



Digital Preservation Advocacy

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Our Presenters



Emily

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Housekeeping

- Please use Chat for questions
- Session is being recorded
- Recording, slides, and resource list with links will be shared after

Overview

- Language
- Tools
- Strategies for talking with different stakeholders



What is preservation?

*“**Preservation** is the protection of cultural property through activities that minimize chemical and physical deterioration and damage and that prevent loss of informational content. The primary goal of preservation is to prolong the existence of cultural property.”*

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...for access!

What is digital preservation?

“Digital preservation combines policies, strategies and actions to ensure access to digital content, regardless of the challenges of media failure and technological change. The goal of digital preservation is the accurate rendering of authenticated content over time.”

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Digitization is not digital preservation...

“The goal should be that one feeds into the other. Scanning should be a first step in a longer process, and, as with many journeys, the first step can make all the difference.”

The Signal, Library of Congress

<https://blogs.loc.gov/thesignal/2011/07/digitization-is-different-than-digital-preservation-help-prevent-digital-orphans/>

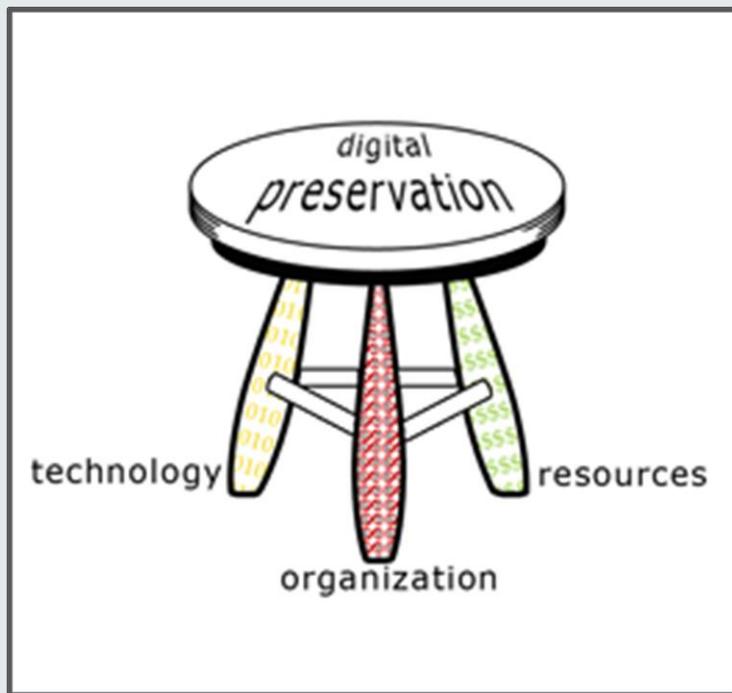


Backups are not digital preservation...

“Backups are solely designed to mitigate the risk of data loss in the event of an accident or attack, providing for business continuity. They are not designed to store data permanently offline for later retrieval. However, many of the tools and techniques used for making and maintaining backups can also be repurposed for digital preservation activities.”



A three-legged stool



ORGANIZATIONAL INFRASTRUCTURE

Policies, procedures, practices, people required to build and run a program.

RESOURCES FRAMEWORK

Startup, ongoing, and contingency funding to enable and sustain the digital preservation program.

TECHNOLOGICAL INFRASTRUCTURE

Equipment, software, hardware, a secure environment, and skills. Anticipates and responds wisely to changing technology.



Digitization



Digital Archives



Email



Websites



Institutional Records



Others?

What makes them so tricky to preserve?

Digital files are...

- Ephemeral
- Multiple
- Easily copied and modified
- Many versions (e.g. preservation master, access copy, web-ready copy)
- Technology-dependent
- Quickly obsolete



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...so they require new skills and solutions to manage!

Why don't we preserve?

What are the barriers or challenges to preserving digital content at your institution?

Where are you stuck?



