

Advocating for Digital Preservation

#dpcadvocacy

WIFI - Username: dpcevent Password: dpcevent



Digital**Preservation**Coalition

Program

- 10.00 *Registration opens, tea and coffee*
- 10.30 Welcome and Introductions
- 10.40 Getting Started with Advocacy: Identifying the Challenges for Your Organisation
- 11:10 EXERCISE: Identifying Value and Opportunities and Aligning with Your Strategic Plan
- 11:45 How to Create an Elevator Pitch
- 12:00 EXERCISE: Drafting an Elevator Pitch
- 12:30 *Lunch*
- 13:30 What's Worked: Stories of Success from DPC Members
- 14:30 EXERCISE: Practising and Feedback on Elevator Pitches (*over tea and coffee*)
- 15:30 Next Steps: Building a Building Business Case and Useful Resources
- 15:50 Final Questions and Wrap-Up
- 16.00 *Close*



Objective

You leave better equipped to communicate with your colleagues on issues that will help you do your jobs

(and create a secure digital legacy)

Getting Started with Advocacy: Identifying the challenge for your organisation



It is not straightforward

- People are working on this challenge as we speak.
- There is a whole community sharing and celebrating good work and good ideas!
- It is an opportunity to be seized!



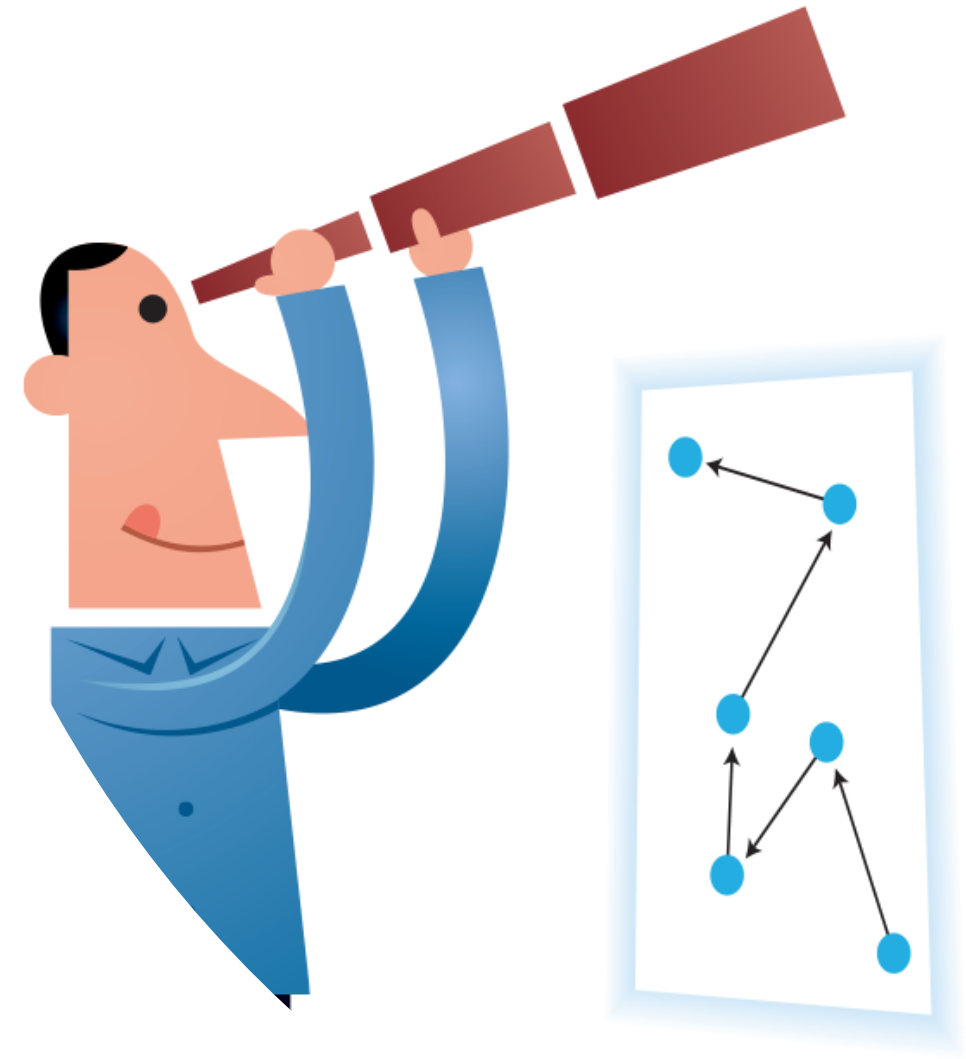
It seems expensive

- Digital preservation can provide:
 - Cost efficiencies through planned disposal and deletion
 - Greater scope for innovation and reuse of data
 - A way to avoid financial penalties

