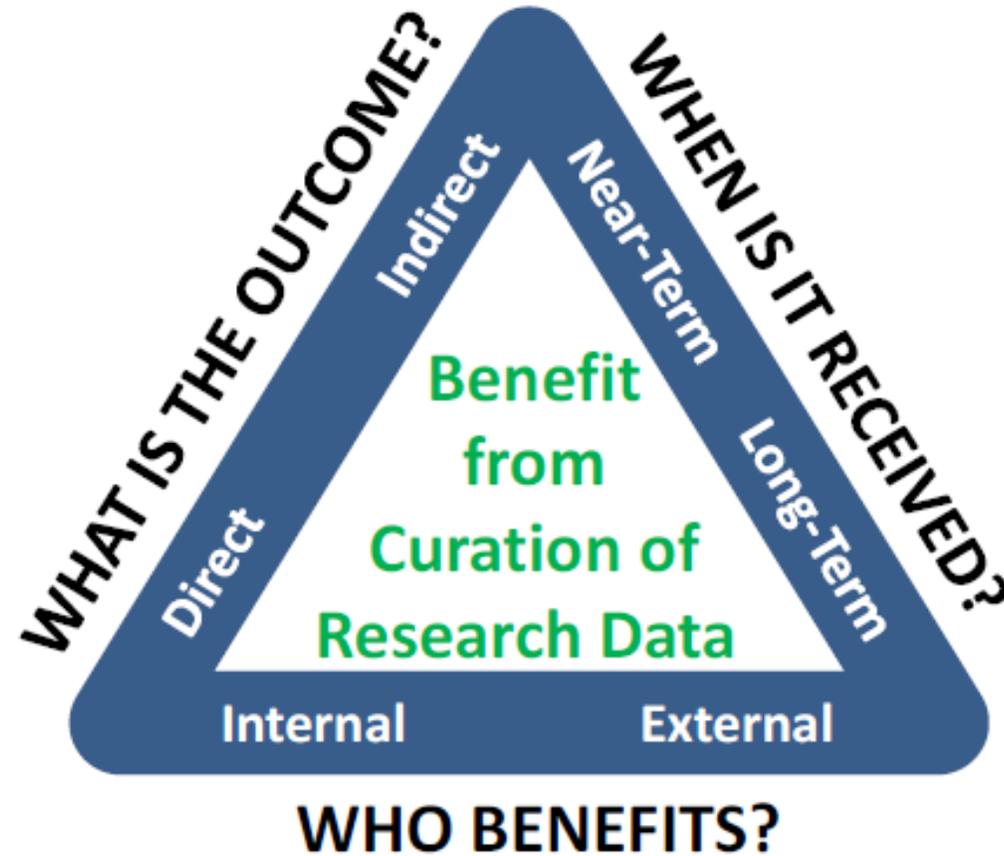


Some useful  
resources to help  
with advocacy and  
building a business  
case



[www.digitalbevaring.dk](http://www.digitalbevaring.dk)

# Identifying Benefits: KRDS



# Understanding Costs: CCE



## Curation Costs Exchange

Understanding and comparing digital curation costs to support smarter investments

Home

About

Understand costs

Compare costs

Read more

Vendor services

Help

Sign Up

Sign In

## All about the costs of curation

What am I spending, what are they spending, what should we be spending?

### Understand costs

Assessing your costs and using cost models  
to make smart investments



### Compare costs

Add your curation costs and see how they  
compare with others

<http://www.curationexchange.org/>

# The Cost of Doing Nothing....

The Cost of Inaction Calculator

The Acme Story

Analyze Your Collection

Log In / Sign Up



## COST OF INACTION CALCULATOR



You've invested time and money to preserve the physical objects in your media collection.



However, over time audiovisual materials will become unusable due to decay and obsolescence.



The only way to save your collection is to reformat through digitization.



The cost of digitization may be great, but the cost of inaction may be even greater.