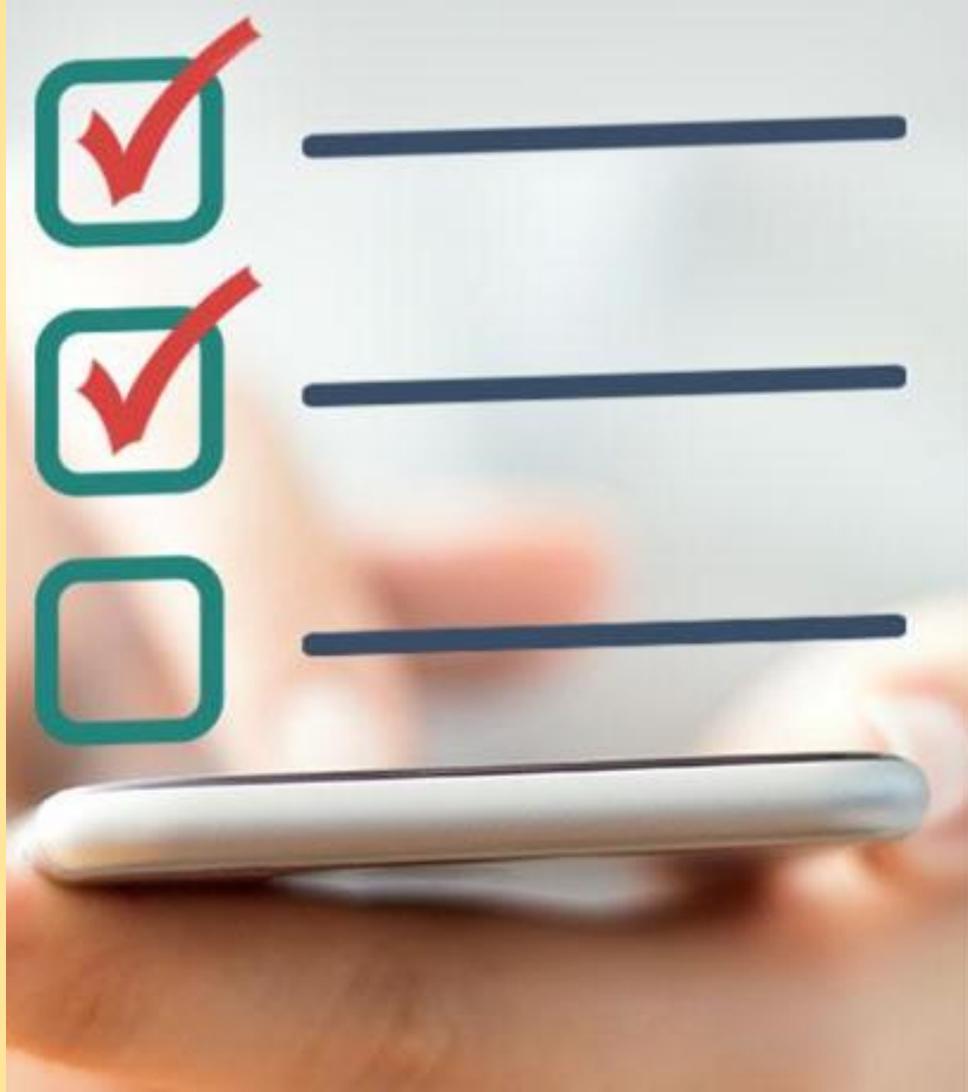
Why don't we preserve?