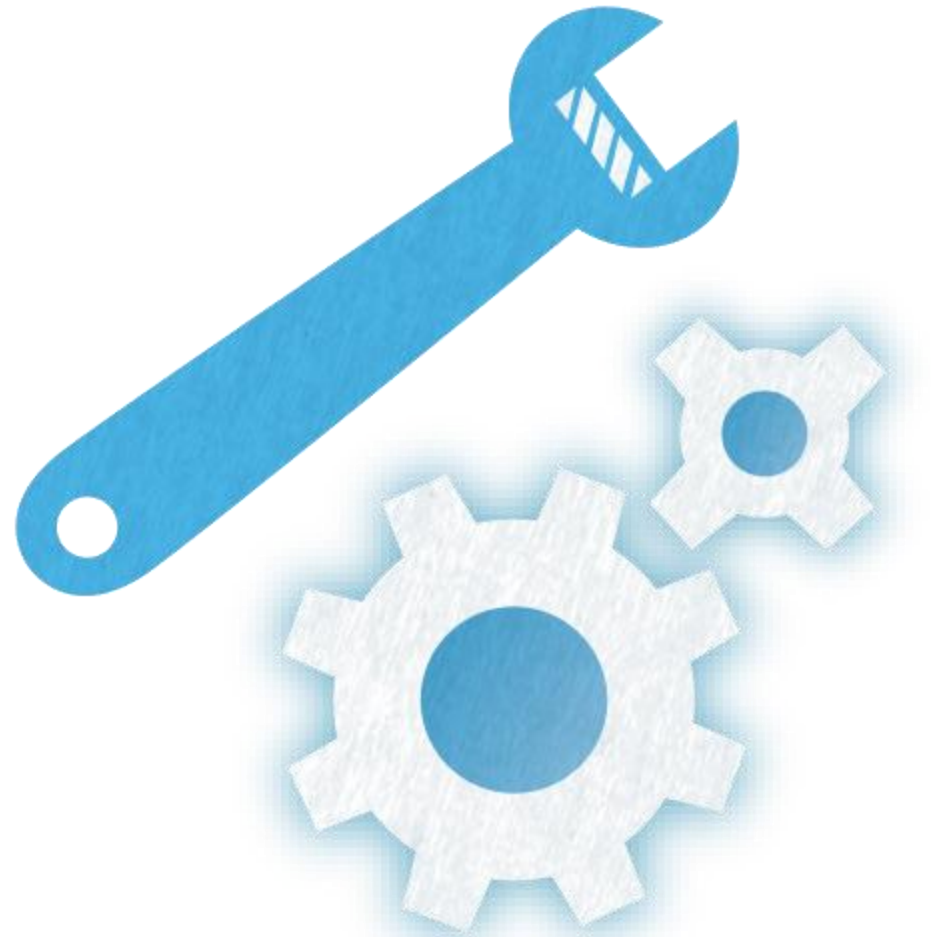


Not the core mission

- Well managed data can underpin and support all parts of a business!
 - marketing campaigns by providing access to corporate history
 - compliance by demonstrating a clear audit trail
 - efficiencies of scale through shared services, resources and consolidated systems
 - cost efficiencies through the greater automation of processes
 - HR and customer service functions by providing access to the right data at the right time!



Tools and tips



Know
your
audience



Identify their concerns

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



Tailor your
message

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

Enabling Research

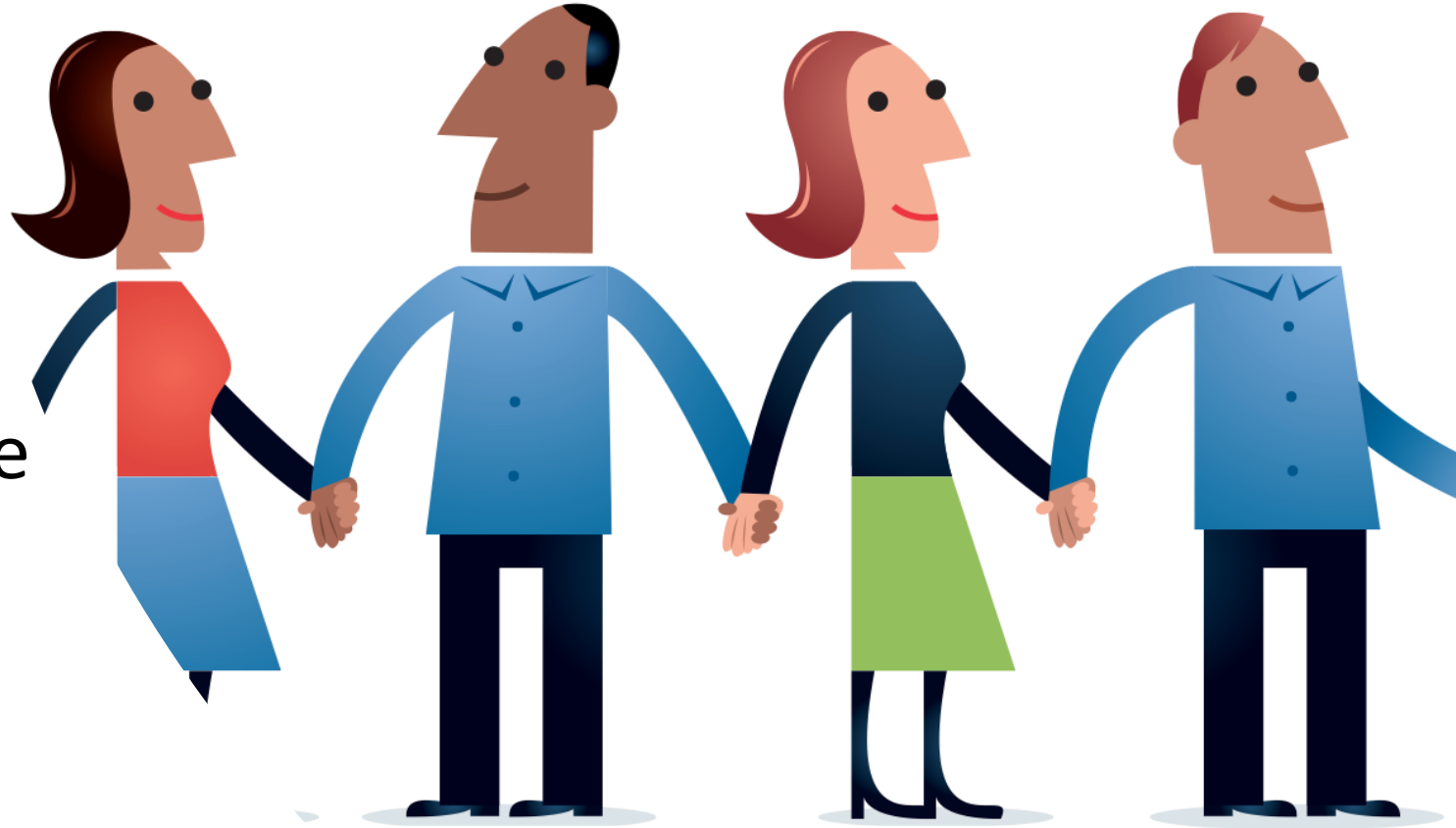
capture potential by providing greater scope for innovation and reuse of data – and at scale!

provide opportunities for raising funds through the reuse of existing data

generate income and new service models through the reuse of existing data

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!



Exercise: Aligning Value and Opportunities of DP with Your Strategic Plan

- List at least 5 motivators for DP relevant to your organisational context
- Match these to points in the organisation's Strategic Plan
 - Particularly priority issues
- Focus on how DP can bring value and opportunities



Establishing Communication: Creating an Elevator Pitch



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We've identified
motivators and
aligned them with
the Strategic Plan.
What next?



