

01

# Having the talk:

Engaging your donors in  
the digital preservation  
conversation



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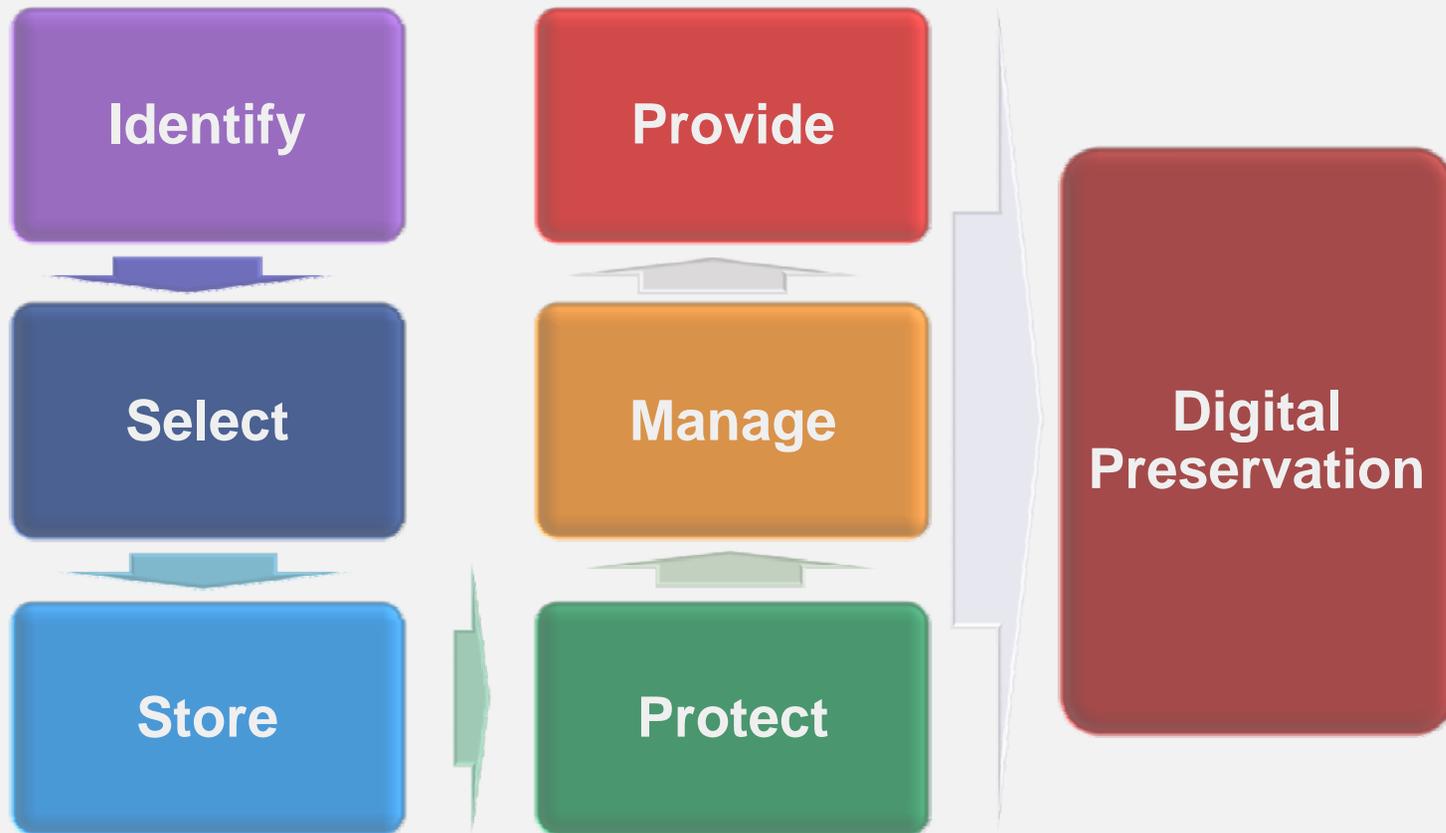
- ★ **Digital preservation outreach & education initiative at the State Library of North Carolina (SLNC)**
- ★ **Who should care?**
- ★ **How to talk about digital preservation**
- ★ **Ideas for reaching your donors**



**DP outreach at the SLNC**

**Our purpose: To inform about . . .**

- ★ **Best practices** for preserving digital publications for long-term access
- ★ Digital object **life cycle** (preservation begins at **creation**)