- Time
- Resources (human and \$\$)
- Expertise
- Infrastructure
- Hardware, software
- IT support
- Administrative or board “buy-in”
- Competing priorities

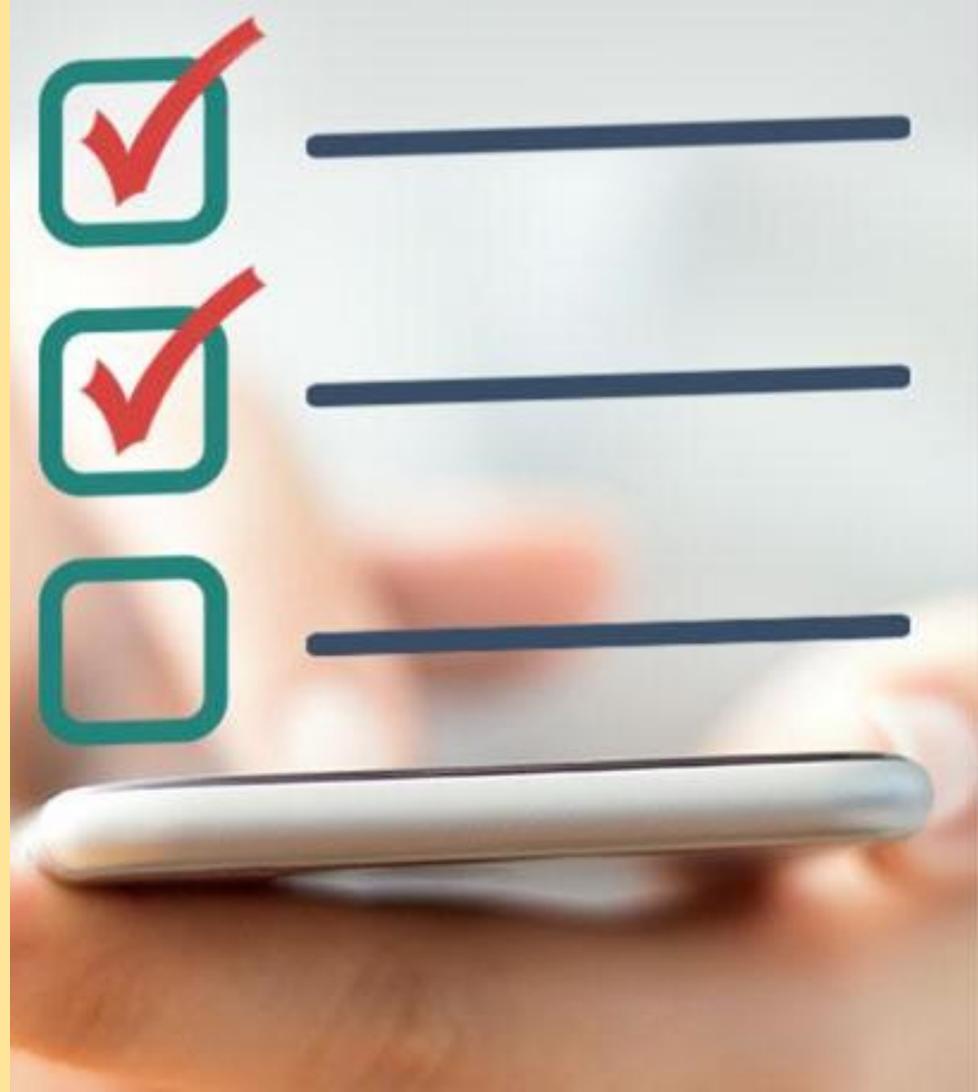


Advocacy tools

- Digital collections inventory
- Digital preservation policy
- Digital preservation assessment & planning resources



Inventory



Digital collections inventory information

- Think in terms of groups or collections of content - not items
- Include:
 - Collection title, creator, dates
 - File formats, # of files, collection size (in GB, MB)
 - Locations
 - Inventoried by, managed by and other roles
 - Data criticality scale



Data Criticality Scale

1 - The item is digital and we hold the only copy - if we lose it, it's gone forever.

2 - We have a digital copy, but physical copies are at high risk (ex: audio tapes).

3 - We have a digital copy, but physical copies reside elsewhere.

4 - We have a digital copy, but digital copies reside elsewhere.

5 - We have a digital copy and still hold original physical item.



