Session 2: Engaging Leadership and Encouraging Responsibility for DP
There is a disconnect in understanding leadership and those working with materials on a daily basis. What have been your issues in dealing with this issue?

Comments / Reflections
- copyright and metadata -- some people don't have the knowledge about specific aspects of digital materials. No one takes leadership for the individual tricky bits because of lack of understanding and no one takes ownership for those issues.
- how to make it an institutional priority and not just project based. How to make people see DP as needing ongoing resources. Persistence is key.
- resistance to change in implementing new technologies and those who have been in the institution longer. Trying to open lines of communication and gradually support. Takes a lot of time and proving that DP does matter.
- supervisor of digital media and university archives - starting to think about DP. Library and archives doesn't have an IT, share with university.
  - collection of 100K items -- how to serve multiple needs of an organization, not dealing with pet projects
  - dealing with other institutions
- when your major argument is risk, hard to convince that is something to invest in. Web Archiving example and the "IF" factor.
- Web Archiving has program and other out of the box programs -- easy to show people the change and people get it.
- the tangibility of digital items is hard to understand
- how people reacted to Sandy and how people were prepared or not. That has been an example of loss and negative impact. Has become the strongest argument for preservation in the NY area.
- keep in mind generalities and working smart. Museums are further behind libraries and archives. Don't reinvent the wheel.
- description and other aspects of preservation are not sexy. You can't write a press release about checksums!
- cyclical -- funders driving access
- hard to convince people to spend money on something that they don't see -- not immediate
- there are newsworthy things about DP and the discovery of old items that people may care about
- engage and articulate leaders -- what is that elevator pitch that resonates with all audiences? what is the sweet spot between individual institutions and the national message about what's important to digital preservation
- funds for marketing or on preservation?
- come together and promote DP looking
- rediscovery and reincorporation of lost materials -- spin it as more active sounding. Make it sound like creating something new out of something old is positive. Recreating access to something is motivating.
- conservation -- can we do stuff to show