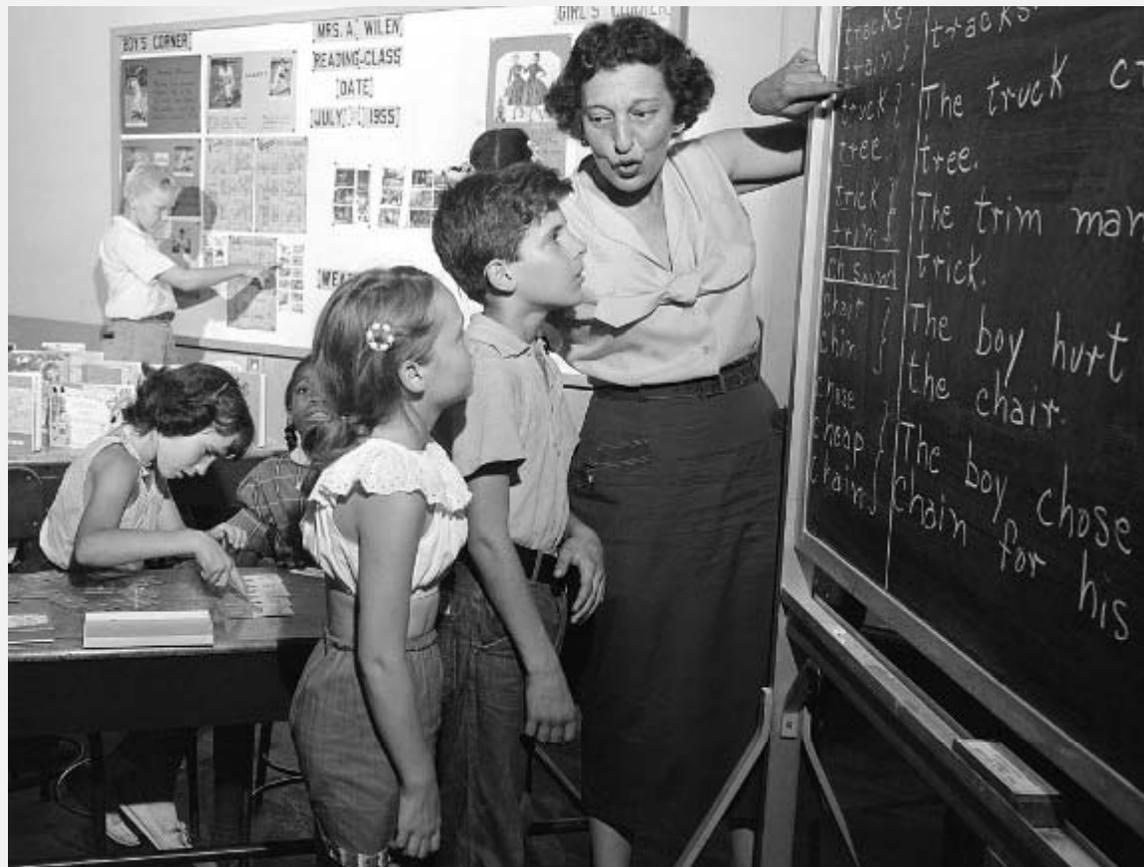
## Audience

- ★ **Ours:** state government employees who create or publish state documents
- ★ **Yours:** patrons, donors, and fellow librarians who create and contribute their digital content to you
- ★ **Others?**