CDCC Inventory Spreadsheet

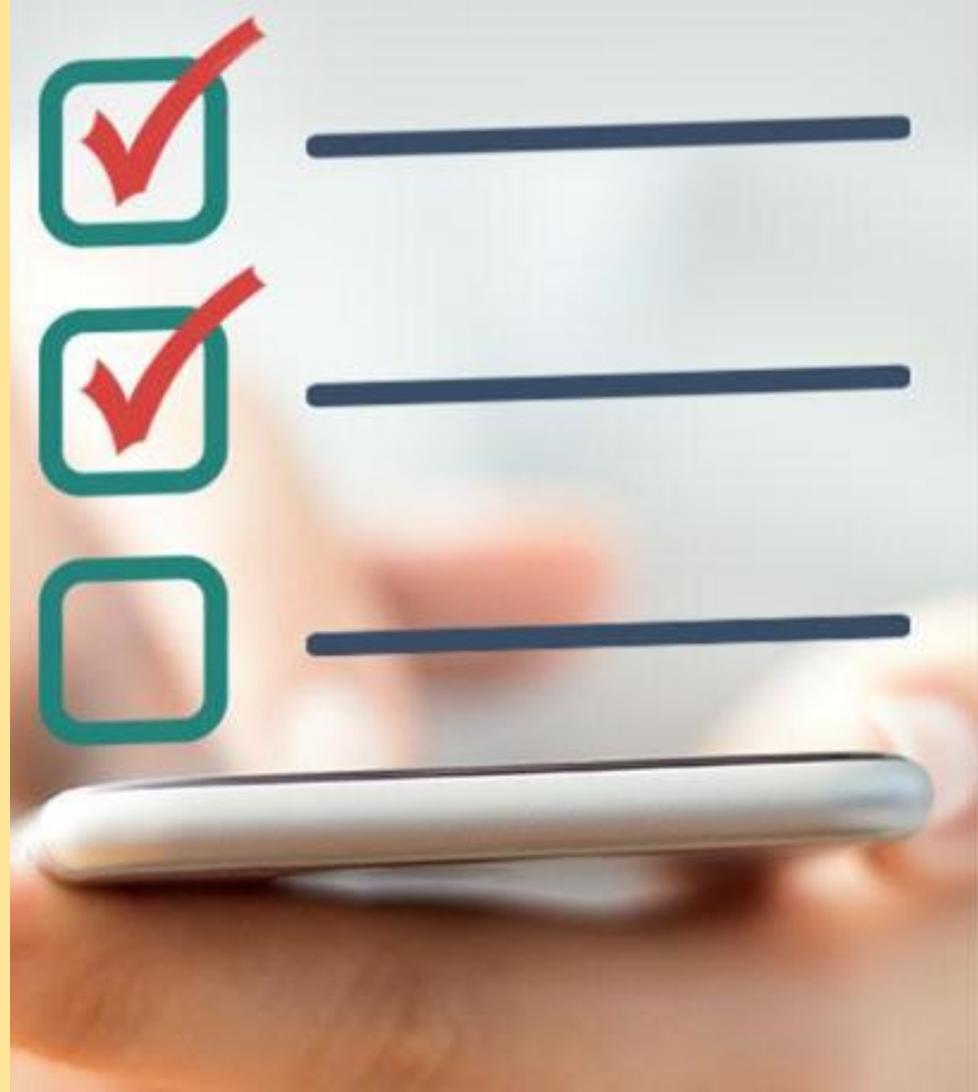
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	A	B	C	D	
1	Collection Name	Collection Category	Description	Location 1	Location 2
2	<i>Name/title you use to describe the digital collection</i>	<i>How would you categorize this collection? Digitized or born-digital? Was it created or converted in-house at your organization? by a vendor? someone else? Are these your high-quality master files or lower quality derivatives for access?</i>	<i>Brief description of the content of the collection</i>	<i>Where is the digital content stored right now? Describe the type of storage used as well as quantity and physical location of storage media.</i>	<i>Describe the location where the digital content is stored (if applicable)</i>
3	A. J. Kingsbury Photographs	Digitized in house; Master files	Scans of postcards and glass plate negatives created by local photographer A.J. Kingsbury.	External hard drive in museum director's office	Volunteer Jane Doe's personal Google Drive
4	A. J. Kingsbury Photographs	Digitized in house; Derivatives	Scans of postcards and glass plate negatives created by local photographer A.J. Kingsbury.	Volunteer Jane Doe's personal Google Drive account	
5	WWII Oral History Collection	Born-digital; Donation	Audio interviews with three WWII veterans, conducted by students at East High School.	Network L: drive	
6	Promo Pamphlets	Born-digital; Outsourced	Digital files created for printed promotional pamphlets for the museum.	Network L: drive	Graphic design files
7	High School Commencement Videos	Digitized by vendor; Master files	Video of graduation ceremonies at East High School, digitized from VHS tapes	External hard drive in museum director's office	DVD in museum director's office
8	High School Commencement Videos	Born-digital; Donation	Video of graduation ceremonies at East High School, recorded digitally and donated to the museum	DVD in museum director's office	
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Policy

