**Why Should Digital Preservation Matter to You?**

Intended for: *Business Administrator*

Everyone has a role to play in safeguarding our university’s digital assets.

The intellectual property of our institution is at risk. We must have an active digital preservation program in place to be a leading institution. Without such a program all the content institution members create is at risk of being lost.

Current estimates are that without digital preservation electronic records could become inaccessible within a few years, a decade at most. To ensure long-term viability and relevance of our work and to mitigate legal and financial risk we need to begin a digital preservation program now.

 **Facts about Digital Preservation**

* Digital preservation will maintain auditable records and secure the university’s historical record.
* New and pending legislation at state and federal levels increasingly obligate our institution to investigate digital preservation, so acting now will put us ahead of the requirements.
* Federal granting agencies require data management plans for grants. Digital preservation is a core element of a data management plan.
* We compete with institutions where digital preservation is ongoing, potentially putting us at a disadvantage when recruiting faculty, students and staff. Implementing a digital preservation program will give us a competitive advantage over institutions where projects and programs are not yet in place.
* In the event of a FOIA request a comprehensive digital preservation program will ensure we have discoverable records preserved for the long-term.
* Digital preservation can be implemented incrementally, with greater benefits achieved through higher levels of implementation.

 **How Can You Help?**

Everyone has a role to play in establishing a digital preservation program. Digital preservation activities are part of our core mission; they secure the intellectual capital represented in our teaching and research products. This is necessary to remain viable and attract and retain faculty, students and staff. We need to get the dialogue started and the funding identified to move this critical program forward.

**What is Digital Preservation?**

Digital preservation combines policies, strategies and actions to ensure long-term access to content that is born digital or converted to digital form regardless of the challenges of file corruption, media failure and technological change.

Digital preservation is an ongoing process, not a one-time activity, and needs to be addressed programmatically. Digital Preservation is more than a back-up.

**Why do we need it?**

Digital files become inaccessible over time unless they are managed and migrated to new technology as needed. Even content that resides on a web site or social media site is at risk.

For more information,

 please contact:

*<<Your Name Here>>*

*<<Your Contact Info. Here>>*

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