Use our calculator to analyze your Cost of Inaction

[ANALYZE YOUR COLLECTION »](#)



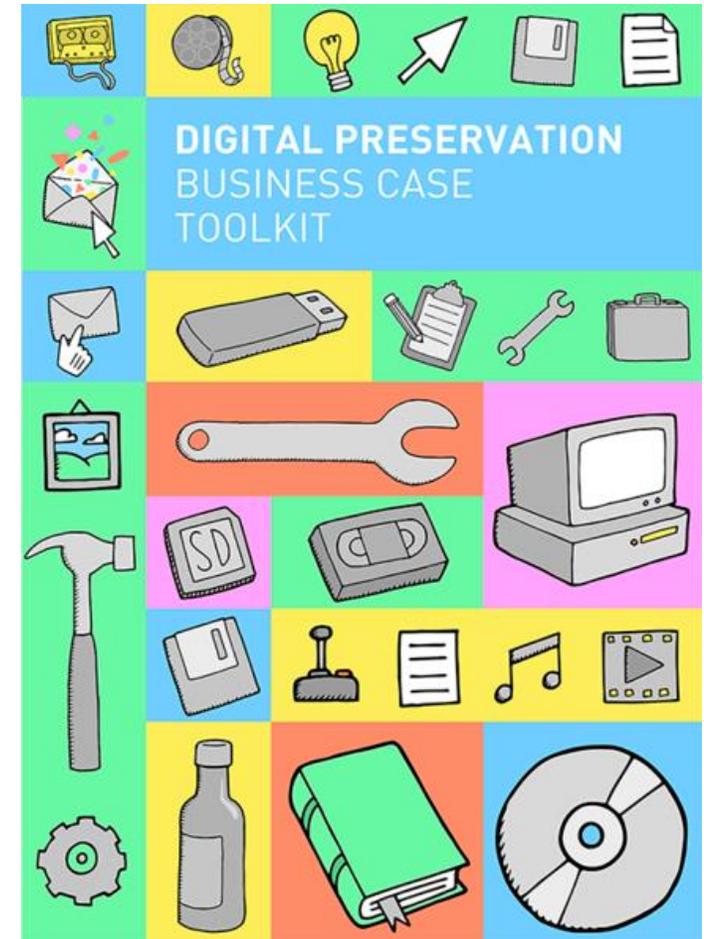
Or watch this video to find out more

<https://coi.weareavp.com/>

# Business Case Toolkit

- Step by Step Guide
- Business Case Template
- Common Questions
- Case Studies
- Additional Resources.....

[http://wiki.dpconline.org/index.php?title=Digital\\_Preservation\\_Business\\_Case\\_Toolkit](http://wiki.dpconline.org/index.php?title=Digital_Preservation_Business_Case_Toolkit)



# Topical Notes

- Aimed at non-specialist audience
- Explain key DP issues including:
  - Intro to DP
  - 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



# Executive Guide on DP

The screenshot shows the Digital Preservation Coalition website. The header includes the logo and navigation links: ABOUT, NEWS, OUR WORK, KNOWLEDGE BASE, EVENTS, BLOG, and a Login link. A search bar is located on the right. The left sidebar contains a list of links under the heading 'Also in this section', with 'Executive Guide on Digital Preservation' highlighted. The main content area features the title 'Executive Guide on Digital Preservation' and a descriptive paragraph. Below the text is an illustration of a house with 'OVERHEAD' in the top section and 'Curation Activities' and 'Other Business Activities' in the bottom sections. Red arrows point from the illustration to the 'Curation Activities' box. The illustration also includes icons for money, gears, and people working.

Also in this section

- Ongoing projects
- Leadership Programme
- Working Groups and Task Forces
- Dedicated Support for Members
- Collaboration
- Digitally Endangered Species
- Executive Guide on Digital Preservation**

Introduction

Organization Type

Organizational Motivators

What is Digital Preservation?

What are the Risks?

What are the Opportunities?

What does Digital Preservation need?

Facts and Figures

Templates

Acknowledgements and thanks

Google Custom Search

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

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

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Many thanks to [www.digitalbevaring.dk](http://www.digitalbevaring.dk) for the illustrations



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