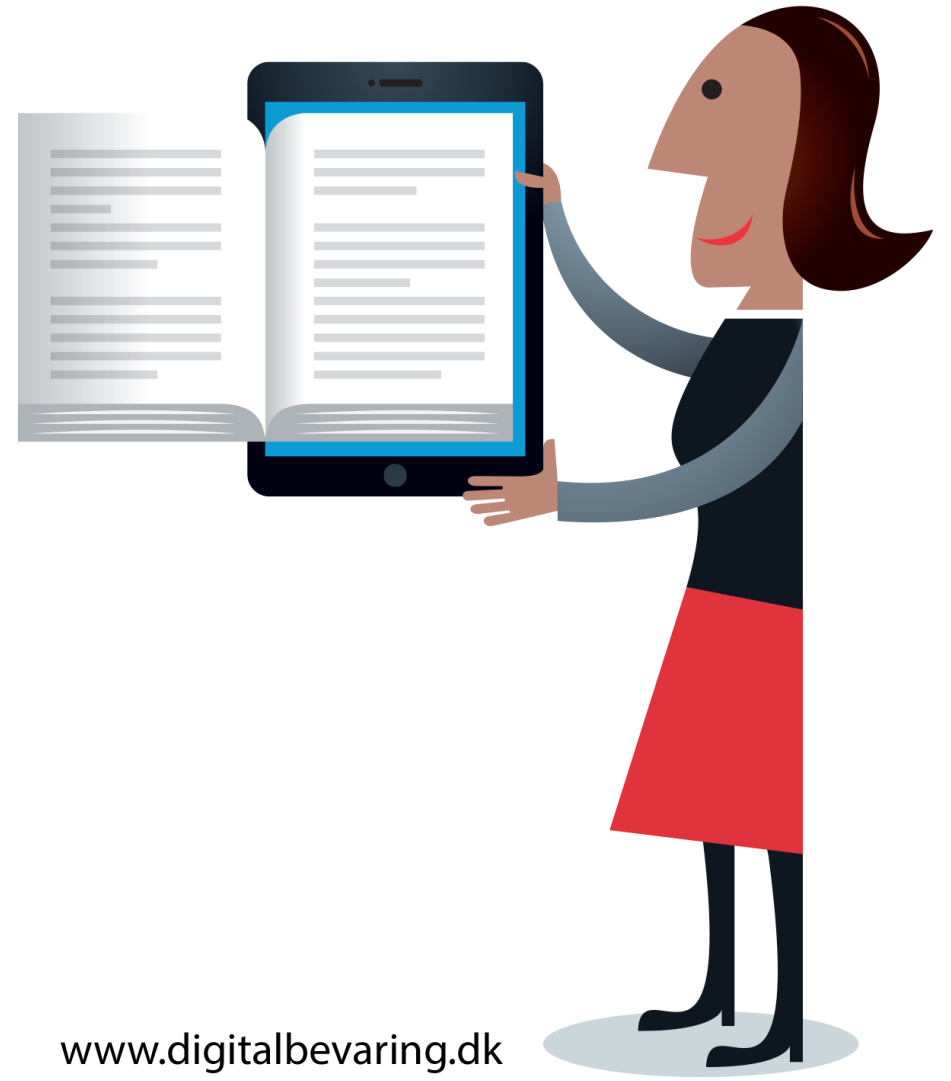
DP is Hard to Explain!

- I dread the question “what do you do for work?”
- Must be prepared for any opportunity to sell DP
- Being clear and confident makes an impact
- Worth putting a bit of time into an Elevator Pitch



What is an Elevator Pitch?

- A super short 'impromptu' presentation
 - 30 seconds to 2 minutes
- Should have:
 - A clear goal
 - A story
 - An emotional connection
 - A call to action



Some useful ways
to think about
your pitch



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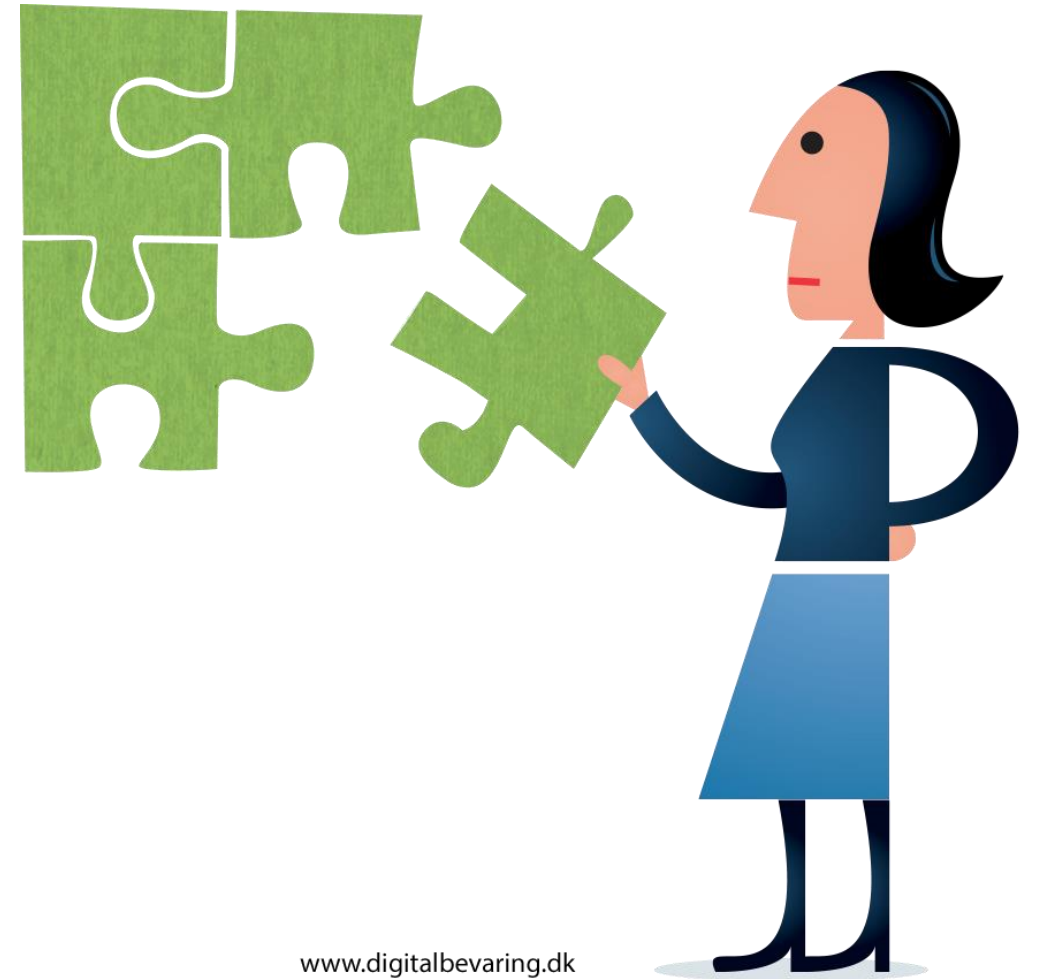
Storytelling

- Stories speak to the human condition
- Personalising can lead to greater buy-in
- Decision-making an emotionally driven process.
- Story must be compelling and authentic
- A stories bring data/facts to life
- A good story has:
 - A personal challenge
 - A (potential) conquest/triumph
 - Relevance, as well as an emotional connection
 - An anchor to time and place



