Advocacy: Next Steps
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!
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
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
• 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/
• TIMBUS - www.timbusproject.net/
• TNA digital continuity service - www.nationalarchives.gov.uk/information-management/our-services/dc-risk-opportunities.htm
• SPOT - www.dlib.org/dlib/september12/vermaaten/09vermaaten.html
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
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

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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
Identifying Benefits: KRDS

http://www.beagrie.com/krds/
Understanding Costs: CCE

http://www.curationexchange.org/
The Cost of Doing Nothing....

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.....

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

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.

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