

# Fall 2013 Outreach Working Group Strategic Survey



Without considering resource restraints, what should the NDSA Outreach WG work on?

Response  
Count

30

answered question

30

skipped question

16



**Page 2, Q1. Without considering resource restraints, what should the NDSA Outreach WG work on?**

1	1 - promoting NDSA activities within the existing DP community 2 - informing people outside the community about what DP is and what they can do about it (like outreach to the tech community, an idea I really like)	Nov 22, 2013 3:26 PM
2	Launch a Public Awareness Campaign around digital stewardship: What it is, why it is important (i.e. in the 'public good'), the fragility of digital objects, and the risks associated with their loss. Conduct regional events...not everyone can travel to DC for the annual meeting.	Nov 22, 2013 10:50 AM
3	Work more closely with associations and academia to develop a plan for action - from marketing to training. Being selective with whom you work is not taking NDSA very far. A major effort should be ensure to include newly minted post graduates (recently employed) along with LIS and IT schools faculty in your planning and objective setting.	Nov 21, 2013 11:28 AM
4	The greatest enemy of NDSA's goals of sustainability and openness is the permanent loss of data. Encourage cooperation in the identification of and rescue of "data at risk".	Nov 21, 2013 10:49 AM
5	Education of both the LAM community and the public	Nov 21, 2013 10:32 AM
6	Cooperation with Hathi and DPN, DPLA etc. to speak on digital preservation and provide workable options for content we generate	Nov 21, 2013 10:16 AM
7	A shared digital repository for digital preservation!	Nov 19, 2013 10:45 AM
8	Educating Presidents, Provosts and Academic Vice Presidents of universities and colleges. Digital Preservation needs a completely different financial model from print preservation. Current operating budget allocations cannot absorb it.	Nov 18, 2013 5:46 PM
9	Raising public and institutional awareness of NDSA programs and tools to the extent possible.	Nov 18, 2013 4:53 PM
10	Engaging private sector - clearly articulating the threats so that IT companies and content creators (e.g. via professional organizations / associations) are informed. Hardware & software companies in particular need to be encouraged to contribute to the work, finding solutions that can be broadly adopted.	Nov 18, 2013 4:20 PM
11	Forge partnerships, promote NDSA and its activities through speaking (or helping members speak), help organize/run events, and getting coverage on non-NDSA sites/channels/forums	Nov 18, 2013 3:52 PM
12	Presentations at regional and national conferences Capture and promote real life stories of digital data loss and how organizations were impacted--how it affected their mandate, was there negative press, were they able to move forward their digital preservation program, etc.	Nov 18, 2013 3:20 PM
13	Continue the mind meld by engaging (with incentives) creative, comprehensive thinking to address our common challenge.	Nov 18, 2013 3:05 PM
14	Expanding beyond libraries and museums for broader reach of its content, including attending and presenting at events - such as those for digital	Nov 18, 2013 2:39 PM

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	preservation of films and media (AMIA)	
15	items rated 1 and 2 above	Nov 11, 2013 7:59 PM
16	Maintain, expand and promote the Digital Preservation In a Box Tool	Nov 11, 2013 8:57 AM
17	Things that quickly heighten awareness of NDSA's existence and activities--to members and prospective members; to others who could benefit from the work undertaken by the community; and to the broader landscape of digital curation/records management.	Nov 10, 2013 8:44 PM
18	Develop coordinated regional and national outreach and education efforts to improve public understanding and involvement in the NDSA mission.	Nov 10, 2013 1:00 AM
19	National campaign to promote the National Agenda for Digital Stewardship while providing educational resources / classes for institutions to successfully accomplish the goals in the agenda.	Nov 7, 2013 2:31 PM
20	Cooperation with groups like Internet archive and DPLA, international groups working in the same topic areas	Nov 6, 2013 10:36 AM
21	1) raise public awareness of the importance of digital stewardship 2) partner with researchers and institutions to do more in preserving digital data and resources for future re-use, or at least stimulate interest in this type of partnership 3) provide best practices to help interested parties provide stewardship locally. This could be webinars or tutorials.	Nov 5, 2013 10:47 PM
22	Increasing membership and regional connections/networks. Promoting scholarship and training.	Nov 5, 2013 5:26 PM
23	I think the regional meetings are very helpful.	Nov 4, 2013 10:13 AM
24	develop and publish recommendations for open source and commercial digital preservation tools for large and small organizations as well as individuals	Oct 30, 2013 12:54 PM
25	Spreading awareness about digital preservation nationally and secondly about the NDSA and how it is addressing the challenge.	Oct 29, 2013 9:46 AM
26	Assist in facilitating alliances across NDSA Members	Oct 29, 2013 8:54 AM
27	getting the message out - first to those who can contribute in tangible ways (i.e. money, promotion, coding, in-kind services), and then to the general public - this is an IMPORTANT topic	Oct 29, 2013 8:30 AM
28	Promoting not only the NDSA and the agenda, but also the useful tools/content/know-how of the group so that the NDSA becomes the go-to place for innovation and solutions for cultural heritage organizations.	Oct 28, 2013 3:40 PM
29	-Coordinate presentations at all levels of library/archives/etc. conferences supported also by your Outreach Toolkit, - work on getting national press attention for digital preservation by targeting such publications as the Chronicle of Higher Education, national newspapers, etc. with compelling stories of lost content.	Oct 28, 2013 3:25 PM

**Page 2, Q1. Without considering resource restraints, what should the NDSA Outreach WG work on?**

30 Encourage sponsorship of digital stewardship projects.

Oct 28, 2013 3:13 PM