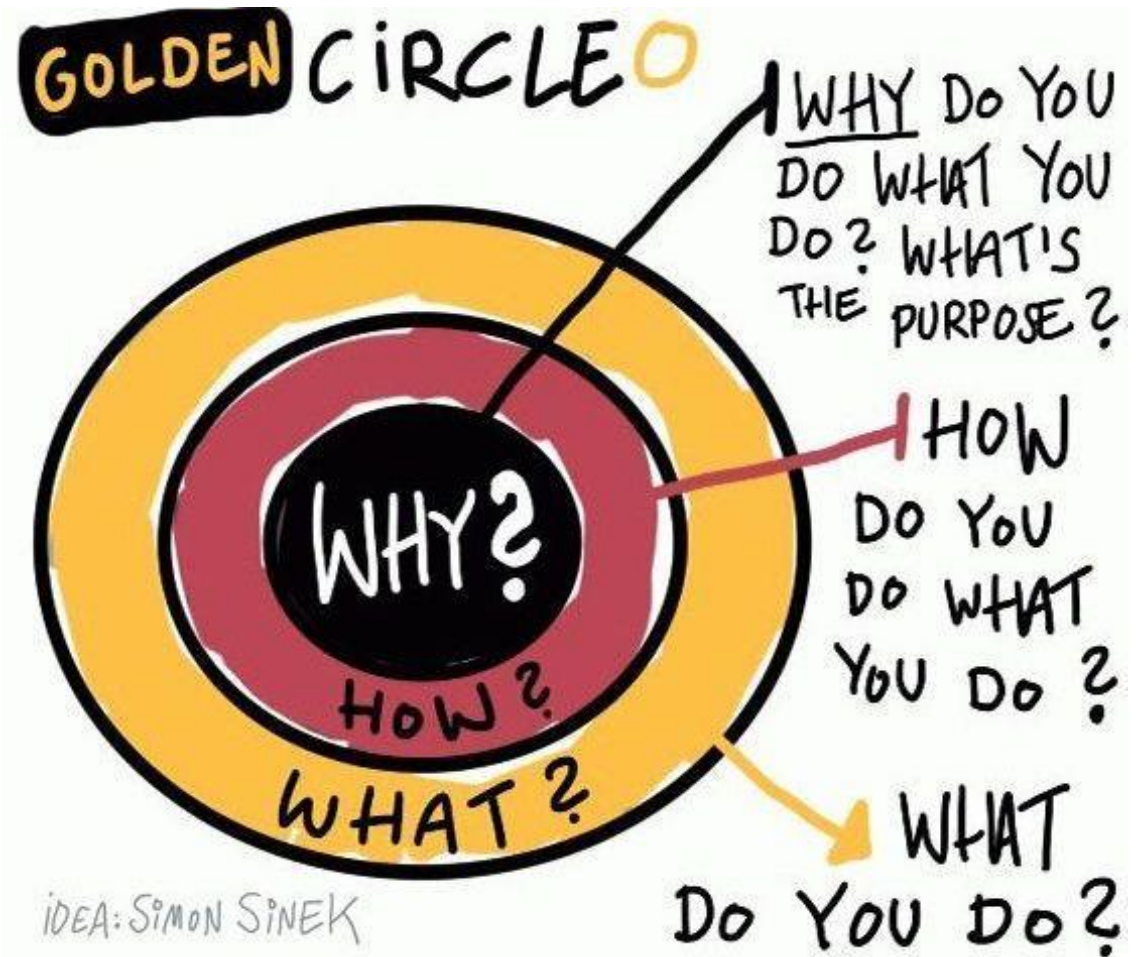
Head, Heart and Hand

- **Heart:** Establish rapport and seek empathy with your listener.
- **Head:** Offer supportive evidence to prove need.
- **Hand:** Remember to ask your listener to take action.



The Golden Circle

- What – Execs know what the org does
- How – Most know how it is done
- Why – Most don't think about why it's done.
 - More than money!
 - Influences behaviour
 - Inspires action



A Few More Tips

- Know your audience
- Don't go straight for the hard sell
- Be confident
- Be open to compromise
- Know what you don't know
- Ask for advice/input
- Don't over invest in a single argument
- Be prepared and ready to switch tack
- Be positive, but manage expectations
- Be aware that advocacy is a(n often long) process



Exercise: Developing an Elevator Pitch (1)

- Develop a draft now
 - Will refine & practice this afternoon
- Decide how long (30s-2min)
 - Average presentation speed 125-150 words per min
- What are the key points?
- Use a particular structure?
 - Story, HHH, Golden Circle
- Think about your audience!



Lunch!



What's Worked: Stories of Success from DPC Members



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Exercise: Developing an Elevator Pitch (2)

First 20 mins:

- Refine draft pitch

Middle 20 mins:

- Practice presenting in small groups and get feedback

Final 20 mins:

- Brave volunteers present to the group (there's a prize to be won!)