**Who should care?**

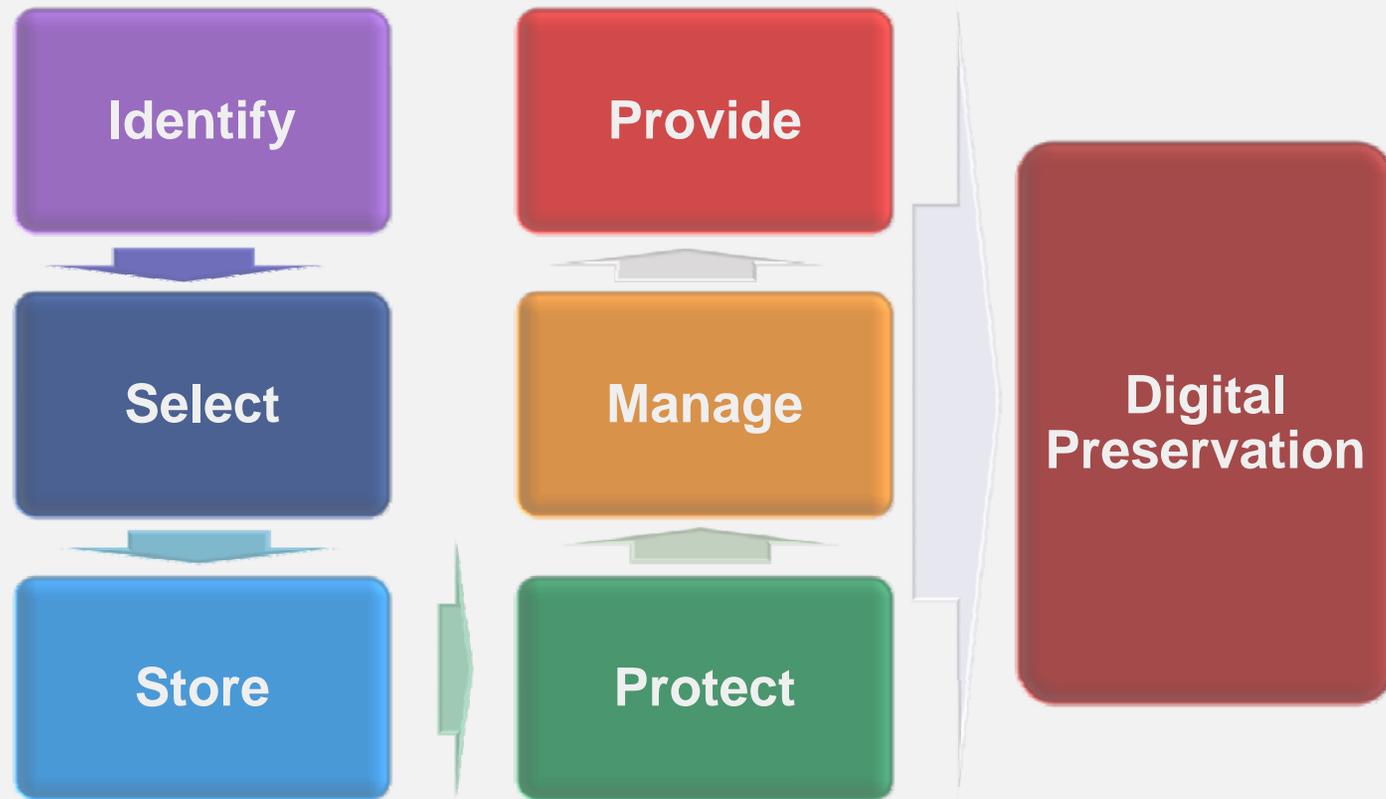
- ★ **Everyone creating** digital content
- ★ **Everyone distributing** digital content
- ★ **Everyone using** digital content
- ★ **Everyone** in archives, libraries, museums responsible for **managing** digital content now or expecting to in the near future
- ★ **Everyone** responsible for **administering** one of these three institutions



It's our job to educate them



And maybe, set them at ease



**Start with the forest, not the trees**

## Identify

- ★ How much do you have? (**Scope**)
- ★ Develop a high-level **inventory** of your digital content



**Make a list of your digital collections**

**Select** (aka, appraise, acquire)

- ★ **What are you, or your organization, responsible for?**
- ★ **Consider collection development** policies, uniqueness, research/monetary value, retention schedules
- ★ **Prioritize** most significant, extensive, requested, familiar, important, etc.
- ★ **Assess technical** requirements



**Start small and choose low hanging fruit**

## Store

- ★ Decisions driven by...
  - ★ **Immediate costs** (quantity, number of copies, media)
  - ★ **Available resources** (expertise, services, partners)
  - ★ **Institutional constraints** (legal restrictions, retention policies)



**Storage is not just about the technology**

## Protect

- ★ **Manage your risks!**
- ★ **Control access, confidentiality**
- ★ **Ensure “fixity”**
- ★ **Plan for emergencies**
- ★ **Be aware of obsolescence**
- ★ **Follow standards**