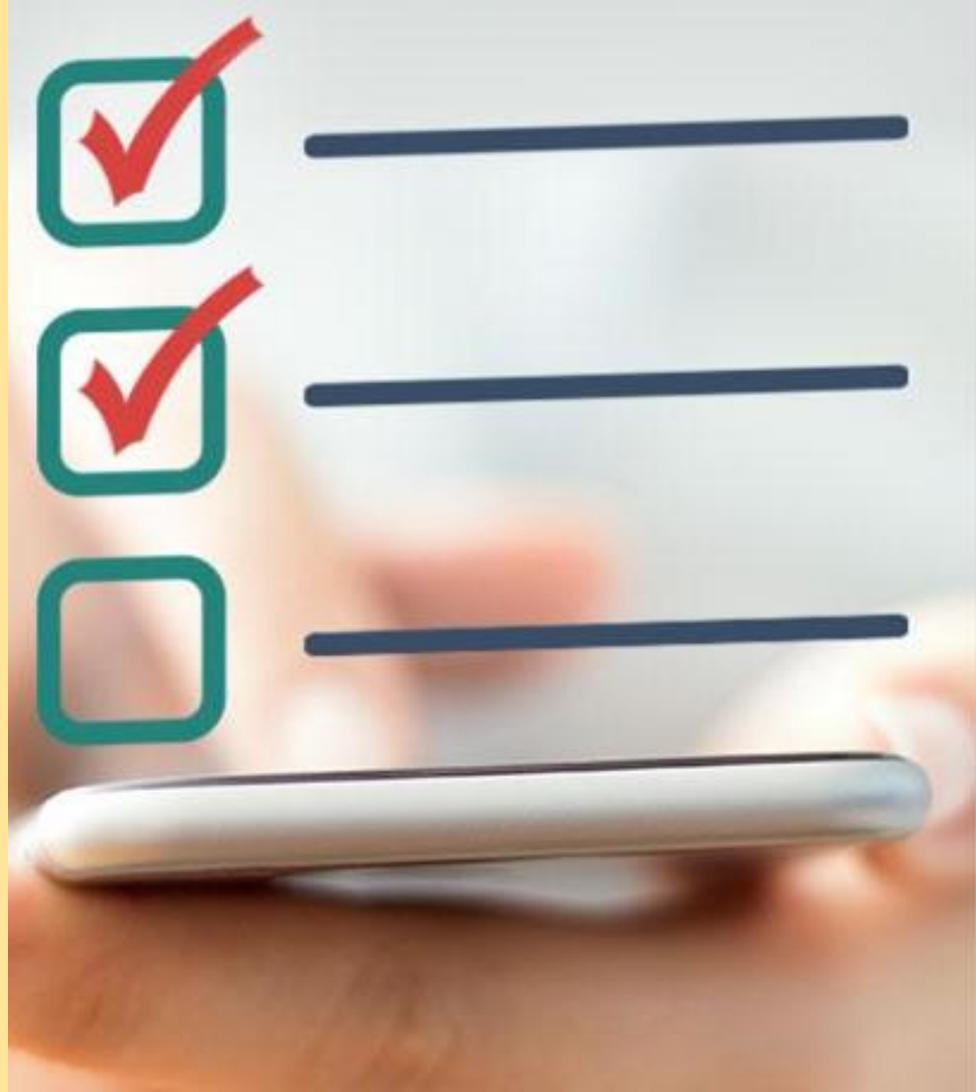
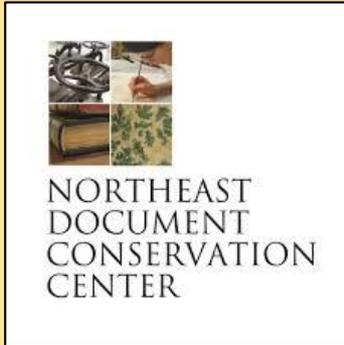