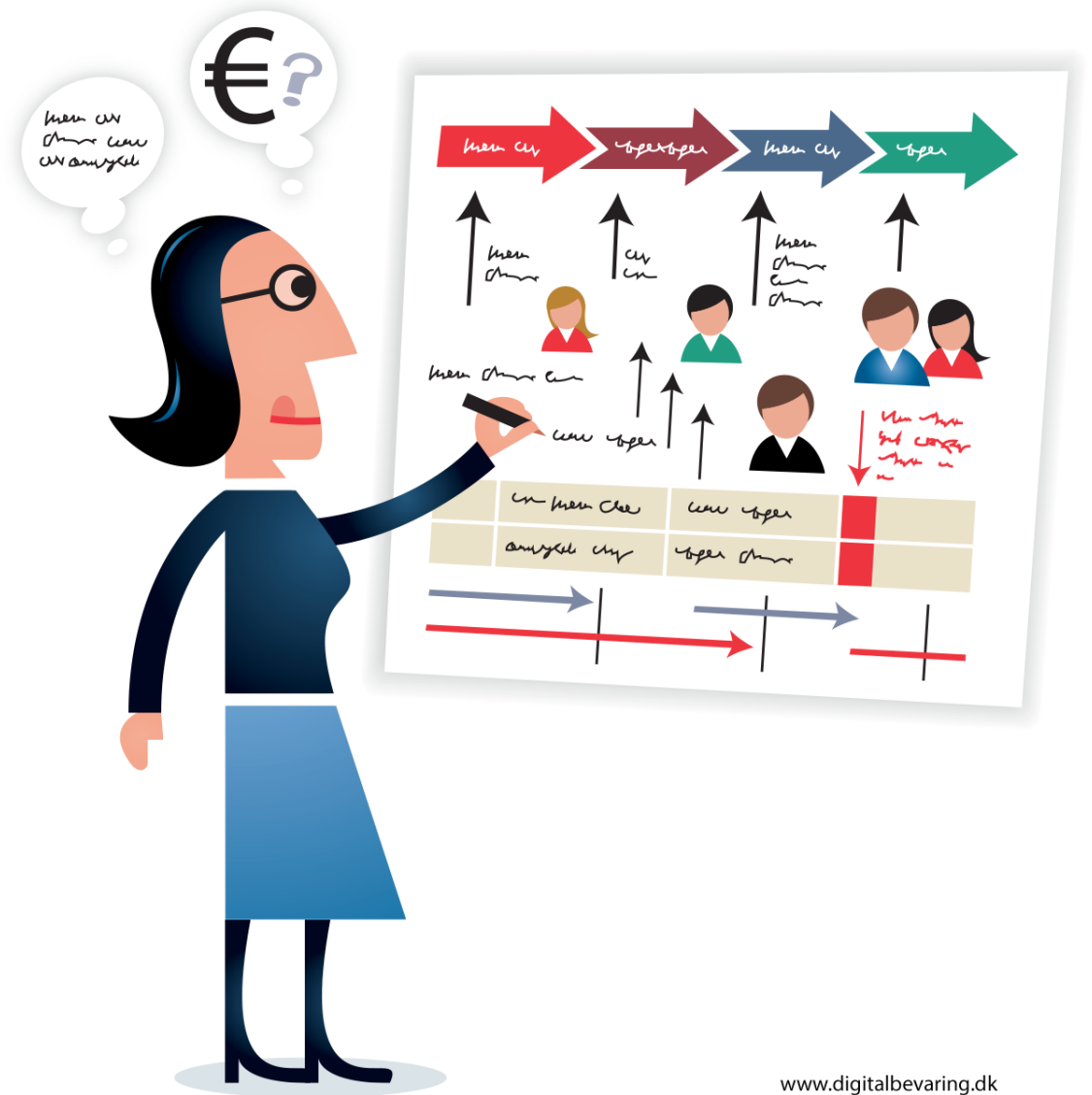


Next Steps: Building a Business Case and Useful Resources

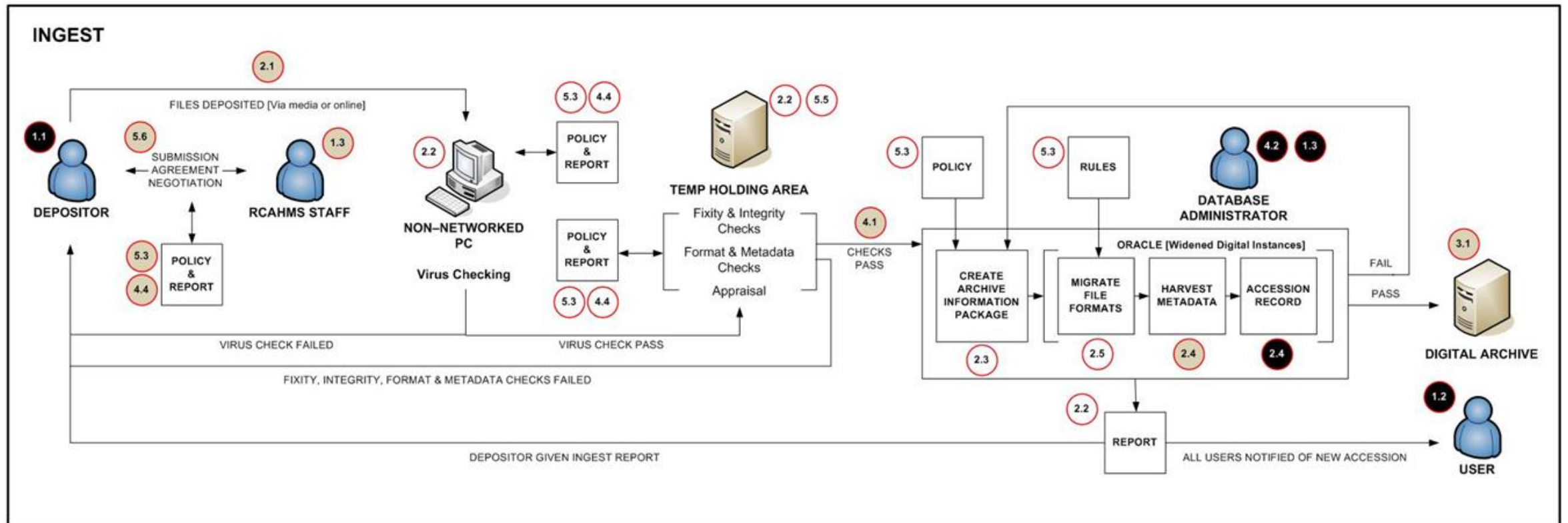


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You've caught their
attention, what
next?



Going a bit deeper....

