

**Fall 2013 Outreach Working Group Strategic Survey**



**Now, considering the resource constraints on a volunteer organization, what should the NDSA Outreach WG work on that will provide the most benefit to the NDSA and the digital stewardship community?**

	<b>Response Count</b>
	33
<b>answered question</b>	<b>33</b>
<b>skipped question</b>	<b>13</b>



**Page 2, Q1. Now, considering the resource constraints on a volunteer organization, what should the NDSA Outreach WG work on that will provide the most benefit to the NDSA and the digital stewardship community?**

1	I would just prioritize. Maybe focus first on getting the word out to people in the DP field about NDSA and what it does. Then when we have good penetration and awareness in our own institutions and in the universe of potential member institutions, shift focus to informing people who can influence and benefit DP work: big software vendors, content producers (movies, games, radio), etc.	Nov 22, 2013 3:26 PM
2	Regional events and public presentations on digital stewardship issues.	Nov 22, 2013 10:50 AM
3	Fostering outreach activities that have true deliverables on a regional level.	Nov 21, 2013 11:28 AM
4	see above.	Nov 21, 2013 10:49 AM
5	Education of both the LAM community and the public	Nov 21, 2013 10:32 AM
6	Clarification of mission with regard to the other groups like DPN, Hathi, DPLA, etc.	Nov 21, 2013 10:16 AM
7	I love the idea of a question answering site as well as providing more resources for those just embarking on digital preservation.	Nov 19, 2013 10:45 AM
8	Educating the presidents of the AAU and APLU that not addressing this issue will lead to loss, irretrievably so. This will affect the future of research programs on their campuses. They cannot defer to the govt due to the political vagaries and lack of social commitment over the long haul. Their libraries and archives need their support in budget battles on campus. Digital preservation requires a completely changed mindset at the top of the university leadership.	Nov 18, 2013 5:46 PM
9	Attract new members to existing working groups.	Nov 18, 2013 4:53 PM
10	Pick one or two large, high-profile IT industry events to attend as a "lobbying" experiment. Regarding practical guidance given to cultural heritage institutions, universities - the traditional "audience" for this message: step back from the high bar of preserving at specific quality specs and focus on preserving at whatever is feasible for the institution.	Nov 18, 2013 4:20 PM
11	Forge partnerships, promote NDSA and its activities through speaking/presenting/writing (or assisting with / arranging for members to speak/present/write) on its behalf (and in non-NDSA forums/channels	Nov 18, 2013 3:52 PM
12	Promote stories of real life data loss and how organizations were really impacted. Were there stories in the press, were they able to advance their projects as a result of the data loss.	Nov 18, 2013 3:20 PM
13	"Resource constraints" is the gorilla in the room. At some point we need to address it in a compelling manner.	Nov 18, 2013 3:05 PM
14	Same as 2	Nov 18, 2013 2:39 PM
15	items rated 1 and 2 above	Nov 11, 2013 7:59 PM
16	Coordinate "strategic partnerships" with other library/archive museum organization	Nov 11, 2013 8:57 AM

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17	Things that are easiest to bound and complete. Things that have immediate impact. Presentations...refining the outreach materials and keeping them up-to-date and useful...broadcasting the National Agenda far and wide...these are things that do not take up much time from individuals and that can have dramatic impact.	Nov 10, 2013 8:44 PM
18	Identified strategies will be tied to available resources and the NDSA priorities	Nov 10, 2013 1:00 AM
19	Call upon regional members to use established news networks for promoting the National Agenda and sponsor training workshops.	Nov 7, 2013 2:31 PM
20	People wonder why there are so many competing projects. What about the DPN group the universities have formed? DLF? Etc, etc, ; we need to explain why NDSA is distinct and needed.	Nov 6, 2013 10:36 AM
21	(3) above will produce more people who are able to provide digital stewardship.	Nov 5, 2013 10:47 PM
22	Increasing regional connections/networks and promoting the agenda (i.e., raising the profile). Increasing regional connections will not only add to the pool of available volunteer work, but it will also build collaborations with organizations and professionals who are in close enough proximity to support and consult with each other.	Nov 5, 2013 5:26 PM
23	Promoting the agenda through sessions and posters at library/ archive conferences.	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	As a new member, I would find valuable a way to help connect to others within the organization. I don't come with technical expertise to offer, so it seems hard to make connections without that.	Oct 30, 2013 11:52 AM
26	Expanding and working on tools that make processes of digital stewardship easier to accomplish.	Oct 29, 2013 10:49 AM
27	Identifying low-cost areas to spread awareness about digital preservation.	Oct 29, 2013 9:46 AM
28	Creating documentation that helps with stakeholders,	Oct 29, 2013 8:54 AM
29	Engage the tech community - don't assume that the typical "players" in the institutional/ library space have all of the answers - they don't, they just have a lock on this market. Break out of the traditional "library family", learn how big data is handled by the folks who do it for a profit, and directly ask for their help and contributions. You might be surprised.	Oct 29, 2013 8:30 AM
30	Promoting NDSA as THE digital content partner for other professional organizations so that NDSA isn't one of many working on these issues, but is instead the hub of activity so that the energy/attention of individuals in constituent communities isn't diffused among many efforts.	Oct 28, 2013 3:40 PM
31	Focus on things like the Q&A site, and promoting the agenda that are easy and bite sized.	Oct 28, 2013 3:38 PM

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32	Write up a series of compelling stories of lost content. People, and the news media, seem to love stories rather than facts...	Oct 28, 2013 3:25 PM
33	Encourage sponsorship of digital stewardship projects.	Oct 28, 2013 3:13 PM