Policies can help with advocacy

- Build trust and credibility
- Support decision-making
- Improve understanding
- Raise community awareness
- Outreach to potential donors (\$\$ and collections)



Peer Assessment



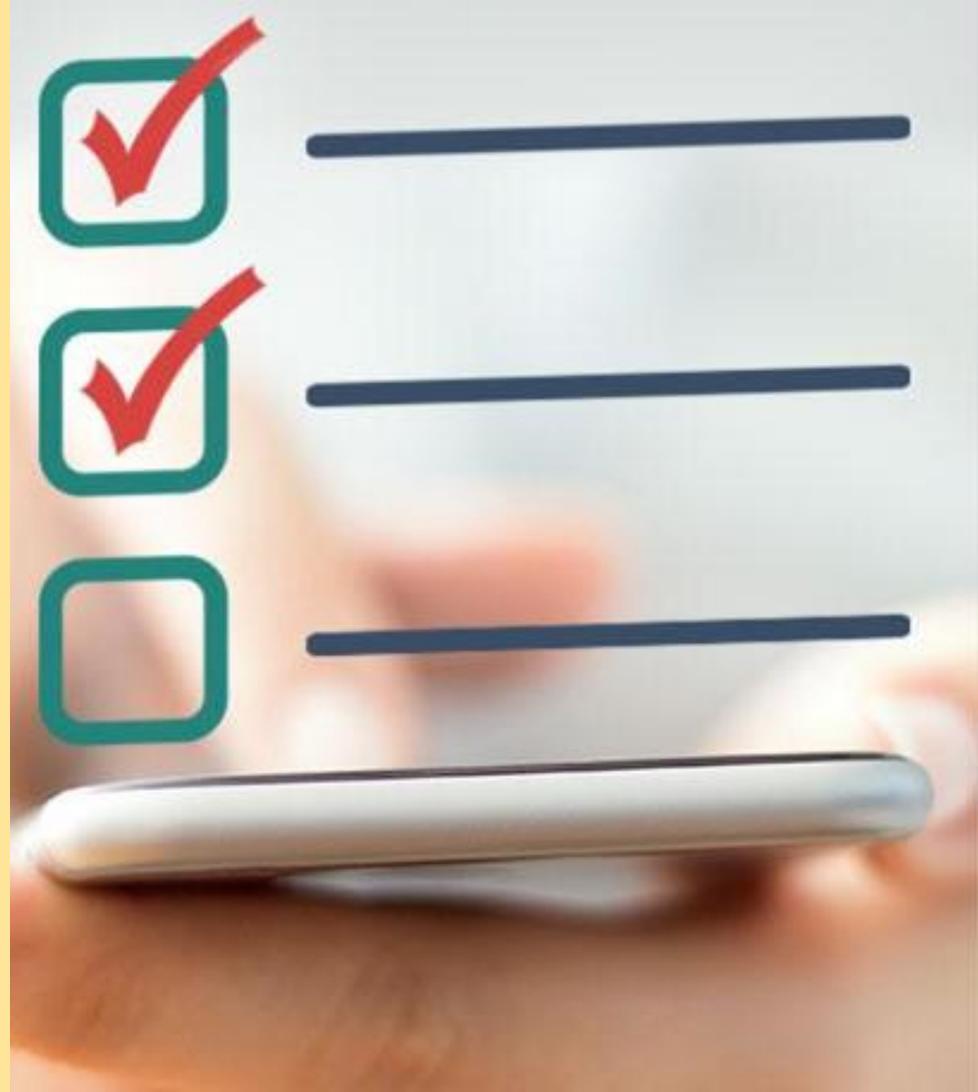
NEDCC Digital Preservation Peer Assessment