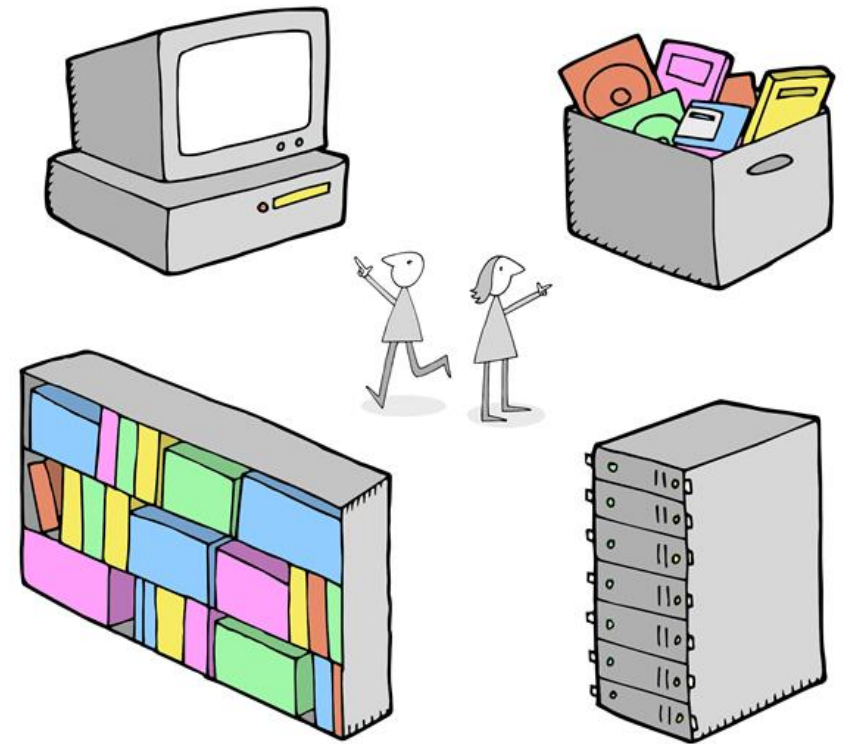


Business Cases

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

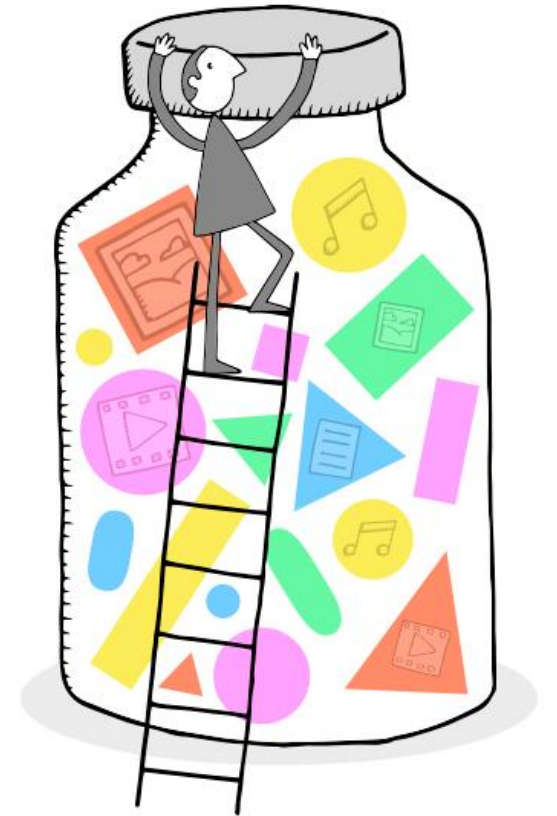
Generally include sections on:

- Objectives
- Stakeholders
- Financial Analysis
- Benefits
- Risks



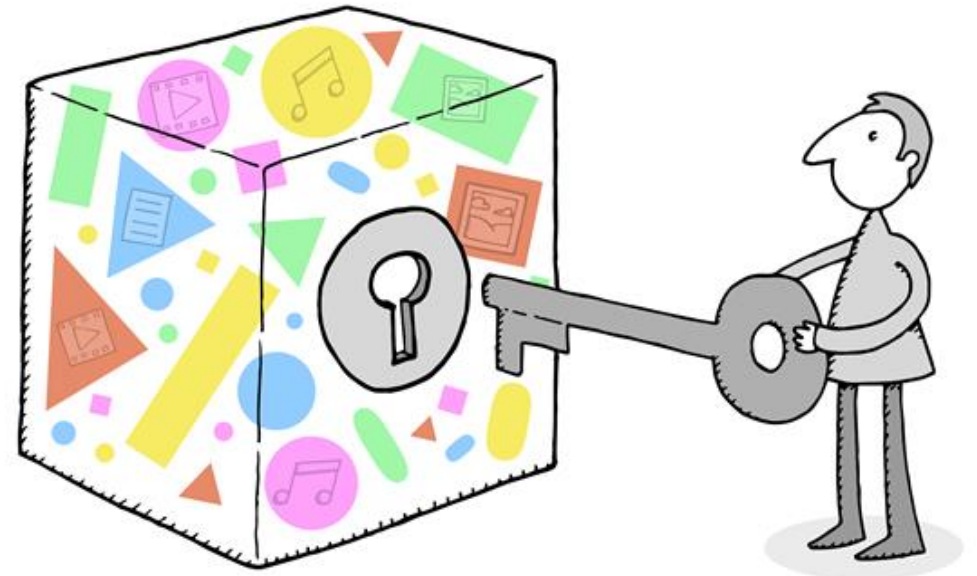
Developing a Business Case (1)

1. Preparation
2. Audit your organisation's readiness
3. Assess where you are and what you need
4. Think hard about your audience
5. Work out your objectives



Developing a Business Case (2)

6. Identify Benefits
7. Prepare content for the business case template
8. Validate and refine
9. Deliver your business with maximum impact
10. Share!