# Protect against . . .

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Institutional support



Human intervention

1010?01010  
1??1011010  
01010010?0  
1001011?10

File corruption



Computer failure

**Title:**

**Author:**

**Subject:**

**Checksum:**

**Resolution:**

Misplaced metadata



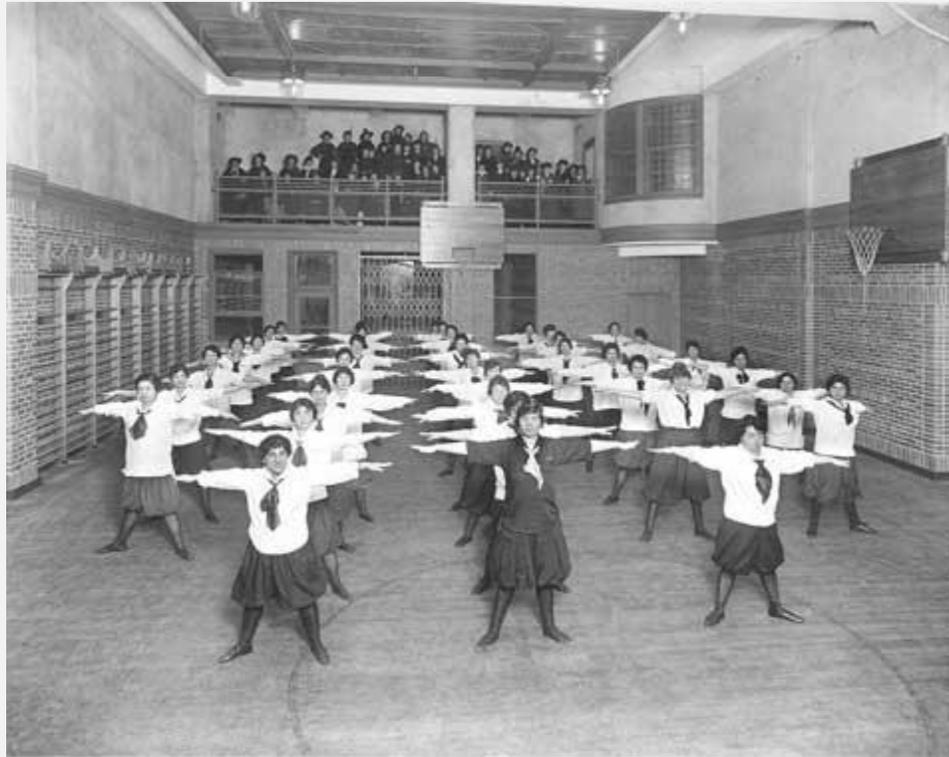
Natural disaster



File format obsolescence

## Manage

- ★ Program **planning**
- ★ **Policy** development
- ★ **Sustainable** funding and staffing
- ★ Administrative, organizational **support**
- ★ **Legal** issues
- ★ Training and **education**



**Management requires a holistic approach**

**Provide** content over time:

- ★ **Easily** (use known technologies)
- ★ **Coherently** (document)
- ★ **Completely** (intact and well-formed)
- ★ **Accurately** (represent the original)
- ★ **Reliably** (manage technologies well)
- ★ **Consistently** (use and follow policies)
- ★ **Fairly** (equal access, heed rights & laws)



**Long-term access is the goal**



**Reaching out to potential donors**

People may be **afraid**. It's

- ★ too complex (I don't understand...)
- ★ too daunting (I don't have time...)
- ★ too technical, etc. (computers scare me...)

People may be **unaware**.

- ★ Oh, I didn't realize...
- ★ What can I do?
- ★ Should I do something?
- ★ Where do I start?
- ★ Doesn't someone else do that for me?

- ★ **Go to them**
- ★ **Know what you want**
- ★ **Explain why they should donate it**
- ★ **Decide now what you won't accept**



**Go to them**

- ★ **Academic libraries: departmental meetings, faculty retreats, faculty senate, alumni meetings . . .**
- ★ **Public libraries: historical societies, DAR, SCV, DCV, NAACP meetings, church clubs, nursing homes . . .**



**Know what you want**

- ★ **Digital photographs, family newsletters, personal research, departmental records, email. . .?**
- ★ **Don't ask for everything**



**Explain why they should donate it**

- ★ **Local history**
- ★ **Organizational history**
- ★ **It's the law**



- ★ **Inventory**

- ★ **How many files, when were they created, what do they contain, why are they important?**

- ★ **Standard file formats**



**Decide now what you won't accept**

- ★ **Formats: 10-inch floppies, Zip disks, FORTRAN programs**
- ★ **Content: Family pets, personal data**
- ★ **Condition: Fragile, broken, dirty**
- ★ **State of documentation: None, some, a lot**



**Now go have that talk**