- Team-based assessment
- Promotes critical thinking about digital preservation
- Focus on growth and challenges
- Helps to prioritize and plan digital preservation work
- Any stage of digital preservation!
- <https://www.nedcc.org/assets/media/documents/nedcc-DPA-Peer-5.16.pdf>



NDSA Levels

NDSA 



NDSA Levels of Digital Preservation

- Under revision by National Digital Stewardship Alliance
- Five functional areas (soon to be six!) and four levels for each
- Gap analysis, benchmarking, goal setting
 - Where are we now?
 - Where do we want to be?
 - What do we need to do to get there?
 - Where are other orgs like ours?
- <https://ndsa.org//activities/levels-of-digital-preservation/>



A (short) cautionary tale...

...from an unexpected source.

[How Toy Story 2 Almost Got Deleted From Pixar Animation](#)

Advocating to key stakeholders

- Administration or board
- Content creators
- IT staff



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General advocacy tips

- Tell a compelling story
- Focus on risk management and loss - protecting your investment
- Find common ground - use simple language and relatable examples
- Mutual respect - you are building a relationship, not just a preservation solution



Tell your story to administration

- The basics: what is digital preservation and why do we need it?
- Examples of worst case scenarios from similar organizations
- Emphasize:
 - Risk management activity
 - Business case; protecting investments/assets
 - Protecting your institution's reputation



Case Study #1: Administration

Scenario:

A small college archives has been actively digitizing and sharing materials from their collections for a few years but lacked human and monetary resources to fully develop and implement a digital preservation program. They had a mission statement and collection development policies, but neither included digital content.



Case Study #1: Administration

Activities:

- Undertake a digital collections inventory
- Develop a digital preservation policy (with 1-page executive summary) and share with library director

Outcomes:

- Increased awareness and understanding of need and risk
- Digitized and born-digital content added to policy language



Tell your story to content creators

- Contribute to their project planning
- Be part of their workflow
- Be available for consultation
- Outreach and education to key partners



Case Study #2: Content creators

Scenario:

A small historical society empowered a motivated volunteer to collect stories from community members using a mobile phone. The project included short interviews with key community members; unique, one-of-a-kind content that didn't exist anywhere else, in any format. Without basic metadata and management, the project files and stories were at risk of being lost or rendered inaccessible in the future.



Case Study #2: Content creators

Activities:

- Work with volunteer to transition this project to a more fully-supported program within the organization
 - Invest in professional recording device
 - Create workflows to inform file creation, description and management



Tell your story to IT

- Help them understand your organization, its mission and work
- Language = “archive” or “storage” means something different to them - understand each other’s terminology
- Involve them early on
- Get in their workflow

Scott Prater, “How to Talk to IT about Digital Preservation,”
Journal of Archival Organization
<https://minds.wisconsin.edu/handle/1793/78844>



Some notes from experience...

Nothing "has"
been "preserved"
Everything "is"
being "preserved"

Digital Preservation
is not "One + Done".
It must be
monitored +
maintained forever.

There is
no closure!

Obsolescence
happens fast!



Questions?

Thank you!

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