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

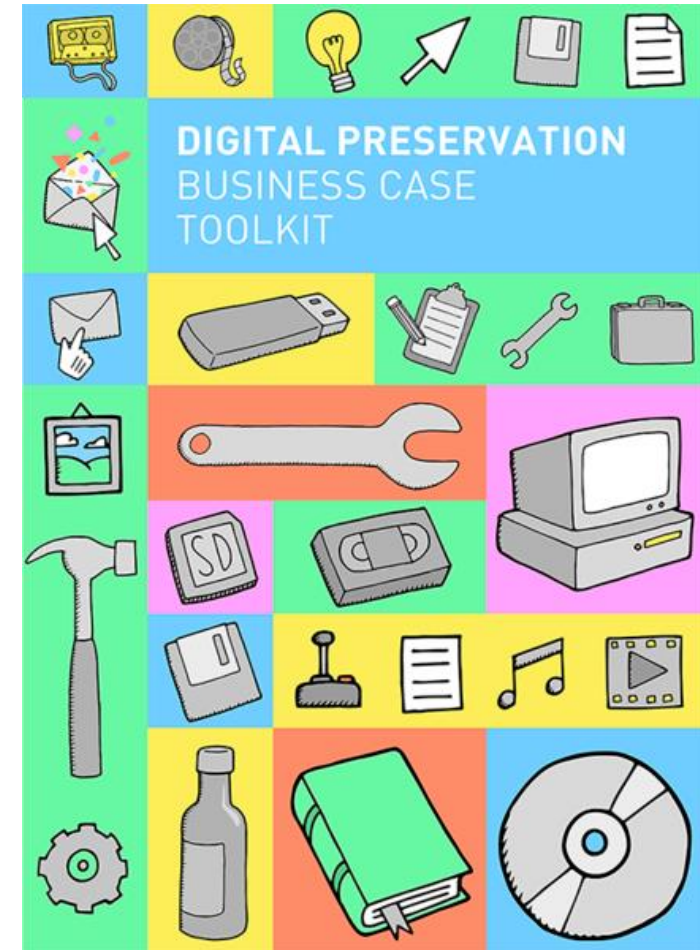


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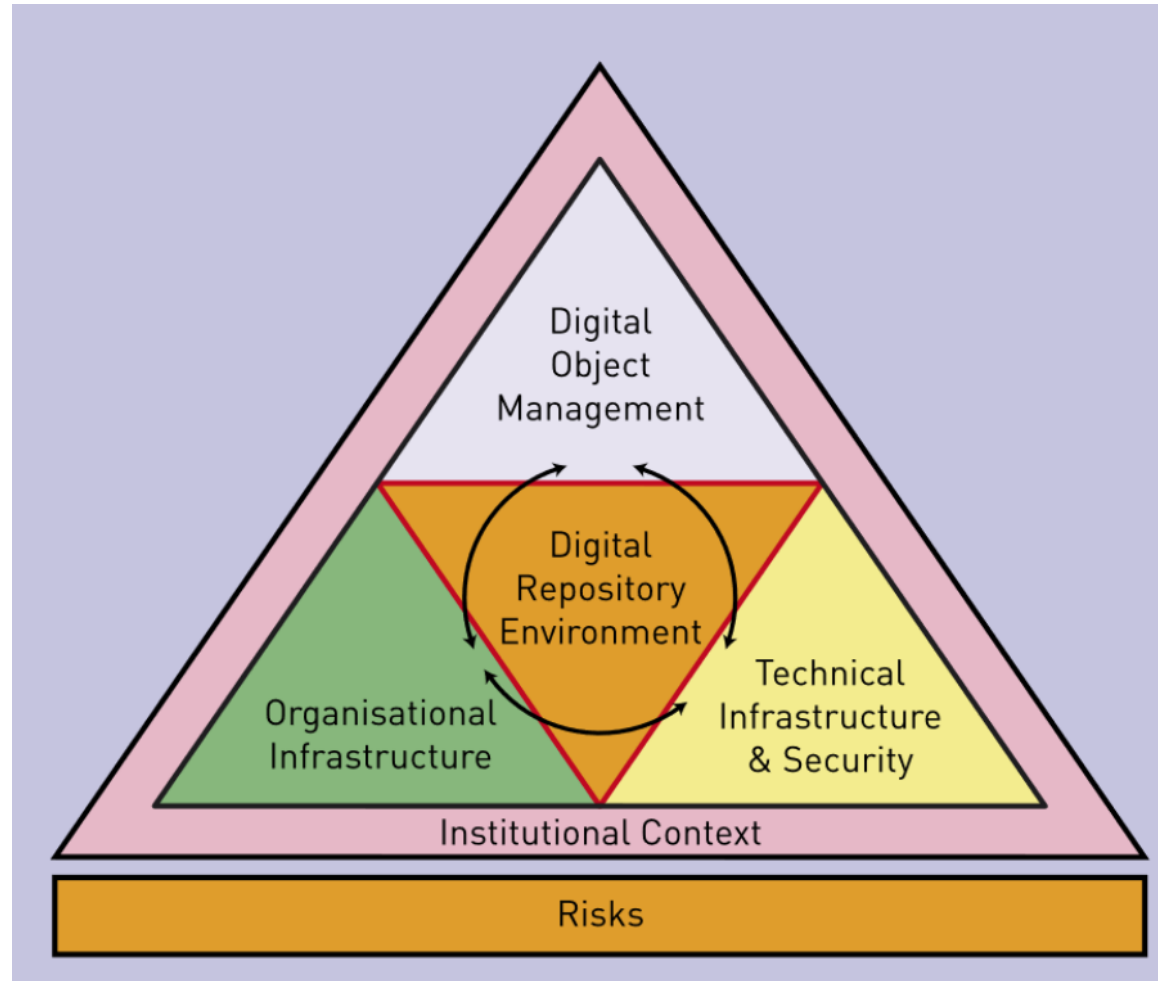
Business Case Toolkit

- 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)



Risks: DRAMBORA



More on Risks...

ISO:31000 - Risk management. Principles and guidance

www.iso.org/iso/home/standards/iso31000.htm

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

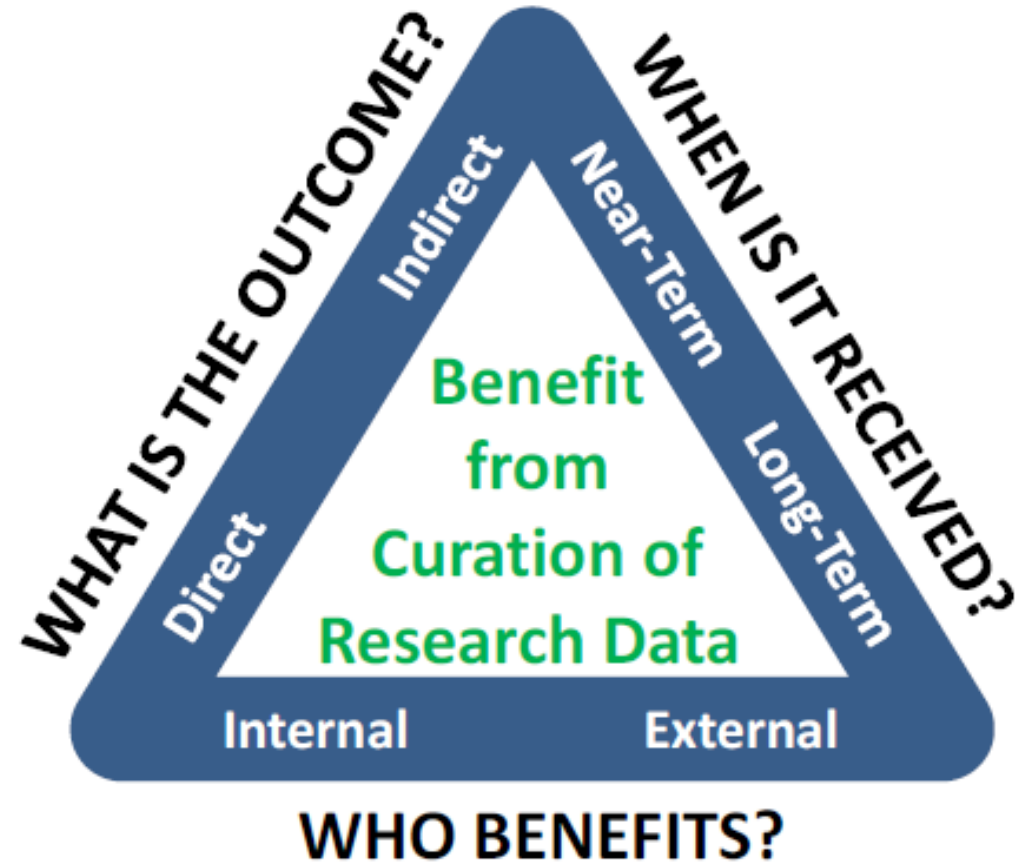
IIPC Preservation Working Group Table of Risks

<https://netpreserve.org/pwg/risks.php>

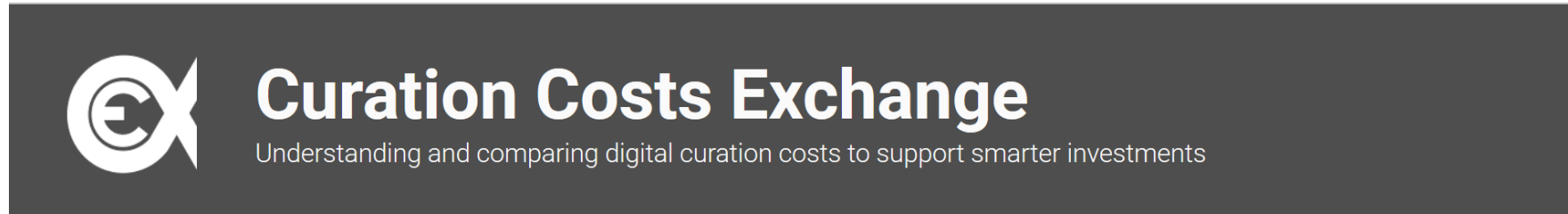


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Identifying Benefits: KRDS



Costs: Curation Costs Exchange

[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/>

Costs: 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

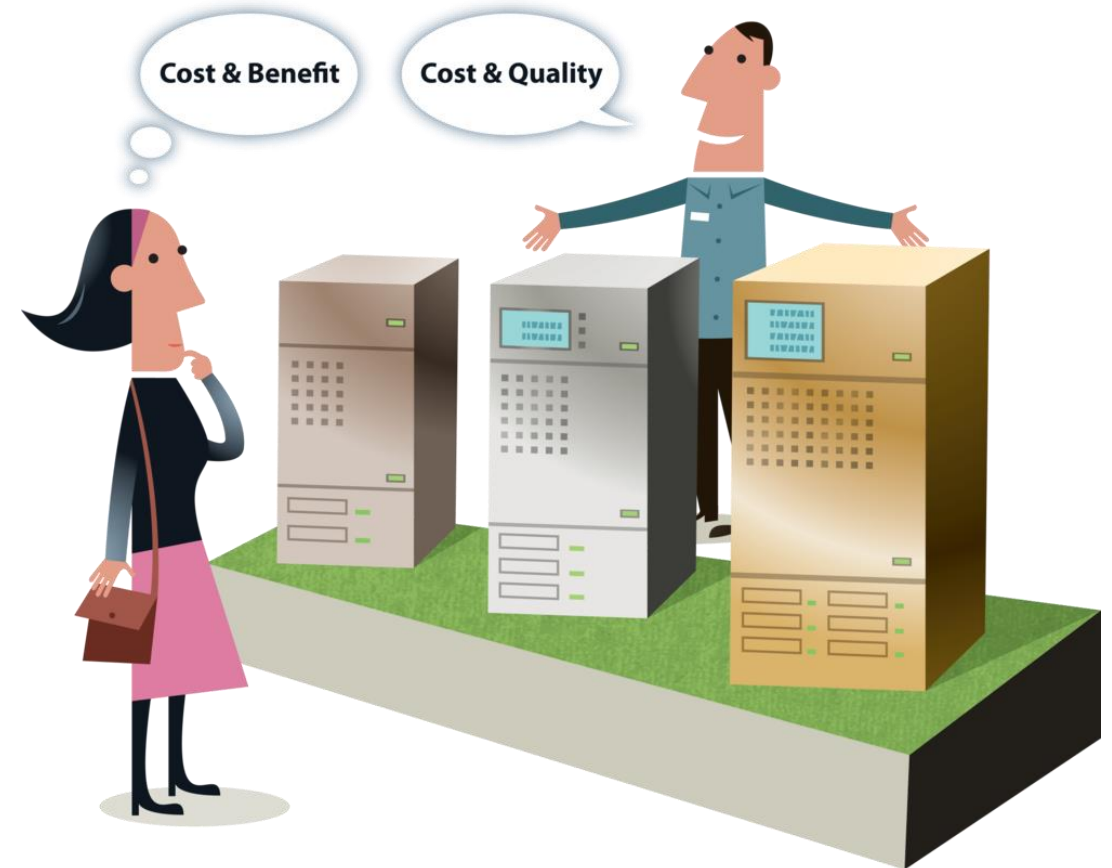
ANALYZE YOUR COLLECTION »

 Or watch this video to find out more

<http://www.repositoryaudit.eu/>

Talking to IT

- Learn to talk (some of) their language!
- “How to Talk to IT About DP” by Scott Prater
<https://minds.wisconsin.edu/handle/1793/78844>
- Take a few basic courses through ILEs like Coursera



Maturity Modelling



- Strengths and weaknesses
- Goals and timescales
- Incremental development
- Planned improvements
- Not just about techniques

Maturity Models

- Digital Preservation Capability Maturity Model
- NDSA Levels of Digital Preservation
- Adrian Brown's advice on Maturity Modelling
- AOR Toolkit (Cornell's 5 stages)
- DRAMBORA



And from the
DPC...



Coming Soon! DPC RAM


- Rapid Assessment Model
- 11 criteria and 5 levels of maturity

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
- Can complete in under 2 hours!



Executive Guide on Digital Preservation

 Digital Preservation Coalition

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[Introduction](#)

[Organization Type](#)

[Organizational Motivators](#)

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[What are the Risks?](#)

[What are the Opportunities?](#)

[What does Digital Preservation need?](#)

[Facts and Figures](#)

[Templates](#)

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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.




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Digital Preservation Awards

- Biennial awards celebrating excellence in DP
- A great way to highlight successes
- Award Categories
 - Research and Innovation
 - Teaching and Communications
 - Distinguished Student Work
 - Outstanding DP Initiative in Industry, Commerce or 3rd Sector
 - Safeguarding the Digital Legacy
 - Fellowship
- Coming up in 2020!



World Digital Preservation Day

- Yearly opportunity to raise awareness of DP
- Get involved:
 - Tweet
 - Blog
 - Hold an event
 - Record a video
 - Sing and dance....
- 7th November 2019 – Mark it in your diaries!



**Lá Domhanda um
chaomhnú digiteach**

Prize Giving (!) and Final Questions



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@dpc_chat

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Many thanks to www.digitalbevaring.dk for the illustrations



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